

BROADCASTING TELECASTING

THE 1951
MARKETBOOK
... on Page 99

THIS ISSUE:

Business Goes
National Spot
Page 19

Conventions Be
scored in '52?
Page 23

Warner's Sure-Fire
Advertiser: Radio
Page 50

TELECASTING
... on Page 59

20TH Year
Newsweekly
Radio and
Television.
10 Annually
cents weekly
Issue \$1.00

WHO IS NOW FAR BETTER BUY THAN EVER BEFORE!

	BEFORE	NOW	INCREASE
Area Inside .5 Millivolt Contour (Square Miles)	84,500	89,000	5.3%
Population Inside .5 Millivolt Contour	3,890,000	4,100,000	5.4%
Area Inside Nighttime Fading Zone (Square Miles)	73,000	125,300*	71.6%
Population Inside Nighttime Fading Zone	3,162,400	6,096,300	92.7%

*Area of Iowa is 52,680 sq. mi. Population figures based on 1940 Census.

WHO is the only 50,000-watt, 1-A Clear Channel Station in Iowa. Daytime listening area includes nearly all of Iowa, Southern Minnesota, Northern Missouri and Western Illinois. BMB Report #2, March 1949, showed Daytime Audience of 639,330 families in 167 counties; Nighttime Audience of 719,670 families in 280 counties. Simple summary on request.

Since the BMB report was issued, **WHO** has completed one of the most modern plants in the U. S. The latest in 50 KW transmitters and, more important to coverage, an innovation in AM broadcast antennas has been installed. The 780-foot, 300° vertical-directionalized antenna increases coverage day and night as shown by the above table.

Iowa Radio Audience Survey Figures

The 1950 Edition of the famed Iowa Radio Audience Survey (made before the installation of the new equipment mentioned above) shows that Iowa radio-set ownership is at an all-time high—98.9% of all Iowa homes in 1950, compared to 91.4% in 1940.

Furthermore, multiple-set ownership has increased tremendously—48.8% of Iowa's radio homes

now have two or more sets, compared to 18.2% in 1940. Sets make today's audience: In Iowa homes equipped with two sets, 38.9% of the families report daily simultaneous listening to both sets—in homes equipped with three or more sets, 61.8% of the families report daily simultaneous listening to two or more sets.

The result is that the average 1950 Iowa home accounts for 13.95 "listener-hours" per weekday. **WHO**, of course, continues to get the greatest share of Iowa listening. One of 57 Iowa AM stations, **WHO** is "listened-to-most" by 37.5% of Iowa's radio families, daytime, and by 43.9%, nighttime!

WHO
+ for Iowa PLUS +

Des Moines . . . 50,000 Watts

Col. B. J. Palmer, President
P. A. Loyet, Resident Manager



FREE & PETERS, INC.
National Representatives

Look this is television in the **WHAS** tradition...

Now The
**NATION'S MOST POWERFUL
TELEVISION STATION**

50,000 WATTS, ERP

Audio: 25,000 watts, ERP

Long before WHAS-TV went on the air over a year ago, plans were made to insure the maximum television enjoyment for the maximum number of viewers in Kentuckiana. These plans included a 12-bay, high gain antenna—still the only one of its kind in service.

With the recent authorization to increase our power, this antenna permits WHAS to transmit the *nation's strongest television signal* ... giving more TV enjoyment to more viewers ... offering the advertiser more for his money in Louisville.

*More Than Twice The power
of Louisville's second station!*



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

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

KNOCK OUT

ONE WORD, HAVING TWO MEANINGS



WSAR

ONE STATION, COVERING TWO MARKETS
IN FALL RIVER-NEW BEDFORD

- No outside station adequately covers the Fall River-New Bedford Market throughout the day.
- Only one outside station gives adequate coverage at any time of the day before 6 pm, and then only during network time.*
- Buy WSAR-ABC in Fall River New Bedford to sell in Massachusetts 3rd Market.
- For the complete story, contact your Headley Reed Salesmen.

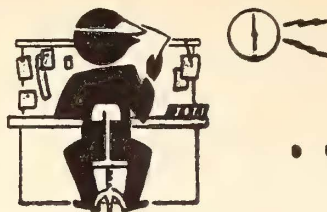


Hooper Audience Index by two hour
periods 8 AM - 6 PM, Winter 1950.

WSAR

5000 W ABC FALL RIVER-NEW BEDFORD

BROADCASTING TELECASTING



...at deadline

Closed Circuit

TENTATIVE approval given project proposed by Col. Howard L. Nussbaum, now radio-TV director of Harry B. Cohen, New York agency, whereby selected agency personnel would visit European area for indoctrination preparatory to presentation of top broadcast shows from abroad. Procedure would expedite production of regular shows while casts are participating in troop as well as civilian entertainment. Col. Nussbaum, former radio-TV chief of Army, was largely responsible for combat reporting during last war.

THEY WON'T HAZARD why, but station executives and representatives report almost unprecedented activity by agency radio buyers for fall placement. New season, they predict, could well be all-time high for national spot, eclipsing 1950 net time sales total of \$125 million which represented better than 25% of total time sales for year (see story page 19).

WHILE RCA-Victor has no immediate plans to enter white goods lines (refrigerators, washers, etc.) it is surveying field and may acquire existing plants. Victor's vast distribution organization made to order for such expansion, and Frank M. Folsom, RCA president, one of nation's foremost experts on merchandising, hasn't lost his touch since days he ran Montgomery-Ward and afterward put together Victor organization.

COVERAGE of political conventions next July to cost AM and TV networks between \$6 million and \$7 million, according to curbstone estimates. NBC and CBS alone would spend around \$2 million each, it's expected, including payments for both radio and TV commercial schedules preempted and reimbursements to advertisers and cancelled talent (see story page 23).

REPORTS CONTINUE on good progress being made in all-electronic color experiments of combined manufacturing and licensee groups. Best indications are that sometime next year formal field-testing will be sought in application to FCC. Production of receivers, transmitters, etc., not now anticipated prior to 1953. UHF, it's felt, also is that far away.

NEW CHANNEL 8 TV outlet in Atlanta, acquired by Broadcasting Inc., expected to use call letters WLTV, which already has been cleared with FCC. Assignment won't be formally made, however, until station using former facilities of WSB-TV (now assigned to Channel 2) is ready to take air—expected in October (see story page 28).

SUPREME COURT may take Scripps-Howard appeal and rule on FCC newspaper ownership policy [BROADCASTING • TELECASTING, Aug. 13] in belief of some Washington legal observers. They reason: Court has on docket appeal of *Lorain (O.) Journal* from anti-trust conviction for refusing to take advertising from local merchants who advertised on WEOL Elyria-Lorain and justices may feel that both cases would give them a chance to "make newspaper law."

Upcoming

- Aug. 20: BMI Clinic, Penn-Harris Hotel, Harrisburg, Pa.
- Aug. 21: BMI Clinic, Mayflower Hotel, Akron Ohio.
- Aug. 22: BMI Clinic, Roanoke Hotel, Roanoke, Va.
- Aug. 23-24: NARTB District 4 Meeting, Roanoke Hotel, Roanoke, Va.
- Aug. 23-25: West Virginia Broadcasters Assn., Greenbrier Hotel, White Sulphur Springs, W. Va. (BMI Clinic Aug. 24.)
- Aug. 25: Hearing on nomination of Frieda B. Hennock, FCC Comr., for Federal judgeship, Senate Office Bldg., Washington.

(More Upcomings on page 34)

Bulletins

PREDICTION that today's 107 TV stations in U. S. will increase to 1,500 in five years, 2,500 in 10 years, and perhaps an eventual 3,000 was voiced Friday by FCC Chairman Wayne Coy, speaking at inauguration of new coast-to-coast microwave radio relay for AT&T for telephone service (early story, page 76).

AT&T TO OPEN RELAY SEPT. 4 FOR PEACE TREATY SESSION

AT&T at request of State Dept. will move inaugural of cross-country radio relay for TV program transmission from Sept. 30 to Sept. 4, bringing President Truman's address at Japanese peace treaty conference in San Francisco to televiewers 10:30-11 p.m. (EDT) along with subsequent sessions.

Idea understood to be suggestion of Bob McCormick, NBC-TV Washington commentator. Conference telecasts expected to be pooled for four TV networks and any other TV stations desiring them. Sponsorship status undecided.

Peace conference telecasts expected to bring revision of plans for Sept. 30 golden spike inaugural, which carried program budget of \$250,000 for one-hour show, believed largest in broadcast history. To be telecast 9-10 p.m. on all inter-connected stations of all four TV networks, show would be handled for AT&T by its agency, N. W. Ayer & Son, New York, under original plans. Ted Sisson, Ayer radio-TV executive, supervising and Welbourne Kelley would handle preliminary writing.

In addition to pickups from San Francisco, Hollywood and New York, idea of including national defense feature in program discussed Thursday at Pentagon conference. Taking part were Col. Ed Kirby, Lt. Comdr. A. F. Rhoads, Lt. Col. Robert Keim and Messrs. Sisson and Kelly.

NCAA PROBE ASKED

INVESTIGATION of National Collegiate Athletic Assn. plan restricting college football telecasts asked by Jerome W. Marks, New York attorney and chairman of Fair Television Practices Committee, in letter to Attorney General Howard McGrath. Committee is "private group organized to represent the interests of television set owners."

Business Briefly

PINKHAM BACK • Lydia E. Pinkham Medicine Co., Lynn, Mass. (vegetable compound), returns to air this fall with nationwide radio spot campaign. Agency, Harry Cohen, New York.

SPOT PROJECT • Shulton Men's Toiletary New York, preparing radio spot series starting Sept. 24 for eight weeks in 75 markets. Agency, Wesley Assoc., New York.

MILITARY CAMPAIGN • Women's Army Corps planning radio spot announcement campaign in early morning time on 22 stations in New York, New England and New Jersey aimed at business women. Next Monday tentative starting date. Agency, Buchanan & Co., New York.

SUNDAY FOOTBALL • Atlantic Refining Co. and Brewing Corp. of America understood negotiating to sponsor large portion of DuMont TV Network's schedule of 63 Sunday pro grid games. Other sponsors interested.

FEED TEST • Stone Mountain Gravel Lithonia, Ga. (poultry feed), placing five minute program, *Market News Report*, in several southern radio markets on test basis, for 52 weeks. Agency, Wildrick & Miller, New York.

JONES DISCHARGES FIVE TOP AGENCY EXECUTIVES

DUANE JONES, president and board chairman of Duane Jones Co., New York, announced Friday that board of directors had discharged five executives of agency, in what announcement called "the sequel to an ultimatum served without warning on him to sell the agency at an absurdly low price" few weeks ago. Those listed as discharged were: Robert Hayes, former president of agency; Lawrence Hubbard, vice president and director of research; Robert Hughes, copy chief; Joseph Beck and Phil Brooks, assistant account executives.

Those listed as "among the officers, directors and employees who delivered the ultimatum" were those named as discharged, plus Paul Werner and Joseph Scheideler, vice president and directors, and Don Gill, vice president.

Announcement quoted Mr. Jones as saying group served ultimatum without warning eve of his proposed trip to Europe, then being planned under government auspices. At client request, announcement continued, and rather than accede to group's "demands," he postponed trip and was re-elected president and board chairman. Lawrence J. Leaman, treasurer, was elected vice president. Mr. Jones said other changes are in prospect (early story, page 4).

R.A.R. PINKHAM TO NBC

RICHARD A. R. PINKHAM appointed Friday to new post of manager of planning for NBC television network. He will report to Sylvester L. Weaver, NBC vice president for television. Currently circulation manager and director *New York Herald-Tribune*, Mr. Pinkham will report to new post in September.

KRLD-TV

NOW TEXAS'

MOST POWERFUL

TELEVISION

Station

Exclusive Columbia Station
for DALLAS and FORT
WORTH

Owners and Operators of

KRLD

50,000 WATTS

THE BRANHAM CO.
Exclusive Representatives

By Authorization of the Federal Communications Commission, KRLD-TV's Power Has Been Greatly Increased to 27,300 Watts Video and to 13,600 Watts Audio, Making . . .

KRLD-TV The Highest Powered Television Station in Texas on Either High or Low Channel.

Even Before KRLD-TV's Power Was Increased, a Survey of 102 Television Sales and Service Dealers Revealed KRLD-TV Gave the Best Picture and Audio Signal in Dallas' 100-Mile Area.

Now Operating on Greatly Increased Power and With a 6-Bay Antenna, KRLD-TV's Coverage Area Is Widely Extended and Viewer Reception Equally Improved Throughout the 100-Mile Radius.

MORE THAN TWO MILLION POPULATION NOW IN KRLD-TV'S EFFECTIVE COVERAGE AREA!

**More power! More Viewers!
More Programs! More Advertisers!
More Results!**

*This is
why*

KRLD-TV

*is your
Best Buy*

Channel 4

John W. Runyon, President

Clyde W. Rembert, Managing Director



Advertisement

From where I sit by Joe Marsh

Easy Makes His "Cat" Tread Lightly

Driving home on Three Ponds Road yesterday, I was flagged down by Easy Roberts' boy, Skeeter. "Take it slow," he advised. "Dad's crossing this road with our tractor beyond the bend."

Around the curve I saw why Skeeter stopped me. Easy had laid two rows of old truck tires right across the road, and was driving his new "Cat" tractor over them!

"More trouble this way," Easy explains, "but it does keep those tank tracks from tearing up the asphalt when I have to cross over to our other fields. After all, the roads belong to all of us—and I guess I'd get mad if someone else chewed them up."

From where I sit, Easy is my kind of citizen. He doesn't just give democracy lip service. He honestly believes it's his duty to consider the other fellow's interests. Whether it's the right to use the public highways or the right to enjoy an occasional glass of beer, Easy's out to protect his neighbor's "right of way."

Joe Marsh

Copyright, 1951, United States Brewers Foundation

BROADCASTING TELECASTING

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IN THIS BROADCASTING

New Business Goes for National Spot	19
Stations Form Alliances to Promote Radio	19
Saudek to Direct Ford Workshop	21
NPA Sets Tighter Controls Criteria	22
NARTB Cites Radio-TV Personnel Needs	22
Will Conventions Be Sponsored in '52?	23
Auto, Gasoline Firms to Sponsor College Football ..	23
Movie Firms 'Study' Paramount Hearing	24
Benton Revises 'Advisory Board' Bill	25
DuMont Pleads for Spectrum Revision	25
WGN, 15 Others, Join NARTB	26
Five Product Groups Dominate June Time Sales ...	27
Clothier's Sure-Fire Salesman: Radio	50

1951 MARKETBOOK Starts on Page 99

TELECASTING Starts on Page 59

DEPARTMENTS

Agency Beat	14	New Business	10
Aircasters	82	On All Accounts	14
Allied Arts	88	On Dotted Line	52
Editorial	56	Open Mike	80
FCC Actions	92	Our Respects To	56
FCC Roundup	92	Programs, Promotions,	
Feature of Week	8	Premiums	85
Front Office	58	Strictly Business	8
Milestones	91	Upcoming	34

WASHINGTON HEADQUARTERS

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NEW YORK BUREAU

488 Madison Ave., Zone 22, PLaza 5-8355; EDITORIAL: Rufus Crater, New York Editor; Florence Small, Agency Editor; Gretchen Groff, Liz Thackston.

Bruce Robertson, Senior Associate Editor.

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

CHICAGO BUREAU

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

HOLLYWOOD BUREAU

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

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

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

* Reg. U. S. Patent Office

Copyright 1951 by Broadcasting Publications, Inc.

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

OHIO'S RURAL STATION . . .

- ROBINHOOD FLOUR
- OMAR BAKERIES
- FORD TRACTORS
- MUSTEROLE
- PURITY FEEDS
- OHIO BELL TELEPHONE COMPANY
- MURPHY FEED CONCENTRATES
- OYSTER SHELL PRODUCTS
- DR. PIERCE
- PFISTER HYBRID SEED CORN
- WAYNE FEEDS
- WETALENE SOAP PRODUCTS
- PERTUSSIN
- CONSOLIDATED FARM FEEDS
- STANDARD OIL OF OHIO
- MULEHIDE ROOFING
- DOLGIN
- CARTER PRODUCTS

*Lower cost per thousand
rural listeners than any
other Ohio station!*

These are
some of the
satisfied advertisers
who are
successfully
selling the
"Billion Dollar" Ohio
Rural Market on . . .

WRFD!

O. L. Taylor Company
National Representatives

5000 WATTS
880 KC

WRFD

WORTHINGTON, OHIO



Here's Archer!



GENE ARCHER

WRC's Gene Archer, to be exact. Gene's delightful, hour-long mid-day program features the Cliff Quartette's individual music, popular records . . . plus Gene Archer's own brilliant baritone style.

Participation in this choice time period (12:15-1:15 PM, Monday through Friday) promises business in Washington. An impressive list of current national spots amply supports Gene's selling story.

Audience loyalty of "Here's Archer" offers an immediate association with a "Name Performer" in the Nation's Capital.

A few choice availabilities remain, contact WRC directly or NBC Spot Sales.

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

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



feature of the week

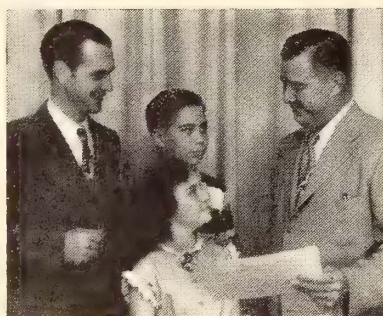
TELEVISION can teach youngsters and their elders how to save "more lives" in their community. In Memphis, WMCT (TV) there has been awarded honors to courageous youngsters who remembered what they saw on their telesets.

Two 12-year-old boys in the city pulled another little boy from a lagoon and administered artificial respiration, bringing air back into the lungs of the nearly-drowned youngster. They attributed the knowledge to WMCT's telecast of a film demonstrating how to perform the life-saving act.

Charlotte King, 9½ years old, was responsible for the life rescue of a young boy knocked senseless by lightning when her dad applied knowledge of artificial respiration demonstrated to him by Charlotte after she had learned the skill from television.

The youngsters received merit certificates from the station and were interviewed on a special afternoon telecast Aug. 3.

As a result of these stories of heroism, the station has planned a series to "teach more people to save more lives." The first, a 15-minute program, featured Memphis Red Cross workers and city firemen demonstrating an on-the-spot



Appearing on program are (l to r) Curtis L. King, daughter Charlotte, 12-year-old Gary Emerson, and H. W. Slavick, WMCT general manager, who presented awards.

method of artificial respiration.

In addition, the station is working on other programs, originating locally, on various phases of life-saving and first aid.

The film which originally inspired the youngsters to apply the lifesaving techniques was reshowed over the station during the award ceremony. As a follow-up to the lifesaving programs scheduled, The Memphis *Commercial Appeal* and the *Press-Scimitar* carried detailed stories on the role TV has assumed in saving Memphis lives. WMCT is the *Commercial Appeal* station.



strictly business



Mr. ABRAMS

NOWADAYS the so-called cold war is often referred to as the war of ideas. In the advertising world it's an old bread-and-butter philosophy.

For example, George J. Abrams, who places large accounts on radio and television, is an idea man who

believes in "test, test, test—then ride, ride, ride." That's a good yardstick for an advertising man or for any other person with imagination.

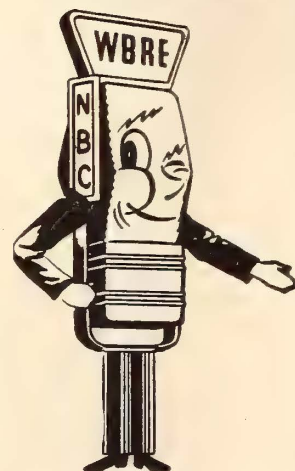
Mr. Abrams won his spurs on an idea. He got his present position—advertising manager of Block Drug Co., Jersey City, N. J.—by submitting an advertising idea for Omega oil to Block. Up to that time, he had been director of market research at Eversharp Inc. Block liked his idea, and since the advertising manager's job was open, he took over in September 1947.

It is one thing to get an idea, but quite another to execute it successfully. Mr. Abrams scores on that card, too. As advertising manager of Block he must keep in mind such things as the \$4 million advertising budget Block has set aside for this year.

Products of the company include Amm-i-dent tooth paste and tooth powder, Polident denture cleanser, Poli-Grip denture adhesive, Mini-poo dry shampoo, Py-Co-Pay tooth

(Continued on page 83)

THERE ARE DIFFERENT KINDS OF POWER



AND WE HAVE THE KIND THAT COUNTS!

THE POWER OF
THE LARGEST LISTENING
AUDIENCE
IN WILKES-BARRE
VALLEY

A Recent Conlan
Audience Listening
Survey Revealed
That . . .

THE FIRST THIRTEEN DAYTIME PROGRAMS IN ORDER OF POP- ULARITY WERE ON WBRE

We're all bustin' with
pride over the fact that
THREE OF THE TOP TEN
are our own LOCAL
SHOWS. Really some
thing to consider in your
Fall Plans!



It's impossible...



...as impossible as covering California's
Bonanza Beeline with outside radio



The Beeline is a whale-size market. It takes in California's great central valleys plus western Nevada. It has more people than Los Angeles . . . more buying power than Detroit . . . higher retail sales than Philadelphia.*

And it's an *independent* market, too—made up of local-minded inlanders who find their favorite listening on their *own* radio stations. You just can't land them with San Francisco and Los Angeles stations.

So be sure you use the stations they listen to—the five on-the-

spot **B E E L I N E** stations. Together, they cover the whole market. Individually, each does an all-over job in a major Beeline trading area. For example...

KFBK SACRAMENTO

Delivers solid coverage of the entire 19-county billion-dollar Sacramento market, with a BMB home-city total weekly audience of 78% daytime, 91% at night. Affiliated with inland California's leading newspaper—The Sacramento Bee. Has lowest cost per listener in its area.

*Sales Management's 1951 Copyrighted Survey

McClatchy Broadcasting Company

SACRAMENTO, CALIFORNIA

• PAUL H. RAYMER CO., National Representative

KFBK

Sacramento (ABC)
50,000 watts 1530 kc.

KOH

Reno (NBC)
5000 watts, day; 1000 watts, night
630 kc.

KERN

Bakersfield (CBS)
1000 watts 1410 kc.

KWG

Stockton (ABC)
250 watts 1230 kc.

KMJ

Fresno (NBC)
5000 watts 580 kc.



"PROMOTION PLUS" gets RESULTS... and COMPLIMENTS from both SPONSORS and AGENCIES!

GRiffin MANUFACTURING COMPANY, Inc.
Shoe Polishes
410-412 WILLOUGHBY AVENUE
BROOKLYN 11 N.Y.
EST. 1912

sent us a copy of the postal card you sent to the dealers in your area in behalf of Griffin Products, and we want to thank you for the consideration.
Such support is most valuable and may be of help to us

J. WALTER THOMPSON COMPANY
430 LEXINGTON AVENUE
NEW YORK 17
JUL 16, 1951

McCANN-ERICKSON INC.
ADVERTISING
30 ROCKEFELLER PLACE, NEW YORK 20, N.Y.

It is a refreshing experience to find that in a single station program, the management of a television station recognizes the importance of program promotion for network programs regard-

has forwarded to us your excellent report on the promotion done in behalf of the Shell Oil Company News Program on WDSU. We have passed this report on to the client who greatly appreciates your promotion work

Betty Jane Fannon MD
cc: Mr. Bill Tilinius

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

• Write, Wire or Phone Your JOHN BLAIR Man!

AM TV FM
WDSU
NEW ORLEANS

new business



Spot . . .

PARENTS' INSTITUTE, N. Y., for *Compact* magazine starts 10-day radio and TV campaign in three major markets, New York, Washington and Pittsburgh. Campaign includes 20 chain breaks on WNBC New York, 12 TV breaks on WNBC (TV) New York, 12 breaks on WABD (TV) New York, 20 on WTTG (TV) Washington, and for on WDTV (TV) Pittsburgh. Future spot campaign being planned.

NACO FERTILIZER Co., N. Y., sponsoring 15-minute news thrice week over network of five North Carolina stations for 26 weeks. Program originates from WPTF Raleigh, and is carried on: WTSB Lumberton, WADE Wadesboro, WGTC Greenville and WBIG Greensboro. Agency: Kelly Nason, N. Y.

ZAIDEN Co., Pittsburgh, for Zadenol Dietary Supplement, using test saturation campaign on WHBC Canton, Ohio. Site selected because of "high concentration of average American families who spend 21% more for drug products than the average country."

ILLINOIS MEAT Co., Chicago, for its Broadcast brand products, begin TV test in Detroit next month with *Range Rider*, once-week syndicated half-hour film, on WJBK-TV indefinitely. Agency: Arthur Meyerhoff, Chicago.

HOLLAND FURNACE Co., Holland, Mich., uses TV for first time this week when it begins test spot schedule on stations in Chicago, Cleveland, Pittsburgh, Cincinnati, Louisville and Grand Rapids. Client just renewed *Paul Gibson* on WBBM Chicago for 26 weeks and has ordered show for WCAU Philadelphia for same period. Agency: Roche, Williams & Cleary, Chicago.

ASSOCIATED SALMON CANNERS of British Columbia, Vancouver starts new women's daily program *Notebook* with Claire Wallace, absent from Canadian radio for past two years due to illness. Program will be on many Canadian stations. Agency: James Lovick & Co. Ltd., Vancouver.

Network . . .

LEWIS-HOWE Co., St. Louis (Tums), purchases MCA half-hour *Hollywood Theatre* to start Sept. 18 on NBC as replacement for the late Fannie Brice's *Baby Snooks Show* Tues., 8:30-9 p.m. (PST). Contract for 13 weeks. Agency: Dancer-Fitzgerald-Sample Inc., Hollywood.

PETER PAUL Inc., N. Y. (candy bars), will sponsor *Bob Garro and the News* on ABC Pacific network Tues., Thurs., Sat., 7:30-7:40 a.m. (PDT) starting Sept. 11 for 52 weeks. Agency: Maxon Inc., N. Y.

GLORION CORP., L. A. (cosmetics), Sept. 13 starts *Chet Huntley and the News* on ABC Pacific network Thurs., 5:30-5:45 p.m. (PDT). Contract for 52 weeks. Agency: Milton Weinberg Adv. Co., L. A.

INTERNATIONAL SHOE Co., St. Louis (Friedman-Shelby Div.), sponsor *Kids and Company*, 11 to 11:30 a.m., featuring Johnny Olson on DuMont Network starting Sept. 1. Agency: Westheimer & Block St. Louis, and its New York associates Wyatt & Schuebel Inc.

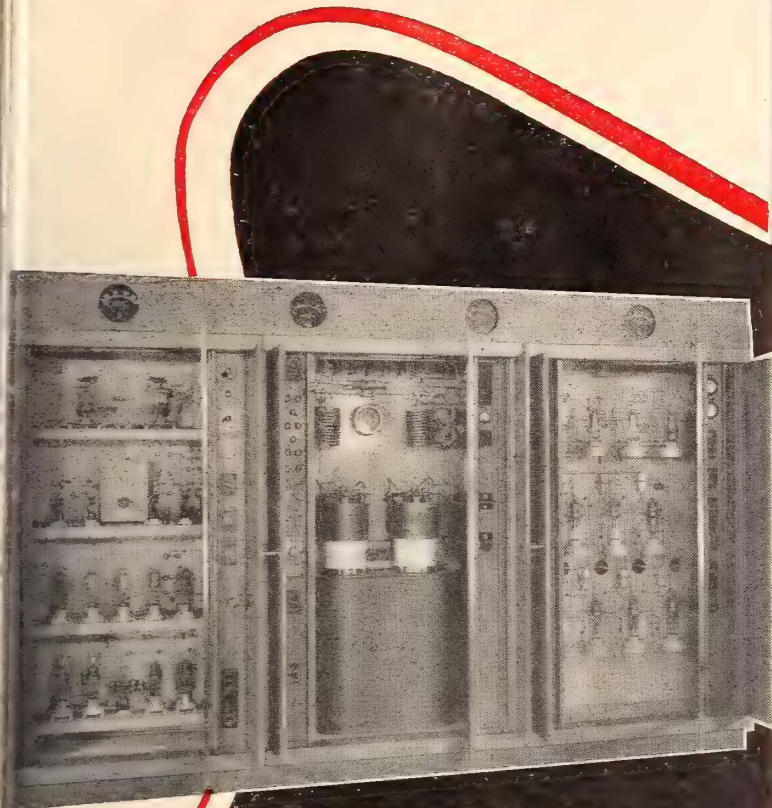
CORY Corp., Chicago (coffee brewer), sponsoring new daytime show featuring Don Ameche and Frances Langford, on ABC-TV.

PAL RAZOR BLADE Co., N. Y., renewed its sponsorship of *Rod and Gun Club of the Air* Thurs., 8:30-8:55 p.m. over MBS, effective last Thursday. Agency: Al Paul Lefton Inc., N. Y.

QUAKER OATS Co., Chicago (Aunt Jemima Pancake Flour), will sponsor *The Breakfast Gang* on full Don Lee network (45 stations) for 13 weeks starting Oct. 2, Tues., Thurs., 7:15-7:30 a.m. (PDT). Firm will also sponsor *The Answer Man* starting Oct. 1 on same network.

(Continued on page 15)

NEW FACILITIES TO BETTER SERVE YOUR NEEDS



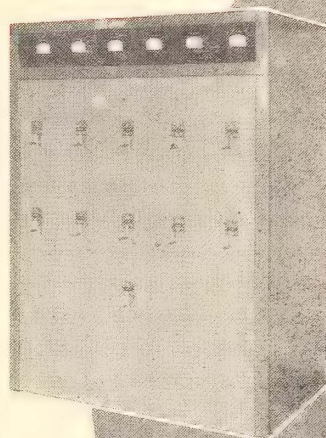
Look at these features of the new 5/10 KW AM Transmitter*

- For the first time in any commercial transmitter, Continental's improved high-efficiency amplifier incorporates equipment for matching the transmitter output to sharply tuned loads encountered in directional arrays.
- Exclusive of the automatic voltage regulator, the transmitter is completely self-contained, thus simplifying installation.
- Full, unobstructed view of all functional equipment is possible through the new "Transview" cabinet design and handsome vertical chassis construction. All components are forced-air ventilated.
- MAXIMUM STABILITY of tuning assured by vacuum-type capacitors in output stage.
- HUM-FREE OPERATION of control system through DC-operated relays.

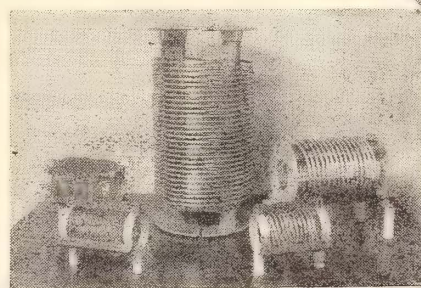
*Being sold through GRAYBAR ELECTRIC COMPANY

WE SPECIALIZE IN CUSTOM DESIGN TO SOLVE SPECIFIC PROBLEMS

Our NEW, modern plant, vastly expanded facilities and trained personnel are ready to go to work for you at a moment's notice. Skilled engineers are at your disposal to analyze specific problems. Expert draftsmen are on the job to design equipment geared to your particular needs in smooth, dependable broadcasting operations. Long years of experience—in both domestic and foreign markets—stand behind Continental Service. The Continental reputation for uniform high quality, superior workmanship and technical ability is your assurance of lasting satisfaction.



Upper right, the Continental 5 Tower 5 KW Power Division and Phase Control Unit. Lower right, typical Continental components—radio frequency inductors grouped about a larger isolation inductor.



CONTINENTAL ELECTRONICS

Manufacturing Company

producers of

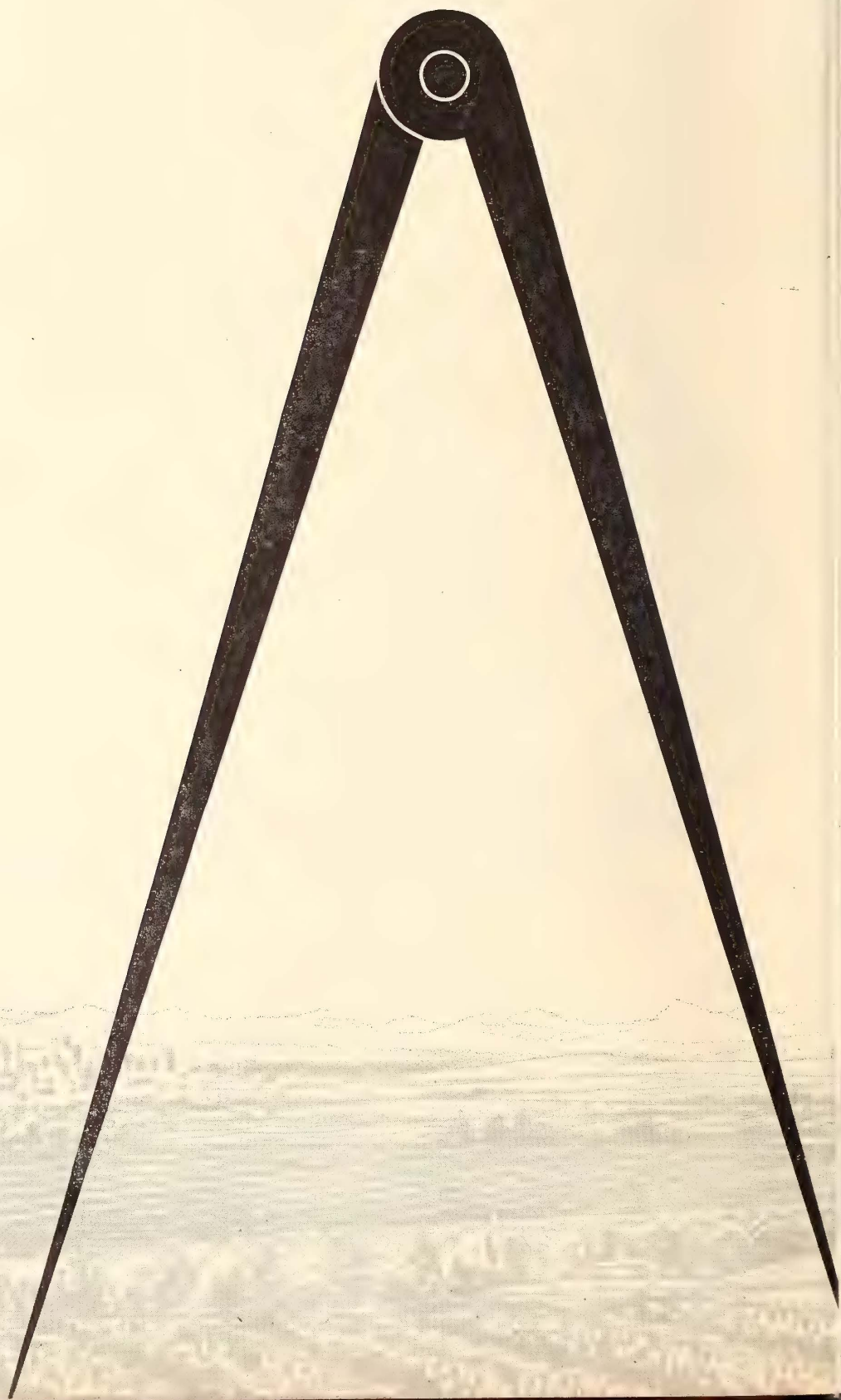
- ★ Complete transmitters
- ★ Radio frequency inductors
- ★ Isolation inductors
- ★ Aluminum coupling cabinets
- ★ Antenna coupling units
- ★ Power division and phase control units
- ★ Rectifiers—Amplifiers
- ★ FM-AM Isolation units
- ★ Arc-back indicators

HOME OF CONTINENTAL
ELECTRONICS MANUFACTURING COMPANY



4212 S. BUCKNER BLVD. DALLAS 10, TEXAS PHONE EVERGREEN 1137

By any measu



le . . .

KFRE

USE ANY MEASURE and you come up with the same answer. Central California is a great and productive market—and in Central California, KFRE leads them all.

BIGGEST BUYING POWER — the San Joaquin Valley is one of the great test markets in the country. It is one of the most progressive and most diversified farming areas in the nation—with the highest per capita wealth. It is the richest agricultural civilization that America has ever known.

LOWEST COST PER THOUSAND — your advertising message reaches more potential and responsive buyers at less cost per thousand on KFRE than on any other media in Central California.

THE BIGGEST AUDIENCES — you get them on KFRE: more than any other station in the area, more than the second network, more than all five of the third and fourth network stations combined — the largest consistent audiences in an area where the average income is higher — where the average family spends more on everything.

FIRST CHOICE OF MOST SPONSORS — more advertising dollars are budgeted to KFRE than to any other Central California station. Smart media buyers on local and national accounts select it again and again because they know the results they get from Central California's only 50,000 watt station.

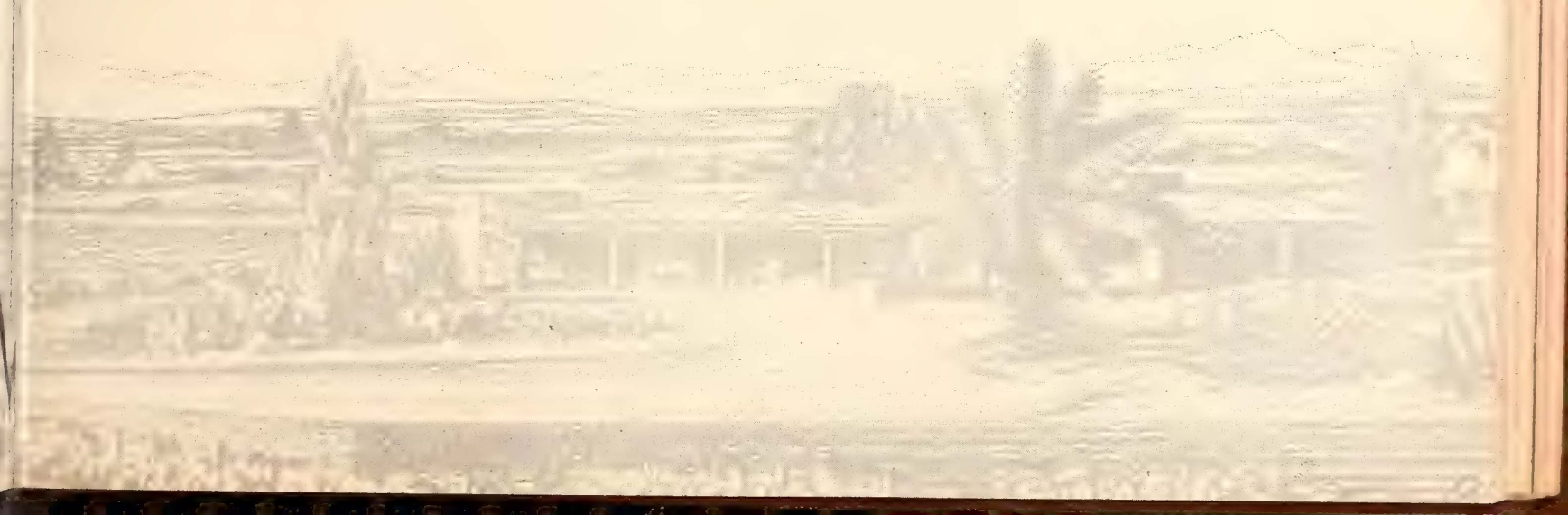
Ask Avery-Knodel.

First in America's Richest Farm Area . . .

50,000 Watts • CBS • 940 KC • FRESNO

KFRE

PAUL BARTLETT, *President*





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



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

Represented by John Blair & Co.



agency

BILL SHEPHERD, executive producer WCCO Minneapolis, named head of radio and television production Knox Reeves Adv. Inc. same city.

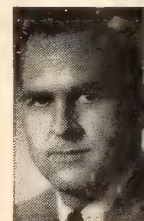
RICHARD S. JACKSON, director of special events WAVE-TV Louisville, to J. M. Mathes Inc., N. Y., as assistant director of radio and TV in expansion of agency's broadcast advertising activity under READ WIGHT, director.

JAMES LINCOLN, Fuller, Smith & Ross Inc., N. Y., to John Mather Lupton Co., N. Y., as copywriter.

HERBERT LEDER, director of film Benton & Bowles, N. Y., and Nannette Vezina announce their marriage. **Mr. Jackson**

JOHN R. DENNISON, vice president in charge of copy Klau-Var Pietersom-Dunlap Inc., Milwaukee, to copy staff Gordon Best Co., Chicago

ELEANOR BROWN, E. L. Brown Adv., Phila., named vice president Ed Shaprio Adv. Agency, same city.



on all accounts

WHEN television was still a sideshow, William Cova Patterson was one of its literal trumpeters. Currently assistant director of the television department of Cecil & Presbrey, New York, Mr. Patterson began his career in video as a lecturer in the RCA television exhibit at the New York World's Fair in 1939. After talking about the medium for a season Mr. Patterson next proceeded to learn what he was talking about. He joined the creative element of the exhibit to serve as TV director.

Since it was hardly a medium for people, one of Mr. Patterson's first shows featured a pair of improbable beasts known—but only slightly—as Kukla and Ollie. Fran still had a separate identity and a last name as a vocalist in Chicago.

With the closing of the fair, Mr. Patterson joined NBC as an assistant director in radio. His next job was as a bombardier in the Army Air Corps, serving there as an officer for four years.

After the war he went to WNBC in New York as a producer-director

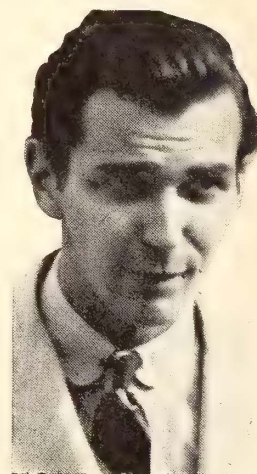
functioning on the Tex & Jinx and Frank Luther shows among many others. In 1948 he moved to WBEN-TV Buffalo as producer and program manager. And early in 1949 he returned to New York as assistant program director of WCBS-TV, remaining there until a year ago August when he joined Cecil & Presbrey in his present capacity.

Mr. Patterson was born March 11, 1917, in New London, Wis. He majored in drama at both Northwestern and Iowa U. Upon completion of his formal education he turned to his first job as lecturer in 1939.

The following shows are under his supervision: Ammi's *Danger* on CBS-TV, Auto Lite's *Suspense* on CBS-TV and Syl vania's *Beat the Clock*. The agency creates and produces all the commercial for the three network TV shows.

The Pattersons she is the former Marcia Freil, have two children, Pamela, 6½ and Neil, 2. The family lives in Manhattan.

Mr. Patterson's hobbies are golf, bridge and literature.



Mr. PATTERSON

beat



MR. ADVERTISER:

IF YOU WANT
LATE EVENING
NEWS

ON TELEVISION

IN THE

WASHINGTON MARKET*

YOUR BEST SALES BUY

IS

GUNNAR BACK

MONDAY THRU FRIDAY — 11 to 11:10 p.m.

Tomorrow's news, accurately and interestingly interpreted by one of the Capital's most distinguished news reporters, supplemented with last minute Acme News Photos.

The Nation's Capital is the News Capital of the World! And the fact that here family buying power is the highest in the U.S., makes this across-the-board program a smart advertising buy!

(LET THE KATZ AGENCY
GIVE YOU FULL DETAILS)

WMAL **WMAL-TV** WMAL-FM

THE EVENING STAR STATIONS
WASHINGTON, D. C.

ELDA CORANI, timebuyer Duane Jones, N. Y., to Benton & Bowles, Y., in media department.

VICK E. DRAPER, network TV account executive ABC Chicago, named account supervisor of Grand Prize Beer, Foote, Cone & Belding.

WILLIAM R. BAKER, Jr., president Benton & Bowles, N. Y., named chairman of public information committee of 1951 New York campaign Crusade for Freedom.

BARKER LOCKETT, copywriter and contact man VanSant, Dugan & Co., Baltimore, named account executive Lewis & Gilman Inc., Philadelphia.

ED M. JORDAN, vice president in charge of West Coast operations Earl Bothwell Adv., Hollywood, resigns. Prior to joining Bothwell, Jordan was vice president and manager Los Angeles office, Buchanan Co., and before that with Erwin, Wasey & Co., L. A. WRIGHT ODINE, account executive Bothwell Adv., is acting head of agency until permanent appointment made.

Change of addresses: WILLIAM D. MURDOCK Adv., Washington, D. C., moving to enlarged quarters at 948 Warner Bldg. effective Sept. 1. Telephone is District 0450. BAKER ADV. Agency Ltd., Toronto, marked its 10th anniversary mid-August by moving to new and larger offices at 1315 Bunge St. ELLIS ADV. Co., Toronto, moved to new and larger offices 77 York St., Toronto. SCHNEIDER, CARDON Ltd., Montreal, moves to new offices at 2024 Peel St., Montreal. ANDERSON, SMITH & IRNS Ltd., Montreal, moves to new offices at 1510 Drummond St., Montreal.

New Business

(Continued from page 10)

on, Wed., Fri., 10:30-10:45 a.m. (PDT). Contract for 13 weeks. Agency: Price, Robinson & Frank Inc., Chicago.

STANT MAXWELL HOUSE COFFEE to sponsor daytime drama serial, *When a Girl Marries* over ABC, Mon.-Fri., 11:15 to 11:30 a.m. beginning Oct. 1. Agency: Benton & Bowles, N. Y.

MURINE Co., Chicago, Sept. 9 starts Cedric Foster in five-minute commentary series on full MBS network, Sun., 6:55-7 p.m. Agency: BBDO, Chicago.

REYNOLDS METAL Co., Richmond, Va., sponsoring broadcasts of mid-western and southern trotting races, Thurs., 5:30-5:45 p.m. for five weeks ABC. Agency: Buchanan & Co., N. Y.

Agency Appointments . . .

HOWWHITE BAKING Co., Muskegon, Mich., appoints Ruse & Urban, to handle advertising. Radio will be used.

WINT & WINTERBOTHAM, N. Y., maker of British Woolens, appoints Gray & Rogers, Phila., to handle advertising.

C. JOHNSON & Son Ltd., Brantford, Ont. (waxes), appoints Erwin, Wasey of Canada Ltd., Montreal, to handle advertising in Quebec province. Fall radio campaign for Glo-Coat is planned. Needham, Louis & Morby Inc., Chicago, understood to be handling remaining Canadian advertising.

HEISS HOTELS, Mayfair & Lennox, St. Louis, named Olian Advertising, same city, to handle advertising effective Aug. 1. TV spots will be used. James O'Neal is account executive.

ELLOWS & Co., N. Y., appoints Benton & Bowles, same city, to handle advertising of all its wines and spirits products.

BROADCASTING • Telecasting

WOW! ZIV's NEW SENSATION

IRENE

DUNNE

AND

FRED

MACMURRAY

Together, in the Gay, New, Exciting Comedy-Adventure

"BRIGHT STAR"

FIVE DISTINCT IDENTIFICATIONS FOR YOU

Including Three Full-Length Selling Commercials!

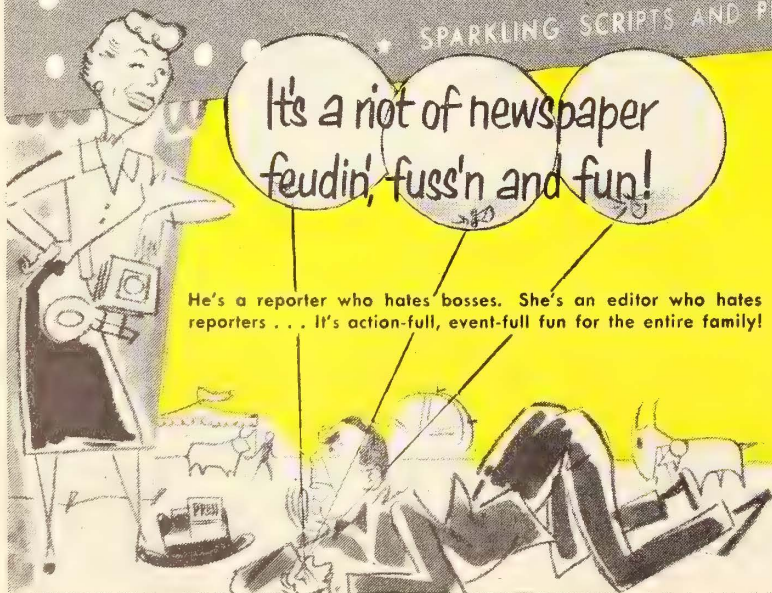
EACH HALF-HOUR PROGRAM A COMPLETE EPISODE!

★ WITH HARRY VON ZELL ★ AN ALL STAR SUPPORTING CAST
★ SPARKLING SCRIPTS AND PRODUCTION ★ BRILLIANT MUSICAL SCORES AND DIRECTION

It's a riot of newspaper feudin', fuss'n and fun!

He's a reporter who hates bosses. She's an editor who hates reporters . . . It's action-full, event-full fun for the entire family!

NEVER BEFORE HAS A NEW SHOW CAUSED SO MUCH EXCITEMENT!



SHOW IS THE INDUSTRY!



STATIONS ARE
WIRING

FOR THESE TWO GREAT
HOLLYWOOD STARS!

AGENCIES ARE
PHONING

FOR THIS GREAT
AUDIENCE-BUILDING HIT!

SPONSORS ARE
GRABBING

FOR THE TOP SHOW
IN THEIR MARKET!

DICTATE A WIRE
BEFORE
YOUR MARKET
IS GONE!

FREDERIC W.

ZIV COMPANY

Radio Productions

1529 MADISON ROAD • CINCINNATI 6, OHIO
NEW YORK HOLLYWOOD

A RICHMOND MERCHANT WRITES:

"Large sales come
directly from our
WLEE advertising.."

Here's the success story of a Richmond store in the floor-laying business. The owner had never believed in radio advertising—but then he tried WLEE! Just read what he says now:

"I made a point of running Radio Specials that were not advertised in any other manner. *Several large sales have come directly from our WLEE advertising.* Now that we have been advertising regularly on WLEE for the past few months, the repeated mention by customers of our program has proved to us that radio is a very substantial medium."

All kinds of local Richmond merchants are used to getting direct results like this from advertising on WLEE. And more and more national advertisers are following their lead.

How about *your* Richmond advertising? Do you know the whole WLEE story? A call to your Forjoe man will bring you all the facts.



WLEE

Mutual in Richmond

BROADCASTING

TELECASTING

Vol. 41, No. 8

WASHINGTON, D. C., AUGUST 20, 1951

\$7.00 A YEAR—25c A COPY—THIS ISSUE: \$1.00

SPOT SALES CLIMB

By FLORENCE SMALL

N UPSURGE in spot timebuying among major advertisers was evident last week, suggesting the beginnings of what could become a significant change in advertising planning.

In addition to Pepsodent's turn into spot scheduling exclusively

BROADCASTING • TELECASTING, Aug. 13], it was revealed that the Crosley Division of Avco Mfg. Corp. is bypassing both radio and TV network programming in favor of a radio spot campaign for at least one of its products, while Pepsodent's parent, Lever Bros., is supplementing network scheduling for other products with strong spot drives. Additionally there were signs that Procter & Gamble may be paying closer attention to spot radio.

As yet the sum of such moves is too limited to justify the use of the term "trend," but the tack taken by Pepsodent and Crosley seemed destined to gain the interest of the industry, and their success or failure may influence the future approach of many another client with even remotely similar merchandising problems.

Crosley, having decided to cancel its participation in the NBC-TV *Show of Shows*, will break out in mid-September in a pressure spot radio campaign in at least 100 markets to promote the sale of its television and radio sets. The first concentration will be for a period of 13 weeks at an estimated cost of \$35-40,000. No final decision has been made in regard to exploitation of the firm's new model refrigerators, but it is understood that spots in both radio and TV will probably be given preference. The agency is Benton & Bowles, New York.

Pepsodent's Move

The other spot convert, Pepsodent, was far more precipitate in its plunge into single-station programming. Sponsors last year of two radio network shows, *My Friend Irma* and *Junior Miss*, the company will this year spend about \$500,000 in some 100 TV and radio markets. Moreover, the firm also is considering purchase of a local half-hour TV show, probably in New York, to begin later in the season. The decision to concentrate on spots is the first major action under the stewardship of its newly acquired agency, McCann-Erickson, New York.

The reason advanced to BROADCASTING • TELECASTING by both

★ Crosley and Pepsodent for the switch to spot was the same: a desire to saturate specific markets where the buying potential is manifestly strongest.

Plans for its other products by Lever Bros., parent company of Pepsodent, while somewhat more in line with previous practices, reveal a strong undercurrent of spot awareness.

Rinso, whose TV-radio advertising budget is nearly \$3 million, has directed 15% of that figure into a spot radio and TV campaign.

★ ★ ★
IT'S TOO SOON to call it a trend, but some major advertisers are shifting the balance of their spending away from network and toward spot broadcasting. Crosley is buying radio spots in 100 markets. Lever Bros., for Pepsodent, will put half a million dollars into spot radio and TV and for other products is augmenting network campaigns with heavy spot schedules. Trend or not, the spot field is unusually active.

Crosley Is Latest to Revise Plans

The product will continue partly to sponsor *Big Town* on CBS-TV, along with Spry, and part of the Arthur Godfrey show on CBS Radio, but the spot commitment represents a sizable increase over last year's small schedule.

Spry, which spends \$1.5 million in radio and television, will continue to share sponsorship of *Big Town* on CBS-TV with Rinso and *Hawkins Falls* on NBC-TV with Surf, but also has a sizable spot schedule currently running. Ruthrauff & Ryan, New York, handles both Spry and Rinso.

Lifebuoy, through Sullivan, Stauffer, Colwell & Bayles, New York, is also currently concluding a radio spot schedule, which is in addition to its CBS radio net-

work show, *Big Town*, shared with Silver Dust.

Surf, whose budget provides at least \$3 million for radio and television, has been running a steady campaign in radio and TV spots since last April, along with its sponsorship of *Hawkins Falls* on NBC-TV five times weekly. Surf has been using spots since 1949 on a market-to-market basis as distribution expanded. In the middle of 1951, the product became national and the spot schedule increased. N. W. Ayer & Son, New York, is the agency.

The strongly competitive nature of soap advertising seemed certain to elicit the interest of Procter & Gamble in Lever's renewed orientation toward spots. There is actually some indication that P&G may be moving independently in that same direction, though on a much more tentative basis. P&G's Camay soap, through Pedlar & Ryan, New York, effective Sept. 17, launched a one minute nighttime radio-only spot schedule. More than 100 markets will be used with a 52-week contract.

STATION UNITY

Tulsa, Detroit Set Pattern

JOINT promotion campaigns to emphasize AM radio were started last week by stations in two cities, Detroit and Tulsa, as the local co-operative idea started to gather momentum. Already versions of the idea have been tried in a number of cities.

Six Tulsa stations last Tuesday formed an alliance to awaken the public and timebuyers to the depth and breadth of radio's value. The group is known as Associated Tulsa Broadcasters. Stations will pool resources, talent and facilities to publicize radio as the medium returning the most value for the advertising dollar.

Taking part in the Tulsa drive are KRMG KTUL KAKC KOME KFMI and KVOO. William B. Way, KVOO general manager, was named chairman.

In Detroit it was decided to start the campaign Sept. 15. Participating stations are WXYZ WJR CKLW WWJ WJBK WEXL and WKMH, with WJLB, independent, not yet enrolled. Announcement of

the project was made Thursday, following a Monday meeting at which an operating committee was formed.

Under a 30-day rotating chairmanship plan Hal Neal, WXYZ, was named first chairman. Budget plan provides individual stations share costs on a rate-card basis.

Slogan to be Used

Comprehensive advertising campaign is being developed, using a positive approach for AM radio promotion. The drive will be built around the slogan, "Wherever you go there is radio." Already the slogan is being used on station breaks and disc jockey programs. A trademark, along with the slogan, will be incorporated in all co-operative advertising, including transcribed spots, car card and newspaper space. No call letters will be used in co-op advertising.

The joint campaign will be augmented by individual station use of the slogan and trademark in regular newspaper and trade advertising, direct mail and other promo-

tion projects being planned.

Taking part in preliminary discussions, besides Chairman Neal, were Wendell Parmalee, WWJ; Worth Kramer, WJR; James G. Riddell, WXYZ; J. E. Campeau, CKLW; Frederick Knorr, WKMH; Gordon Sparks, WEXL, and Hal Hough, WJBK.

In Tulsa Mr. Way said, "The number one job of ATB will be to make every member station realize that the promotion of its own medium is its most vital endeavor, and that united, we can all do a better job for ourselves, for each other and for the community, than we have ever been able to do individually."

"One of our first duties will be to show the public what a tremendous public service our Tulsa radio stations are doing in the matter of public interest features . . . courtesy spot announcements . . . and free air time . . . made available every day to charitable organizations, church and civic groups,

(Continued on page 28)

FC&B CHANGES

WITH the resignation of William E. Berchtold, executive vice president of Foote, Cone & Belding, New York, last week, the agency announced a realignment of and addition to its executive personnel.

Robert F. Carney, of the law firm of Carney, Crowell & Leibman, Chicago, as senior partner, joins the agency as chairman of the board of directors. Fairfax M. Cone, previously chairman, has been elected president of the firm, and Don Belding, previously president, has been elected chairman of the executive committee which comprises himself, Mr. Carney and Mr. Cone.

Directors Named

Those named directors of the agency in addition to the above are W. R. Sachse, Roy Campbell Jr., J. Hugh E. Davis, Frank E. Delano, Robert J. Koretz, William J. Pringle, A. E. Rood, Ford Sibley, Jack Smock, Elwood Whitney, and Rolland W. Taylor.

Messrs. Delano, Taylor and Whitney will be responsible for the agency's New York operations and Messrs. Campbell, David and Koretz will be responsible in

Carney Joins Firm As Board Chairman

Chicago, both under Mr. Cone's direction.

Mr. Taylor, vice president in the Chicago office, moves to New York, where Krinkles, Post Toasties and Postum accounts of General Foods will be handled.

Mr. Whitney will supervise the agency creative department in New

York and Mr. Koretz in Chicago.

Messrs. Pringle and Smock in Los Angeles, Sibley in San Francisco and S. R. Wilhelm in Houston will be responsible in each of these areas under Mr. Belding's direction.

A. J. Becker will also transfer from Chicago to New York, as will several other members of the Chicago General Foods group. Further moves are expected to be announced shortly.

WSCR AFFILIATES

To Become 176th NBC Link

WSCR Scranton, Pa., will become the 176th affiliate of the NBC Radio Network Sept. 30, NBC announced last week. On the air since 1947, the new affiliate is expected to add an estimated 75,000 radio families to the NBC network service area.

WSCR is licensed to the Lackawanna Valley Broadcasting Co., owned and managed by David M. Baltimore. Mr. Baltimore, holder of an electrical engineering degree from M.I.T., has been associated with the radio industry since the early '20's. His recent work has been with WBRE, the NBC affiliate in Wilkes-Barre, Pa., which he joined after service with the Air Force during the Second World War. He managed WBRE from 1946 until early this summer when he acquired the Lackawanna Valley Broadcasting Co. WSCR is assigned 1320 kc, with 1 kw day, 500 w night.

Quarterly Dividend

DIRECTORS of the American Telephone and Telegraph Co. declared a quarterly dividend of \$2.25 per share at their meeting Wednesday. This is the 122nd consecutive dividend at that rate, and will be paid, as of Oct. 15, to more than a million AT&T stockholders.

Furniture Fortissimo

RADIO selling got so good for Farr's Trade Mart, a retail furniture and appliance house, Cincinnati, that it purchased 14 one-minute spots to tell people the store was closed for the owner's two-week vacation. Report comes from Keelor & Stites, Cincinnati advertising agency, which handled a heavy spot campaign on two local stations in a 12-month period for the store.

AT&T RATES

Microwave Relay Cost Set

RATES for TV program transmission over the new coast-to-coast microwave radio relay will be based on exactly the same formula that already applies to all other Bell System facilities for intercity video networks, a telephone company spokesman told BROADCASTING • TELECASTING Thursday.

In an attempt to clear up what is evidently a widespread misunderstanding about TV network facility rates, the AT&T executive said that for full-time use the base rate for TV network service is \$35 a mile a month for video connections, plus \$6 a mile a month for audio connections.

These rates, he said, are the same whether one network makes exclusive use of the facilities or whether they are shared among two, three or four networks, so that the present facility sharing arrangements do not result in extra revenue for AT&T.

Rates for occasional use are \$1 a mile an hour for the video service. These rates are on file with and have been approved by the FCC and cannot be changed without the Commission authority, it was pointed out.

New CBS Show

ROBERT Q. LEWIS show *Robert Q's Waxworks*, which started on the CBS Radio Network as an eight-week summer series, will become a permanent listing on the network's evening schedule effective Monday, Aug. 27. The program will be heard Monday, Tuesday, Thursday, and Friday, 10:30-11 p.m. It currently fills a Monday-Friday time slot, 7-7:45 p.m.

ABC Net Income

ABC announced Thursday that net income for the company and its subsidiaries reached \$472,000 for six months ending June 30, 1951. The amount is equal to 28 cents per share on 1,689,017 shares of outstanding \$1 par common stock. By comparison, net for the first six months of 1950 was \$180,000, equal to 11 cents a share.

FCC FUNDS

\$6,116,500 for '52 Okayed

CONGRESS last week approved a joint conference report on the Independent Offices Appropriations bill (HR 3880) allotting funds for FCC's fiscal 1952 operation.

This second joint reporting of the bill was the first crack in the logjam that piled up on funds legislation in mid-summer [BROADCASTING • TELECASTING, Aug. 6].

The money measure gives \$6,116,650 to FCC, or \$733,350 off the mark set by President Truman when he requested \$6,850,000 for the agency at the beginning of the year.

The bill, which must be signed by President Truman before becoming law, contains a formula for cutting personnel funds.

This was the initial stymie in the bill's acceptance since the House wanted to prohibit agencies from filling more than three out of four vacancies while the Senate would have cut 10% from personnel funds for most of the agencies. The compromise agreed upon by the conferees would attempt to effectuate both proposals.

Title V of the bill remains. That section would give authority for assessment of fees and charges for regulatory services and activities performed by agencies and commissions.

Rogers Joins Ziv

EDWARD ROGERS, former sales manager of Transcription Div. of Muzak, New York, has been named account executive for Frederic W. Ziv Co. in the New York area.



Drawn for BROADCASTING • TELECASTING by Sid Hix

"He's a standby, waiting to collect \$10 if the general sings that song!"

SAUDEK NAMED

Will Direct Ford Workshop

HE post of director of the Ford Foundation's new million-dollar TV-Radio Workshop went last week to ABC's Robert Saudek, who resigns as vice president and assistant to the president of the network to take up his new duties Sept. 6.

With Mr. Saudek's departure John W. (Jack) Pacey, ABC director of publicity, was named acting

director of public affairs for the network, assuming all the responsibilities formerly discharged by Mr. Saudek. These include the following departments for both radio and television: Public affairs programs, sales development and research, research, advertising, publicity, and continuity acceptance.

Art Donegan, assistant publicity director of ABC, was advanced to acting publicity director.

Selection of Mr. Saudek for directorship of the TV-Radio Workshop, which has \$1.2 million "immediately available" for production of constructive-entertaining programs, was announced by James Webb Young, consultant on mass communications to the Ford Foundation, at a Monday news conference at which the aims and plans of the workshop were reviewed.

"I consider the Foundation very fortunate in having secured Mr. Saudek to direct the operations of our TV-Radio Workshop," Mr. Young asserted. "His background and long experience in the practical operations of commercial broadcasting, especially in the public affairs field, will be of the greatest value in making this operation a successful one."

Mr. Young said ABC officials' "friendly and cooperative spirit" in yielding to the Foundation's desire for Mr. Saudek's service was, in his opinion, "an expression of their belief that the workshop has an important contribution to make to the public welfare through the broadcasting industry."

Recognition of Workshop Value

Mr. Young, who reiterated that he was finding networks and stations receptive to the workshop project, was reassured as to ABC's feelings by a statement issued by President Robert E. Kintner in connection with Mr. Saudek's appointment.

"ABC in both its radio and television operations welcomes the Ford Foundation's practical interest in these media," he said. "Along with others in the industry we look forward to extending our full cooperation to the aims which led the Ford Foundation to estab-

lish the TV-Radio Workshop. The high purposes motivating this workshop will be of unparalleled importance in extending the horizons of both radio and television."

The ABC executive said Mr. Saudek "brings to the Ford Foundation a keen understanding of commercial broadcasting and a thorough knowledge of educational programming in both radio and television."

Pointing out that the workshop's first program, a 26-week series of half-hour shows called *The People Act*, already is in production and is scheduled to start on CBS Radio in November [BROADCASTING • TELECASTING, Aug. 13], Mr. Young said the workshop also hopes to have at least one television show on the air by January, although work has not yet started.

He described the \$1.2 million now available to the workshop as a "starting fund."

The workshop's major emphasis will be on television, with programming mostly on film, and Mr. Young said it expects to spend \$16,000 to \$20,000 per half-hour film show.

Workshop programs, he said, will not be labeled "educational" or "documentary," for fear that the label itself would drive audiences away. Nor will they carry the name of the Ford Foundation. The programs will not be "preachy," he said, but will seek to get their ideas across via good entertainment.

The workshop expects to have "a relatively small permanent staff,"

farming out its work to a great extent. But Mr. Young made clear that top talent will be employed, with each show being put in the charge of "the best man we can find." Among performers, he said, name stars will be employed if and as they are needed. He added that he already has an option on the services of a "leading star of the American stage."

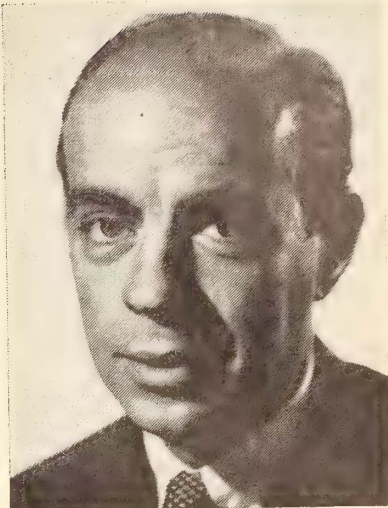
In placing its shows the workshop probably will work both through networks and through an existing (or, if necessary, set up its own) organization for syndication to stations. The deal with both networks and stations will be that they provide the broadcast time and the workshop supply the programs. Networks and stations will be free to sell the programs, in which case the broadcaster gets his time costs and the workshop receives its production expenses. The Foundation retains the right to pass upon the sponsors, but Mr. Young did not specify the "certain types we wouldn't want."

Sponsor Interest

He said a half-dozen advertisers and four or five agencies already had approached the Foundation about sponsorship of programs.

Workshop Director Saudek, 40, who will have offices at the Ford Foundation's New York quarters at 655 Madison Ave., is a three-time winner of the Peabody Award.

He entered radio via KDKA Pittsburgh, where he became con-



Mr. SAUDEK

tinuity editor in 1933 following his graduation from Harvard U. the previous year. In 1938, after studying law at Duquesne U. from 1935-38, he joined NBC in New York, serving in various capacities in network sales and administration. When ABC's predecessor, Blue Network, became a separate network he was named assistant to the executive vice president of the Blue.

He went to England for the Office of War Information in 1944 to manage the American Broadcasting Station in Europe. The following year he returned to ABC, and in January 1948 was elected vice president. In addition to his departmental responsibilities he has been a member of ABC's policy and planning committees for both radio and television.

Mr. Pacey, appointed acting director of public affairs for ABC, joined the network as trade news editor upon his release from wartime military service. He advanced successively to assistant to Mr. Saudek, and then to national director of publicity.

Mr. Donegan, acting director of publicity, has been with ABC and the Blue Network since 1941. He joined as trade news editor and progressed to desk editor and then assistant publicity director.

FORD GETS SENATOR SUPPORT

Johnson, Benton Laud Television-Radio Workshop

SEN. ED C. JOHNSON (D-Col.) and William Benton (D-Conn.) have given their blessings to the Ford Foundation's new Television-Radio Workshop [BROADCASTING • TELECASTING, Aug. 13, 6].

Sen. Johnson, seeing in the project the "right way" to go at the problem of supplying community and public service programs, said:

"I can't endorse it outright without knowing the content of the programs but it seems to be an effective way to handle educational programming. It probably will provide cooperative enterprise between the commercial broadcaster and those who prepare special programs."

The Senator, questioned if the workshop seemed to fit in with his call for cooperation between the commercial broadcaster and the educational institution, said: "It would appear to be along the line of the Syracuse U. plan, an effective way of coordinating the groups."

Sen. Benton, who is crusading in the Senate on behalf of additional broadcast facilities for educational institutions, praised the announced

workshop, labeling it "a wonderful idea" and one in which he was "wholly in sympathy."

The Senator congratulated the foundation for such a "constructive" development and for placing responsibility of the project under "a man of such experience and high standing as Mr. Young" (James Webb Young, consultant on mass communications to the foundation, who is general supervisor).

Asserting that Ford Foundation was "pioneering" in a field in which radio interests "have been gunshy," Sen. Benton said Mr. Young's efforts were constructive in developing programs which can be "commercially sponsored."

Sen. Benton, who has authored legislation which would set up a National Citizens Advisory Board for Radio-TV (see separate story), said the project would at least partially fulfill his expressed aims.

The Senator said he has been working for greater use of radio and television in the public service and educational fields, whether efforts are under commercial or non-commercial sponsorship.

RTMA COMMITTEES

Appointed by Sprague

THREE committees—tax, traffic and industrial relations—were appointed last week by Robert C. Sprague, chairman of the board, Radio-Television Mfrs. Assn. A. M. Freeman, RCA Victor Division, was reappointed chairman of the Tax Committee, with F. Cleveland Hedrick Jr. as special counsel and secretary.

John B. Swan, Philco Corp., was reappointed chairman of the Traffic Committee with W. L. Fogelson, P. R. Mallory & Co., vice chairman. Leslie E. Woods, Raytheon Mfg. Co., was named chairman of the Industrial Relations Committee. Harvey Stephens, International Resistance Co., was named vice chairman.

TIGHTER CONTROLS

(Also see story, page 38)

RADIO-TV broadcasters who seek construction materials and plan to commence building or alteration, with authorization after Oct. 1, were confronted last week with hard-fast new criteria governing "essential projects."

Already faced with a temporary "freeze" on new construction, broadcasters were told, in effect, they would be denied fourth-quarter materials allotments for larger projects "unless the denial will adversely affect public health, safety or welfare."

The National Production Authority announced that "relative essentiality" of projects will be "the controlling factor in determining

whether to grant permission to build and make an allotment of materials." Radio and television facilities were specifically cited by the agency. Projects involving use of less than two tons of steel and 200 pounds of copper need no approval.

Essential Priorities Listed

Industry authorities were momentarily unable to judge whether broadcasters could make an adequate presentation under these three classes of "essentiality" priorities set forth by the NPA in the following order:

- Construction projects "which will further the defense effort by providing facilities in areas adjacent to military establishments or defense plants" (mostly aircraft facilities).

- Construction required as a result of disaster "materially affecting the public interest" or essential to meet community needs.

- Industrial (not commercial) construction and plant expansion essential to "the maintenance of public health, safety or welfare."

For broadcasters the picture shaped up this way:

- Applications for station grants or permits approved by the FCC probably will receive favorable consideration if the broadcaster has made contractual commitments for building or is currently in the process of construction.

- Broadcasters who have received FCC approval but have made no contract commitments or begun construction would be required to prove that a denial of materials would overlook criteria

NPA's New Criteria

of public interest, safety or welfare, represent a hardship to the community or contravene the national defense effort.

- Applications filed for materials and building authorization without advance FCC approval—an unlikely contingency—would doubtless be rejected.

Reasoning behind this interpretation, as given in some quarters, is NPA conviction that all non-essential construction should be "postponed" and materials withheld for the quarter beginning Oct. 1. Scarcity of steel, vital in station construction, was particularly stressed.

NPA evaluated the situation in this statement:

No commercial construction will receive allotments of materials for the fourth quarter unless public interest would be so adversely affected by such a denial that it would be a serious and unreasonable hardship upon the community involved, or would have an adverse effect upon the defense effort, or would seriously affect public health, welfare or safety.

Controlling Factors

Considerations of profit or loss, personal inconvenience, or lack of efficiency of commercial operations will not constitute "controlling or influencing factors in final determinations," NPA emphasized.

Special consideration will be given, however, to building already underway (meaning where materials have been ordered and/or incorporated into structures) where failure to proceed would be "uneconomic" and not in the public interest.

Government officials had hinted

the past fortnight that, because of demands on materials, broadcast and other applications would be more closely scrutinized with an eye to essentiality [BROADCASTING • TELECASTING, Aug. 13].

Last Thursday's action was viewed in some quarters as tantamount to a fourth-quarter freeze on sizable broadcast projects failing to meet these criteria. Other authorities felt that the new regulations merely impose restrictions—implied—but not carried out liberally—in NPA's original construction order. At that time it was believed that the number of current AM-FM-TV facilities in relation to any one community would serve as one criteria, as well as

(Continued on page 31)

D. C. DEFENSE

Broadcasters Planning Slowed

PROGRESS on communication installations for the District of Columbia civil defense system has been temporarily slowed because of difficulty in obtaining amplifiers for its supersonically-controlled air-raid warning system. As a result, broadcasters' role has not yet crystalized.

The Defense Dept. reportedly has pre-empted materials tabbed for more than 30 amplifiers or public address horns and other equipment under a contract with RCA. The horns would be activated by special FM receivers located at control centers. Only four have been installed.

With the delay in receipt of equipment, broadcast participation in District civil defense has also been slow, save in classified monitoring or frequency sequential tests which have been conducted periodically in recent months under FCC supervision. Plan calls for one Washington station to serve as a monitor outlet.

Local civil defense officials reported that they have tested new 50 w transmitters installed at four control centers, and a primary 250 w transmitter at the main command post. Supersonic devices, a new departure for warning systems, render use of telephone lines unnecessary and represent the outgrowth of experimental work in transit radio and other specialized services.

An advisory committee comprising broadcasters and other media has been inactive while the District Office of Civil Defense galvanizes its planning into reality. Next step, after obtaining equipment, is to recruit personnel. Kenneth Berkeley, vice president and general manager of WMAL-AM-FM-TV (ABC), is a committee member. WRC, WTOP, and other stations also are represented. Ross Beville, chief engineer of WWDC-AM-FM, heads a subcommittee on broadcast phases.

'ESSENTIAL' LIST NARTB Cites Radio-TV Needs

GOOD CHANCE that radio and television will be returned to the government's list of essential industries was voiced last week by NARTB spokesmen after a hearing before the Inter-Agency Advisory Committee on Essential Activities and Critical Occupations.

Plea for classification of radio and TV on the critical list was made Wednesday afternoon before a technical subcommittee of the inter-agency group. Radio and TV were removed from last year's original list when a revised and sharply curtailed list was issued last March.

High praise for the role of the electronic media in World War II and the current emergency was voiced to the subcommittee by Richard E. Sneder, public relations representative of the U. S. Civil Service Commission.

Appearing at his own request, Mr. Sneder said he had worked with NARTB in distributing manpower recruitment announcements. The commission considers radio and television essential to its activities, Mr. Sneder explained.

Dewey Coates, secretary of the

- ★ inter-agency committee, sat with the technical subcommittee. He acknowledged the essentiality of radio and TV but said NARTB should establish essentiality by showing its inadequacy to meet minimum civilian requirements, or short supply.

Radio-TV Unique

Harold E. Fellows, president, and Richard P. Doherty, employee-employer relations director, contended on behalf of NARTB that radio and TV are unique since they operate with few manpower reserves. They might be unable to meet minimum civilian requirements in case of sudden emergency placing greater demands on the two media, it was explained.

Neal McNaughten, NARTB engineering director, said stations are

The chief of the Office of Defense Mobilization told House members that America is winning the technological and production race with Soviet Russia, and indicated amazement at electronic progress in particular.

Manufacturers are "conceiving things that are just amazing but awfully intricate to build," he said. Mr. Wilson also noted that equipment, particularly for aircraft, now costs more than the entire figure recorded for planes during World War II. Mr. Wilson is former president of General Electric Co.

now asking for operator relief at the rate of about one per day. Many engineers who are in the reserves are being called up, he added. Furthermore, he said, the employment situation in the technical field is getting tighter every day and the two industries are bound to suffer if they can't get recognition on the critical list.

NARTB's delegation at the hearing also included Robert K. Richards, public affairs director, and Charles H. Tower, assistant employee-employer relations director.

Technical Subcommittee

The technical subcommittee included Irvin E. Mitchell, National Production Authority, chairman; Mr. Coates; J. Bernard Josephs; Sidney Hatkin and B. E. Worden, all of NPA.

A majority of the subcommittee indicated they felt radio and TV should receive special consideration by the full inter-agency committee

CONVENTION SPONSOR?

Industry Consulted

APPROACHES for commercial radio-TV sponsorship of the 1952 national political conventions and possible public service coverage were charted last week in preliminary discussions among key Democratic-GOP representatives and network executives.

The unprecedented closed meeting was called by the Republican National Committee. Its publicity directors, along with those of the Democratic National Committee, met in Washington with representatives from five radio and four networks.

It was understood that no definite conclusions were reached during the one-day session, held Wednesday at the Mayflower Hotel in Washington, and that a similarclave will be called sometime early next month to resume the exploratory talks.

Among the topics raised by national committee and industry representatives were those touching commercial sponsorship, convention facility arrangements, TV production problems and operation, the cost of commercial network facilities which would arise in public service broadcasts, and techniques of media coverage.

At conclusion of the conference, industry representatives agreed to try back to their respective networks current thinking on these problems. They will confer with the echelon network executives on these matters as they relate to political and financial aspects.

Parties Decide Sponsorship

It was emphasized that the ultimate decision to either permit network radio-TV sponsorship under certain conditions or to hold out for public service coverage (with attendant loss of revenue to networks and a myriad of other problems including sponsor selectivity) will rest with Democratic National Committee Chairman William Boyle and GOP Chairman Guy Gabrielsen. Similarly, industry representatives will be guided in future talks by their respective network policies. The meeting last week followed a conference among radio-TV representatives of the two national committees, which delved into the sponsorship issue and convention details [BROADCASTING • TELECASTING, Aug. 13, July 23].

Attending last Wednesday's session were these industry representatives: (ABC) Thomas Velotta, vice president in charge of news and special events; (CBS) Earl Ammons, vice president in charge of Washington operations, and Sig Mickelson, director of public affairs; (LBS) John Dunnegan, Washington regional manager

(WOL); (MBS) Hollis Seavey, Washington program coordinator, and Milton Burgh, news director; (NBC) William R. McAndrew, general manager, WRC-AM-FM WNBW (TV) Washington, and William F. Brooks, vice president in charge of public relations; and (DuMont TV Network) Walter Compton, manager, WTTG (TV) Washington.

Radio-TV Chiefs

Representing the national committees were: (Democratic) Fred Van Devander, publicity director, and Kenneth Fry, radio-TV chief; (Republican) William Mylander, publicity director, and Ed Ingle, radio-TV chief.

While national committeemen and industry executives were exploring the multitude of problems bearing on '52 convention coverage, there were indications that the politicians themselves were primping with an eye to radio and TV.

Commitments for radio-TV by Senators and House members have not crystalized as yet, but here again campaigning poses some thorny questions not likely to be resolved before the 82d Congress reconvenes for the second session next January.

Involved are such factors as selectivity of media, costs of utilizing "live" or film television shots, coverage of constituents' areas, production techniques and other complicated problems.

But a few Senators and Representatives already have evidenced their eagerness to get into the TV swim on the basis of filmed reports "to the folks back home." One is Sen. William Benton (D-Conn.), who is up next year for his first full term in the upper chamber.

Sen. Benton, staunch advocate of educational TV and the Voice of America, has already laid the groundwork with commencement of

a series of 10-minute film reports on WNHC-TV New Haven, Conn. The Democratic National Committee is defraying part of the finances. Film costs and the hours of preparation needed for each program are cited as a difficult problem confronting the Senator, and as a result he may turn to live TV spots after October. Possibility also was held out that he may reduce his program to five-minute stints.

Keating Talks

A similar venture has been launched by the Republican National Committee on behalf of Rep. Kenneth B. Keating (R-N. Y.), who last March began a series of 10-minute talks aimed at constituents in his 40th District covering Rochester. On the Senate side, the GOP has similar plans for Sen. Arthur V. Watkins (R-Utah), who also will campaign for re-election in 1952. Sen. William F. Know-

(Continued on page 89)

GRID COVERAGE

CONTRACTS for radio coverage of college football games are being signed as opening of the season approaches, with automotive and petroleum sponsors joining the list [BROADCASTING • TELECASTING, Aug. 13].

Such companies as Atlantic Refining, Tide Water Associated Oil, regional Chevrolet dealers and electronic manufacturers will sponsor play-by-play broadcasts or related sports programs.

Tide Water will use over 125 Pacific Coast stations, many of which are regional or national network affiliates, to cover 80 major western collegiate games. Chevrolet dealer groups in Maryland,

Virginia and Pennsylvania are completing negotiations for games through Ketchum, MacLeod & Grove, Pittsburgh agency.

Eleven Chevrolet dealers in the Maryland area will sponsor nine U. of Maryland games on a hookup of 11 stations, keyed from WITH Baltimore. Delaware, West Virginia and District of Columbia outlets will be used in the hookup. High spot of the Sept. 29-Nov. 30

schedule will be the Maryland-Navy game in Baltimore. Bob Wolff will handle the running account with commentary by Steve Douglas.

Virginia Chevrolet dealer groups will sponsor games of the U. of Virginia on a 25-station network keyed from WRNL Richmond. Announcers will be Charles Harville and Howard Hamrick.

Tide Water's schedule, placed through Buchanan & Co., San Francisco, will open with the Sept. 21 night game between U. of San Francisco and San Jose State and close Dec. 1 with the Southern California-Notre Dame game. Harold R. Deal, manager of advertising and sales promotion for the sponsor, said this marks the firm's 26th year of sports broadcasting. Included in the special network are stations of NBC, Don Lee-Mutual, Intermountain and Arizona Broadcasting System networks.

Film Versions

TV coverage was mapped by WDSU-TV New Orleans, which plans to telecast film version of all Tulane U. and Louisiana State U. games under sponsorship of D. H. Helmes Co.

Phillips 66 and Lee Tires will sponsor *All-American Game of the Week* on a selective TV spot basis in the South and Midwest, through Lambert & Feasley, New York.

More than 60 stations already have signed for *Touchdown Tips with Sam Hayes*, RCA syndicated football roundup series, Manager A. B. Sambrook of RCA Recorded Program Services Sales reported last week. He said the 13-week

(Continued on page 86)



STATEWIDE network will carry U. of Maryland football games this autumn under Chevrolet dealer sponsorship. At contract signing (seated, l to r): Louis W. Kiefer, Baltimore dealer; James M. Tatum, U. of Maryland coach; Charles W. Hoffman, Hagerstown, dealer; (standing) J. William McIlhenny, of Ketchum, MacLeod & Grove, Pittsburgh agency; M. J. Logan, Chevrolet zone manager; William W. Cobey, U. of Maryland graduate athletic manager.



PICTURED celebrating the fifth birthday of WLAN Lancaster, Pa., at the Lancaster Country Club luncheon [BROADCASTING • TELECASTING, Aug. 13] are (standing, l to r): Arthur Beckwith, WLAN; Pete Konders, Philadelphia; Robert W. Robbins, Headley-Reed, New York; Herb Gruber, Cecil & Presbrey, New York; John Marsich, Kudner Agency, New York; Herb Classen, Ruthrauff & Ryan, New York; Jack Hardingham, Headley-Reed, New York; Fred Stoutland, BBDO, New York; Sam Altdoerffer, WLAN, the host; Frank Altdoerffer, WLAN president; Bob Keller, Robert S. Keller Inc., New York; Jerry Feniger, Cunningham & Walsh, New York; Richard Hogue,

Headley-Reed, New York; Bob Dome, Headley-Reed, Philadelphia; Frank Breslin, Headley-Reed, New York; and Dewees Yeager, J. Walter Thompson Co., New York. Seated (second row, l to r): Gordon Ensign, Benton & Bowles, New York; Ann Small, Duane Jones Co., New York; Pat Hartnett, J. M. Mathes Inc., New York; Penelope Simmons, Federal Adv., New York; Edna Hanna, WLAN; Lillian Selb, Foote, Cone & Belding, New York; Genevieve Schubert, Compton Adv., New York; and Walt Erickson, Philadelphia. Front row (l to r): Walter Dunn, Headley-Reed, New York; Ted Kelly, McCann-Erickson, New York; George Keet, Harrisburg; Frank Knight, Phila.

PARAMOUNT HEARING Movie Firms 'Study'

THE MAJOR movie firms had no comment last week on FCC's order for hearing on the qualifications of certain Paramount firms to be broadcast station licensees in view of past anti-trust "violations"—issues also held applicable to their future in radio and TV [BROADCASTING • TELECASTING, Aug. 13].

But they acknowledged they are "studying" the order and its implications carefully. For the present, it appeared that 20th Century-Fox, Warner Bros. and Loew's among others, plan to "watch developments" before deciding on specific action.

The FCC investigation was called upon all pending transfer, renewal and license applications of the several Paramount firms and DuMont. It is recognized as the "pilot case" which may determine Commission policy as to future movie participation in the ownership and operation of broadcast stations, particularly television.

Hearing Not Set

The effect on control of the media of mass communication is considered to be one fundamental background issue in the proceeding. FCC has considered similar broad "public policy" questions before in other fields, notably the onetime newspaper ownership study.

The proposed merger of ABC and United Paramount Theatres Inc. has not been set for hearing although some Commission quarters and Paramount spokesmen feel it will be consolidated with the overall Paramount-DuMont inquiry as soon as the FCC staff completes

initial review of the merger papers.

These are among the unanswered questions seen in the overall proceeding:

- Whether other movie "majors" will seek to intervene in the case since general issues may be implied or precedent established. Certain movie interests already have protested the proposed ABC-UPT merger [BROADCASTING • TELECASTING, Aug. 6].

- What position, if any, Justice Dept. may take. Admittedly reviewing problem, Justice volunteered "memorandum" of views in FCC's earlier "uniform policy"

case which touched on some facets of present proceedings. Justice has intervened in other FCC cases, principally common carrier.

- Possibility FCC could view movie entry into TV as stimulus, rather than deterrent, to inter-network and station competition. This especially is posed respecting ABC-UPT merger.

- How many of basic problems in FCC's forthcoming theatre television hearing may overlap in Paramount-DuMont case. Theatre TV inquiry has been postponed from Sept. 17 to Nov. 26 [BROAD-

BACK TO THE ABACUS

'Whirlwind I' Fails for DuMont Purposes

(Also see story, opposite page)
SUPER, ULTRA perfectionism of an electronic computer threw DuMont engineers for a loop, made them give up their idea of using Massachusetts Institute of Technology's Whirlwind I digital computer to arrive at the definitive U. S. television allocation plan.

DuMont technicians had hoped to feed all allocations criteria (spacing, occupied channels, fixed number of channels for certain cities, etc. etc.) to the computer, sit back and have the machine come out with an unquestionable final allocation plan. They started using the machine April 24, but the machine was too exacting.

Difficulty was, DuMont reports in brief filed last Friday, that the

computer would backtrack repeatedly if it couldn't find a channel to fit into a city. It would not only scan all possible channels to be fitted in for that city, but if it couldn't find one it would start back and change previous assignments—over and over.

"Even . . . with the computer operating at the rate of 50,000 operations per second," says DuMont report, "trillions of centuries would be required to exhaust all possible combinations."

Reason: Not enough storage capacity, says DuMont. But in a few years the machine's storage capacity may be increased fourfold, and then it could come out with the unbreakable answer, the report states.

CASTING • TELECASTING, Aug. 6]

Certain FCC and industry representatives consider the ABC-UPT merger proposal has forced the Commission to look at the problems involved in the motion picture participation in radio-TV.

They point out the issue has been approached several times since 1946, when FCC authorized Paramount Television Productions Inc. to construct KTLA (TV) Hollywood. In that grant FCC noted certain pending antitrust litigation to which the applicant was a party, and for the first time asserted Paramount's 29% interest in Alle B. DuMont Labs. constituted "control" of DuMont under certain provisions of the Commission's regulations.

Earlier this year the Commission decided not to set a "uniform policy" in the handling of applications from firms found to have violated federal laws other than the Communications Act [BROADCASTING • TELECASTING, April 2]. Rather FCC decided to act on a case-by-case basis.

The movie anti-trust problem was recognized as chiefly responsible for this study and several of the major movie firms filed comments.

Several Justice Dept. sources last week indicated that agency considering various legal aspects of movie ownership and operation in broadcasting.

FCC's hearing "opens up Pandora's box" for the movie interests, one spokesman commented.

DuMont representatives had comment on FCC's hearing order but they indicated specific action may be announced this week.

DuMont in the past has been openly unhappy about the Paramount "control" issue. In March the firm again protested the continued temporary licensing of stations to the Commission.

DuMont held the non-action has been a "critical hardship" in the conduct of its business [BROADCASTING • TELECASTING, March 19]. The firm indicated it is being penalized because another firm has been involved in an anti-trust proceeding to which it was not a party.

No 'Unexpected Questions'

Spokesmen of the Paramount firms again indicated unofficially the FCC order brought forth "unexpected questions." They, it felt some definite action may be announced this week respecting the proceeding.

Observers speculated last week that action on the pending applications may be expedited more, getting on promptly with the hearing rather than seeking out other normal recourse to settle the questions. Legal experts point out such other recourse includes petitioning for clarification of the hearing issues, or amendment of the order as well as stipulation to certain matters.

Issued Aug. 9, the hearing order indicated FCC wants details

(Continued on page 34)

ADVISORY BOARD

Benton Offers Substitute

ITH undiminished fervor, Sen. William Benton (D-Conn.) last week opened a new phase of his Capitol Hill campaign to win support for his proposed National Citizens Advisory Board for Radio and Television [CLOSED CIRCUIT, pg. 6].

Sen. Benton formally introduced revisions of the bill (S 1579) and resolution (S J Res 76) he introduced last June [BROADCASTING • TELECASTING, June 11, 4] in the form of amendments last Monday. Speaking on the floor of the Senate, the former advertising executive revealed:

● FCC Chairman Wayne Coy as personally approved the new draft of the bill though he makes clear that he does not necessarily speak for other members of the commission."

● That he hoped the Senate Interstate Commerce Committee would regard the revisions "as substitutes" for the earlier legislation.

● Although the proposed board would not be subject to the charge of "censorship" . . . yet its potency could not be underestimated."

● The New York Board of Regents has informed him, through

its counsel, Henry C. Fischer, that it is going ahead with plans to ask the FCC for licenses to construct a network of 11 educational TV stations in that state. (Under the tentative FCC allocation table the state would have eight stations reserved for educational institutions).

Co-sponsors of Bill

As in the past, there were co-sponsors to Sen. Benton's proposals. They were Sens. Lester Hunt (D-Wyo.), Leverett Saltonstall (R-Mass.) and John W. Bricker (R-Ohio).

Essentially there is little change in the bill in so far as the creation of the advisory board is concerned. However, dropped from the resolution is the provision that would extend the freeze on TV stations

from another six months to a year.

The resolution otherwise would carry through its original intent of outlining the various phases of broadcasting which the board would review [BROADCASTING • TELECASTING, June 11, 4]. It would call upon the FCC to grant TV station licenses on a yearly basis (the Communications Act spells out a maximum three-to-five years for a broadcast station license grant); prod the Commission into exploration of subscription broadcasting and encourage its development, and create the citizens advisory board.

The bill outlines the organization and function of the advisory board. Here, language was changed in

order to, as Sen. Benton told the Senate, "make it even more clear that the proposed Citizens Advisory Board is advisory only, and further to make it clear that the board's functions do not conflict with or in any way supersede the statutory powers vested by the Congress in the FCC."

Questioned about the new legislation, Chairman Coy said that while he has not seen the new amendments or the legislation, he "generally supports the idea of an advisory committee to assess the contributions of radio and TV to the American people and to encourage the formation of listener councils." (The latter was expounded last week by FCC Comr. Edward M. Webster, see story, page 70).

Chairman Coy then added: "I think it would be a good thing to know whether the people are getting (Continued on page 90)

DuMONT PLAN

Revise Allocation, FCC Asked

DuMONT THREW the book at the FCC for the second time—when it filed its affirmative case last Friday—the first to do so under the Commission's July 25 order of testimony on the city-by-city TV allocation proceedings [BROADCASTING • TELECASTING, July 30].

In an impassioned plea for the FCC to adopt its plan of channel allocations throughout the U. S., DuMont stresses that its plan provides more channels to more cities (particularly in top markets) than does the FCC's.

That means more network competition, the broadcaster-manufacturer states.

FCC's plan allots four or more VHF channels to only six of the top 25 U. S. markets, DuMont says. A TV network must have most of the 25 top markets to exist, and its plan furnishes four VHF channels to 21 of the top 25, DuMont points out.

Thus the FCC plan fosters monopoly, it implies.

DuMont plan even takes into account the oppositions to its proposals from the 85 broadcasters and educators who filed objections June 11 and which the FCC listed in its order of appearances July 18 [BROADCASTING • TELECASTING, July 23].

FCC's Position

General consensus is that the FCC will hardly rip up its own allocation plan to accept DuMont's—even if it were to agree to the DuMont contention that its plan makes more efficient use of the spectrum.

Most observers feel that the FCC may use some of the DuMont recommendations to increase the number of channels in many cities—as pressures develop during the city-by-city hearings.

Thus the FCC may end up with

an allocations plan that lies between the acknowledged looseness of its present proposals and tightness of DuMont's.

That attitude is based on the feeling that it is better to have some leeway for future channel shifts, rather than right off to nail down channels assignments hard and fast.

The DuMont plan fundamentally is based on economic and population factors. That is also considered to weigh against its adoption. The FCC set up a different set of priorities for TV assignments.

Allocation Criteria

As established in the Commission's March 21 notice, FCC criteria are to establish either one or two TV services to all parts of the U. S. and to each community. Only after that was realized, were population, location and the number of TV services a community was getting from stations outside its boundaries to be taken into account.

DuMont says its allocation plan is based on providing TV service "as far as possible to all the people of the U. S." and to provide "a fair, efficient, and equitable distribution of TV broadcast stations to the several states and communities."

In essence, it says its plan "serves the most people with the most possible TV services."

Among the new data included in last week's DuMont presentation not in its May comment are:

● Population figures.

● Complete comparison between its plan and the FCC's of all UHF allocations. In May, DuMont comment only made such comparisons for northeastern U. S.

● Comparison of Canadian and Mexican allocation proposals.

● Maps of all 12 VHF channels, comparing its proposals with the FCC's.

DuMont still plans to change only 19 of the existing 107 TV stations operating on VHF—compared to 31 changes proposed by the FCC.

To clinch its claim that it utilizes the spectrum more efficiently than does the FCC, DuMont cites the following advantages in assignments of VHF channels to cities. This is on the assumption that only VHF wavelengths can be considered the competitive equal of present stations.

● FCC plan allocates 558 VHF channels to 342 communities, compared with the DuMont plan which assigns 655 such channels to 375 communities.

● FCC assigns four or more VHF channels to 21 cities, covering a population of 47,408,976—or 32% of the U. S. total; DuMont to 53 cities, covering 73,904,115 people—or 49% of the population. These population figures are based on an estimated 50-mile radius for VHF stations.

● In the top 100 markets, the FCC plans to assign four or more VHF channels to 18 cities, covering 46,848,829 population; DuMont to 47 cities, covering 73,021,139.

● In the top 50 markets, the FCC plans to assign four or more VHF channels to 16 cities, covering 46,228,158 people; DuMont to 30 cities, covering 64,641,520.

Compares Proposals

Unique approach is that of comparing the FCC's proposals and its own in the area of the U. S. with highest population density—north and east of Memphis, according to DuMont.

In that area, says DuMont, the FCC plans to assign four or more VHF channels to 37 cities, covering 60,789,061. DuMont proposes (Continued on page 31)

TATE NETWORK

Sokolsky Hits Pa. Bill

ALL in Pennsylvania's General Assembly (# 784) to set up a television network for non-commercial educational purposes has been soundly scolded by Newsman George E. Sokolsky in an ABC broadcast. His script was printed in the *Congressional Record* last Wednesday by Sen. Joseph R. McCarthy (R-Wis.).

Mr. Sokolsky said: "It used to be said that when private enterprise failed, it was the duty and obligation of government to step in. But that is not true of radio or television. They are, on the whole, well-managed organizations, performing a useful service, doing it better than anywhere else on earth, although still not good enough, and making a profit at it."

Asserting that the Pennsylvania bill "is only important because it shows the politicians cannot keep their hands off things," Mr. Sokolsky warned that they "jumped the gun and want to set up a costly system, competitive with private enterprise." If they get away with it, he said, "it will be followed in other states and will place upon the taxpayer another unjustified and heavy burden."

Although the bill asks for \$100,000 "as a starter," Mr. Sokolsky said, it would be more like \$25 million and that "would be low." He said he wished to ask how many cities would have "booster and subsidiary stations" and what type of buildings and amount of land would be purchased. The bill asks for a "master station and subsidiary stations as may be needed."

NARTB MEMBERSHIP

WGN Among 16 Joining

NARTB enters its three-month schedule of district meetings next Thursday at Roanoke, Va., under the impetus of a record influx of new members.

Signing of 16 new radio stations last week by the NARTB Station Relations Dept. marked a seven-year record. Heading the list was WGN Chicago, along with WGNB, its FM affiliate.

Program for the Thursday-Friday meeting at Roanoke [BROADCASTING • TELECASTING, Aug. 13] was completed last week by Harold Essex, WSJS Winston-Salem, N. C., NARTB District 4 director. The meeting sets the pace for the series of 17 district gatherings that runs through mid-November.

Largest Membership

Largest of the 17 areas in point of membership, District 4 includes District of Columbia and contiguous Maryland counties, Virginia, North Carolina and South Carolina. Attendance will pass the 250 mark and may reach 300, Mr. Essex said, judging by advance registrations. Meetings will be held at the Hotel Roanoke.

Harold E. Fellows, NARTB



Mr. Essex



Mr. Fellows

president, will make the district circuit, his first since assuming the presidency last June. He will address the meeting Thursday afternoon and then start a question-answer battle royal in which members will have a chance to air any association gripes they may be harboring.

Mr. Fellows told BROADCASTING • TELECASTING the NARTB headquarters staff "is enthusiastic about the job we want to do for our members. You can imagine that 16 new applications for membership within one week does much to build up that enthusiasm."

Commenting on the Station Relations Dept. achievement in bringing in 128 new member stations since last Nov. 1, Mr. Fellows said, "This record speaks not only well for the association's services but confirms the good judgment of the NARTB board in establishing a Station Relations Dept. In the list of new members are some of

the nation's finest broadcasting stations, now aligning themselves with brother industry leaders. I confidently believe this is the beginning of a trend which will find NARTB stronger than ever before in its history by the time we meet again at Chicago next April."

Details of a number of new NARTB services will be announced during the district meetings, Mr. Fellows said, describing them as "basic services intended to help station operators not only in the broad fields of public relations and government relations but in the specific areas of programming and management control."

Mr. Essex said the Roanoke delegates will be welcomed Thursday morning by Lt. Gov. L. Preston Collins, of Virginia. Lt. Gov. Collins is part owner of WMEV Marion, Va.

Fellows to Speak

After introduction of associate members, Carl Haverlin, BMI president, will address the meeting. Mr. Haverlin will conduct a BMI clinic Wednesday for the Virginia Assn. of Broadcasters, with Mr. Fellows as a featured speaker.

Thursday morning speakers, include Robert K. Richards, NARTB public affairs director, and Ralph W. Hardy, government relations director. Mr. Richards will describe NARTB services and Mr. Hardy

will review the association's contacts with legislative and administrative bodies.

Added to the Thursday morning agenda is a showing of an Associated Press film depicting how news can be used for revenue purposes. Oliver S. Gramling, AP's assistant to the general manager of radio, will preside at the showing.

Mr. Fellows will appear at p.m. Thursday, after an informal luncheon and a presentation on behalf of the armed forces. The television portion of the two-day program will follow, with Tim Brown participating as NARTB TV director. While the general format of district meetings does not include a TV session as such, Mr. Essex requested participation of the TV director because of intense District 4 interest in the subject.

Entertainment for Guests

District 4 and the Virginia Assn. of Broadcasters will be hosts at 6 p.m. cocktail party, to be followed by a dinner dance. Special entertainment for women guests planned during the meeting.

Richard P. Doherty, NARTB employee-employer relations director, will conduct a Friday morning session on labor problems, salaries and management. A panel will take over part of the meeting. The convention business meeting will be held at 12 noon.

Friday afternoon will be in charge of William B. Ryan, president of Broadcast Advertising Bureau. Mr. Ryan will make the formal presentation of the "arsenal of BAB sales devices and promotion aids" as part of afternoon sales clinic.

BAB sessions during the district meetings are open to all commercial stations in each district regardless of membership in BAB or NARTB, Mr. Ryan said. NARTB itself inviting some non-members to meetings at the discretion of each district director.

Kobak To Attend

Edgar Kobak, consultant, BAB board chairman, will open BAB Roanoke program with a review of fundamental industry needs. After Mr. Ryan's presentation, Lee H. BAB retail specialists, will discuss sales aids derived from studies conducted by Advertising Research Bureau, showing superiority of radio over newspapers in stimulating retail sales.

A BAB clinic, Mr. Ryan said, will include Robert M. Lambe, WT Norfolk, Va., chairman; Harry Shaw, WSJS Winston-Salem; C. Youngstead, WPTF Raleigh; Jar W. Hicks, WCOS Columbia, S. C.; Ed Whitlock, WRNL Richmond; James A. Hagan, WWNC Asheville; and John Harkrader, WDBJ Roanoke.

In announcing that NARTB signed 16 new members last week, the association disclosed that but four of the 128 stations joined since last Nov. 1 had taken

(Continued on page 32)

NBC PURCHASE

Land Deal Closes Sept. 17

ESCROW proceeding in the purchase of 19 acres of Burbank, Calif., city-owned land by NBC for its proposed \$25 million Radio-Television Center [BROADCASTING • TELECASTING, July 30] will be closed Sept. 17.

NBC New York board of directors originally agreed to close the deal by Aug. 31, according to Burbank City Attorney Archie Walters. Indecision on a nine-acre parcel of land involved caused the extension of the sale terms. Price of the 19 acres is \$263,287.50.

A Warner Bros. Studio spokesman told BROADCASTING • TELECASTING last Thursday that NBC has filed deeds to 30 acres of studio-owned land in Burbank recently purchased for reported \$750,000. Property adjoins 19 acres being sold by Burbank to NBC.

Property involved faces Alameda St., west of Buena Vista St. in southwestern Burbank. It adjoins the Warner Bros. studio. The city, in the deal worked out, agreed to vacate one street and permit construction of buildings over a storm drain as conditions of the sale, according to Mr. Walters.

Construction of the Radio-TV Center will not start until 1953, it was said. Although denied by the network executives, it is understood that the present Hollywood Western Div. headquarters at Sunset Blvd. and Vine St. will be disposed of upon completion of the project.

AFRA-TVA MERGER

Complete Talent Unification Seen

MERGER of American Federation of Radio Artists with Television Authority, voted by AFRA convention delegates in Minneapolis a fortnight ago [BROADCASTING • TELECASTING, Aug. 13], is considered by union officials "the first step" in an amalgamation of all talent unions.

AFRA spokesmen, during the convention and afterwards, pointed out to the industry generally that the merger is the beginning and not the end, as some observers believed, of the original plan of the Associated Actors and Artistes of America (AAAA) for a union of all talent into a single group which would issue only one card to performers.

The move, now under discussion by top AFRA and TVA men now, is expected to be completed by early 1952. Transition would be almost effortless inasmuch as many AFRA executives in major as well as secondary areas are now handling TVA business.

Convention delegates voted to ban from membership any cardholders or applicants who were members after Dec. 31, 1945 of any organization deemed subversive by the U. S. Attorney General or any other "authorized" federal agency. Such an amendment to the constitution was approved by members nationally in a mail vote 2,118 to 457. Convention delegates, sup-

porting the proposal for an anti-Communist clause, vetoed, however, a suggestion that the time-limit on membership in the Communist Party be changed to the time after the recent convention instead of Dec. 31, 1945, and another which provided that only a member of the Communist Party, rather than one of any group cited as subversive, would be barred from AFRA. Clause now pertains to various totalitarian and fascist groups as well as Communist.

To Check Code Violations

Conventioners moved to check more closely for violation of AFRA transcription codes, charging reuse of transcriptions without payment of talent fees periodically and misuse of musicians who are signed to handle speaking or singing parts which should be handled by AFRA workers. Reports of such violations will be sent by field workers to New York headquarters where they will be studied and serve as a basis for recommendations during the next negotiations.

UNE TIME SALES

Five Classes Dominate Network Business

ODS, Toiletries, Drugs, Tobacco and Laundry Soaps & Cleansers—the five leading classes of products advertised on the radio networks—account for more than three-quarters of all network time sales, according to a BROADCASTING • TELECASTING analysis of advertisers' expenditures for network time in June 1951, as recorded by Publishers Information Bureau.

Breakdown of Classes

Product group breakdown of the network time sales made by B shows Foods in first place with 23.2% of the total amount expended for network facilities by advertisers; Toiletries & Toilet Goods second with 16.8%; Drugs Remedies third with 12.6%; Smoking Materials—cigarettes, pipe tobaccos and lighters—fourth with 12.3%; Laundry Soaps, Cleansers & Polishes fifth with 11%. Combined, the five leading groups account for 76.0% of all network gross time sale revenue during June.

Three of the top five network advertiser groups—Soaps, Cleansers & Polishes, Foods & Food Products, Drugs & Remedies—also are among the five largest users of national spot radio, according to

TABLE I
GROSS RADIO NETWORK TIME SALES FOR JUNE AND FIRST HALF OF 1951 COMPARED TO 1950, BY PRODUCT GROUPS

PRODUCT	JUNE 1951	JAN.-JUNE 1951	JUNE 1950	JAN.-JUNE 1950	PRODUCT	JUNE 1951	JAN.-JUNE 1951	JUNE 1950	JAN.-JUNE 1950
Agriculture & Farming	\$43,114	\$349,507	\$61,745	\$536,954	Insurance	279,035	1,585,612	242,593	1,468,336
Apparel, Footwear & Acces.	9,060	491,497	81,208	693,736	Jewelry, Optical Goods & Cameras	82,622	611,105	127,000	909,453
Automotive, Automotive Acces. & Supplies	302,831	2,331,700	360,111	3,009,326	Office Equip., Stationery & Writing Supplies	289,292	94,768	814,195	
Beer, Wine & Liquor	279,497	1,763,790	234,752	1,483,563	Publishing & Media	16,355	166,643	9,088	573,759
Building Materials, Equip. & Supplies	102,678	708,437	105,549	689,286	Radio, TV Sets, Phonographs, Musical Instruments & Acces.	263,636	1,299,294	108,551	613,803
Confectionery & Soft Drinks	507,295	3,178,820	671,416	3,709,698	Retail Stores	948	24,969	1,080	24,148
Consumer Services	245,634	1,668,012	144,948	935,104	Smoking Materials	1,830,593	11,145,251	1,831,164	12,379,112
Drugs & Remedies	1,874,230	12,515,930	2,092,351	12,719,255	Soaps, Cleansers & Polishes	1,649,301	9,788,272	1,793,593	10,813,032
Food & Food Products	3,446,762	23,461,215	3,606,879	23,530,111	Toiletries & Toilet Goods	2,501,035	14,693,349	2,108,067	13,234,909
Gasoline, Lubricants & Other Fuels	454,413	3,031,373	390,779	2,484,158	Transportation, Travel & Resorts	83,199	660,545	66,228	436,770
Horticulture	86,394	86,394	105,696	105,696	Miscellaneous	417,289	2,551,405	413,500	2,687,300
Household Equip. & Supplies	229,557	1,441,476	307,181	1,613,036					
Household Furnishings	80,414	501,229	38,750	240,493					
Industrial Materials	172,612	1,050,115	172,830	1,123,096					
SOURCE: Publishers Information Bureau					TOTAL	\$14,872,111	\$95,535,232	\$15,070,491	\$96,907,033

survey made by BROADCASTING • TELECASTING of station income which showed that among spot advertisers, makers of soaps, foods and drugs ranked one, two, three, with brewers in fourth place and automobile and accessory manufacturers ranking fifth.

Survey Comparisons

Same survey [BROADCASTING • TELECASTING, Aug. 6] revealed that only one of the top network sponsor groups attained similar prominence at the local level; food advertising on the average was ranked by station operators as their second largest source of local advertising revenue. The local top-spending advertising groups were: Automobile & Auto Accessories, in first place; Foods, second; Appliances, third; Department Stores, fourth; Furniture, fifth.

P&G Top Advertiser

Procter & Gamble Co. in June continued as the number one network client, its more than \$1.8 million worth of network time purchases, at gross rates, being nearly three times the sum spent also at

TABLE II
LEADING NETWORK ADVERTISERS BY PRODUCT GROUPS FOR JUNE 1951

Agriculture & Farming	Allis-Chalmers Mfg. Corp.	\$41,858
Apparel, Footwear & Acces.	Frank H. Lee Co.	9,060
Automotive, Automotive Acces. & Supplies	Electric Auto-Lite Co.	77,082
Beer, Wine & Liquor	Schenley Corp.	90,346
Building Materials, Equip. & Supplies	Johns-Manville Corp.	102,678
Confectionery & Soft Drinks	Wm. H. Wrigley Co.	162,390
Consumer Services	U. S. Government	88,548
Drugs & Remedies	Miles Labs	550,023
Food & Food Products	General Foods	670,629
Gasoline, Lubricants & Other Fuels	Standard Oil of Indiana	107,810
Household Equip. & Supplies	Philco Corp.	128,655
Household Furnishings	Armstrong Cork	45,587
Industrial Materials	U. S. Steel	107,200
Insurance	Prudential Insurance Co.	113,115
Jewelry, Optical Goods & Cameras	Longines-Wittnauer Watch Co.	82,622
Publishing & Media	Book Assoc.	8,191
Radio, TV Sets, Phonographs, Musical Instruments & Acces.	RCA	253,234
Retail Stores & Direct Mail	Dr. Hiss Shoe Stores	948
Smoking Materials	Liggett & Myers Co.	495,377
Soaps, Cleansers & Polishes	Procter & Gamble	1,116,871
Toiletries & Toilet Goods	Procter & Gamble	620,150
Transportation, Travel & Resorts	American Assn. of Railroads	67,660
Miscellaneous	American Federation of Labor	99,249

gross rates, by General Foods. Table III itemizes gross network time purchases of the top 10 clients. Leading advertiser in each product class is listed in Table II. Table I shows the total gross time purchases of all advertisers in each product group, for June and for the first half of the year, with 1951 billings compared to 1950.

TABLE III
TOP TEN RADIO NETWORK ADVERTISERS IN JUNE 1951

1. Procter & Gamble Co.	\$1,852,277
2. General Foods	670,629
3. Sterling Drug Co.	557,861
4. Lever Bros.	554,292
5. Miles Labs	550,023
6. Colgate-Palmolive-Peet Co.	534,607
7. American Home Products Co.	523,024
8. Liggett & Myers Co.	495,377
9. Campbell Soup Co.	466,046
10. General Mills	465,948

NEAMAN NAMED

CBS Labs Senior Attorney

MILTON R. NEAMAN of Mame-neck, N. Y., was named senior attorney for the CBS Laboratories division by President Adrian Murray last week.

Another change in the CBS organizational structure was announced Wednesday when officials of Royal Wood Products Manufacturing Co., wholly owned subsidiary of CBS's CBS-Columbia Inc., elected Max Epstein vice president and director.

Mr. Neaman, a graduate of Harvard College and Harvard Law School, served during the war as assistant general counsel to the quartermaster general and as member of Gen. Lucius D. Clay's legal staff. Since then, he has been assistant to the president and board member for the Welch Grape Juice Co. and assistant to the president and treasurer of the Soft-Lite Lens Co., Bay State Optical Co., Lansing Assoc., and Burroughs Optomat Inc.

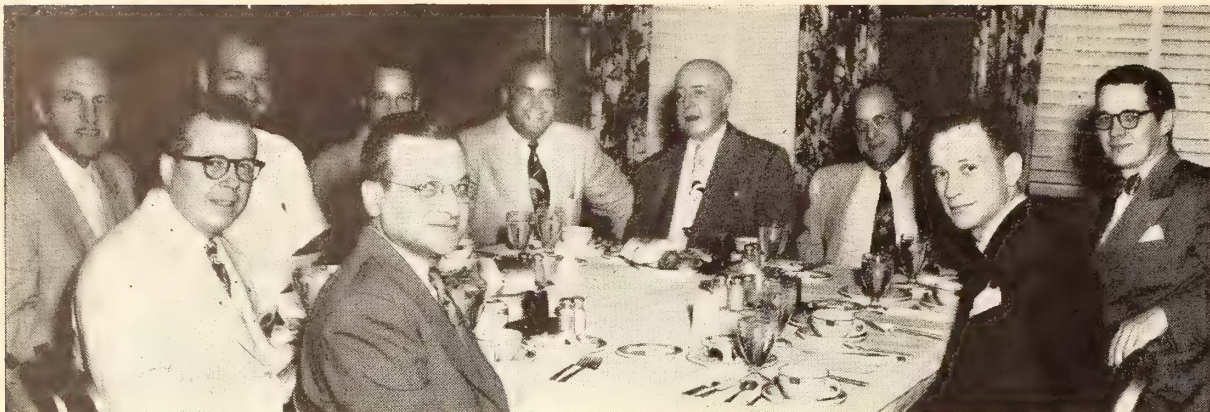
Epstein's Background

Mr. Epstein has been general manager of Royal Wood Products for the last three years, having been associated with the radio-television industry many years prior to that. His election is coincident with an extensive expansion program that Royal Wood products is planning for its manufacture of radio and television cabinets.



OFF to a "day at the races," sponsored by WPTR Albany, N. Y., these timebuyers and advertising executives are greeted at the plane that brought them from New York. On four successive Thursdays during August WPTR plays host to timebuyers from New York including lunch, dinner, the races and a trip through WPTR facilities. Welcomed on this jaunt are (l to r): Howard W. Maschmeier, WPTR director of news and special events; George Mill, station

director of sports; Don Frost, sales executive Weed & Co.; Vera Brennan, Duane Jones Co.; Jean Sullivan, Wyatt & Scheubel; Tom Lynch, Young & Rubicam; Jerry Lyons, Weed sales manager; Doug Ballin, advertising director, Whitehall Pharmacal Co.; Bill Dollard, Young & Rubicam, Bill Lawrence and Chuck Allen, BBDO; Morgan Ryan, vice president and general manager WPTR, and W. R. David Sr., WPTR vice president for engineering and sales.



Tulsa radio executives at the organizational meeting were, left to right, clockwise around the table, Messrs. Meyerson, McClarin, Taylor, Devore, Blust, Akers, Way, Watts, Neal and Bethke.

Station Unity

(Continued from page 19)

schools and others," Mr. Way added.

A paid executive secretary will be employed by ATB within the next two weeks, Mr. Way said. This secretary will maintain permanent headquarters in the Watt Payne Adv. Inc., which has been named advisory agency for the new organization. Financing of the group will be borne proportionately by all six member stations.

"One of the regular duties of the executive secretary," explained Mr. Way, "will be to coordinate the free time of all stations for the church and civic groups, and let them know just how many thousands of dollars' worth of time at commercial rates, the stations are giving them each year."

Mr. Way pointed out that the new organization will be especially valuable in boosting Red Cross Community Chest and Chamber Commerce campaigns.

Others present at Tuesday meeting were C. B. Akers, vice president of KRMG; L. A. (Bud) Blust, commercial manager KTUL; Jim Neal, manager KAKC; Tom Devore, program director at KVOO; W. T. McClarin, promotion manager of KVOO; Dale Watts, president of the Watt Payne ad firm; Dale Bethke, promotion manager of KRMG; J. Meyerson, general manager KOME, and Lawson Taylor, general manager of KFMJ.

COLOR ADAPTER

Motorola Exhibits

PILOT model of an adapter which by existing monochrome sets can receive CBS color transmissions. black-and-white was shown for the first time last Wednesday in Chicago by Motorola Inc. at the annual convention of Motorola distributors and salesmen. Meeting at the Stevens Hotel, group was told production line on the adapter will be started as soon as there is sufficient public demand.

The unit is expected to sell for \$20, and is 4½-by-6-by-3 inches. It attaches directly onto the back of the picture tube, and is tunable to black and white or color with simple, single dial. Motorola also showed its "Stratotuner," which brings in UHF frequencies to VHF set. The unit, a single dial mechanism, is incorporated in the TV receiver at the factory for an added cost of \$40, and sells for \$49.95 if purchased separately. Production will be started in October. The company de-emphasizes color television as it introduces 16 new black and white models, with 14, 17 and 20-inch black rectangular tubes, for the fall line.

WORLD-wide distribution of the complete line of Reves Soundcraft professional magnetic recording films will be handled by Westrex Corp. (subsidiary of Western Electric Co.), Soundcraft has announced.

WGST CHARGES

Hidden Atlanta Ownership

HIDDEN STOCK ownership in both Atlanta Newspapers Inc. and Broadcasting Inc. is charged by the Georgia School of Technology (WGST) in petitions filed last Thursday with the FCC.

This should invalidate the FCC-approved \$525,000 sale of Atlanta's WSB-TV Channel 8 facilities, claims Georgia Tech, from Atlanta Journal and Constitution interests (Cox) to Broadcasting Inc. [BROADCASTING • TELECASTING, Aug. 13].

WGST alleges:

(1) That Joseph L. Morris, 10% stockholder in Broadcasting Inc., "now has, or has had, an interest in Atlanta Newspapers Inc. or its predecessor companies and that such fact was concealed from the Commission. . . ."

(2) That investment bankers Robinson-Humphrey Inc. were the "moving parties" who promoted the sale. That firm member Robey Robinson holds 3,625 and his mother, Eleanore H. Robinson, 21,633 preferred shares in Atlanta Newspapers Inc. That firm member Henry Grady is a trustee for 6,012 preferred shares in Atlanta Newspapers Inc. That firm member Joseph L. Morris owns 6,000 common and 6,000 preferred shares of Broadcasting Inc. That firm member Irvin T. Ragsdale owns 1,000

common and 1,000 preferred shares in Broadcasting Inc.

In other portions of the petition for reconsideration, WGST justifies that it is "aggrieved" by claiming the new station will compete with it both for sponsors and audience; that its application for TV Channel 11 in Atlanta is effectively denied without a hearing by FCC's approval of the WSB-TV sale. (FCC proposes to change Atlanta Channel 8 to 11 in the proposed allocation plan.)

Georgia Tech reiterates a previous petition that the WSB-TV owners should be held to their original agreement that they would give up Channel 8 when they began operation on Channel 2. CP for Channel 2 was granted to the Atlanta Constitution in 1948, came into the hands of Atlanta Newspapers Inc. when the Journal and Constitution were merged in 1950.

WLTV Starts Oct. 1

On Oct. 1, Broadcasting Inc. plans to commence Channel 8 operation with tentative call letters of WLTV. At the same time WSB-TV will begin operating on Channel 2, retaining those call letters.

Transfer of Channel 8 facilities was approved by the FCC Aug. 9 by a 5-0 vote (with Chairman Coy and Commr. Hennock absent). Approval came week after 3-3 tie on matter.

WLTV is owned by a group of Atlanta businessmen, headed by Walter C. Sturdivant, owner of the Montgomery Knitting Mills, Summerville, Ga. General manager of the nation's prospective 108th—and last pre-freeze—TV station is William T. Lane, former WAGE Syracuse executive.

Eduardo R. Chibas

SEN. EDUARDO R. CHIBAS, leader of the Cuban Peoples Party, died Aug. 16. Sen. Chibas is reported to have fatally wounded himself Aug. 5, following a fiery radio broadcast denouncing the President of Cuba and his government. The Senator conducted a weekly series of political broadcasts over CMQ Havana. The shot was fired after the show had left the air.

A BEDTIME STORY

But KPRC-TV Plays Safe

KPRC-TV Houston last week rejected a mattress company's one-minute film commercial for fear someone would be offended because it showed a couple in bed.

The rejection was made in spite of a stamp of approval given the film by a Methodist minister who had been invited by the would-be sponsor, the Doyle D. Dennis Bedding Co. of Houston, to inspect it with an ecclesiastical eye.

Bert Mitchell, KPRC-TV program director, agreed that there was "nothing suggestive" about the film, but he said "we just can't take the gamble that it might offend somebody. . . . It's conceivable the FCC would cancel our license if enough people protested."

The banned film first showed a husband and wife trying unsuccessfully to sleep on a bed of standard size and then reposing happily, if at a modest distance, in the "king-size" bed the Dennis company advertises.



FOR THE FIRST time in Armed Forces public relations, television has been made a separate entity. Heretofore linked with radio, the TV branch gained separate stature when Maj. Robert G. Leffingwell (r) was officially appointed chief of television for Headquarters U. S. Air Forces in Europe. Maj. Leffingwell formerly was associated with Walt Disney and Nat Fleischer studios. He was selected by Lt. Col. Barney Oldfield (l), chief of USAFE public information.

Spaghetti Contest

SIX-WOMAN team representing the Women's Advertising Club of St. Louis will meet a six-man team of St. Louis Browns today (Aug. 20) in a spaghetti-eating contest. Bill Veeck, Browns' owner, will introduce ball players. Miss Le Chapman, continuity and traffic editor of WIL St. Louis, is a member of the women's team. Bud Blattner and Howie Williams, sports announcers, will broadcast a play-by-play account.

NEW 'VOICE' FOR PEACE

Sarnoff Urges Separate Agency

The Voice of America should be created by a new agency, "an independent agency, separate from State Dept. or any other government department," Brig. Gen. David Sarnoff, chairman of the board of RCA, declared Wednesday.

Gen. Sarnoff, who had returned in two months in Europe on Monday, said that he was not criticizing the performance of the personnel of the Voice of America "who are doing the best they can with the limitations they have." He noted considerable progress this year in Voice broadcasts over what he had heard when he was in Europe two years ago, he said.

But, he declared, "the war in the East is a war which the United States and the democratic countries are not winning." Russia, he said, is today doing the best propaganda by all odds.

Use of Local Radio

He urged the use of local radio facilities in England and the countries of Western Europe, "as an addition to and not a substitution of our shortwave program." He would favor buying such time from European radio operators as necessary. But he said he felt that the governments should make it available to the United States as a partial return for the economic and military aid they are receiving.

Declaring that our propaganda should "either be done on a scale large enough to reach our objective or it isn't worth doing at all," Gen. Sarnoff said that if we were going to spend \$100 billion on arming ourselves and our allies in the next two years it would not be unreasonable to spend 1% of that sum for what he termed "psychological peace-fare," which he said is just as important in peacetime as psychological warfare in war time.

He called for a full reevaluation of the Voice of America program, "deciding what we want to say, then getting the facilities to say it—shortwave, mediumwave, longwave stations here and abroad, coordinated into a unified operation. He expressed confidence that once the need for such a program is understood there will be little difficulty in obtaining the funds from Congress.

Proposed Agency Defined

The proposed new agency to operate the Voice of America would have to be a government agency," he explained, possibly an American counterpart to England's Ministry of Information. The State Dept., which formulates our nation's foreign policy, would necessarily be represented on the new agency's board, he said, as would our military authorities. But he expressed

the belief that non-governmental spokesmen, representing commerce, education, religion, the arts, and other facets of our society should also be represented in the Voice's top management.

Plan to Increase Audience

Plan to increase the audience for Voice of America broadcasts through the distribution of low-cost personal radios in foreign lands, proposed by Gen. Sarnoff some time ago, is "being worked on," he said. He reported that some progress has been made. Large-screen TV installations in public places might also be valuable disseminators of American messages abroad, he said.

Gen. Sarnoff described as pure "wishful thinking" any idea that the American system of commer-

cially supported broadcasting may be adopted in Europe on any widespread scale.

Television is "practically non-existent" in Europe outside of England, where a million set-owners receive three to four hours of video programs a day from the BBC, Gen. Sarnoff reported. French telecasts, on a dual system of 405 and 819 line images, occupy much less time, he said, and are seen by far fewer viewers with estimates on the number of receivers in France ranging from 12,000 to 40,000. Holland has an experimental service, and that is all the European television there is, he said.

He reported little likelihood for agreement on TV standards throughout Europe in the near future, noting that the English are urging adoption of their 405-line pictures, the French advocating 819 lines and the Belgians and Dutch favoring a 625-

line image. With all European television under governmental control, decisions are influenced by political as well as engineering considerations, he said.

Despite this situation, Gen. Sarnoff was optimistic over the outlook for international television, averring that it may well become a reality before 1960.

No Foreign Color TV

There is no color on the air anywhere outside the United States, he reported, and no signs of its regular appearance elsewhere in the immediate future. However, he said, conversations with top executives convinced him that when color comes it will be via the all-electronic compatible system which RCA is advocating at home.

JAPANESE TREATY

Full Coverage By Networks

STAR teams of radio-TV correspondents will be dispatched by the major networks to cover the four-day Japanese Peace Treaty meetings in San Francisco Sept. 4-8. The conference will receive thorough coverage through regular as well as special broadcasts, although final time clearances and air schedules will not be fully worked out until the conference agenda is announced.

CBS Radio has created a special news and public affairs staff, headed by Charles Collingwood, its White House correspondent. From New York, Stuart Novins, CBS Radio Associated Director of Public Affairs, and Dallas Townsend, radio news editor, will join Mr. Collingwood and Don Mozley, KCBS San Francisco in the conference city.

CBS Radio's regular *People's Platform* will emanate from the coast the Sundays preceding and

following the meetings, Sept. 2 and Sept. 9, 12 noon to 12:30 p.m. Mr. Collingwood will act as chairman for the discussion among representatives of the signing countries. *Capitol Cloakroom* will be heard from San Francisco Tuesday, Sept. 4, from 10-10:30 p.m. EDT as will the week's *You and the World*, Monday-Friday, 6:15-6:30 p.m. EDT, which for that week will be titled *You and the Japanese Peace Pact*.

NBC, ABC Teams

NBC's team of four reporters will set up headquarters in San Francisco's War Memorial Building to give national audiences radio coverage from Monday, Sept. 3 through Friday, Sept. 7. The group will be headed by Merrill Mueller, former chief of NBC's London Bureau. With Mr. Mueller will be Alex Dreier, who currently broadcasts from Chicago, and El-

mer Peterson. Bob Letts, NBC's news bureau chief in San Francisco, will report the local side of the meetings.

The team will make a special 15-minute roundtable report each afternoon at 1 p.m. EDT, Tuesday, Sept. 4 through Friday, Sept. 7, the day the treaty is to be signed, and leading conference delegates will be heard on *Yesterday, Today, and Tomorrow* at 1 p.m. Sunday, Sept. 2. Beginning Monday, Sept. 3 through Friday, Sept. 7, NBC will originate a series of daily spot newscasts on *World News Roundup* at 8 a.m. EDT and on both editions of *News of the World*, 7:30 p.m. and 11:15 p.m., EDT.

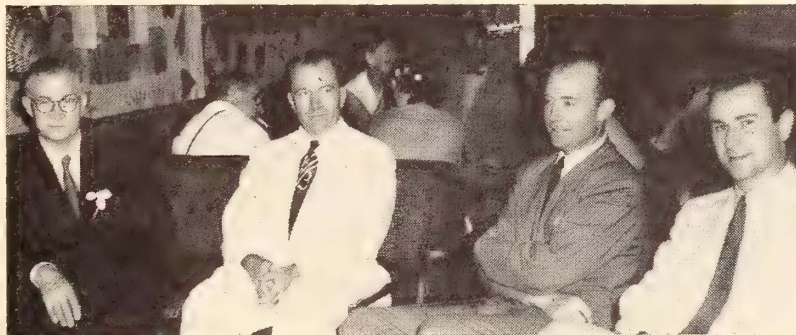
ABC's Washington reporter Bryson Rash will accompany President Truman when he goes to the conference and will remain there to assist the ABC local news bureau staffs, directed by Victor Reed.

Top-level meetings as well as the treaty signing will be given coast-to-coast time by ABC on all regular as well as special newscasts. Already lined up for conference highlights are *Headline Edition*, Monday-Friday 7:05 p.m., EDT with Editor-Narrator Taylor Grant and John Daly's *News of Tomorrow*, Monday-Thursday, 10:30 p.m.

Mutual's Coverage

Mutual will cover the full conference week with Bill Henry leading the Mutual crew. Mel Venter of KFRC San Francisco and Mutual's local news bureau will assist, with tie-in broadcasts from the Korean warfront and Tokyo a possibility.

Because the coast-to-coast TV relays will not have been completed, the networks have not pushed their plans for TV coverage, but in all likelihood they at least will follow ABC's plan to cover at least the treaty signing for West Coast audiences. Eastern viewers will probably see kinescopes of the event later in the week.



JUDGE JUSTIN MILLER, NARTB board chairman, visited Latin America to study and appraise the U. S. Information & Education Exchange program in several countries south of the border. Judge Miller also is a member of the U. S. National Commission for UNESCO. Here he is shown in Panama's new resort hotel, El Panama. L to r: Judge Miller; Murray D. Wise, charge d'affaires of the U. S. Embassy in Panama; Forney A. Rankin, public affairs officer for the U. S. Embassy in Mexico, who accompanied Judge Miller on the Latin American trip, and Fernando Eleta, head of Panama's largest radio chain.

WBKB-RTDG

Contract Signing Looms

CONTRACT between Radio-Television Directors Guild (AFL) and WBKB, CBS video outlet in Chicago, has reached the "handshake" stage as the union organized its first group of television directors in the city. Terms are still being negotiated with WENR-TV (ABC) and WNBQ (NBC), although most of the clauses have been agreed upon except those pertaining to wages.

Under terms of the WBKB agreement, which is expected to be okayed shortly by station management and the 15 employees affected by the contract, directors and floor managers on staff will receive a minimum starting salary of \$95 weekly. Directors also will receive a commercial fee on every sponsored show, with sustainers included in the staff wage.

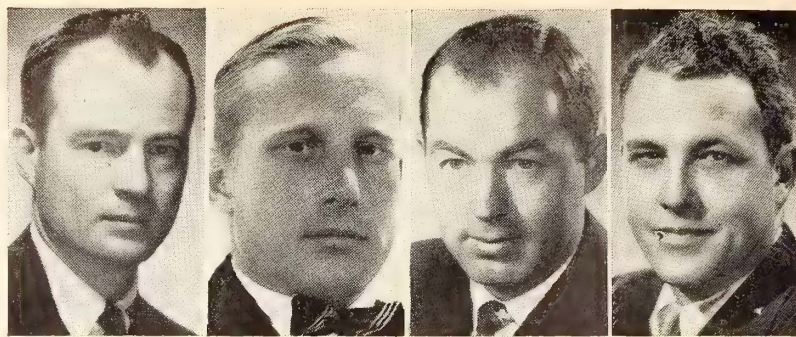
The contract, when signed, will extend until May 31, a total of 11 months, and will expire at the same time New York contracts come up for renewal. A contingency clause was included in the WBKB negotiations which provides for a buyer of the station to "inherit" its RTDG contract. CBS is planning to buy the outlet when FCC approves purchase of ABC by United Paramount. WENR-TV Chicago, now owned by ABC, will be the Paramount station. WBKB is now owned by Balaban & Katz theatre chain, a subsidiary of Paramount.

WGN-AFRA Dispute

THREE-MAN arbitration panel will attempt shortly to settle the continuing dispute between AFRA and WGN Chicago. Union reportedly wants revision in the "company policy" providing for sick leave "in accordance with the circumstances of each case." AFRA also wants sound effects personnel at WGN-TV to be AFRA card holders. WGN's arbitrator is former Cooke County Circuit Court Judge Julius H. Miner, with John F. Sullivan for AFRA. The two will select a third man from a roster submitted by the American Arbitration Assn.

'Captive' Item

A "captive motorist" is not far removed from a "captive audience" when he finds himself hemmed in by a double-parking driver, according to a municipal court judge in New York. Judge Maurice Wahl drew this comparison in ruling that one motorist was entitled to sue when he found his car trapped by another. He alluded to the U. S. District Court of Appeals decision which challenged the constitutionality of transit radio in public conveyances.



McCANN-ERICKSON, New York, last week appointed four new vice presidents. They are (l to r) Parish Jenkins, account service group head; Tom Losee, account service head; Fred Zeder, general executive, and Rudyard McKee, assistant to the president and account service group head.

TO HEAR HENNOCK Senate Group Sets Aug. 25

PUBLIC hearing is set for Aug. 25 (this Saturday) on the nomination of FCC Comr. Frieda B. Hennock to sit as a federal judge in New York's southern district [BROADCASTING • TELECASTING, June 18 et seq.].

The Senate Judiciary subcommittee announced last Thursday the hearing will be held at 10 a.m. in room 424 in the Senate Office Bldg. Sen. Pat McCarran (D-Nev.), Senate Judiciary Committee chairman, also is chairman of the subcommittee. Other members are Sens. Alexander Wiley (R-Wis.) and Willis Smith (D-N. C.).

At least three bar groups have announced their opposition to Comr. Hennock's nomination, made by the President last June. However, in the past few weeks, it has been learned that the "Madame Commissioner" has received support from several women's units.

Endorsements Sent

Unqualified endorsements have been sent to the Senate Judiciary Committee from such groups as the Business & Professional Women's Clubs and from the New York Women's Bar Assn. The latter is the first legal unit to endorse Miss Hennock's nomination, as far as can be ascertained.

Another group injecting itself is the General Federation of Women's Clubs, specifically on the grounds that confirmation was being held up because the nominee is a woman. (There now is no woman sitting on New York's southern district bench.)

In a July 18 letter to the presidents of 16 state women's clubs, Mrs. Leslie Wright, legislative chairman of the federation, urged them to write to committee members in behalf of holding a hearing on the nomination without delay. Mrs. Wright gave a personal opinion that Miss Hennock was qualified for the post.

The nomination had been held up since last June at request of the New York City Bar Assn., the American Bar Assn. and the New York County Lawyers Assn., all of whom are in opposition.

PRESS AWARDS

WHCU-RRN 'Weekly' Contest

WINNERS of the "Press Leadership Awards" for 1950-51, sponsored by WHCU Ithaca and the Rural Radio Network, were to be chosen over the weekend by a panel of five judges, representatives of radio, journalism, agriculture, and education.

Sol Taishoff, editor-publisher of BROADCASTING • TELECASTING heads the board of judges in the fourth annual competition. Others include Morgan Beatty, NBC newscaster; James A. McConnell, general manager of GLF; Robert E. Cushman, professor of government at Cornell U.; and Michael R. Hanna, general manager of WHCU and RRN.

Contest is open to the 109 weekly newspapers in New York and Northern Pennsylvania which assist in producing WHCU's Sunday program, *Radio Edition of the Weekly Press*. Entrants are competing for \$500, \$250, and \$100 awards in two divisions: editorial leadership and community action.

AFL FILM COUNCIL

To Protect Members

MOVE to protect its members from salary losses from un-established television film producers was taken last week by unions and guilds. Hollywood AFL Film Council. In statement issued by Roy Brewster, president of the Film Council, was announced that "hereafter, a television film company, not the agent of a sponsor or which do not have an established reputation in the industry, must sign a contract and provide sufficient bond to guarantee at least one week pay before members of the union and guilds affiliated with the council will be permitted to work for it."

Action taken by council was a direct result of what happened a few weeks ago at Trans-World Pictures, Los Angeles, where several union members including talent and backlot men were not paid for their work. Film Council has since prohibited members from working at the new TV film organization until members are paid.

Firms will in future be cleared through Film Council, rather than through individual unions. Group will act together to withhold members' services until stability of particular producer established their satisfaction.

Other unions associated with TV film production expected to take similar action.

Kling Negotiations

NEGOTIATIONS for the release of all video film series property of Kling Studios, Chicago, United TV and Standard Radio Transcription Services for national sales were understood to be in progress last week. The Kling films include musical mountaineering program, *Old American Ballad Dance*; several children's shows, one of which features Vaughn Monroe, bandleader-baritone, and a dramatic series, *The Yellow Kid*.

Overseas News Service

AN OVERSEAS news service, intended to provide independent stations with network caliber news, is being offered by the Universal Broadcasting System with its series, *Report From Europe*. The weekly feature, recorded overseas and distributed by air from New York, will feature news roundups from UBS correspondents in major European capitals. *Report From Europe* will start Sept. 1 and will be available either on tape or records.

SERIES of 39 one-minute films presenting stories about famous diamonds announced by Charles Michelson Inc., New York, for local TV sponsorship by jewelry stores.

C. 'QUAKE'

ations Out in Mock Disaster

"QUAKE" rocked the District Columbia Aug. 10, knocking out but one Washington station—surviving listeners never got out of the "disaster" over the air. They had to consult their newspapers.

The "disaster" was an earthquake simulated by the Military District for Washington in a special exercise to test one of its emergency plans on a local basis. Officially an Army command, the organization serves as an overall emergency command in time of emergency.

No Participation

For radio-TV stations, the exercise was purely hypothetical, including the release from the Military District describing the details in advance. Broadcasters neither participated nor reported on the exercise—possibly out of deference to the memory of the Orson Welles exercise, because of certain restraints imposed by the military, or lack of interest.

Before the exercise got underway, the military had apprised stations of the test and requested they refrain from extracting details from the release during the exercise. Broadcasters also were asked to repeat, "This is an exercise," if they decided to air reports. According to the military, none of the major stations did the "disaster." Newspapers tied accounts.

Communications Silenced

An "alert" was first sounded at 2 noon Friday, Aug. 10, and a few hours later the "quake" had knocked out communications including broadcast stations. A TV station "resumed" operation the following day and was asked to furnish volunteers immediately for rescue work.

Military authorities declined to identify the television outlet which simulated the disaster. They added, however, that it was "the one nearest removed from the seat of command operations." Telecasts could not throw any light on the subject either.

ard to Blair

APPOINTMENT of Steve Beard as account executive with the Washington office of John Blair & Co., a representative firm, was announced last week. The appointment became effective Aug. 1. Prior to joining Blair, Mr. Beard had been an assistant account executive and merchandising manager for Tracy-Locke, Dallas advertising agency. Besides having been a copy man for Advertising in Dallas, Mr. Beard has served as announcer and salesman for KPLT Paris, Tex., and as salesman for KRLD Dallas.



COMDR. ARTHUR GODFREY (c) talks shop with Jim Crocker (l), assistant manager of KRLD-AM-TV Dallas, and KRLD Program Director Ted Parrino. The CBS radio-TV star was in Dallas attending the 20th national Model Airplane Championships held at the Naval Air Station July 28-29. KRLD-TV telecast parts of show.

Tighter Controls

(Continued from page 22)

the prior condition that FCC had issued a station grant or permit to the applicant [BROADCASTING • TELECASTING, May 14].

NARTB supports the position that it took at that time—viz., that a large majority of broadcasters propose to build in population centers adjacent to military establishments and that such a condition would virtually preclude new building. NARTB Government Relations Director Ralph Hardy charged that such criteria "completely ignores" the public welfare and defeats defense effort objectives.

More Requests Seen

Release of new criteria is not expected to stem the flow of broadcasters' requests now in the works. They still may file on IN-4A forms with NPA in Washington. No new decisions were reported in the last fortnight.

NARTB also had advocated, unsuccessfully, a higher steel tonnage ceiling (25 tons) which would permit new building without NPA authorization. There were no indications last week that the government would ease this requirement.

It was understood that criteria of essentiality will hinge largely on views held by claimant agencies; in the case of broadcasters, actions taken by FCC, and with respect to manufacturers, those by NPA's Electronics Products Division.

Review Denied

RECONSIDERATION was refused by FCC last week on its denial of new station applications at Hamtramck, Mich., for 1440 kc, 500 w daytime [BROADCASTING • TELECASTING, June 18]. The Commission denied the bids of Hamtramck Radio Corp. and Atlas Broadcasting Co. on engineering grounds.

ABC SCORED

NATIONAL Assn. of Radio & Television Station Representatives last week shifted its sights from NBC to ABC in a new volley in the association's continuing war against the network sale of announcements, which NARTSR considers unfair encroachment on what should be station business.

"The accepted area of network operation upon which the entire industry's economy is based is in the field of network programs," Murray Grabhorn, managing director of NARTSR, stated. "Revenue from announcements belongs to the stations. It is as simple as that."

Mr. Grabhorn, until recently an ABC vice president, charges this network with offering announcements "integrated within the body of four separate network programs" to stations for sale to local advertisers. "The advertiser is charged what might be considered

WCDL QUILTS MBS

Assails Rate-Cutting Tactics

WCDL Carbondale, Pa., announced Thursday that it was giving up its MBS affiliation because of the recent rate cuts by national networks.

Richard Carlson, station manager, said the rate cuts were carried out "without consultation with affiliates and with no regard to local conditions which in most cases have made unjust the cutting of station rates." He stressed recent demands by MBS "for more and more local time—time of importance to the station in the proper service of the community."

No local station can afford to give networks choice time periods "for a continuing decrease in revenue by reason of sharp practices being entered into by the networks themselves in their sale of time," Mr. Carlson said.

"In our opinion the networks are going to ruin local radio unless they are given a sharp awakening now. There is already a strong undercurrent of feeling among broadcasters against the networks' inroads into fields that should be local spot business."

'One of Worst'

"Mutual was one of the worst offenders. They persisted in selling five-minute programs to national advertisers—a considerable number of them. These same advertisers, if they were not given the opportunity to purchase five-minute programs on MBS, would have gone out and placed their advertising on a spot basis direct to the stations through their national representatives. . . . This is but one of the many practices which brought about our realization that independent operation is the best way. . . .

"When the day comes that networks can dictate price to their affiliates—and they succeed in reducing their revenue to a point below operating cost—then they have put out of business the station which has provided them with revenue."

Sale of Announcements Assailed by NARTSR

a premium rate but the station does not get it," Mr. Grabhorn said. "Most of it goes to the network. . . . It is a wonderful take for the network, but the station gets the short end."

ABC Answers

ABC viewed the matter in another light. A network spokesman explained that these announcements within programs are offered to network clients under the ABC Pyramid plan. Stations not included in the sponsor's network are given the chance to sell the program spots locally on the standard ABC co-operative program basis, charging 3% of their one-hour nighttime rate for each announcement, which the stations retain, plus a program charge, which the network receives, as it does on all co-op shows.

DuMont Plan

(Continued from page 25)

to assign that many VHF channels to 63 cities, covering 73,645,828.

In 26 cases DuMont admits that its plan falls short of the minimum 180-mile city-to-city separation proposed by the FCC. DuMont emphasizes, however, that in all such cases the transmitter to transmitter separation fully meets the 170-mile criterion. Except for the following, the city-to-city spacing of the exceptions is between 170 and 180 miles:

Binghamton, N. Y.-Wilmington, Del., 165 miles on Channel 12.

Columbus, Ohio-Detroit, Mich., 168 miles on Channel 6.

Fresno, Calif.-San Francisco, Calif., 161 miles on Channels 2, 4, 5 and 7.

Delays Plans

ORIGINAL PLANS to use new 400,000 square-foot Westinghouse Television-Radio Div. plant at Metuchen, N. J., to triple TV production have been postponed because of the international situation, F. M. Sloan, division manager, said last week in announcing the beginning of personnel hiring. Plant will now be used for limited defense electronic production, he said.

WFIL Philadelphia has received certificate of commendation from National Guard Bureau, Washington, D. C., for "generous support of the National Guard's 1950-51 recruiting campaign." The award was made in recognition of numerous announcements and special transcribed radio shows broadcast by the station to spur enlistments in the Guard during the last year.

MCCARTHY ISSUE

Networks To Air 'Answer'

CBS, MBS and NBC last week promised—and ABC tentatively indicated—they would offer time to Sen. Joseph McCarthy (R-Wis.) to answer what he called an "extremely vicious smear attack" on him by President Truman in a "non-partisan" address last Tuesday evening.

NBC wired the Wisconsin Republican that it would make available 15 minutes on its regular *Pro and Con* series, 10:45-11 p.m. Aug. 24. CBS Radio set aside the 6-15-30 p.m. segment that same evening for the reply. ABC agreed to allot broadcast time, but late Thursday had not set the day or time.

The Senator was given time on MBS' *Reporters Roundup* this Thursday or the next.

Sen. McCarthy had wired each of the networks carrying the Chief Executive's American Legion talk, requesting "equal time" to answer references to "hate and scare mongers." The President had mentioned no names but the Senator readily accepted the challenge in the interest of "common decency and fair play." Mr. Truman's speech was broadcast from 6:15 to 6:30 p.m.

NBC Statement

In its telegram NBC said it did not regard the speech as "a personal attack," but noted its practice of making facilities available to members of Congress. ABC promised to set the date later.

"All the networks claim they allow a man to reply if he is attacked," Sen. McCarthy explained. "I have not looked into the legal aspects of this because I think they are fair."

This was the second occasion in recent weeks that a major non-partisan speech by Mr. Truman has stirred a political tempest. Republican leaders previously had cited a July 28 speech in Detroit, accusing the Chief Executive of attacking GOP rivals on public service time [CLOSED CIRCUIT, Aug. 6].

Political addresses, as distinguished from "state of the nation" messages, should be purchased at radio-TV time rates or compel equal time segments for opposition replies, the Republicans pointed out.

Emerson Names Abrams

STANLEY M. ABRAMS was appointed acting director of sales last week by the Emerson Radio & Phonograph Corp. With Emerson since 1945, Mr. Abrams has served on the sales staff, was regional sales manager and, since 1950, has been television sales manager. He succeeds Charles Robbins, who resigned as vice president and sales director to assume the presidency of the new distributing subsidiary, Emerson-Midwest Corp. of Chicago.



ALL U. OF FLORIDA football games will be broadcast over 28 Florida stations of the Fidelity Broadcasting System as result of arrangements completed by (seated, l to r) Bill Nimnicht, Riverside Chevrolet, Jacksonville; Blair W. Burwell, president Burwell Motor Co., Jacksonville, and (standing) Ralph T. Huston, executive vice president of Fidelity network.

NARTB Membership

(Continued from page 26)

combined NARTB-BAB package, which assigns 30% of monthly dues to BAB.

NARTB and BAB are operating under a membership agreement providing that BAB will not solicit memberships for the period starting next April 1, when BAB becomes completely divorced, until joint sales plans have been worked out, according to NARTB headquarters.

The 16 new members signed last week had been contacted during sales trips in the last six months by John F. Hardesty and William K. Treynor, director and assistant director respectively of the NARTB station relations department.

Following is the week's list:

WGL Fort Wayne, Ind.; WROW and WROW-FM Albany, N. Y.; WPAT and WPAT-FM Paterson, N. J.; WVNJ Newark, N. J.; WESC and WESC-FM Greenville, S. C.; WGN and WGNB (FM) Chicago; WBUT and WBUT-FM Butler, Pa.; WAYB Waynesboro, Va.; WCBT and WCBT-FM Roanoke Rapids, N. C.; WKNY Kingston, N. Y.

WJIM-TV Lansing, Mich., joined as a TV member of NARTB last week, bringing TV membership to 68 stations and two networks.

Announcing return of WGN to NARTB after resignation in 1941 during the NAB-ASCAP battle, WGN Manager Frank P. Schreiber issued this statement: "The industry needs our support now, especially in the outstanding and very important job being done by BAB. We are happy to join this organization in its efforts to promote and sell radio as the great advertising medium it is."

KDB Santa Barbara, managed by Donald J. Quinn, and KNBH (TV) Hollywood, of which Thomas McFadden is general manager, join Southern California Broadcasters Assn., bringing total station membership to 59.

'VOICE' FUNDS

Showdown Vote Pends

A BITTER showdown vote by the full Senate Appropriations Committee—and later by the upper chamber itself—on further drastic cuts in Voice of America funds was firming up on Capitol Hill last week.

There was every indication that Senate debate would reach the same feverish pitch as that which characterized House discussion on the controversial State Dept. information program.

Latest evidence of this disparity in Congressional thinking was manifested last Thursday when a Senate Appropriations subcommittee, headed by Sen Pat McCarran (D-Nev.), voted to pare broadcast and other information monies from the original \$115 million to \$54 million.

Subcommittee vote was 7-6 in favor of the \$61 million reduction, with ballots cast primarily along party lines and perhaps one or two Southern Democratic members uniting with Republicans to turn the tide against the administration request. Sen. McCarran reportedly was opposed to such drastic action, and had, in fact, urged a stronger drive by the Voice, including active efforts to promote subversion among Communist-controlled countries [BROADCASTING • TELECASTING, Aug. 13].

The subcommittee markup for the Voice was slated to be brought before the full committee early this week, possibly today (Monday). It was generally felt that the committee would back up the group's recommendations. If that happens, administration forces will have no recourse but to carry the fight to the Senate floor. Committee is headed by Sen. Kenneth McKellar (D-Tenn.), another Dixiecrat.

Action taken by the subcommittee was even more crippling than that by the House, which went along with its Appropriations Committee and approved \$85 million. In this instance, administration backing failed to materialize, but Democratic stalwarts promised to renew their efforts in the upper chamber.

Included in the original request was \$25 million for radio broadcasting (language additions, etc.). State Dept. authorities have declined to estimate what amount the Voice would be allotted pending action by the Senate and a joint Senate-House conference committee, which probably will be set up to resolve differences.

MBS Adds Two

MBS announces two new affiliates: WSYD Mt. Airy, N. C., 250 w, 1240 kc, (owned and operated by Mt. Airy Broadcasting Inc.) on Sept. 1 and WMUR Manchester, N. H., 5 kw, 610 kc, (owned and operated by Radio Voice of New Hampshire Inc.) effective immediately. WMUR is also an ABC affiliate.

Talking Clock

AUDIO advertising has assumed another possible facet with the issuance of patent for a talking clock to T. J. Valentino Inc., New York, recording engineering consultants. Patent is for a system in which wall clocks, equipped with records, tape, or wire, will transmit "spot announcements" in retail stores. The talking clock will deliver 48 20-second spots per day, one every quarter-hour of the business day.

CLARK NAMED

To Defense Department

CAPT. CHESTER H. CLARK (USAF), former account executive at WWSW Pittsburgh and time manager of WLOG Logan, Va., has joined the Radio-Branch of the Office of Public Information, Dept. of Defense, producer-writer. His duties were outlined last Thursday by Chas. Dillon, Radio-TV Branch chief.

Capt. Clark will produce and write the *Armed Forces Review*, official department radio series heard on MBS Friday, 9 p.m. ET. He replaces Maj. Mark Morand, who leaves for a European tour with the Air Force.

Capt. Clark served as manager of WLOG from 1947-48, and as announcer, producer and writer of WCAE Pittsburgh from 1938-1947. More recently he was public information officer of the 363 Tactical Reconnaissance Wing at Shafter Air Force Base, Sumter, S. C., turning to active duty there for WWSW earlier this year.

RADIO'S VITALITY

Katz Releases Findings

A COMPILATION of public statements and findings emphasizing the vitality of radio has been prepared by the Katz Agency, New York, station representative firm for its salesmen. It also is being given wider distribution to pinpoint radio's sales power, impact, low cost, and to show that "blue ad chips (are) still on radio."

Titled *Radio Roundup*, the first page digest says its premise is President Frank Stanton's recent statement that "radio is—and the foreseeable future will continue to be—America's No. 1 medium."

Mrs. Norman B. Black

MRS. NORMAN B. BLACK, 81, rector of WDAY Fargo, N. D., president of Forum Publishing publishing the *Fargo Forum*, Thursday after an illness that confined her to a hospital several weeks. Mrs. Black became president of the publishing company when her husband died in 1931. She was a director of Dakota Photo-graving Co. Norman D. Black, her grandson, is publisher of the *Forum*.

COLOR ADAPTERS

Now In Production

HALLICRAFTERS last week introduced a "color transcender," which receives CBS colorcasts in black-and-white on its own models, and Admiral Corp. brought out a color adapter which converts color black-and-white and reduces the picture size for future conversion to CBS color by addition of a color wheel. Webster-Chicago Corp., in a similar move, demonstrated an auxiliary color unit for attachment to standard sets, and planned to make color wheel assemblies for sale to set makers.

Hallcrafters President William Halligan said: "We want to provide a way for Hallicrafter set owners to receive special telecasts, such as CBS East Coast football games scheduled only for color." The color unit is built on a small chassis mounted atop the rear portion of the standard set, and is operated by one control. Production will begin in a week.

Three Switches

Admiral's adapter has three switch positions: (1) full screen reception of black-and-white; (2) full screen reception of color programs black-and-white, and (3) color reception on a reduced screen, that is, a 10-inch tube, for conversion of color with a color wheel. Admiral, however, "hasn't changed its view that color should not have been authorized until a satisfactory compatible electronic system had been perfected," Vice President R. Graver said.

Webster-Chicago is making initial deliveries of auxiliary color adapters, and will have "moderate" production by Sept. 1. The unit, priced at \$125, has a 12½-inch picture tube, 16-tube chassis, picture tube color wheel assembly with three controls for contrast, brightness and color phasing.

's Impact

REAL estate values in a community near San Diego reportedly have depreciated because of Civil Aeronautics Authority beacon equipment which has blacked out television reception. Some 200 residents of La Mesa, near San Diego, began having trouble a year ago when CAA installed a fan marker beacon. The "thing" emitted a screeching noise—24 hours a day. They complained. All hoped the beacon would be removed. Instead CAA installed other equipment which eliminated the noise. The silence was heavenly but it was subsequently discovered that the additional equipment also lacked out TV programs. As a reflection of TV's impact, real estate values went down.



SWITCH PUTTING first signal from new Empire State Bldg. antenna was thrown by G. Bennett Larson (center), vice president and general manager of WPIX (TV) New York. Watching are Jimmy Powers (left), sportscaster, and Tom Howard, WPIX chief engineer. Ceremony was staged Aug. 10 from 81st floor of building.

TV APPLICATIONS

Four Commercial Requests Filed

FOUR TV applications for new stations and a request for an experimental station were filed with FCC last Friday. The four commercial applicants were:

Cowles-owned Midwest Television Co., seeking Channel 9 with 200 kw ERP for Minneapolis. Company plans to spend \$413,750 in construction, \$150,000 first year of operation, estimates \$350,000 revenue first year. Cowles publishes *Minneapolis Star and Tribune* which under the name of Northwest Broadcasting Co. got a CP for television in 1948. It had to give the CP up in 1949 due to interlocking ownership with WTCN-TV. Cowles owns KRNT Des Moines; WNAX Yankton, S. D.; WCOP

Boston, and is also publisher of *Des Moines Register and Tribune*, and *Look* magazine.

For Allentown, Pa., Steinman-owned WEST Easton, Pa., seeking UHF Channel 39 with 200 kw. Plans to spend \$328,000 on construction. Now operates experimental TV station KG2XAZ in Allentown, also AM stations WORK York, WKBO Harrisburg, WRAW Reading, WGAL-AM-TV Lancaster, all in Pennsylvania; WDEL-AM-TV Wilmington, Del. Steinmans publish *Lancaster New Era* and *Intelligencer-Journal*.

KHMO Hannibal, Mo., asking for Channel 7 with 47.5 kw. Expects to spend \$284,000 on construction, \$96,000 first year of operation. KHMO is owned by *Hannibal Courier Post*, owners of which also have newspaper interests in Iowa, Wisconsin, Illinois.

KFDM Beaumont, Tex., seeking Channel 6 with 100 kw. Expects to spend \$280,220 on construction, \$200,000 first year of operation, estimates \$350,000 revenue first year. Principal KFDM stockholders also have an interest in KFDX Wichita Falls, Tex.

Experimental TV is being sought by WHUM Reading, Pa., which seeks permission to use 700-mc band with 12 kw, will spend \$365,000 on equipment.

Add Olsen & Johnson

OLEN & Johnson, zaney film and theatre comedy team, have been added to the list of comics who will headline *All Star Revue* programs, over NBC-TV Saturday, 8-9 p.m., starting, Sept. 8. Program, which will feature Jimmy Durante, Ed Wynn, Danny Thomas and Jack Carson, as well as other stars yet to be announced is sponsored by Snow Crop Marketeers, Pet Milk Co. and the Kellogg Co.

LINCOLN'S TEST

TV Sells Dictation Units

EXPERIMENTAL use of television to sell dictation machines has been pronounced a success by the Lincoln Radio & Television Corp., Chicago, area distributor for Webster-Chicago machines. Lincoln sponsors the Clifton Utley newscast over WNBQ (TV) Chicago Friday 10:15-10:30 p.m.

Alfred W. Preskill, Lincoln vice president, said that the program has proved profitable and will be continued. Mr. Preskill added that this particular program was chosen because a high percentage of its audience are professional and business men, who are logical sales prospects.

"On television," explained Mr. Preskill, "we have been able to give them an actual demonstration of the use of the dictation machine, which we have found is about three-quarters of the necessary selling process."

In the commercial announcement, the machine's natural voice playback is used to give a phone number which the viewer is invited to call for a personal demonstration.

NON-STOP

WTTG Programs 3¾ Hours

WTTG (TV) Washington claims one of the longest commercial TV shows ever seen in its area. The DuMont station clocked 3¾ hours for its remote program from the showroom of John G. Webster Co., D. C. home appliance store.

The telecast was the feature attraction of a four-day open house celebration of the firm's 39th anniversary. Station said more than 3,500 people jammed the store to see the show made up of WTTG's entire afternoon programming. Art Lamb, disc jockey, was m.c.

Interest in the show also was responsible for 2,000 people visiting the showroom the day after, according to the station. WTTG said the firm plans to feature the telecast every year as part of its anniversary promotion. Kal Ehrlich & Merrick, Washington, is the agency on the account.

Philco Sales Up

SALES of Philco Corp. increased 16% to a total of \$171,023,000 in the first six months of 1951, as compared with \$147,012,000 in the same period a year ago, it was announced by William Balderston, president. While earnings before taxes increased, net income after federal and state income taxes and excess profits in the first six months of 1951 was \$6,342,000 which, after preferred dividends, amounted to \$1.74 per share on the 3,525,372 shares of common stock now outstanding.

MODEL TV CITY

Described in 'Interiors'

DISCUSSION and analysis of television as compared to other media, with plans for a functional television city, are featured in the July issue of *Interiors* magazine.

Written by Sol Cornberg, who is associated with NBC-TV New York, the article, "Television . . . a Challenge," describes demands and requirements of legitimate theatre, the cinema and radio; then discusses the singular problems of television.

The article has suggestions for construction of a "television city," a central tower between four service blocks—"a plant which with raw materials delivered, can televise a show." The circular tower would have master control rooms on the ground floor, a number of studio floors designed for particular types of programs, and employee recreation and feeding areas. Adjacent to the tower, the four service blocks would be designed for administrative offices, scenery and storage departments, script and library departments, and the costumes, properties and special effects departments.

Floor plans and cut-away drawings of the proposed television city complete the article.



ATTENDING a Stork Club reception in connection with the premiere of CBS-TV's *Star of the Family*, sponsored by Ronson Art Metal Works Inc., are (l to r) Hubbell Robinson Jr., CBS Television Div. vice president and director of TV network programs; Arthur Fatt, executive vice president, Grey Adv. Agency Inc., which handles the Ronson account; Alfred R. Nathan, Ronson vice president in charge of advertising; William Chalmers, vice president of Grey and radio-television director; Alexander Harris, Ronson president; J. L. Van Volkenburg, president of CBS TV Div.; Julien Field, Grey vice president, and David Sutton, vice president in charge of sales, CBS TV Div.

MORNING VIEWING POPULAR

Survey Finds Added Hours Get the Viewers

HOUSEWIVES do find time to watch morning TV—one reported even taking her ironing chores to the living room—according to a co-incident survey completed by WTMJ-TV Milwaukee.

Shortly after changing from a 12:30 p.m. to 9:30 a.m. sign-on, the station found viewing over the five-day week, 9:30-1 p.m., averaging 8.0.

During the survey week 2,143 calls were attempted, with 1,353 completed. This showed 63.1% of all persons called were at home dur-

ing the morning hours of telecasting.

Of those at home, 61.2% or 829 owned TV sets and 104 of these sets were in use. This gives the average 8.0 rating.

Half-hour ratings for the week, 9:30 a.m.-1 p.m., were comparable to the 8.0 average. These were as follows:

9:30-10 a.m.	8.4
10-10:30 a.m.	7.4
10:30-11 a.m.	9.0
11-11:30 a.m.	9.3
11:30-12 noon	7.9
12-12:30 p.m.	7.7
12:30-1 p.m.	7.1

CBS' *Strike It Rich* is aired in the 9:30-10 a.m. spot with a local record m.c. 10-10:15 a.m. A local kitchen show runs 10:15-11 a.m., having been transferred from its popular afternoon period. A local department store sponsors *Shopping News* in the 11-11:15 a.m. period with CBS' *Garry Moore Show* running to 11:45 a.m. News is scheduled 11:45-12 noon and a local interview and entertainment show from 12 noon to 12:45 p.m. Last quarter hour is weather and news.

ban & Katz Corp., operator of WBKB (TV) Chicago, from Paramount Pictures Inc. to United Paramount Theatres Inc. (new separate exhibition firm, which under proposed merger with ABC would re-sell WBKB to CBS for \$6 million).

Application by Paramount Television Productions Inc. for license to cover construction permit for KTLA.

Applications by DuMont for licenses to cover construction permits for WDTV (TV) Pittsburgh and WTTG (TV) Washington, and for license renewal of WABD (TV) New York.

Bids by Balaban & Katz for licenses to cover construction permits for WBKB and WBK (FM), for modification of permit for WBKB and for WBKB license renewal.

Applications by Paramount Pictures Inc. and E. V. Richards Jr., for transfer of control of WSMB-AM-FM New Orleans.

WPIX APPOINTMENTS

Finley, Hayward to Sales

ADDITION of George Finley and Howard Hayward to the sales staff of WPIX (TV) New York was announced Friday by John F. Noone, sales director. Mr. Finley was space buyer and account executive with Young & Rubicam for 13 years and, more recently, has been director of plans and research for the *American Weekly* for 2½ years.

Mr. Hayward has served four years with Bill Brothers Inc., publisher of trade magazines, and six years with the Borden Co.'s sales division.

The addition of Messrs. Finley and Hayward at WPIX follows closely that of Karl Klimcheck, formerly of Compton Adv. and the Hearst organization.

'Mrs. America' Stations

MORE than 14 radio stations are now staging and publicizing local eliminations for the 1952 "Mrs. America" contest to be held in Asbury Park, N. J., Sept. 9, it was announced last week. Managers have found that radio participation in the beauty and homemaking contest has added to station publicity and resulted in greater listener interest and a stronger mail pull, contest officials said. Contestants in some 22 cities, states, and regions have already entered the competition for the \$7,500 grand prize that accompanies the title.

Dr. Condon Named

DR. EDWARD U. CONDON, director of the National Bureau of Standards and contributor to the "Condon Report" on color television by special committee named by the Senate Interstate and Foreign Commerce Committee during FCC's proceeding, has been named director of research and development of the Corning Glass Works. He resigns from NBS effective Sept. 30.



RESULTS of an appeal to help flood victims made by Ted Mack on the *Original Amateur Hour* over ABC is presented by Fred Conger (r), business manager of WREN Topeka, Kan., local ABC outlet, to Jim Blazik, executive secretary of the Shawnee County Chapter of the Red Cross. The appeal, made over both radio and TV, brought in over \$12,000 to help the flood stricken people.

upcoming

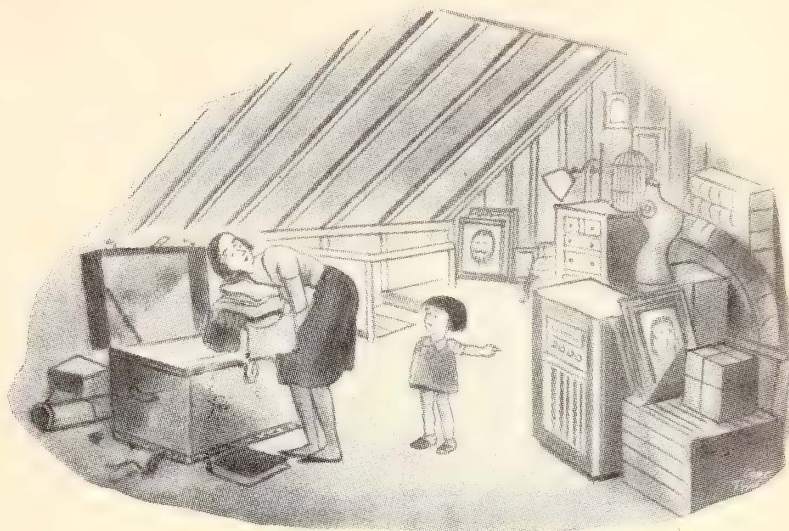


NARTB DISTRICT MEETING SCHEDULE

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	Beverly Hills Hotel	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, Penn-Harris Hotel, Harrisburg, Pa.
 Aug. 20-23: AIEE Pacific General Meeting, Portland, Ore.
 Aug. 21: BMI Clinic, Mayflower Hotel, Akron, Ohio.
 Aug. 22: BMI Clinic, Roanoke Hotel, Roanoke, Va.
 Aug. 22-24: Institute of Radio Engineers Western Convention and Seventh Annual Pacific Electronic Exhibit, C. Auditorium, San Francisco.
 Aug. 23-25: West Virginia Broadcast Assn., Greenbrier Hotel, White Sulphur Springs, W. Va.
 Aug. 24: BMI Clinic, White Sulphur Spring, W. Va.
 Aug. 25: Hearing on nomination of Comr. Frieda B. Hennock as federal judge, Southern District, New York. Open 10 a.m. Room 424. Senate Office Bldg., Washington.
 Aug. 28: Radio-TV Session, Advertising Indoctination Course for Southern California Teachers (Aug. 31), NBC Studios, Hollywood, Calif.
 Sept. 15: Presentation of First Ann Edward L. Bernays Foundations Radio-Television Award by American Sociological Society.
 Sept. 17-21: Premium Advertising Assn. of America, New York Premium Centennial Exposition, Hotel Astor, New York.
 Sept. 24-26: Assn. of National Advertisers, Fall Meeting, Waldorf-Astoria, New York.
 Sept. 28-29: Continental Advertising Agency Network, 19th Annual Meeting, Philadelphia.
 Oct. 2-3: NARTB Television Program Standards Committee Meeting, NARTB Hdqrs., Washington.
 Oct. 12-13: Alabama Broadcasters Assn., U. of Alabama, Tuscaloosa.
 Oct. 15-16: Boston Conference on Distribution, 23rd Annual Forum, Hotel Statler, Boston.
 Oct. 15-19: Society of Motion Picture & Television Engineers Convention, Hollywood Roosevelt Hotel, Hollywood.
 Oct. 22-26: AIEE Fall General Meeting, Cleveland.
 Oct. 28-Nov. 3: National Radio & Television Week.
 Oct. 29-31: Institute of Radio Engineers Fall Meeting, King Edward Hotel, Toronto, Ont.
 Nov. 12-14: National Assn. of Radio News Directors Convention, Sheraton Hotel, Chicago.
 Nov. 14-15: American Public Relations Assn., Seventh Annual Meeting, Philadelphia.
 Nov. 26-29: Financial Public Relations Assn., Annual Convention, Hollywood Beach Hotel, Hollywood, Fla.
 Nov. 28-Dec. 1: Fifth Annual NBC Radio and Television Affiliates Convention, Boca Raton (Fla.) Club Hotel.
 April 26-May 2, 1952: NARTB Annual Convention, Stevens Hotel, Chicago.
 June 8-11, 1952: Advertising Federation of America, Waldorf-Astoria Hotel, New York.

They know what it is in BALTIMORE!



"What's that, Mama?"

Reproduced by permission
Copyright 1951—The New Yorker Magazine, Inc.



Mr. John E. Surrick
V. President & General Manager
Station W F B R
Baltimore, Maryland

Dear Mr. Surrick:

On behalf of the Management and our entire staff it is a pleasure to extend our thanks for what will no doubt go on record as the largest mid-week promotion day the Park has ever known.

Conservative estimates indicate that because of your wonderful coverage promoting this "WFBR Family Day", over 25,000 people attended. This build-up coupled with the added attraction of having "Club 1300" broadcast direct from the Park on this day, is in our opinion fully responsible for the success of the event. Truly, the most fitting salute can be summed up in these words - "it was a job well done in every respect".

You may rest assured that we are very well pleased with all of our advertising on your station, and the above facts more than indicate our selection of your station for our spots and shows is "good business".

Looking forward to the 1952 "WFBR Family Day" as well as continued good coverage for our advertising,

Very cordially yours,

NEW GWYNN OAK PARK
Hal Steward
Hal Steward
Director Public Relations

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

Yes—they know what radio's for in Baltimore—especially when it's Baltimore's family station—WFBR.

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

Family after family stormed the park!

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

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

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

WFBR

ABC BASIC NETWORK • 5000 WATTS IN BALTIMORE MD.
REPRESENTED NATIONALLY BY JOHN BLAIR & COMPANY

you can have
THOUSANDS
of new
customers
for less than
 $\frac{1}{2}$ c each!

here's how it's done...

THE DAY was June 7, 1951—slightly overcast, but not for the Hudson Pulp and Paper Co., nor the Duane Jones Co., its agency.

The station was WOR.

The time was between 7:15 and 8:00 A. M.

The program was (and is) "John Gambling's Musical Clock."

The situation, says the Hudson Pulp and Paper Co. was — "... through steady WOR promotion, Hudson Pulp and Paper Co.'s. 80-count paper napkin has completely captured the New York market ... but:

"... What we want to do is increase the use of this leader, and also obtain distribution and wider use of our three higher-priced and longer-profit napkins called, Rainhow, Guest and Damask."

Sounds simple, doesn't it?

But it was a challenge for WOR and John Gambling, both of which Hudson Pulp and Paper has used as the spearhead of its advertising for more than 6 years.

You see, Hudson was a little rugged. It said, "Let's make the offer on one day's program."

"Gosh." said WOR, "what do they want? Miracles?"

Well, it was only *one* program conducted by WOR's John Gambling.

The announcement stated—and notice that it is not too simple—"Write in and get 4 coupons. Each of these is good for one of the four kinds of Hudson napkins which your local grocer will give you when you give him the coupons. Write in and get your coupons."

However—and this is important—every grocer did not have the napkins. So, people prowled and asked and demanded and grocers got the napkins from the Hudson Pulp and Paper Co.

They had to. You don't turn trade away, do you?

How many customers did WOR's one John Gambling program get to prod and pummel all the good grocers of greater New York for the Hudson Pulp and Paper Co.?

Hold tight ...

186,955!

Really—at less than 1/2 cent cost for each on the advertiser's part ...

for a one-day mention on WOR

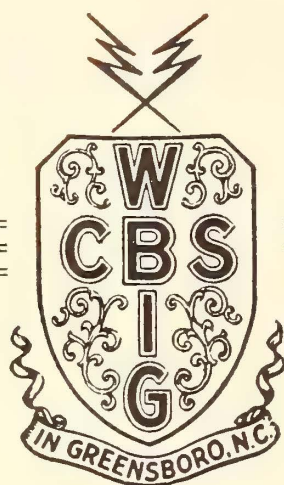
No other station in America could have produced this phenomenal impact on America's greatest mass market at a cost so incredibly low.

Would you like to do the same? At such a low cost?

our address is

WOR

—that power-full station at 1440 Broadway, in New York



*"The Prestige Station
of the Carolinas"*

GREENSBORO, NORTH CAROLINA

25 Years

**Serving the Richest
And Most populous
Area in the Southeast**

1926-1951

Gilbert M. Hutchison

President

CBS

Affiliate

Represented by Hollingbery

5000 Watts

1470 KC

MATERIAL LAG

**Gov. Lauds Industry
Inventiveness**

CHALLENGE posed by shortages of raw materials is being successfully met by American industry, including electronics and communications manufacturers, government allocation authorities acknowledged last week.

Industry is using its inventiveness and ingenuity to find ways of overcoming scarcities in all materials to keep the nation's economy humming along at high levels.

With the advent of a full-blown controlled materials economy just over the horizon, radio-TV set makers and other electronics producers can take a bow for pressing into operation a number of conservation measures.

Virtually all firms have initiated such campaigns. RCA, Westinghouse, General Electric, Philco, and a host of other companies have adopted conservation techniques from cabinet design to substitutes in electronics parts, like speakers, tubes and capacitors.

The National Production Authority cited various examples of conservation. The communications industry, for instance, is saving vast quantities of copper, steel and nickel by introducing new theories and practices. A major telephone system was cited. Electrical manu-

facturers also were lauded.

This official acknowledgment came as the government announced plans for complete allocation of nickel, cobalt, tungsten and other alloying materials heretofore back from 15% to 35%. It noted that these materials use electronic equipment parts are equally important in defense production and also to the "essential civilian economy."

Cobalt and nickel are integral parts of permanent magnet loudspeakers, though industry learns to improvise substitute materials with the advent of initial cutbacks last fall. Nickel also has been used in the gun assembly of cathode ray tubes in TV sets. Tungsten is utilized in radio-TV tubes.

Selenium Use Study

Allocation of selenium, used in rectifiers, also was under study. NPA noted its widespread use in the "postwar expansion of electronics and television industries," and said this had served to strip available supply.

In other actions last week government:

(1) Tightened up rules governing orders for "maintenance, repairs and operation" supplies for commercial broadcast transmitters. Manufacturers may now order or receive more than 40% of their quarterly quotas (based on 120% of the dollar value of MRO purchases) during the month of any quarter.

(2) Met with members of Electronic & Component Parts Industry Advisory Committee to view the materials situation and discuss the prospect for future allocations under the Control Materials Plan.

(3) Reported that, as of July, it had approved tax amortization certificates totaling \$80,107,743% of the aggregate \$100 million requested by electronics and communications producers for expansion of facilities.

(4) Was asked by Defense Mobilizer Charles E. Wilson to declare a "general moratorium" on amortization grants, beginning Aug. 18, for "at least 60 days" because of shortages of steel.

E. E. Hensinger

EMERY E. HENSINGER, veteran accountant in FCC Broadcast Bureau, died Aug. 10 at home in Tiffin, Ohio. He joined FCC in 1935. Prior to formation of the new Broadcast Bureau, Hensinger had been chief of Applications Branch of Broadcast Division, FCC Accounting Dept.

FTC WARNING

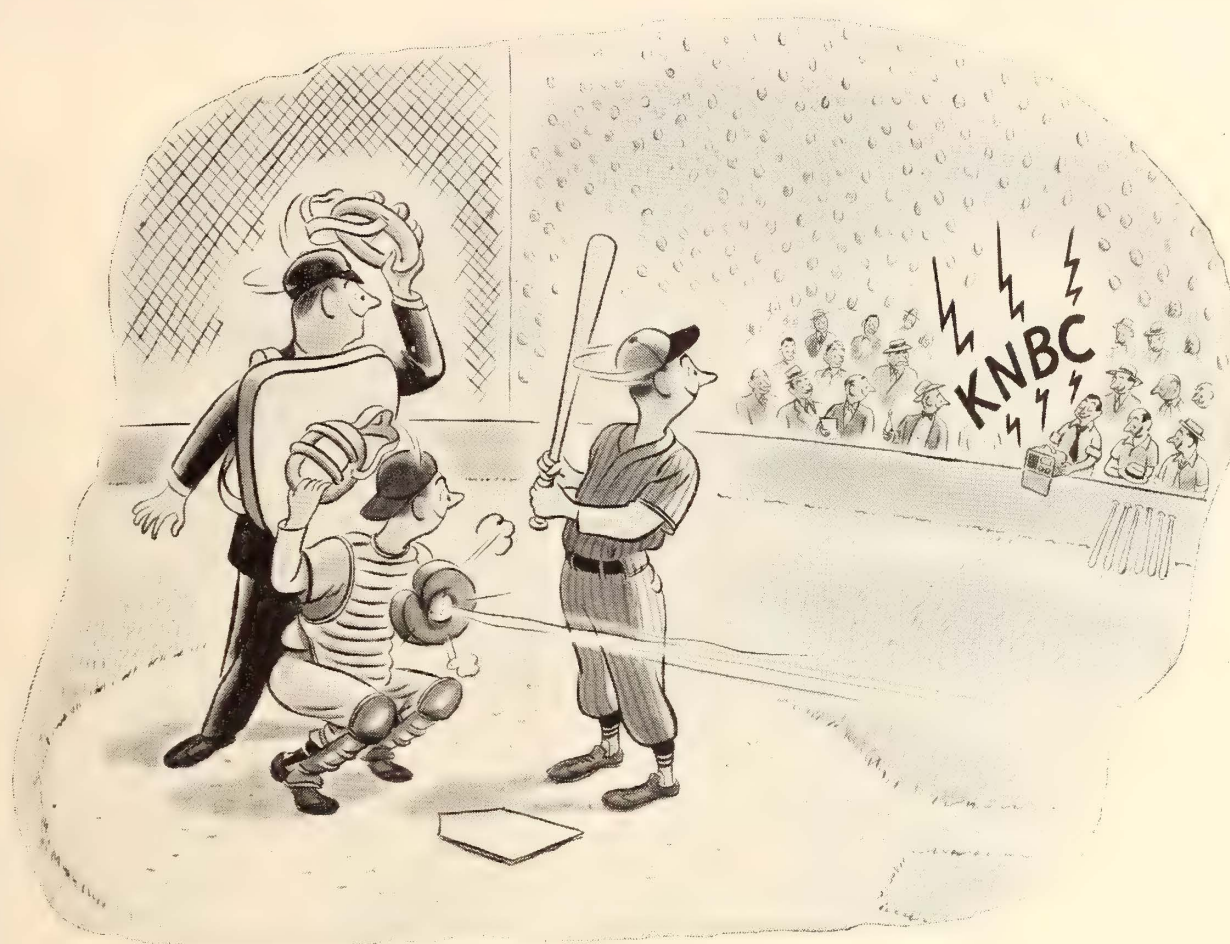
Eyes Discounts to Chains

DISCOUNTS, advertising allowances or other services bestowed by manufacturers of radio-TV sets and other household appliances on chain stores and other large volume buyers have come under the watchful eye of the Federal Trade Commission, it was indicated last week.

In taking note of "discriminations" denied smaller merchants in the current price war of department stores, FTC Chairman James Mead served notice that "if the facts developed warrant action . . . formal complaints will be issued against these firms." The commission is charged with the responsibility of preventing "unfair methods of competition." Chairman Mead also declared:

The commission is keenly aware of the importance of low prices to consumers. That is one of the prime objectives of our competitive system. The commission is also keenly aware of the fact that if price discriminations and predatory price-cutting result in the destruction of the small independent businessmen . . . then the consumer will suffer a long-term loss far overshadowing his apparent immediate gain. . . .

The statement was issued by Mr. Mead following a conference with Rep. Donald L. O'Toole (D-N. Y.) fortnight ago. Rep. O'Toole, author of a House resolution calling for a Congressional probe of the price war, stressed to Chairman Mead the need of preserving for small merchants the opportunity to compete with larger business rivals.



In Northern California
MORE PEOPLE LISTEN — more often — to KNBC
 than to any other radio station

KNBC's 50,000 watt *Non-Directional* transmitter reaches *all the markets* of Northern California...

KNBC has the *biggest and most loyal* audience in the San Francisco-Oakland Metropolitan Market — the *seventh largest, fastest-growing* major market in America.

And as a plus, KNBC penetrates all the rich, fast-growing markets *throughout* Northern California. **PLUS MARKETS** like Stockton-Modesto, Ukiah-Mendocino, Napa-Santa Rosa, Santa Cruz-Monterey, Sacramento, San Jose-Santa Clara, and Eureka-Humboldt County.

ONLY KNBC can reach *all* these markets — in *one, big economical package*. KNBC sales reps will show you how...

KNBC delivers **MORE PEOPLE** (in one package!) — at **LESS COST** per thousand — than any other advertising medium in Northern California.

PLUS-Market Case History
Napa-Santa Rosa

- Population — 149,147, an increase of 52.9% from 1940-1950
- Effective Buying Income* — \$186,552,000, an increase of 108.9%
- Retail Sales* — \$170,519,000, up 191.6%
- KNBC Audience — Week after week, more than four-fifths of the radio families listen regularly to KNBC

*Sales Management's 1951 Survey of Buying Power

KNBC

Northern California's **NO. 1** Advertising Medium

50,000 Watts — 680 K.C.

San Francisco

Represented by NBC Spot Sales

What Does a Wrist Have To Do With Selling Time?

YEARS ago when our company was young we decided that each of our F&P Colonels, on his or her fifth anniversary with this organization, should receive a very handsome wrist watch, inscribed to commemorate this mutually important milestone.

Over the years, as *twenty-nine* of us have stepped up and received our watches, this sentimental gesture has become one of the most pleasant and significant rituals of our lives. It betokens a real fraternity of effort, and many other things that can hardly be said with words.

Yet over the years our Five-Year Watches have also had much to do with the sale of radio time. They have played a tangible part in welding us together as a team, in reminding us of the lasting values of our daily tasks, in sustaining our constant recognition of our long-term obligations to each other, to the stations we represent, and to you agencies and advertisers.

So that's what one of our many F&P traditions means to *you*—better, more conscientious service aimed at tomorrow as much as at today.



FREE & PETERS,

Pioneer Radio and Television Station Representatives

Since 1932

NEW YORK

CHICAGO

DETROIT

ATLANTA

FT. WORTH

Watch

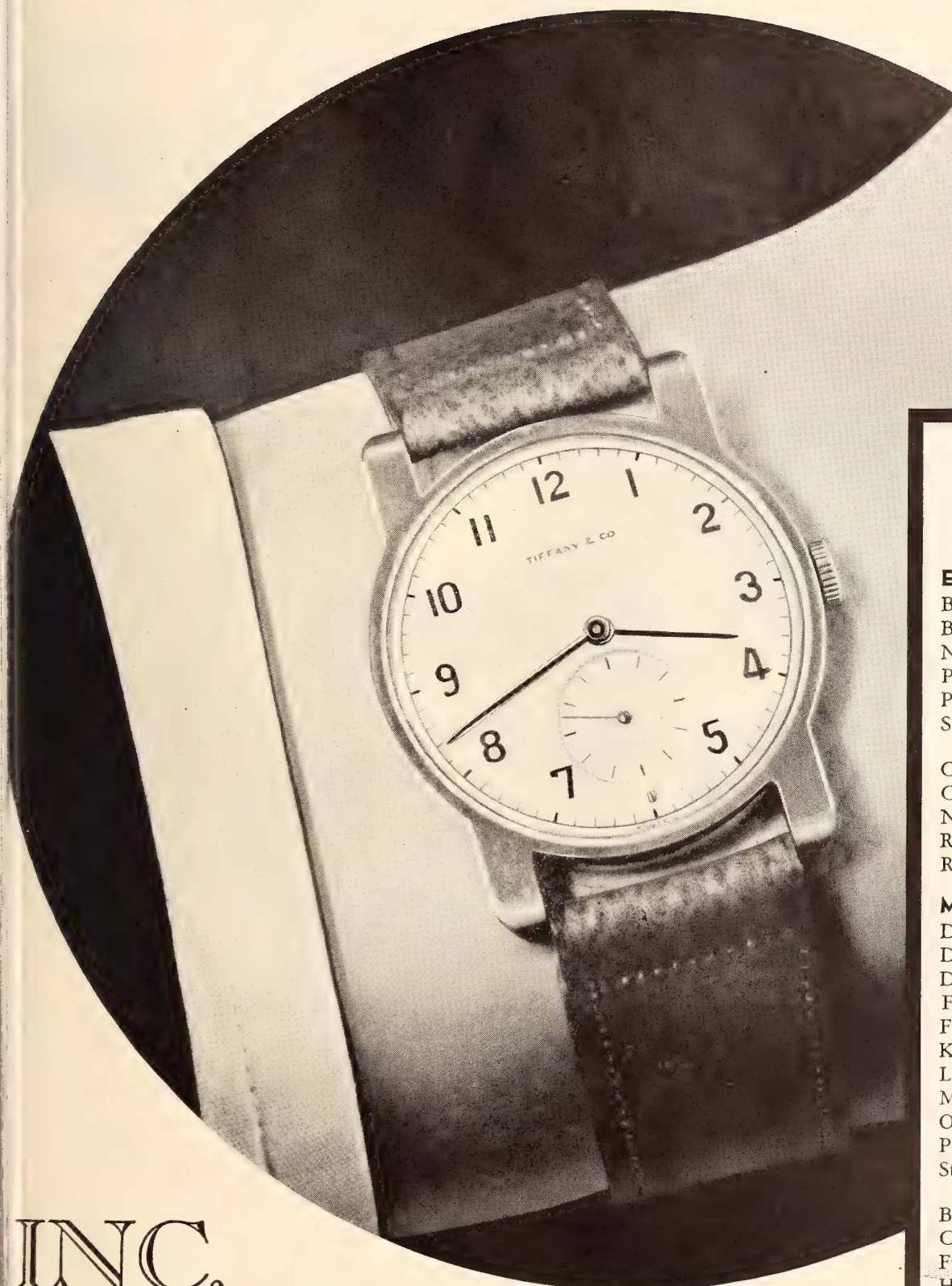


Photo Courtesy Tiffany & Co.

INC.

HOLLYWOOD

SAN FRANCISCO

EXCLUSIVE NATIONAL REPRESENTATIVES

EAST, SOUTHEAST

Boston-Springfield	WBZ-WBZA
Buffalo	WGR
New York	WMCA
Philadelphia	KYW
Pittsburgh	KDKA
Syracuse	WFBL

.....	
Charleston, S. C.	WCSC
Columbia, S. C.	WIS
Norfolk	WGH
Raleigh	WPTF
Roanoke	WDBJ

MIDWEST, SOUTHWEST

Des Moines	WHO
Davenport	WOC
Duluth-Superior	WDSM
Fargo	WDAY
Fort Wayne	WOWO
Kansas City	KMBC-KFRM
Louisville	WAVE
Minneapolis-St. Paul	WTCN
Omaha	KFAB
Peoria	WMBD
St. Louis	KSD

.....	
Beaumont	KFDM
Corpus Christi	KRIS
Ft. Worth-Dallas	WBAP
Houston	KXYZ
San Antonio	KTSA

MOUNTAIN AND WEST

Boise	KDSH
Denver	KVOD
Honolulu-Hilo	KGMB-KHBC
Portland, Ore.	KEX
Seattle	KIRO

DISPERSAL PLAN

Affects Material Allocation

FAILING to obtain authority from Congress in the extended Defense Production Act, President Truman has approved a policy for dispersal of industry which sets up new criteria for allocation of materials and other government actions.

The Office of Defense Mobilization will establish general standards to be followed by the Defense Production Administration, National Production Authority and other agencies in allocating raw materials, granting tax amortizations and in approving emergency loans. Defense Mobilizer Charles E. Wilson will administer the policy.

Possible application was seen on requests from electronics and other manufacturers who might seek to concentrate new plant facilities in congested areas to handle govern-

ment orders. Established industry will not be dispersed, however, it was stressed.

It was understood that the new criteria would not apply to broadcasters desirous of beginning construction on new radio-TV facilities within metropolitan areas when the building freeze is thawed Oct. 1 (see separate story). Other commercial enterprises (as distinguished from production plants) would not be affected.

NSRB Booklet

Presidential approval of the policy was based on recommendations furnished by ODM, the National Security Resources Board and the Munitions Board. NSRB also has issued a booklet, *Is Your Plant a Target?*, dealing with "the protection of industrial production" in the event of full-scale war. Gist of the booklet is a four-point program for industrial dispersion with



THIS barber shop quartet is the sales staff at WJON St. Cloud, Minn., help celebrate "Pioneer Day," an annual St. Cloud event. Sporting their growths are (l to r) Gerald Sandstrom, commercial manager; Paul T. Zaho; Herman Schneider and Edward (Bud) Lynott.

these guide posts:

1. To disperse new and/or expanding industry—not to move established industry.
2. No region of the country is to be

built up at the expense of another.

3. Industrial dispersion can be carried out if such deployment is confined to each local marketing area.

4. State and local governments urged to take a leading hand. federal government will lend technical guidance.

In his statement of policy, Chief Executive said that "danger of atomic attack grows and demands . . . new and more positive policies." He continued:

Since 1945, we have experienced a period of unprecedented industrial expansion, but, except for a few examples, there has been no pronounced trend away from (densely concentrated centers). Some \$18 billion new plants and equipment were spread annually during the past four years largely in areas already highly industrialized.

Several "factors" have added to the urgency of dispersal, the President added, among them evidence that Russia has the atomic bomb, probability of successful penetration of U. S. defenses in the event of air attack, and outbreak of hostilities in Asia. NSRB originally had recommended plant dispersal in 1945 but Congress subsequently rejected the plans.

ZIV SALES GOAL

Set at 450 Stations

SALES goal of 450 stations Sept. 30 has been set by Fred W. Ziv Co. for its new open-ended transcribed syndicated situation comedy series *Bright Star* which co-stars Irene Dunne and Frank MacMurray.

Release date of the series, currently being taped in Hollywood at a three-per-week rate, is scheduled for Sept. 24, according to Joe L. Sinn, executive vice president [BROADCASTING • TELECASTING Aug. 13]. The goal of 450 stations was set during a series of conferences between Ziv executives and the firm's sales force over the week-end of Aug. 10. Firm's national sales staff of 100 is now in the field contacting prospects.

RESOLUTION expressing "appreciation for the generous aid extended by NBC and its personnel" passed by Veterans Hospital program officers in Charleston, W. Va.



Portland people

prefer **KOIN**

**KOIN'S LOCAL NEWSCASTS
HAVE THE LARGEST NEWS
AUDIENCE IN THE
PORTLAND MARKET**



KOIN
and **KOIN-FM**
Portland, Oregon

Proof of KOIN's local news popularity is that its *highest* Hooperated strip* rates 15.1. KOIN's *lowest* Hooperated local news strip* rates 8.3. KOIN's average local news strip* Hooperating of 12.2 is higher than the highest rating of any local news strip* on any other Portland Station!

*(Mon. thru Fri., Dec. '50, thru Apr. '51, 8:00 a.m. to 10:15 p.m.)



AVERY-KNODEL, INC., National Representatives . . . A MARSHALL FIELD STATION



NETWORK... PLUS!



JACK CLIFTON

Video . . . personal appearances . . . and RADIO . . .
this boy is big. 1:30-3:30 p.m.

In Cleveland—only WJW offers network prestige, network audience, PLUS, NET-CALIBRE LOCAL PROGRAMMING. Cleveland's key daytime personalities do the town's surest selling job—on WJW.

This combination of network and local personality programming is geared for maximum sales results in the Greater Cleveland market. It pays off for others—it will pay off for YOU.



"SOUPY" HINES
Just zany enough.
6:00-8:30 a.m.
3:30-5:00 p.m.



JANE STEVENS

Music and news for ALL the gals
12:30-1:00 p.m. 5:00-5:30 p.m.

RESULTS TALK: Call in H-R Representatives or call Hal Waddell for full story, availabilities.

CLEVELAND'S *Chief* STATION

WJW

5000 W.

WJW BUILDING

BASIC ABC

CLEVELAND 15, OHIO

REPRESENTED NATIONALLY BY H-R REPRESENTATIVES, INC.

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



Our prospects are best in the West!

People are flocking to the Pacific Coast in the biggest rush ever... anywhere. Twenty thousand of them—*about one every two minutes*—are moving in every month. In California, Oregon and Washington, population has increased 48% in ten years!

These people are staking out a place in the sun... *are you?* They spent 15,410,000,000 retail sales dollars last year. Are you getting your share?

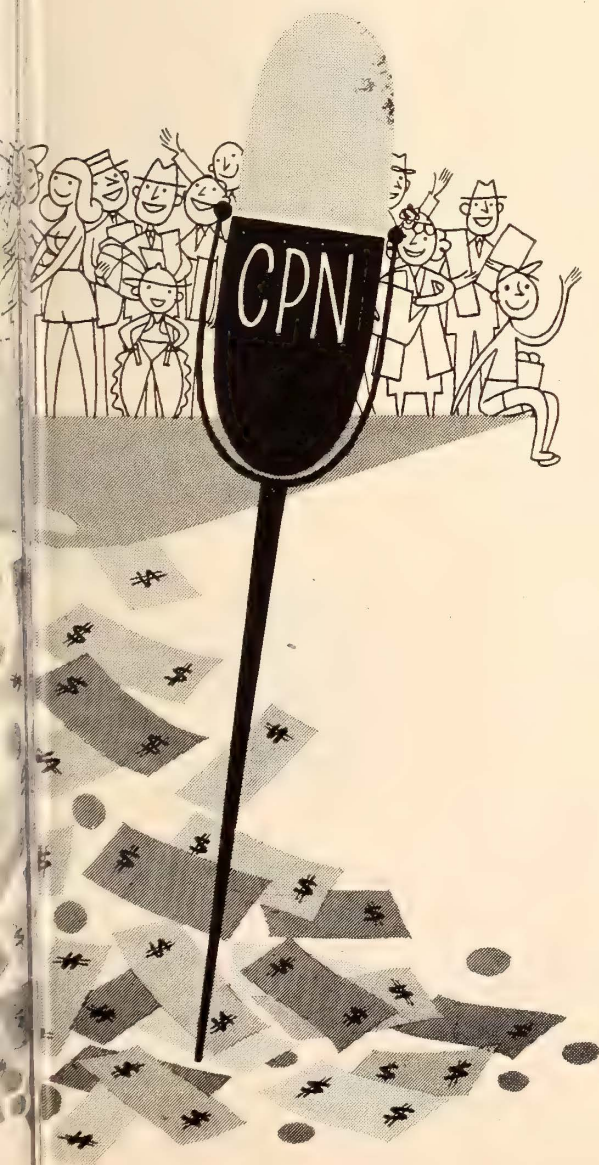
And *new* people (as every fourth person is) establish *new* buying patterns. Are you competing successfully with heavily-advertised national and regional brands?

Consider this: of all advertising media, only radio has kept pace with the Coast and its booming growth. *And Columbia Pacific delivers larger audiences than any other regional network.*

If you want to strike it rich in the West, the best way to reach your best prospects is on the Columbia Pacific Network. For fine locations on the finest stations up and down the Coast, call Radio Sales, or...

Columbia Pacific Network

Represented by RADIO SALES



WLAV

Grand Rapids, Mich.

CHARACTER AND CHARACTERS



ELMER

The Bat Boy

Gives Character
to advertisers'
messages as he
knocks himself
out with selling.

In Grand Rapids
Elmer is
"Mr. Afternoon"

Let Elmer go to
bat for you

For Reservation
Call John E. Pearson

WLAV

AM-FM

ABC

for

Michigan's Second Market

BASEBALL PROBE

Hill Mulls Media Aspects

AN EXECUTIVE session of the House Monopoly Subcommittee will determine whether witnesses will be called to give the entire picture of baseball broadcasts, Chairman Emanuel Celler (D-N. Y.) said Wednesday.

Chairman Celler discounted earlier reports that the subcommittee already had decided to go ahead with a broadened investigation and the calling of witnesses from the radio-TV field and from FCC.

"Our plans have not been made as yet," he said. "It will be up to the subcommittee, sitting in executive session to decide."

However, Aug. 10 when the subcommittee wound up its first phase of the baseball hearings, it was indicated that further hearings would be held on the broadcast question [BROADCASTING • TELECASTING, Aug. 13]. Chairman Celler had been quoted as saying radio and TV industry spokesmen would be questioned in the fall.

It also had been reported that witnesses would be called from FCC, from radio, TV and newsreel industries to discuss the broadcasting issue.

Question of broadcasts and telecasts of games, whether they hurt attendance and whether baseball will have further restrictive rights should legislation pass exempting the sport from anti-trust laws, have come up in the hearings just completed.

JONES RE-NAMED

At Clients' Request

DUANE JONES, who last month resigned as chairman of the board of Duane Jones Co., New York, has been re-elected board chairman and president of the agency by request of the clients, it was announced this week.

Robert Hayes, who had taken over as president of the agency when Mr. Jones left, has resigned to devote his entire time to servicing major accounts as an account executive.

At the time of his resignation, Mr. Jones had announced that he was going to undertake a European business survey, but that trip, planned under government auspices, has been indefinitely postponed, Mr. Jones stated.

Although valuable information could have been obtained regarding packaged goods markets abroad, it was felt that inflationary trends, the changing tax structure, and other market factors made it advisable for him to remain as head of the agency, to direct ad policies and techniques that "placed major clients of the agency at the head of the sales parade in their respective fields," the announcement said.



GAVEL is presented to William R. McAndrew (r), general manager of NBC Washington outlets, WRC-AM-FM and WNBW (TV), as retiring (1950-51) president of Radio Correspondents Assn. Making the presentation are D. Harold McGrath (l), superintendent of Senate Radio Gallery, and Robert Menaugh, superintendent of House Radio Gallery.

TRANSIT STATUS

Group Scans Progress

A REPORT on the legal status of transitcasting, upon which the Supreme Court of the United States will be asked to rule this fall, highlighted an annual meeting of Transit Riders Assn. Inc. in Washington last Tuesday.

Members also were apprised of a "statement of objectives" contained in newly-filed papers of incorporation for the 450-member transit group.

One objective is "to collect and disburse funds for the protection of its members and the public by all lawful means, except influencing legislation, from being compelled to hear broadcasting inside public conveyances."

Paul Segal, attorney for the anti-transit radio faction and member of the law firm of Segal, Smith & Hennessey, told members that as a result of the appellate court ruling, no additional equipment had been installed in vehicles and that the drive for national advertising had been slowed.

Transit Riders Assn. Inc. was one of the original opponents of transit FM in the District of Columbia before the Public Utilities Commission which dismissed appeals to halt the service. TRA subsequently filed with the U. S. District Court, along with Guy Martin and Franklin Pollak, which upheld PUC. It dropped formal action before a U. S. Circuit Court of Appeals, which reversed the lower body.

Hector Spaulding, attorney for the transit riders' group, told BROADCASTING • TELECASTING last week that if the Supreme Court decides to review the case and rules that no invasion of constitutional rights is involved, TRA will seek an injunction alleging invasion of the right of privacy. Washington Transit Radio Inc. (WWDC-FM), along with PUC and Capital Transit Co., have asked SCOTUS to review the lower court's judgment [BROADCASTING • TELECASTING, Aug. 13].

RATE RAISES

Three Issue New Co

THREE stations last week reported increases in their rates. The stations are WEEI Boston, KVVU Tulsa and KOWL Santa Monica.

WEEI issued Rate Card No. effective Sept. 1. Rates for time only are: Class A, one hour \$525; half-hour \$315, and station breaks \$84; Class B, one hour \$210, half-hour \$157.50, and one-minute spot \$70. Class C, one hour \$262, half-hour \$157.50, and one-minute spot \$50. Class D, one hour \$78, and one-minute \$25.

An increase of 10 to 20% of its old rate card was announced by KOWL. The increase, first four-year-old 5-kw daytime station has put into effect, brings the hourly rate to \$72 from \$60.

Boost was justified, according to Arthur H. Croghan, owner of KOWL, as operation has materially increased during the station's 10 years on the air; population increased 750,000 within its primary signal area during the five-year period; total radio listeners during the daytime hours is greater in the area, with the number of auto radios doubled during the time.

Advertisers who have signed contracts before Sept. 15, 1951 will be given six months protection.

KVOO has increased its advertising rates for the first time in 11 years, according to Local 1 Card No. 9, effective June 25, 1951. New rates for the 50 kw, channel station on 1170 kc, one hour, half-hour, and one minute in Classes A, B, and C, respectively, are:

Class A (6-10:15 p.m.), \$140, and \$25; Class B (6 a.m. to 6 p.m., 10:15-11 p.m.), \$125, and \$15, and Class C (11 p.m. to 6 a.m.), \$83.25, \$53.35, and \$10.

WEBER ELECTED

President of WFSB

FRED WEBER, former general manager of Mutual and former



Mr. Weber

part-owner of WDSU New Orleans, has been elected president of Neptun Broadcasting Corp., operating WFPG, Atlantic City outlet.

Mr. Weber becomes the largest individual stockholder in the station with 30% ownership. Other owners, holding 10% each, are Jack Berkman, LeRoy Berkman, Allen Berkman, Richard Teitelbaum, John Laux, Hector Teitelbaum and Mayer Weizent who are identified with The Friendly Group stations (WSTV Steubenville, Ohio; WPIT Pittsburgh; WMBS Boston).

In U-H-F it's

G-E LIGHTHOUSE TUBES

...for stronger construction and
a stand-out efficiency record!

- ✓ Built for hard service.
- ✓ Pioneering u-h-f types, with many years of successful application.
- ✓ Superior electrical characteristics.
- ✓ Excellent isolation from load and antenna effects.



Check these *specific* advantages of G-E Lighthouse Tubes in v-h-f and u-h-f circuits where you need high-level detectors and mixers; pulsed and CW oscillators; power amplifiers, and frequency multipliers . . . at frequencies up to thousands of megacycles!

You can't beat G-E Lighthouse Tubes for—

- Aircraft traffic and location control equipment.
- Radio, TV, and other microwave relay equipment.
- Microwave test apparatus.
- Emergency communications equipment (police, taxi, and other fixed and mobile).
- Military and commercial communications and common-carrier equipment.

In applications such as these, General Electric tube engineers will be glad to work closely with you, and with the circuit designers at your drawing-boards. Available at all times, is G.E.'s experience with u-h-f types that goes back nearly two decades, and which you may draw on at will.

Wire or write for comprehensive Bulletin ETD-120. Learn more about G-E Lighthouse Tubes—how they'll improve the performance, increase the dependability of *your* new u-h-f circuit! *Electronics Department, Section 5, General Electric Co., Schenectady 5, N.Y.*



GL-2C39-A



GL-2C43

GL-2B22—High-frequency, high-perveance detector to beyond 1,500 mc.

GL-2C40—Radio-frequency amplifier, converter, and oscillator to 3,370 mc. Plate dissipation 6.5 w.

GL-2C43—Radio-frequency amplifier, oscillator, and frequency converter from 150 mc to 1,500 mc, and in special pulsed circuits to 3,370 mc. Plate dissipation 12 w.

GL-2C39-A—Radio-frequency amplifier, oscillator, and frequency converter from 150 mc to 2,500 mc. Plate input to 100 w.

GENERAL ELECTRIC

185-K5

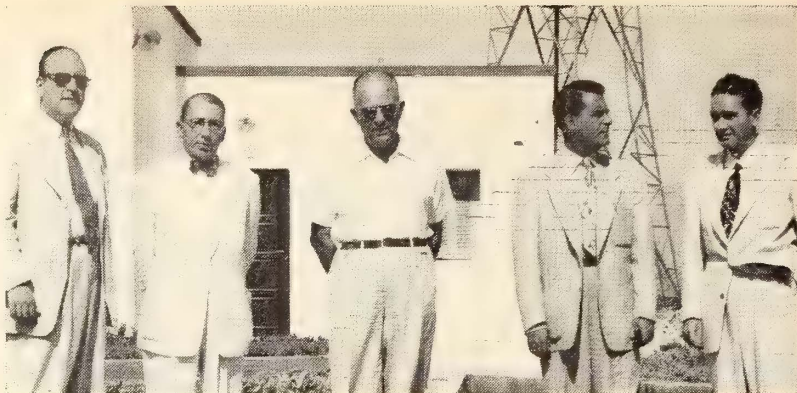
RTMA SERVICE UNIT

Merriam Renamed Chairman

E. W. MERRIAM, Allen B. DuMont Labs, has been reappointed chairman of Radio-Television Mfrs. Assn. Service Committee by Board Chairman Robert C. Sprague. F. L. Granger, Stromberg-Carlson Co., will serve as vice chairman. Membership of Service Committee:

F. Adams, Emerson Radio & Phonograph Corp.; A. T. Alexander, Motorola Inc.; N. J. Cooper, The Hallcrafters Co.; D. R. Creato, RCA Service Co. Inc.; Harry A. Ehle, International Resistance Co.; R. W. Felber, Stewart-Warner Electric Div.; C. E. Hoshour, Belmont Radio Corp.; Harry Kalker, Sprague Electric Co.; A. H. Kuttruff, Westinghouse Electric Corp.; William P. Muller, Bendix Radio Div.; H. A. Newell, Crosley Div., Avco. Mfg. Corp.; F. B. Ostman, Capehart-Farnsworth Corp.; Henry T. Paiste, Philco Corp.; W. L. Parkinson, General Electric Co.; R. K. Pew, Sylvania Electric Products Inc.; L. E. Priscal, Sentinel Radio Corp.; William D. Renner, Howard W. Sams & Co. Inc.; John F. Rider, John F. Rider Publisher Inc.; N. F. Schumacher, Wells-Gardner & Co.; Frank E. Smolek, Zenith Radio Corp.; Thomas L. Stevens, Packard-Bell Co.; L. J. A. van Lieshout, North American Philips Co. Inc.; and Ray J. Yeranko, The Magnavox Co.

Chairman Sprague also reappointed V. S. Mameyeff, Raytheon Mfg. Co., chairman of RTMA Export Committee. W. M. Adams, Sprague Electric Co., was named vice chairman.



INSPECTING Radio Athens' 50 kw operation are (l to r) Dick Erstein, radio officer, U. S. Information Service; Bob Humphries, BBC representative; General Gigantes, director, Radio Athens; John E. Pourifoy, U. S. Ambassador to Greece, and Charles H. Crutchfield, vice president and general manager of the Jefferson Standard Broadcasting Co., licensee of WBT-AM-FM and WBT (TV) Charlotte, N. C. Mr. Crutchfield is in Greece as an adviser and consultant to Greek radio officials who are modernizing their programming [BROADCASTING • TELECASTING, June 18].

HILL REACTION

CONGRESSIONAL reaction to the appointment of Haraden Pratt as the President's telecommunications troubleshooter [BROADCASTING • TELECASTING, Aug. 6] has been slow in crystalizing on Capitol Hill the past fortnight, and is best reflected in a general "wait and see" attitude in qualified quarters.

Without exception, communications-minded lawmakers were as reluctant to comment on this development as upon publication of the Temporary Communications Policy Board's own report from

Slow on Pratt Appointment

which the selection of Mr. Pratt stemmed.

The 60-year old vice president of American Cable & Radio Corp., who was named to formulate policy on national and international frequency allocations, is slated to assume his duties sometime in September. Until the picture shapes up, authorities say, it would be hazardous to speculate on whether Mr. Pratt will be able to resolve problems which pose these questions:

● Was the appointment of a single advisor preferable to the creation of a three-man telecommunications advisory board?

● Will a single advisor tend to help resolve so-called "dual responsibilities" within the FCC and Interdepartment Radio Advisory Committee?

● What will IRAC's role be under the new setup, chiefly with regard to the demand among government agencies for spectrum space?

● How will radio-TV broadcasters and other non-government users fare in the battle for precious frequencies?

No Ready Answers

Communications experts had no ready answers to these \$64 questions—and at least one key Senator has repeatedly declined speculation.

Sen. Ernest McFarland (D-Ariz.), Senate Majority Leader, once again issued a terse "no comment" pending Mr. Pratt's assumption to the post in September. Sen. McFarland heads the radio-communications subcommittee of the Senate Interstate & Foreign Commerce Committee, which has concerned itself with frequency problems.

Whether the appointment of Mr. Pratt conforms in pattern, if not in substance, to his recommendation that an Assistant Secretary

HAYES NAMED

Defense Radio-TV Consultant

APPOINTMENT of Howard Hayes, former president and general manager of WPIK Alexandria, Va., as special radio consultant to the Office of Public Information, Dept. of Defense, been announced by Charles Dillon, chief of the department's Radio Television Branch. Mr. Hayes assumed his duties fortnight ago.

According to Mr. Dillon, Hayes will work with the Industrial Services Branch of the public information office on methods utilizing radio-TV on the national and local levels for defense purposes. Stress will be on programming in defense areas.

Mr. Hayes was associated with WTOP Washington before founding WPIK in November 1947. In subsequent years he was active on the North American Regional Broadcasting Agreement, and on behalf of the Daytime Pioneers Assn. of which he is president. In that capacity represented over 100 stations Montreal and Washington conferences and served as industry advisor to the U.S. NARBA delegation. Sale of his 32.4% interest in WPIK was reported last December.

Wildroot in Alaska

ALASKA RADIO SALES, Inc., New York, announced last week that Wildroot Co. and Northwest Airlines had signed 52-week contracts for five one-minute spots per week on Alaska Broadcasting System stations. Three renewals also were reported by the organization. Blatz Beer for Sports Round Thursday, 10:15-10:30 p.m.; Pabst Brewing Co. for Fight of the Week Wednesday, 10-11 p.m. and Chesfield for The Bing Crosby Show. Stations in the Alaska Broadcasting System are KFQD Anchorage, KFRB Fairbanks, KINY Juneau, KTKN Ketchikan, KFIW Sitka, KIBH Seward.

of State for Communications named, was not known. But close associates of the Senator thought that he would at least not favor on the Pratt telecommunications appointment until the machine actually is put into operation.

Basic criteria, it was explained, is whether Mr. Pratt can operate in a manner which would help eliminate the waste among frequency bands, and assure an equitable contribution among government (military) and non-government quarters.

It also was pointed out that, with abandonment of plans for a three-man board, FCC would continue function much as it does now, subject to the watchful eye of Congress. The same was held to be true of the Defense Dept. and Dept. of State. Chairman Edwin C. Johnson (D-Col.) has been unavailable for comment.

for

Sales In Your Pockets

1 THRIFTY COVERAGE

2 5 FOR 3 PRICE RATIO

3 COMPLETE MERCHANDISING SERVICE

4 IN THE SOUTH'S GREATEST MARKET

MR. Q

Get Sales On "Q" ... Others Do!---

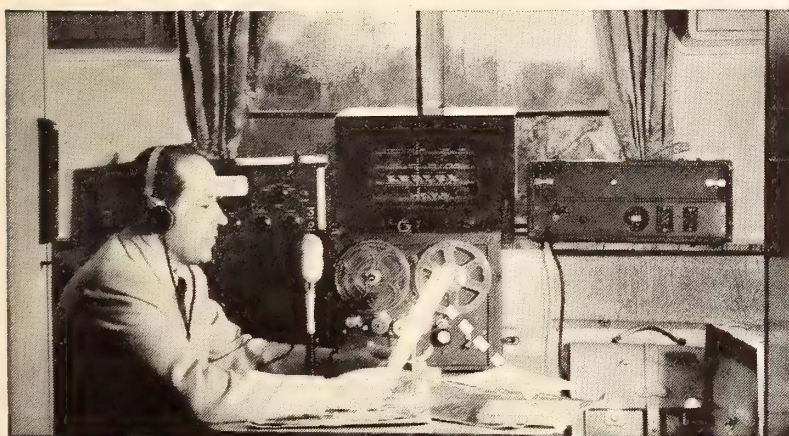
MUTUAL IN MEMPHIS...

"Q" Gayoso Hotel Memphis, Tenn.

WHBQ REPRESENTED by WEED

PRESTO

selected for



wherever you go there's **PRESTO**

From a Hindu temple in Singapore to the dank tomb of King Tut in Egypt . . . from the imposing balcony of Mussolini's palace in Rome to the historic tower of Big Ben in London, Kenneth Melvin has taken his PRESTO tape recorder . . . recording strange voices, sounds, music, that have become living commentaries on people's customs, habits and surroundings. As official reporter for the British Festival, he is now travelling throughout the British Isles recording material for a 52-week series of network broadcasts.

"I shall be interested to discover", says Kenneth Melvin,

"whether any tape-recording equipment has ever been subjected to so grueling a test as my PT-900 . . . not on a single occasion—over four months of constant operation, averaging six hours a day, under murderous variations of temperature, current, voltage and with constant man-handling from car to scene, upstairs and down cellars—*not once has it failed me.*"

Every day, thousands of PRESTO owners are discovering, just as Mr. Melvin did, that PRESTO equipment is made to give the utmost in performance and dependability. That's why . . . wherever you go there's PRESTO.



PRESTO
PARAMUS, NEW JERSEY

RECORDING CORPORATION

In Canada: Walter P. Downs, Ltd., Dominion Square Bldg., Montreal

Overseas: M. Simons and Sons Company, Inc., 25 Warren St., New York, N. Y.

WORLD'S LARGEST MANUFACTURER OF PRECISION RECORDING EQUIPMENT AND DISCS

THE SURE-FIRE SALESMAN



Mr. YANDT

CLOTHING STORES, in all parts of the country, are finding radio the best answer to their advertising problems.

Reports from established firms in widely separated areas prove the efficiency of the spoken word in selling clothing—particularly men's and women's suits.

Successful formats reported include:

- Sports broadcasts six times each week on KGVO Missoula, Mont., which have built Yandt's Men's Store into one of the most successful suit merchandisers in the area. The daily programs are aired by Max Yandt, owner of the firm.

- Spot radio, particularly on newscasts, for the John Niemeyer stores, of Grand Rapids. WOOD Grand Rapids carries the bulk of the advertising to which the owner credits at least 50% of his gross business.

- Daily participation for Grayburn Clothes, Los Angeles. The firm uses a Negro disc jockey on KOWL Santa Monica, Calif.

- Well-timed spots on KFSD San Diego, all the advertising needed by Bennett's Clothiers, San Diego, since they dropped all newspaper advertising two years ago.

- Harris & Frank chain of stores in Southern California sponsors daily newscasts on KMPC Los Angeles, with supplementary broadcasts in cities where stores are located. Executives trace many new accounts to the use of radio.

* * *

OUT in Missoula, Yandt's Men's Store credits a major share

of its outstanding success to the "personal touch" made possible by radio.

Since 1933 Max Yandt, president, has used KGVO for a 10-minute, Monday-through-Saturday sports message which he has delivered personally to a growing audience of sports followers. The major portion of these followers have become customers of the store.

The history of Yandt's dates back to 1907 when the store was founded by Max's father, J. S. Yandt, in Stevensville, Mont., 30 miles south of Missoula. In 1919 most of the town of Stevensville was swept away by a disastrous fire. The elder Yandt looked over the ruins and decided to move to Missoula.

Recognizes Radio's Value

On Jan. 18, 1931, KGVO went on the air in Missoula and two years later the elder Mr. Yandt died, leaving the store to his son. Max Yandt was quick to see the possibilities which radio offered. He liked the idea of a sports show and, helped by a veteran radio man, Les McCabe, worked out the format of *Yandt's Sport Slants*. Auditions were held seeking the right "voice" for the show and it was agreed that Max Yandt, himself, gave the daily broadcast exactly the right personal touch. From the first the show was a natural. It went on the air at 6:15 p. m., Monday through Saturday, ten months a year. The basic format has never been changed.

Always interested in sports Max Yandt has increased his knowledge until he is recognized as a sports authority throughout the state and area. He acts as judge of many sports events in the area and is a leader in several sportsmen's organizations.

Every year the business volume of Yandt's Men's Wear has increased until at the present time it does the largest business of any men's wear store in the area in spite of the fact that it is not in the central business district.

The sporting goods department

has always been a major one with the store but other departments have not suffered. At the present time the volume of sales to professional men and office workers is the largest of any store in the area while trade from outdoor workers, men connected with lumbering, ranching and mining, has continued to increase.

In recent months network commitments have forced a cut in the program from ten to five minutes but otherwise there has been no change. The store still spends 75% of its advertising budget on radio. Max Yandt continues to deliver the daily broadcasts. Speaking rapidly, averaging slightly over 140 words per minute, he does not lose distinctness or clarity.

Originally all advertising copy was prepared under the direction of Mr. Yandt, but now it is planned to a greater degree by Frances Supernau, who has been with the clothing firm since 1946. No agency is involved in the account. Advertising features nationally advertised brands at the "right" price. Quality is emphasized in all copy.

Seasonal Emphasis Placed

Commercials have always followed a definite line often mentioning one seasonable item for as many as 10 days at a time. Several slogans have been associated with the store through the years. Typical are: "Yandt's Men's Wear, the Store for Men and Women Who Buy for Men"; "Whatever a Man Needs for Himself or a Woman Wants to Buy for a Man, Yandt's Men's Wear Has It"; "Priced Right With Quality Always First."

Once a year the store offers a suit and topcoat sale which is featured on the program. Occasionally close-outs of particular merchandise are stressed.

On New Year's day, 1942, fire swept an entire city block in Missoula and much of the merchandise in Yandt's store was damaged by smoke and water. Since the stock of men's suits and overcoats was large a room was rented in a vacant building and the resulting "fire sale" was one of the most successful ever held in the area. Spots on KGVO were used to supplement the program. It was a complete sell-out in 16 days.

"We feel that radio has a personal touch that is not offered any other media," Max Yandt says. "We utilize the personal appeal to its fullest by doing our own broadcasting. We have made friends and customers of hundreds of persons by this method. Where except perhaps by television we could add vision as well as voice, could we get this plus benefit in advertising? Our store headquarters for all people interested in sports. We have built a reputation on a quality basis. Radio offers us something more than any other advertising medium."

Officers of the company besides Mr. Yandt, president, are Geo. May, vice president; Robert H. gren, treasurer, and Verda H. gren, secretary. Mr. Supernau, director of advertising.

* * *

AT least 50% of the new \$250,000 annual gross business of the John Niemeyer Men's clothing stores in Grand Rapids is attributed to use of radio by the founder and owner, whose name the two stores bear.

Mr. Niemeyer is a great believer in the use of spot radio, particularly participations on newscasts.

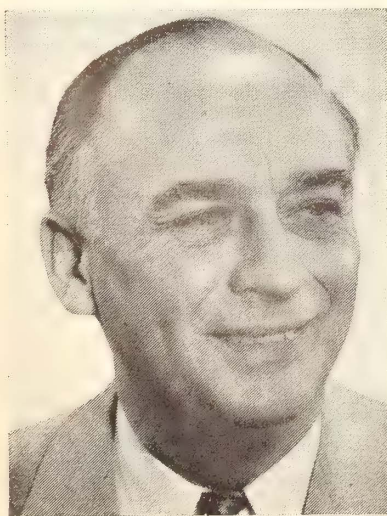
News Appeals to Customers

"Over the years," he says, "the same general type of radio advertising has produced the great results for us. News appeals to the man. The head of the household pays little attention to many of the spot advertisements scattered between other shows. But when we can work in a plausible commercial during a news show, we have the male audience set up for our message."

"We don't overlook the scattered spot advertising program, though because apart from the men, women are likewise good customers and listen more intently to commercials at scattered times."

Favorite format for the John Niemeyer one-minute spot, the bulk of which is carried on WOOD Grand Rapids, is the informal conversational type announcement. On WOOD many of these are put on the air by D. Henry, announcer, and Bob R.

(Continued on page 83)



Mr. NIEMEYER

ASSOCIATION OF AMERICAN RAILROADS
TRANSPORTATION BUILDING
WASHINGTON 6, D. C.

WILLIAM T. FARICY
PRESIDENT

August 16, 1951

To the PRESS and RADIO:

Subject: A "TREMENDOUS JOB" -- and the JOB AHEAD

In keeping traffic moving around the Kansas-Missouri flood areas by the use of alternative routes, and in the prompt repair of broken lines and restoration of service, the railroads have done what James K. Knudson, Administrator of the Defense Transport Administration, described as a "tremendous job."

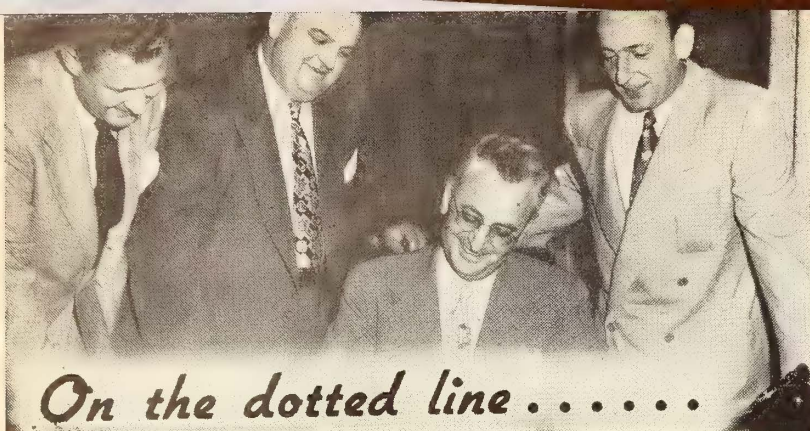
They now face another difficult task of a different kind -- the movement, at the same time, of part of the Southwestern grain crop along with the harvest in the Northwest. Carefully laid plans for building up a backlog of high-grade box cars were disrupted, first by prolonged rains which delayed much of the winter wheat harvest, and then by the flood which made unuseable thousands of the cars assembled for that purpose. Despite difficulties, however, the railroads are going ahead with the job of assembling box cars needed to handle the double movement ahead.

In all this, as well as in handling the major part of the nation's other production, the railroads face difficulties in securing steel and other materials needed not only for carrying forward the car and locomotive building program which they undertook to meet the growing needs of national defense, but also the materials necessary to keep existing cars and engines in repair and running.

As Administrator Knudson of the DTA said, "This country can have and use no more of anything than it can haul," and, as he added, "the great bulk of that hauling is done in railroad cars." That's why it is so essential to commerce -- so vital to defense -- that there be no lessening of the flow of materials needed both for increasing railroad capacity and for carrying on day-by-day railroad operations.

Sincerely yours,

William T. Faricy



On the dotted line

ARRANGING Standard Oil of Ind. sponsorship of 10 college grid games on WJR Detroit are (l to r): Elmer O. Wayne, WJR sales mgr.; Jerry Vanek, adv. and public relations dir., Standard; Frank J. Swindell, dist. mgr., Standard; and Worth Kramer, WJR vice pres. and gen. mgr.



WILLIAM BURKHARDT (center), pres., Burkhardt Brewing Co., Akron, renews for second year sponsorship of 11 p.m. news, Mon. through Fri., on WTAM-AM-FM Cleveland. Staff announcer Tom Field (l) handles the nightly newscasts. Eugene Myers (r), WTAM sales mgr., represented station in negotiations.



CONTRACT is completed for General Electric Co. GE Football Roundup on CBS Radio this fall [BROADCASTING • TELECASTING, Aug. 13] by (l to r): Red Barber, general coordinator of pickups; John Karol, CBS Radio vice pres. in charge of network sales; William H. Sahloff, mgr., GE Receiver Div.; Mike Mahoney, Maxon Agency.

WISCONSIN U. football games on WKOW Madison will be sponsored by Oscar Mayer & Co., meat packager. Completing arrangements (l to r): Robert Loomer, station salesman; Pat Hernon, play-by-play announcer; Arthur Towell, pres. of agency of same name; Jack McDonald, adv. mgr. for Oscar Mayer.

1951 grid games of Texas Western College will be sponsored on KEPO El Paso by McNutt Oil & Refining Co. for Dixie service stations. L to r: Ray McNutt, Dixie sales prom. mgr.; Blaine McNutt (seated), company pres.; Phil Eakins, play-by-play announcer; Sig Smith, KEPO adv. acct. exec.; Willard L. Kline, KEPO pres.

FOR second year, Associated Grocers of Eastern Mich. will sponsor Relay Quiz on WBBC Flint. Completing renewal (l to r): Sales Representative Kip Frazier; W. Eldon Garner, WBBC gen. mgr.; Robert Duncan, AG gen. mgr., and his assistant, Russell Bacon.



HAYMONDS DENY

Anti-Trust Charge Answered

DENYING that they had participated in any purported violation of the Sherman Anti-Trust Act while owners of San Bernardino (Calif.) Broadcasting Corp. and licensee of KITO San Bernardino, Carl E. Haymond of Tacoma, Wash., and his son Carl Dexter Haymond have filed answer in U. S. District Court at Los Angeles to the half million dollar triple damage suit of Broadcasting Corp. of America, operator of KPRO Riverside, Calif. [BROADCASTING • TELECASTING, July 9].

Messrs. Haymond denied a conspiracy to injure KPRO's business or restrain its trade in interstate commerce by unfair competition, false representation or through other means in violation of the anti-trust laws as charged in the suit.

Declaring the plaintiff's complaint does not state a cause of action for violation of the Sherman Anti-Trust Act, and pointing out that the claims are barred by the statute of limitations of

the State of California, Messrs. Haymond ask for (1) dismissal of the complaint; (2) that plaintiff pay for costs involved, and (3) "for such other and further relief that the court may deem just and proper."

In addition to Messrs. Haymond named as defendants in the suit are George Lindemann, former manager KITO and Robert S. Conlan & Assn. Inc., Kansas City, Mo. radio audience survey organization.

KPRO allegedly suffered actual damages to the amount of \$171,000 but triple that sum is asked for under Section 7 of the Sherman Act. Defendants also are being asked to pay Broadcasting Corp. of America attorney fees of \$51,300 under a provision of that same section.

Carl Haymond is owner of KMOE Tacoma and KIT Yakima.

'THE BIG SHOW'

Recording in London

FIRST two broadcasts of NBC's *The Big Show* for the 1951-52 season will originate from London and Paris, Charles C. Barry, vice president in charge of radio network programs, announced last week. The shows will be recorded with continental audiences in Britain Sept. 16 and in France Sept. 2 for broadcast in the United States Sept. 30 and Oct. 7, respectively. BBC will air *The Big Show* as it is recorded in the British capital.

On board for the trip abroad will be a full production staff including Tallulah Bankhead, Freddie Allen and Portland Hoffa, Producer Dee Englebach, Conductor Meredith Willson, Writers Goodman Ace, Mort Green, George Foster, and Selma Diamond. Mr. Barry and his wife will arrive in Europe in advance of the troupe and will be joined by Joseph H. McConnell, network president; John F. Royce, executive consultant; William I. Brooks, vice president in charge of public relations, and R. S. Reynolds Jr., president of Reynolds Metals Co., one of the show's sponsors.

TOSCANINI RETURN

In U. S. by Sept.—Sarnoff

ARTURO TOSCANINI will return to the United States early in September, RCA Board Chairman David Sarnoff announced Monday upon his own return from a two-month visit in Europe. The musician will make some recordings for RCA Victor and will prepare programs for his broadcasts with the NBC Symphony Orchestra, whose season he will open Nov. 3 at Carnegie Hall.

"Mrs. Sarnoff and I spent weekend with the maestro on his beautiful island on Lago Maggiore," Brig. Gen. Sarnoff explained. "He appeared to be in good health and expressed his eagerness to resume his music activities in America."

LAVERY WINS

Gets \$30,000 Damages

DAMAGES amounting to \$30,000 were awarded to Emmet Lavery, playwright and screen writer, last Monday night by a Los Angeles Superior Court jury in his \$200,000 depreciation of property suit against Mrs. Lela Rogers, Town Hall Inc., ABC and five other defendants [BROADCASTING • TELECASTING, July 16]. Trial had been in progress since July 10.

Mr. Lavery had originally filed a \$1 million slander suit against the defendants. Judge Arnold Praeger early in the trial ruled out a plea for general damages amounting to \$800,000. Mr. Lavery was restricted to sue only for specific damages of \$200,000.

Suit stemmed from a Sept. 2, 1947, ABC *Town Hall* debate on the question, "Is There Really a Communist Threat in Hollywood?" Mr. Lavery charged that during the debate Mrs. Rogers accused him of Communist sympathies. He also claimed she referred to his play "A Gentleman From Athens" as being un-American propaganda and charged it followed the "party line." He said its value was "depressed" by this criticism on the radio.

Other defendants in the suit were Ayn Rand, novelist, and Frank O'Connor, her rancher husband; Morris Ryskind, producer and writer; Robert Arthur, producer; estate of the late James McGuinness, film producer; estate of the late Sam Wood, film director.

Attorneys for the numerous defendants indicated that they will move for a new trial and if that fails, they will appeal the 9-to-3 decision of the jury. Another damage suit, filed by Martin A. Gosch, producer of the Lavery play, asking for \$1 million damages, is pending against Mrs. Rogers.

They LOVE us in Cleveland



BILL MAYER...WGAR...SAYS:

"I get 'em when they're wakin' up and eatin' breakfast. My audience likes good music... including novelties and production gimicks. I can find them in the STANDARD PROGRAM LIBRARY: not to mention the fine talent. I like STANDARD... and so do the folks who listen in the morning."

("Mayer of the Morning"—6:30 to 9:45 AM)

HAL MORGAN...WGAR...SAYS:

"I get 'em when they feel like dancin' and romancin.' The folks want good music, by top artists, with fine arrangements. I can find all of these in the STANDARD PROGRAM LIBRARY. And if it's soft and dreamy stuff I'm lookin' for... they're in the STANDARD LIBRARY, too. It's a great library."



EG MERRIDEW, Program Director...WGAR...SAYS:

Both Bill Mayer and Hal Morgan are right. Both guys know what their audience wants... and that's what they give them. That's what accounts for their swell ratings and sales success stories. Whether it's MORNING, NOON or NIGHT, the STANDARD PROGRAM LIBRARY does a wonderful job for us. We sure like it."

("Morgan's Musical Inn"—10:30 to Midnight)

How about it? Top program-men in radio today use the STANDARD PROGRAM LIBRARY... and to good advantage, too. It's the library that can make it easy for you to use... and sell!

Why not join the smart men in radio... who say... I like... and use... the STANDARD PROGRAM LIBRARY. It's the greatest!

Call or wire any office for information on how you can start to...

SELL WITH

Standard Radio

TRANSCRIPTION SERVICES, INC.

140 N. La Brea, Hollywood • WEbster 8-9181

360 N. Michigan Avenue, Chicago • CEntral 6-0041

444 Madison Avenue, New York City • PLaza 3-4620

1950 PROFITS

FTC Reports Increases

PROFITS of 22 manufacturing industries—including makers of electrical equipment and supplies but excluding the cigarette, bread and dairy fields—all were similar or "substantially higher" last year than during 1940, according to a report released last Monday by the Federal Trade Commission and submitted to Congress.

In a comparison of 1949 and 1950 profit rates, soap and cleaners reflected the "most striking increase," reversing a decline on the basis of 1949 and 1948 figures. Those industries showing a profit decrease were dairy products, cigarettes, cigars, plug and smoking tobacco, bread and biscuits and crackers. Motor vehicles and petroleum refining showed marked increases from 1940 to 1950.

Rate of return after taxes for electrical equipment and supply industry, taking into account 64 firms, was 14.2% for 1940; 19.8%, 1947; 18.8%, 1948; 15.9%, 1949, and 21.2% for 1950.

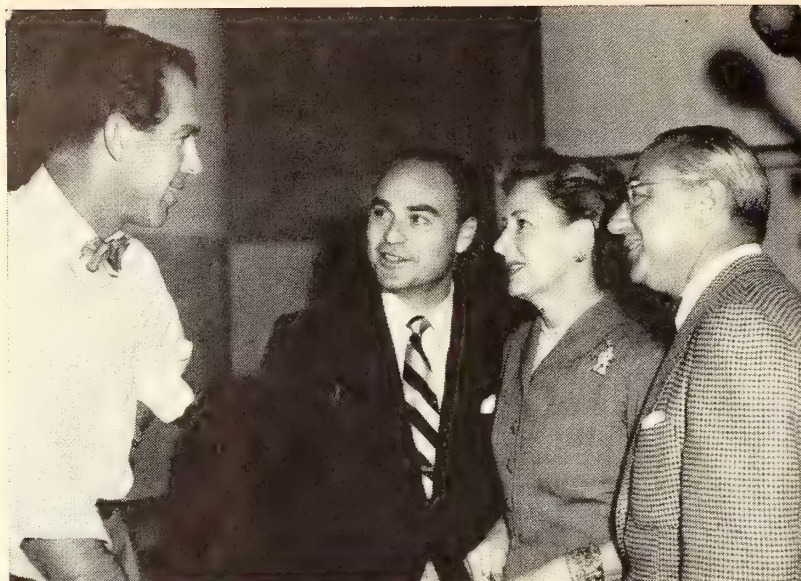
The report was the fourth in a series submitted to Congress by FTC and compared pre-war and post-war rates of return, after taxes, for more than 500 corporations in 25 "homogeneous" fields. Nineteen industries showed a greater profit in 1950 over 1949, according to the FTC report.

APRA CONVENTION

Harold Stassen To Speak

HAROLD E. STASSEN, president, U. of Pennsylvania, will be principal speaker at the seventh annual convention of the American Public Relations Assn., in Philadelphia Nov. 15.

Also announced last week was the opening of the annual awards contest for outstanding achievement in the public relations field. Entries must be received by Sept. 30 at national association headquarters, 1010 Vermont Ave., N. W., Washington, 9, D. C., and must be accompanied by an entry fee of \$25.



ALL CONCERNED with Frederic W. Ziv Co.'s newest transcribed series, *Bright Star*, seem satisfied with the way the first rehearsal is going. L to r: Fred MacMurray, co-star of the situation comedy series; John L. Sinn, executive vice president, Ziv Co.; Irene Dunne, co-star; Herbert Gordon, vice president in charge of production for Ziv Series expected to be aired this fall [BROADCASTING • TELECASTING, Aug. 13].

MEXICO CHANGES

Additions, New Assignments

LATEST Mexican changes in operating assignments have been reported by the FCC, following notification from Mexico under provisions of the 1941 NARBA. The new 1950 NARBA, to which Mexico is not a party, awaits Senate confirmation.

Changes reported (probable commencement dates in parentheses) are:

XEGH Reynosa, Tamaulipas, new Class III station, 1 kw day on 620 kc (Oct. 12).

XEFX Poza Rica, Veracruz, new Class III-A station, 5 kw fulltime on 1480 kc with night directional (Jan. 1).

XEZM Zamora, Michoacan, changes from 1480 kc to 650 kc with 1 kw day, Class II. (Aug. 1). XEGT Zamora changes from 650 kc to 1490 kc with 250 w fulltime, Class IV. (Aug. 1).

XEFD Rio Bravo, Tamaulipas, new Class II station 1 kw day on 1170 kc. (Nov. 20).

XEFP Reynosa, Tamaulipas, new Class IV station 1 kw day 250 w night (Oct. 30).

XEON Tuxtla Gutierrez, Chiapas, changes from 1360 kc to 710 kc with 1 kw full time, Class II (Sept. 30).

WCOW ON AIR

Program Tests Underway

WCOW South St. Paul, Minn., new 500 w daytimer on 1590 kc, began program test operation Aug. 12 under the direction of Reinhard Steinley, general manager, and Darrel Goden, chief engineer. Executive director of the station is Albert Tedesco, general manager of WKLK Cloquet, Minn.

WCOW was granted to South St. Paul Broadcasting Co., owned by Victor Tedesco and family, who also control WKLK. Victor Tedesco is owner of WKLJ Sparta, Wis., granted license Aug. 6 by FCC to cover its permit.

RADIO INSTITUTE

N. C. Teen-agers Attend

TWENTY teen-age students, many on scholarships provided by their area stations, attended the first North Carolina High School Radio Institute at Chapel Hill this summer co-sponsored by the North Carolina Assn. of Broadcasters and the U. of North Carolina.



Mr. Wynn

Students for two weeks lived on the campus and attended classes in all phases of broadcasting. The institute was held under the guidance of Earl Wynn, director of the Communications Center of the university, and an assistant, Rhoda M. Hunter, executive secretary, Communications Center.

Among North Carolina broadcasters who lectured were Robert Estes, WSJS Winston - Salem; Cecil Hoskins, WWNC Asheville; Bob Rierison, WBT Charlotte; Joel Lawhon, WVOT Wilson; Ed Kirk, WPTF Raleigh; Jack Younts, WEEB Southern Pines; Sue Taylor, WDNC Durham; Charles Gaylord, WFLB Fayetteville; Don Pierce, WRRF Washington, and Ed Anderson, WBBS Forest City.

Split Over Policy

ANDERSON & Cairns, New York, has announced its resignation of the Alexander Smith Inc. carpet account. The agency had handled the account for nearly 23 years, and attributed its move to "fundamental disagreement on advertising policies." The agency will continue to serve H. Masland & Son, carpet manufacturers, for whose carpets Alexander Smith Inc. is sole selling agent.

GILLETTE SUCCESS

Inserted in 'Record

SPEECH by Joseph P. Spang Jr., president of the Gillette Safety Razor Co., on occasion of the firm's golden anniversary, was reprinted in the *Congressional Record* last week by House Majority Leader Joseph W. McCormack (D-Mass). Portions of the speech read like a radio success story. For example, Mr. Spang said:

The most important advertising event in the history of Gillette... during this period (the thirties) came in 1939. That was the year which saw the beginning of our "Calvacade of Sports" broadcasts. We first broadcast the World Series in 1939. Again, undertaking this promotion was a bold step. The cost of sponsoring that one event ate a large hole in our advertising appropriation. That it was a good move has proven itself, and today we are most happy that we have acquired the rights to this outstanding event for the next six years, both on radio and on television.

As you all know, we broadcast and telecast most of the major sports events in the nation—football, boxing, and horse racing.

KCBS TO 50 KW

Stanton Gives Dedication

RADIO is "our foremost means of information and entertainment" and "will continue to be for many years to come," CBS President Frank Stanton said in a CBS Radio broadcast Aug. 9, celebrating CBS-owned KCBS San Francisco's increase in power from 5 to 50 kw (740 kc). He appeared on a special broadcast (10:30-11 p.m.) with a group of CBS Radio stars and with San Francisco Mayor Elmer Robinson, who threw the switch that transferred KCBS to its new transmitter.

"The great size of radio, so hard to visualize when you hear cold figures," Mr. Stanton said, in the dedicatory speech, "is evidence that over the years radio has been able to fulfill the demands we all make on it, and fulfill them more completely than any other means of communications, written or spoken, in the history of mankind."

P&G's Marshall Plan

PROCTER & GAMBLE, which sponsors *Welcome Travelers* from Chicago on NBC, has compiled some totals on the quantity of food it has dispensed to visitors since the opening show June 30, 1947. Breakfast guests since then have consumed 1,336,000 cups of Maxwell House coffee, 971,000 glasses of College Inn tomato juice, 589,000 bottles of Bowman milk, 1,552,000 Apple 'n' Spice doughnuts and 2,346,000 Salerno cookies. There currently is a three-month wait for tickets.

NEWS
from Binghamton, N. Y.

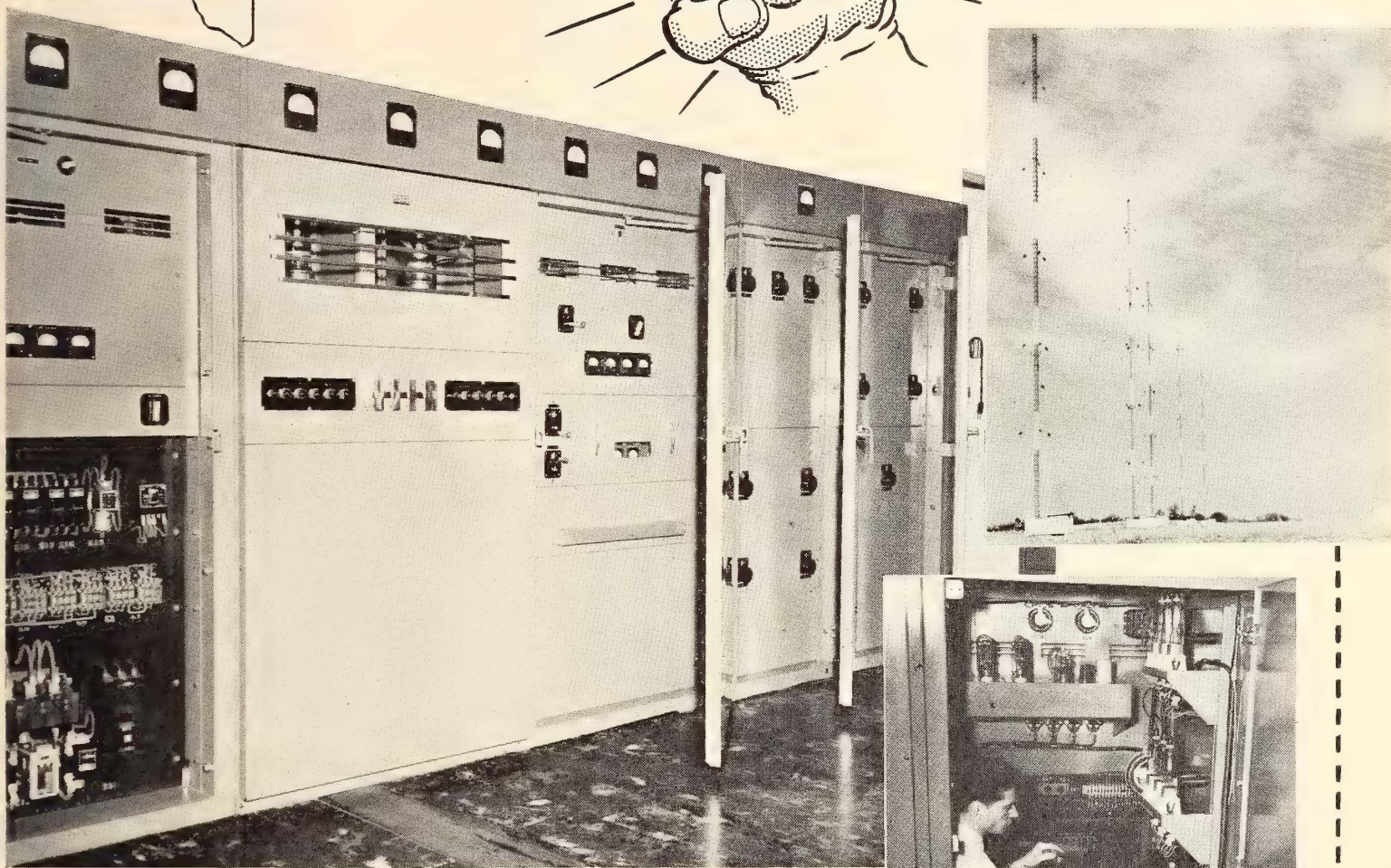


CALL RADIO REPRESENTATIVES, INC.

WENE + GATES = **PUNCH** at

• Endicott, New York

BINGHAMTON-
ENDICOTT, N. Y.



There is plenty of punch in the new 5000 watt signal at WENE, Endicott, New York. Equipped with the latest Gates BC-5B transmitter and associate five-tower phasor, a real wallop is spread over the southern tier section of New York state.

WENE is another Gates packaged installation and of the larger variety. Everything but the land it was put on was supplied by Gates—all ready for the consultant to prove the directional pattern.

You, too—like WENE, and over 700 other broadcasters who have complete Gates installations can enjoy not only the finest and latest but a type of manufacturer-customer relationship that spells cooperation in action. This cooperation can only result in the job done faster, better and at lesser cost.



WENE, Endicott, New York—established in 1947 as 250 watter, now operating 5000 watts day and night. ABC affiliate, operated by Empire Newspapers, Inc., serves the rich triple city area of Endicott, Binghamton and Johnson City, New York. S. W. Ryder is WENE head; F. H. Brinkley, Director of Ottaway radio stations, and James H. Ottaway, President.

Gates walk-in construction is well illustrated above, where WENE Chief Engineer, Shell Weyland, readies a power amplifier tube for final installation in his Gates BC-5B transmitter. Any part of the new Gates "Five" can be reached in seconds.



GATES RADIO COMPANY

Manufacturing Engineers Since 1922

QUINCY, ILLINOIS, U. S. A.

OFFICES IN: Washington, D. C.; Houston, Texas; New York City

INTERNATIONAL: 13 E. 40th St., New York City • Canadian Marconi Co., Montreal



Ford's Solid Foundation

THE TV-Radio Workshop set up by the Ford Foundation now has \$1.2 million in its bank account and Robert Saudek as its boss. We aren't sure which is the more valuable asset.

Mr. Saudek, who collects radio awards in such quantity as to risk accusations of monopoly, also knows how to collect cash. During his service with commercial broadcasting he has successfully sold both time and ideas, some of them shockingly intelligent.

If anybody is living proof that commercial broadcasting and public service can be compatible, Mr. Saudek is the man. He's an ideal choice to run a workshop that can perpetuate itself only by managing the rather difficult exercise of keeping its feet on the ground and its head in the sky.

Motion Picture Picture

ANOTHER "battle of the century" looms with the action of the FCC in ordering an inquiry into participation of motion picture interests in radio and television station ownership. If anything, this determination is overdue.

Just four months ago, the FCC announced that it would invoke no blanket policy on motion picture ownership, but would decide individual cases on their merits. Certain of those "individual cases" now set down for hearing are five years old.

There's little doubt that the pending ABC-United Paramount merger goaded the FCC into acting on these older cases, involving Paramount Pictures and DuMont, as well as Balaban & Katz, a subsidiary of United Paramount, now entirely divorced from the Paramount Hollywood production company. The ABC-United Paramount transaction involves the transfer of ABC owned-and-operated stations to the newly fused corporation, and has no direct bearing upon these other pending cases. But the broad question of public policy, it is contended by FCC spokesmen, is inextricably interwoven in the proceeding.

In the making here is another "newspaper ownership" issue, which had its onset a decade ago during the heyday of the Roosevelt era. The FCC, after a three year investigation, finally dropped the proceeding. Within the last fortnight Scripps-Howard Radio Inc. petitioned the U. S. Supreme Court to review the FCC doctrine, which is, essentially, that all other things equal, the Commission will prefer a non-newspaper applicant over a newspaper contender as a means of controlling the mass communications media.

Any ironclad rule that would discriminate against any class of citizen, we have steadfastly contended, violates the Constitutional guarantees. That is so whether it be a newspaper, a motion picture producer or an exhibitor, an insurance company, an equipment manufacturer, or a department store.

There is an extenuating circumstance, however, in the motion picture aspect. It is the consideration of violations of the anti-trust laws in determining the eligibility of applicants for broadcast stations. The Supreme Court has held that the motion picture companies have violated the anti-trust laws by controlling both production and exhibition facilities. The result was a consent decree under which the production companies were forced to divest themselves of exhibition-house ownership. Hence, for example, the recent separation from Paramount of its theatre holdings, and the formation of United Paramount.

The FCC therefore, somewhere along the

line, is obliged to decide whether motion picture production companies would be in violation of the identical laws if they own and operate television stations. It is apparent that a TV station is the equivalent of a thousand motion picture houses, in terms of audience reached. But the FCC regulations limit the number of TV stations in the hands of a single entity to five.

Now there has arisen another legal conundrum. Motion picture exhibition houses are bidding for (and getting) rights to major prize fights. They plan to bid for other sporting events. These are on an exclusive basis, precluding their use on radio or TV. Does this constitute the movie decree issue, in reverse, i.e., a theatre chain controlling an important phase of "production," freezing out radio-TV competition? Is it analogous to the carriage-maker entering the automotive field?

The FCC, it would seem, is duty-bound to explore all of these facets. Certain others, such as its proposal to inquire into withholding of films and talent properties from TV use, we regard as outside the FCC's legal domain.

It will be better for all concerned—the motion picture producers and exhibitors, the broadcasters and telecasters and the public—if these fundamental questions are decided with greatest possible dispatch.

THE PASSING of William Randolph Hearst brings recollections of his philosophy of radio. The militant publisher, whose news exploits already are legendary, once told the editor of this journal that the greatest mistake he had ever made was his failure to "get into radio on the ground floor." "People," he said "are getting too lazy or too busy to read, but they will listen." And, he explained that his newspapers were turning to shorter stories and more and more pictures. That was nearly two decades ago when there were 10 stations in the Hearst empire, as against three radio and one TV today.

It is ironically significant too that another publishing genius, Col. Robert B. McCormick, in sending condolences to William Randolph Hearst Jr., telegraphed: "My sincere sympathy to you in the loss of your father, news of whose death has just reached me over the radio. . . ."

Benton & Boloney

WE'VE READ Sen. William Benton's revised legislation proposing a National Citizens Advisory Board for Radio and Television, and we must gloomily report that the Senator's original pattern has not been appreciably altered.

It may be slightly redesigned, with a dressier drape shape and a higher neckline, but it promises to cut the same suit of sackcloth, sprinkled with ashes, that the Senator all along has been wanting the commercial broadcasting system to wear.

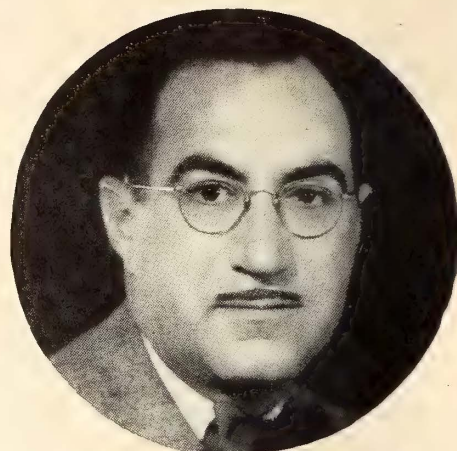
It's becoming obvious that Mr. Benton's persistent effort to force some kind of legislation along these lines is caused by his peevish resentment over past difficulties he personally has had with broadcasters.

As he has admitted, he couldn't get the networks to scuttle their schedules every time he had a notion for a new educational show, however unimpressive, back when he was associated with the U. of Chicago.

He would be more than getting even for these fancied insults if Congress ever adopted the proposals he has made. The advisory board he advocates would exert censorship which, although indirect, would be intolerable, and also illegal.



our respects to:



MILTON LESTER GREENEBAUM

WHEN the Saginaw Broadcasting Co., of Saginaw, Mich., came into being, Milton Greenebaum was elected president.

Not only was he chief executive, Mr. Greenebaum also was salesman, continuity writer, traffic manager and general factotum.

From this small beginning, Mr. Greenebaum has nurtured the company into a parent organization which controls WSAM-AM-FM Saginaw and WLEW Bad Axe, Mich.

Still president of the company, Milton Greenebaum is not resting on his frequencies. His three main hobbies are work, work and more work.

During his formative years, Milton Lester Greenebaum's footsteps were not pointed in the direction of becoming a broadcaster. He was born to Mr. and Mrs. Adolph Greenebaum on Feb. 8, 1903, in the little community of Chesaning, Mich.

He lived in Chesaning until he was 15, then moved to the "big city" of Saginaw.

Graduation from Saginaw High was followed by attendance at the U. of Michigan. From there, in 1925, he emerged with a BA degree. During his senior year at the university he was national president of Kappa Nu fraternity.

After graduation, he and a schoolmate toured Europe working as assistants for a newsreel company shooting footage on the continent.

His first real business experience was with his father in operation of a state-wide chain of men's clothing stores. He remained in the clothing business until 1938 when he left to enter the broadcasting field as part-owner and commercial manager of WBCM Bay City, Mich.

Mr. Greenebaum at that time was not a complete stranger to radio. In 1928 he served as m.c. for a weekly local amateur program sponsored by his clothing store and aired over WBCM.

Then, too, in 1935, he had filed his first application for what was later to materialize as WSAM. This application was not granted until 1940 because of litigation and frequent FCC hearings.

With the granting of WSAM, as a time-sharing station on and off the air four times daily, Mr. Greenebaum left his position as WBCM commercial manager and sold his interests in the Bay City outlet. He was going to devote his fulltime and energies to establishing Saginaw's first radio station.

A local company was formed and Mr. Greenebaum was elected president and did just

(Continued on page 84)

WREC

MEMPHIS NO. 1 STATION

RADIO IS TOPS FOR ADVERTISERS

SURVEYS SHOW
RADIO REACHES FARTHER;
RADIO DELIVERS MORE;
RADIO COSTS LESS—
Than ever before!

Figures show and advertising results prove, just as they do in most cities, that

**IN MEMPHIS
RIGHT NOW**

WREC

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

Since 1946

U. S. wholesale prices have gone up 65%.

Charges of eight big magazines have gone up 47%. Those of 94 big city newspapers are up 24%.

WREC RATE, IN COST PER THOUSAND LISTENERS, HAS GONE DOWN 10.1% COMPARED WITH 1946.

RADIO FAMILIES	1946	1949
RADIO HOMES COVERED.....	404,560	448,890
BASIC HOUR RATE.....	\$250.00	\$250.00
COST PER 1000 HOMES.....	.61c	.55c

Figures Quoted Based on Latest Available BMB Measurements

WREC HOOPER RATINGS AVERAGE
HIGHER THAN ANY OTHER MEMPHIS
STATION

Advertising Is Essentially Salesmanship

WREC

Sells More and Sells It Cheaper

Affiliated with CBS—600 K.C. 5000 WATTS.

Represented by THE KATZ AGENCY, INC.

front office



GORDON J. LEWIS, president and general manager Biddeford Broadcasting Corp. (WIDE Biddeford, Me.), resigns. Mr. Lewis has been elected president Bell City Broadcasting Co., Racine, Wis., where he will handle duties of general manager at WRAC Racine. **ARTHUR DETERS** succeeds Mr. Lewis as president of Biddeford Broadcasting Corp.

JOHN PIVAL, program manager WXYZ-TV Detroit, named to newly created post of WXYZ-TV manager.



Mr. Strand

PETER STRAND replaces him as program manager. Mr. Strand joined WXYZ in 1946 as a radio director. His new position will embrace sales responsibilities of the late **LEONARD KAMINS**, who died Aug. 2. Mr. Strand joined WXYZ-TV in September, 1948 as a director.



Mr. Pival

WALTER BROWN, sales service KLAC-TV Hollywood, to sales department, replacing **LARRY BUSKETT**, recently named sales manager KLAC-AM. **DANIEL MILLER** replaces Mr. Brown in sales service. **FRANK SMITH**, traffic department KLAC-TV, transfers to AM traffic department.

MORGAN RYAN, general manager WPTR Albany, N. Y., appointed vice president Patroon Broadcasting Co., owner of station.

LEAVITT T. POPE, administrative assistant to P. B. STEPHENS, business manager *New York News*, appointed assistant to G. BENNETT LARSON, vice president and general manager WPIX (TV) New York, owned by the *News*. Mr. Pope will relieve Mr. Larson of much of his office routine and will also assume some of functions formerly handled by **JOHN McCLAY**, previous director of operations who has resigned to join WCAU-TV Philadelphia.

GEORGE R. JENESON, in Chicago sales department WLW Cincinnati, appointed manager WOR-AM-TV New York midwestern sales office in Chicago, effective Aug. 27.

JACK DUNCAN, long-time radio veteran, named manager KNUJ New Ulm, Minn., replacing **BERNIE YOUNG**, resigned.

PAUL SENFT to Bolling Co., New York, as account executive. He was with BBDO.

EDWARD PETRY & CO., San Francisco, has new telephone number: YUkon 2-3631.

JIM TOWLE, WTAO Cambridge, Mass., to sales staff WCOP Boston.

ROBERT MEEKER Assoc., N. Y., named national representative for WHOP Hopkinsville, WPAD Paducah, and WSON Henderson, Ky., effective Aug. 15.

GUY POPHAM, KGBC Galveston, Tex., named to sales staff KLUF Galveston. He will also handle some announcing and news commentation.

ROGER RICE, national sales manager KING Seattle, named sales manager. **ROBERT KILPATRICK**, local sales staff, will supervise national sales.

JOHN D. HYMES, former manager WLAN Lancaster, Pa., and for many years head timebuyer of several large agencies, including Lord & Thomas and Biow Co., to Hurwick & Haller Inc., midwestern rug and carpet retailers. He will become part owner and operator of their store in South Bend, Ind.

PERRY NELSON, sales manager KFBK Sacramento, Calif., resigns

to accept position as regional sales manager Fab-Spray Div., Henderiz Inc., Sacramento.

Personals . . .

WORTH KRAMER, vice president and general manager WJR Detroit named radio committee chairman, and **LEE B. WAILES**, vice president Fort Industry Co. (WJBK-TV Detroit), named TV committee chairman for Detroit United Foundation Torch Drive, raising funds for 146 health and community services in area. **THOBURN (Toby) WIAINT**, public relations director Young & Rubicam, Detroit, named co-chairman public relations committee.

EDWARD LAMB, publisher *Erie Dispatch* and president WTOD Toledo, WTVN (TV) Columbus, Ohio and WCIU (TV) Erie, Pa., commissioned admiral of Flagship Fleet by American Airlines. . .

JOSEPH L. BRECHNER, general manager WGAY Silver Spring, Md. won official Silver Spring song contest sponsored by local board of trade with his "It's Spring in Silver Spring." . . . **GEORGE I. LEYDORF**, vice president in charge of engineering WJR Detroit elected chairman of Communications Engineering Committee of Michigan Office of Civil Defense. He heads committee of 11 key technical engineers, whose job it is to plan communications system for civil defense of Michigan.

EARL H. GAMMONS, vice president of CBS in Washington, named by President Truman as vice chairman, President's Committee on National Employ the Physically Handicapped Week. . . **WILLIAM S. CHERRY Jr.**, president WNEW New York, and WPRO Providence, and operator of Cherry & Webb Stores of New England, confined to his home at North Farm, Bristol, R. I., with a slight chest condition. He is expected to return to his desk in a few weeks. . . **A. E. JOSCELYN**, CBS director of operations, Hollywood, and president Southern California Broadcasters Assn., appointed broadcasting representative on Greater Los Angeles Committee, American Relief for Korea Inc. Campaign gets underway in late August.

BBC CHARTER DEBATE

See Advertising Definitely Ruled Out

RENEWAL in altered form of the British Broadcasting Corp. charter which expires Dec. 31 was still under consideration in Parliament last week.

Although discussions were incomplete, it seemed certain that BBC will continue as a government monopoly and that there will be no commercial advertising whatsoever.

A panel known as the Beveridge Committee conducted an exhaustive examination into existing BBC operations and made recommendations for the new charter.

Debate in Parliament centered around the Beveridge Report, issued early this year, and around a government White Paper, issued in July. Actual debate on the charter renewal took place in the House of Commons July 19 and in the House of Lords July 25.

According to a despatch from the U. S. Embassy in London covering the debates, it would appear that:

● There will be no competition permitted by any other sound or television organization; dangers inherent in a monopoly, especially a government monopoly were recognized but it was concluded that such was the best solution for Great Britain.

● Root and branch, the British are against commercial broadcasting. A few MP's argued that "it is unreasonable that radio should be barred for all time to legitimate advertising." The majority, however, was rigidly against radio advertising.

● Concerning finance, the government thought BBC should make contribution to support rearmament and proposed that 15% be deducted from license fees paid by radio receiver-owners. Questions of the method of taxation made this a hotly debated issue.

● The government proposed to "de-Londonize" BBC by having regional councils (particularly in Scotland, Northern Ireland and Wales, composed of men elected to borough councils, but largely because of local political aspects, this means of decentralization was abandoned.

To Cite World Show

SINGLED out for its *Forward America* series, the World Broadcasting Co. will be cited for Americanism by the Veterans of Foreign Wars when the group holds its annual encampment in New York during the week of Aug. 26. Commander-in-Chief Charles C. Ralls will introduce a resolution which attests to the organization's appreciation for air time donations.

REACHES 93,217 RADIO FAMILIES

WEOK

POUGHKEEPSIE

REPRESENTED BY DEVNEY

MORE THAN 12,000 Midwesterners packed grandstand at Illinois State fair to see WLS Chicago's *National Barn Dance*. More than three-fourths of million persons see program or its stars each year, and station claims its cast travels farther than any other radio group in the country.

Why buy 2 or more... do 1 big sales job

on "RADIO BALTIMORE"

Contact **EDWARD PETRY CO.**

WBAL