IN THIS ISSUE:

- ABC Revamps Policy, Station Alignment
  Page 23

- Studio-TV Employees Ranks High
  Page 23

- Voluntary Censorship Asked by Truman
  Page 25

- DACOL Seeks Cure-all For Own Ills
  Page 26

WOR-tv channel 9

New York's greatest tv sports station
programming The World Series, Brooklyn Dodgers, All-Star baseball game, boxing, wrestling, collegiate basketball, pro and collegiate football highlights...

expands its 1951 fall schedule!

The station whose main events on Tuesday, Thursday and Saturday attracted a 41% larger audience than the Madison Square Garden events during the 1950-51 season now brings you the strongest sports line-up ever seen on any tv station in New York.

Monday—Boxing, IBC Bouts from St. Nicholas Arena
* Tuesday—Boxing from Westchester County Center
  Wednesday—Wrestling, from Ridgewood Grove (in October); Basketball, from Columbia, Fordham and St. Francis College... from their own gyms (in December)
* Thursday—Boxing, from Sunnyside Gardens
  Friday—Wrestling, from Jamaica Arena
* Saturday—Boxing, from Ridgewood Grove

These top-premium sports availabilities guaranteed against preemption... at a cost any sponsor can afford.

write, wire or phone WOR-tv channel 9
at 1440 Broadway, in New York

* Bouts under the supervision of one of the greatest promoters and matchmakers in the fight game, Joe McKenna.
Presenting "The Red Blanchard Show"—a new, exciting live-talent participation program, 7:00-7:40 each morning, Monday thru Saturday. Using the WLS pre-tested, time-proven formula of live-talent block programming, "The Red Blanchard Show" is offering listeners a Saturday night Revue for morning enjoyment! In addition, each day Captain Stubby and the Buccaneers, famous NATIONAL BARN DANCE favorites are featured—plus other outstanding WLS entertainers. Comedian Donald "Red" Blanchard, the midwest's laughable comic favorite, M.C.'s the entire revue.

There is something to please all tastes: Service features—weather—time—temperature; comedy; musical favorites both vocal and instrumental—all combined in that informal, friendly manner which has proven so enormously successful on the Saturday night NATIONAL BARN DANCE.

A. C. Nielsen's Chicago Station Area Reports have consistently shown the 7:00-7:40 A.M. WLS time to reach top available audiences. Your Blair man can give you complete audience information.

WLS accepting, believing morning listeners are being reached, and most economically, too! Each day's program is designed for sales on an effective participation basis, with live or transcribed announcements.

See your Blair man today for complete details on the Red Blanchard Show—profitably programmed for you.

— with Donald "Red" Blanchard

and featuring Captain Stubby and the
Buccaneers and Phyllis Brown

Captain Stubby and the Buccaneers—
from musical mad-caps to soft interpretations

Phyllis Brown—The Little Melody Miss
Cross Country

WHIM Leads All Independents

Hooper proves,
WHIM not only leads all stations in Providence -- morning
and afternoon, *

but...

WHIM also tops all independents throughout the United
States -- morning and afternoon. **

No Baseball - Just Music & News

* Providence Hooper; June-July, 1951
** Independent Station ranking, Hooper; June-July, 1951

1000 watts WHIM 1110 kc
Providence, Rhode Island

Represented Nationally by the Headley-Reed Company
The Action Suits the Words...

During the most recent visit of the Red Cross Bloodmobile to Wilmington, WDEL-TV's local news reporter, James Adshead, was among several hundred men and women who contributed blood for use in Korea. A WDEL-TV news cameraman films the event for telecasting on "Delaware Newsreel."

The local news program, "Delaware Newsreel" is presented four times weekly. For this program, two WDEL-TV cameramen cover all important news events in Wilmington and surrounding areas. During September, Adshead appealed for volunteers to support the Red Cross Campaign for blood, and suiting action to the words, he was one of the first in line the morning the drive opened. Films made of him in the Red Cross Bloodmobile were shown on "Delaware Newsreel" the same night. This TV publicity contributed to the success of the drive... and helped to create active interest among hundreds of future blood donors.

The "Delaware Newsreel" telecasts are but one of the many local programs carried by WDEL-TV in an endeavor to meet the public needs of the communities it serves.

WDEL-TV
WILMINGTON, DELAWARE

Represented by
ROBERT MEEKER ASSOCIATES • Chicago • Los Angeles • San Francisco • New York
MRS. HORTON RCA DIRECTOR; 50¢ VOTED ON COMMON

MRS. DOUGLAS HORTON was elected to RCA Board of Directors, first woman to serve in that capacity, at regular board meeting, Brig. Gen. David Sarnoff, chairman, announced Friday. She succeeds Arthur E. Braun, member since 1921, who resigned both his RCA and NBC directorships.

Mrs. Horton, vice president of Council of Churches of Christ in America, became first woman to serve on NBC board when she was elected to that position last December. As Mildred McAfee, she served as president of Wellesley College and as commander of the Waves during the second World War.

At same board meeting, dividend of 50 cents per share was voted on RCA common stock, payable Nov. 26 to holders of record as of Dec. 15. The semi-annual dividend brings total payment this year to $1 per share.

First preferred stock was voted at 87 1/2 cent dividend for the Oct.-Dec. 31 period, payable Jan. 2, 1952, to holders as of Dec. 17.

HARKNESS URGES MEETING ON CENSORSHIP MUDDLE

MEETING of radio news executives and editors, including Washington radio and news correspondents, urged Friday by Richard Harkness, NBC commentator, to clear up confusion over security and censorship issue (early story page 25).

While President Truman has indicated he has no immediate plan to revive wartime Office of Censorship (see editorial page 56), Mr. Harkness said Thursday censorship mixup at White House had left radio newsmen as well as newspaper correspondents baffled over security policies. He added Joseph Short, President’s press-radio secretary, would have called in newsmen at Thursday conference with government news chief if Administration were acting in good faith.

PART or all of FCC funds requested for vital monitoring activities stand good chance of being restored by Senate Appropriations Committee. After revelation that FCC had tracked spurious transmitter signals in District of Columbia, members said to look upon monitoring value in new defense light. Budget sought $1,840,000, which House committee pared to $1 million and economy-minded House deleted.

YOU can write off new Taft-Hartley election requirement now pending on Hill as of little significance to broadcasters. Bill (S 1969) would permit employer and union to agree on union shop contract without special election as heretofore. Amendment would eliminate need for new elections in over 4,700 cases, with only small minority involving radio-TV. Legislation passed Senate, now pending in House. Controversy arose with SCOTUS decision in

(Continued on page 6)

BROADCASTING • Telecasting

MOUNTAIN STATIONS HIT BENTON’S BILL

Bitter condemnation of Benton “censorship board” proposal voted unanimously Friday by NARTE District 14 at Salt Lake City meeting (early story page 29), with postscript, “Connecticut broadcasters please take note.”

Postscript referred to Sen. Benton’s re-election campaign next.

Frontal attack on President Truman’s recent order extending security regulations to civilian agencies also embodied in second resolution passed unanimously. This further disapproved “any form of censorship of news from any government agency with the single exception of such news as might actually endanger the security of the nation.”

Other District 14 resolutions, also adopted unanimously, expressed appreciation of regime of District Director William C. Grove, KFBC Cheyenne, and commended his efforts on behalf of technical employment relief for small and medium stations; praised NARTE President Harold E. Feldman and his administration with emphasis on activities protecting radio’s welfare and freedom; criticized attempts to bring down radio rates and undermine economic status of industry; called for cooperation in promotion of peace.

Another resolution commended NARTE headquarters staff, pointing especially to activities concerning such legislation as O’Mahoney rider to defense bill and its ban on radio-TV recruitment advertising. Carl Haverlin, BMI president, was lauded for his organization’s accomplishments.

(Continued on page 6)

BUSINESS BRIEFLY

TEXCEL SPOTS • Industrial Tape Corp., New Brunswick, N. J. (Textcel cellophane tape), has started spot radio and TV campaign tripling company’s normal ad outbreak. Is using 15 and 20-second contracts for three weekly spot participations in 11 markets for TV and store-cast advertising of 12 spots per week, 13 weeks, in three radio markets. Agency, Kenyon & Eckhardt, New York.


ZENITH RADIO-TV • Zenith Radio Corp., Chicago (bearing aid), will start radio-TV spot schedule in early November using one-minute spots in all TV and 120 AM markets, 13 weeks. Agency, MacFarland-Aveyard, Chicago.

GENERAL MILLS TV • General Mills, Minneapolis, to sponsor Betty Crocker Star Time weekly on ABC-TV, 12-12:30 p.m., starting Sat., Nov. 3. Agency, Dancer-Fitzgerald-Semple, New York.

HOUSE PASSES BAN ON RADIO RECRUITING FUNDS

HOUSE Friday passed and sent to Senate amendment to defense funds bill to prohibit use of military funds for all recruitment advertising. Original proposal banned sponsorship of radio-TV shows, but conference reversed themselves late Thursday.

Overall ban provided at end of earlier Senate amendment which would limit expenditures for Defense Dept. public information activities to $10,500,000. Proviso adds that “none of the funds in this act (HR 6054) shall be used or expended in connection with recruitment advertising including sponsorship of radio and television shows by the Dept. of Army, Dept. of the Navy and the Dept. of the Air Force” (early story page 25).
WOODS, WARWICK FORM AGENCY IN NEW YORK

MARK WOODS, former president and vice-chairman of ABC, and J. R. Warwick, former vice president and director of Warwick & Legler, have formed WOODS & Warwick Inc., advertising agency. Temporary quarters located in Chrysler Bldg., New York. Clients and principal personnel will be announced first of year.


NARTB President Harold Fellows warns of inherent dangers to free speech in legislation sponsored by Sen. William Benton (D-Conn.). Page 52. NARTB District 14 meeting hears plan to explore all types of insurance for stations. Page 59.


Defense Mobilizer Charles E. Wilson in third quarterly report said present inventory of TV and radio sets will help offset temporary production decreases. Page 59. The signal control bill to implement President's power to seize facilities under Communications Act won sweeping approval from House. Page 57. A Senate-House committee conference moved to prohibit spending of recruiting money for radio and TV programs. Page 55.


Upcoming

Oct. 8-9: District 17 NARTB Meeting, Davenport Hotel, Spokane, Wash.
Oct. 11-12: District 15 NARTB Meeting, Cliff Hotel, San Francisco, Calif.
Oct. 18: Affiliates Committee Meeting, Hotel Stevens, Chicago.
Oct. 18: NBC-TV Affiliates Meeting, Hotel Mayflower, Washington, D.C.

(Continued from page 6)

Closed Circuit
validating union shop pact on issue of non-Communist affidavits.

CHARGE by Dudley LeBlanc that FTC complaint against Hadacl was politically-inspired because it seeks an antitrust trial in Louisiana categorically denied in Commission quarters. Authorities point out Hadacl ad claims were under scrutiny long before Sen. LeBlanc announced candidacy. It is also known that FTC has had formal complaint under wraps for past few months (see story page 54).

WBNC New York planning entry into all-night broadcasting field in near future, as soon as program planning and construction can be completed. In this move, NBC's New York key station would be following example of network's Chicago O&O station, WM AQ.

THOUGH FINAL decision may await Mutual affiliates' approval of overall MBS-MGM program tieup [BROADCASTING • TELECASTING, Sept. 24], it's expected that among existing programs that will go into the six evening hours to be supplied weekly by MGM radio attractions will be *Story of Dr. Kilgore, Family Star, Adventures of Mataie, Gracie Fields Show, Crime Does Not Pay, and hour-long MGM Theatre of the Air.

BAYLOR-CHIDES SENATOR FOR RADIO PREJUDICE

USE of radio advertising for Armed Forces recruiting can bring more recruits per dollar spent than any other medium, says Bayford, vice president and general manager of WMJO Cleveland, wrote Sen. Joseph O'Mahoney (D-Wyo.) in answering criticism over use of paid time and space.

Sen. O'Mahoney is author of amendment to proposed defense funds bill which would prohibit use of funds for radio and TV recruiting. Mr. Baylor wrote he was unable to understand why radio is being singled out for criticism in spending advertising money when radio and TV total combined would be less than sum spent in other media.

Use of the Trans-Laine program, Bill Stern sports series and Game of the Week were defended in letter. Mr. Baylor said Armed Forces are trying to reach 18-year-olds, who spend more time listening to radio than reading newspapers, are more influenced by radio than by printed media.

As to WMJO, Mr. Baylor said station had received $761 in 4% years from Armed Forces recruiting advertising but had donated $6,448 in time to same agencies.

"The thing which disturbs me most," he concluded, "is that radio, which has undoubtedly done more in the way of giving its facilities and talents to Armed Forces recruiting, without compensation of any kind, than any other medium, is as usual being singled out for public criticism. All I want to know is why?"

SCRANTON TV APPLICATION

TV APPLICATION for Scranton, Pa., filed Friday by WCBL-AM-FM for Channel 22, 200 kw radiated power. Station plans $326,099 for construction, $100,000 per year for operation.

for more AT DEADLINE see page 106

BROADCASTING • TELECASTING
The Bolling Company was founded on the principle that it is better to serve a few, well-managed stations thoroughly than a lot of them haphazardly. This principle has paid off for The Bolling Stations! Ask them!
There are Markets to sell!

DOLLAR FOR DOLLAR THE XL STATIONS DELIVER THE BIGGER MARKET

In a recent, thorough investigation Advertising Research Bureau [ARB] interviewed scores of persons who shopped in ADVERTISED stores LEARNED that some people get their information by listening others by Reading...

LET US PROVE IT!
Clip this coupon and receive the "Proof of Puffing"

The XL Stations

315 W. Sprague
Spokane 4, Wash.

Please send me your booklet on "TWO MARKETS IN THE NORTHWEST"

Name

Business Address

City, State

SERVING THE PACIFIC NORTHWEST

BROADCASTING TELECASTING

THE NEWSWEEKLY OF RADIO AND TELEVISION
Published Weekly by Broadcasting Publications, Inc.
Executive, Editorial, Advertising and Circulation Offices:
570 National Press Bldg.
Washington 4, D. C.
Telephone ME 1022

IN THIS BROADCASTING...

DEPARTMENTS

Agency Beat ........................................ 18
Aircasters ......................................... 60
Allied Arts .......................................... 62
Book Review ....................................... 94
Editorial ........................................... 56
FCC Action .......................................... 96
FCC Roundup ....................................... 103
Feature of Week .................................. 16
Film Report ......................................... 87
Front Office ........................................ 58
In Public Interest .................................. 101
Milestones ........................................... 102
New Business ...................................... 12
On All Accounts ................................... 18
On Dotted Line ..................................... 72
Open Mike ........................................... 20
Our Respects to .................................... 56
Programs, Promotions, Premiums ............. 91
Strictly Business .................................. 16
Upcoming .......................................... 38

TELECASTING Starts on page 69

WASHINGTON HEADQUARTERS
SOL TAISHOFF, Editor and Publisher

EDITORIAL: ART KING, Managing Editor; EDWIN H. JAMES, Senior Editor; J. Frank Bartsby, Earl S. Abrams, Associate Editor; Fred Fitzgerald, Assistant Managing Editor; Dave Bertyn, Assignment Editor; Lawrence Christopher, Technical Editor. STAFF: John H. Kearney, Wilson D. McCord, John Osborn, Allen Riley, Keith Trenholm. EDITORIAL ASSISTANTS: Pat Kowalczyk, Jean D. Stats, Gladys L. Hall, Secretary to the Publisher.

BUSINESS: MAURY LONG, Business Manager; Winfield H. Levi, Assistant Advertising Manager; George L. Dant, Ad Production Manager; Harry Stevens, Classified Advertising Manager; Eleanor Schad, Dora Orme, Jeannine Koehler; B. T. Taishoff, Treasurer; Irving C. Miller, Auditor and Office Manager; Eunice Weston, Assistant Auditor.

CIRCULATION AND READERS' SERVICE: JOHN P. COSGRAVE, Manager; Doris J. Buschling, Ruth W. Davis, Grace Schorm, Ewwood M. Bee.

NEW YORK BUREAU
48 Madison Ave., Zone 22, Plaza 3-8333; EDITORIAL: Rufus Crater; New York Editor; Florence Small, Agency Editor; Gretchen Groff, William Ruchti, 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
300 N. Michigan Ave., Zone 1, Central 6-4115; William H. Shaw, Midwest Advertising Representative; Jane Pinkerton, News Editor.

HOLLYWOOD BUREAU
Taft Building, Hollywood and Vine, Zone 28, H. Empstead, H.R.; David Glackman, West Coast Manager; Ann August.

TORONTO: 417 Harbour Commission, Empire 4-0775 James Montagnc.

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 1952 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

Page 8 • October 8, 1951

BROADCASTING • Telecasting
Now MORE than 10 per cent of total U.S. retail sales is concentrated in the prosperous Middle West area served by Station WMAQ.

Almost 14 billion dollars, an increase of 632 per cent in dollar volume in the past 10 years, are spent annually for consumer goods in thriving WMAQ-land where population has increased 13.5 per cent in the past 10 years ... where per capita income buying power is 13 per cent above the national average ... where home building is 19 per cent above 10 years ago ... where industrial growth is first in the nation ... where more people listen daily to WMAQ than to any other radio station.

Start cash registers ringing for your product or service by contacting WMAQ, Merchandise Mart, Chicago, or your nearest NBC Spot Sales Office NOW.

Radio reaches customers with split-second speed and gets immediate action. Economically!

As illustrated by the case of the poultry shipper who found that, due to postal regulations, he had to sell 5,000 baby chicks (held up by a shipping delay) within forty-five minutes. He brought his problem to the attention of KMOX (represented by CBS Radio Spot Sales). And KMOX immediately brought the story to the attention of its listeners. The result? A full five minutes before the deadline, all the chicks were gone... all 5,000 of them sold within forty minutes. By one announcement!

Any time you want to sell—whether it's a one-shot emergency, a seasonal drive or a sustained year-round campaign—Radio is the way to do it easily and economically. The way to use Radio most effectively in thirteen of your best markets is to use the stations represented by CBS Radio Spot Sales.*

*CBS RADIO SPOT SALES represents:

KCBS, 50,000 watts—Los Angeles
WCCO, 50,000 watts—Minneapolis
KMOX, 50,000 watts—St. Louis
WTOP, 50,000 watts—Washington
WJZ, 50,000 watts—New York
WCCO, 50,000 watts—Minneapolis
KMOX, 50,000 watts—St. Louis
WTOP, 50,000 watts—Washington
WJZ, 50,000 watts—New York
WCCO, 50,000 watts—Minneapolis
KMOX, 50,000 watts—St. Louis
WTOP, 50,000 watts—Washington

RADIO ...and for the best in radio, call CBS RADIO SPOT SALES
WGST offers the triple threat combination to score sales touchdowns in the Atlanta market—(a) Top rated net and local shows; (b) complete market coverage; (c) front line merchandising support. That's why more local advertisers use WGST than any other Atlanta station. Get off the bench and get in the game by playing on the varsity—WGST, Atlanta.

DENNISON'S FOODS, Oakland, Calif., launches $350,000 campaign in seven Western states, Hawaii, Dallas, San Antonio, Minneapolis and St. Paul. Half of campaign budget will go to television and spot radio. Agency: Bioy Co., S. F.

LANGENDORF UNITED BAKERIES, S. F., launches one of its largest Pacific Coast campaigns to plug new bread with "miracle formula TT93." Radio and TV will be used. Agency: Bioy Co., S. F.


WILLIAM S. SCULL Co., Camden, N. J. (Boscul Coffee), planning extensive campaign in Middle Atlantic area. Radio spots will be used. Agency: Lamb & Keen Inc., Phila.

DEAN ROSS PIANO COURSE, N. Y., lining up availabilities for 10-minute transcribed show on mail-order basis, mostly in Midwest markets. Agency: R. T. O'Connell, N. Y.

KELLOGG Co. of Canada, London, Ont. (Corn Pops), starts spot announcement campaign on large list of Canadian stations through December. Agency: Kenyon & Eckhardt Ltd., Toronto.

PROCTER & GAMBLE Ltd., Toronto (Dreft and Oxydol), starts spot announcement campaign varying from 5 to 25 announcements weekly on major market stations across Canada. Agency: Dancer-Fitzgerald-Sample, Toronto.


RCA VICTOR, N. Y., starts sponsorship of Phil Harris-Alice Faye Show on NBC Radio, Sun., 8-8:30 p.m. Commercials on show will promote the new RCA Victor TV Super Sets, television service contracts and protection plan and 45 rpm record-playing system. Agency: J. Walter Thompson, N. Y.

GENERAL FOODS Corp., Chicago (Jello), sponsoring Nine O'Clock News, Mon. through Fri., over entire Yankee Network. Agency: Benton & Bowles, N. Y.


LIGGETT & MYERS TOBACCO Co. (Chesterfield cigarettes), to sponsor new Martin and Lewis Show starring Dean Martin and Jerry Lewis on NBC Radio, 8:30-9 p.m. Agency: Cunningham & Walsh, N. Y.

CHEVROLET, Detroit (cars), central office, will sponsor Dinah Shore on Tues. and Thurs., 7:30-45 p.m. on NBC-TV. Agency: Campbell-Ewald, N. Y. Three other days weekly are sponsored by Procter & Gamble.

RALSTON PURINA CO., St. Louis (breakfast foods), sponsoring Space Patrol, Sat.'s, 10:30-11 a.m. over ABC. Agency: Gardner Adv., St. Louis.

WARNER-HUDNUT INC., N. Y., to sponsor 12:45-1 p.m. segment, Mon., (Continued on page 100)
KPRC Delivers
the lowest cost per-thousand
in the fabulous Houston market

- Network station B's cost-per-thousand is 52% HIGHER than KPRC*
- Network station C's cost-per-thousand is 142% HIGHER than KPRC*

If you want to present your sales story to a constantly increasing Gulf Coast audience, and make it a buying audience, ask your Petry man . . . or call us.

* Percentages based on BMB, February-May Hooper Report, and 260 time Daytime Quarter Hour Rate.

NBC and TQN on the Gulf Coast
JACK HARRIS, General Manager
Represented Nationally by EDWARD PETRY & CO.
You'll never be the people's choice
Unless you use the human voice.

We don't have to sell radio to the nation's political parties. They know, as every politician in history has known, the power of the human voice. Candidates for office were among the first users of radio. And network radio is the only truly national advertising medium used extensively by the national parties.

With network radio they can use the human voice to reach the nation. And the human voice can successfully sell the intangibles—good will, personality, policy—just as it sells actual merchandise.

Isn't it logical that network radio should be your primary public relations instrument? If you are an institutional advertiser, then you are selling intan-
better than paper

gibles. You are selling the good will, the personality and the policy of your company. On NBC you use the human voice to sell these qualities to the largest audience in all advertising. In fact, not only the commercial message, but the entire program becomes your ambassador.

NBC leads all other networks in the number and prestige of its institutional advertisers. On NBC you will join company with Cities Service, Firestone Tire and Rubber, United States Steel, American Dairy Association, Bell Telephone, Reynolds Metals, American Trucking Association, the Dupont Company, Standard Oil of California, and numerous others.

These advertisers are using the warmth and conviction of the human voice to present their messages. And they're using NBC so that the greatest possible number of people will be convinced.

**NBC Radio Network**

*a service of Radio Corporation of America*
WHEN such organizations as the Chamber of Commerce have something to say — there's one powerful medium, radio, that can say it for them effectively.

WROK Rockford, Ill., has signed the local Chamber of Commerce to sponsor amateur sports events there. The civic organization will sell the “American way of life.” A contest, titled “The Economic Name Contest — Capitalism . . . or What,” is scheduled. Entrants must select a better name for the American system of free enterprise or defend the label, capitalism. Purpose is to stimulate a re-evaluation of the merits and benefits of free enterprise.

Cooperation of school officials is taking contest details directly into the schools. Newspaper ads, posters and direct mail also are being used to promote the contest.

Signing for WROK series are (l to r) Mary O'wens, station sports director who furnishes play-by-play descriptions; Harold J. Collins, Rockford industrialist and Chamber of Commerce president; John J. Dixon, WROK commercial manager.

IT is a far cry from being editor of the Hicksville, L. I., Town Topics to being advertising director of the Admiral Corp., but Seymour Mintz has scaled that ladder with apparent ease.

Admiral, which grossed about $325 million last year, will spend some $16 million on advertising this year, of which $2 million will be spent in broadcast media.

That is a lot of money to spend on advertising and Mr. Mintz is finding that those seemingly endless hours he put in as a newspaperman have taught him lessons which are valuable now.

From his varied experience has emerged a philosophy about advertising, which, he believes, applies to firms with large or small ad budgets.

Mr. Mintz believes that ads should be simple and grasped easily in hearing or upon seeing, and that only quick results sell merchandise.

That, of course, is over-simplification. It has been in the intelligent working out of details which has spelled success for Mr. Mintz.

Born in Rockville Center, L. I., he studied for 2½ years at the U. of North Carolina but got his degree in 1934 from New York U.

While attending NYU he combined school with work on two daily newspapers in Nassau, L. I. He began as a reporter, moved on to an editorship, then finally was drawn into advertising.

This prepared him for his own publishing venture on Long Island when he put out the Hicksville, Farmingdale and Oyster Bay weeklies, all tagged Town Topics.

Then he began as an outside appliance salesman for Montgomery Ward in Jamaica, L. I. After a short transfer to Kingston, L. I., Mr. Mintz was moved to Montgomery Ward headquarters in Chicago. That was in 1939 and he has been in Chicago ever since.

His last job with Montgomery Ward, before leaving to join Admiral in 1944, was sales supervisor of radio and appliance divisions in all retail stores.

His wife is the former Alice Anderson, who was a New York (Continued on page 98)
Board with statistics......

Consider the Carolina timber industry which produces 2½ billion board feet... earns 421 million dollars annually, with plants in almost every Carolina community. Among the beneficiaries are many of WBT's 3,000,000 listeners—the largest group of your prospects you can reach by any single advertising medium in the two Carolinas.
they say it's a
television age, BUT...

WIBC, Indiana's first
and only 50 KW
radio station
has increased its share
of nighttime audiences
36.8%

No doubt about it, television has grown rapidly
here in Indiana. But WIBC's share of nighttime
audiences has done a heap of growing, too!

WIBC's share of this "A-time" audience shows a
gain of 36.8% over the comparable period in
1950, according to the latest Hooper (Feb.-April,
1951).

By contrast, all other Indianapolis radio stations
showed a drop in percentage of the nighttime
audience of the Hoosier capital.

So, before you buy time or television in Indiana,
investigate the solid evening lineup of good
listening on WIBC...the only Indianapolis
radio station that gives you an out-of-state "bonus"
coverage.

Ask your JOHN BLAIR man for particulars on
these excellent nighttime availabilities.

WIBC 1070 KC
The Friendly Voice of Indiana
WIBC, Inc. - 30 West Washington Street - Indianapolis 6, Indiana
John Blair & Company, National Representatives

Ralph Linder, Kenyon & Eckhardt, N. Y., named vice president in
charge of marketing and member of plans board in addition
to his present position as account supervisor.

Garrit A. Lydecker, vice president and account supervisor of
General Foods, Young & Rubicam, N. Y., named vice president and
account supervisor Blue Co., same city.

Walter Weir, president, David Eckols, executive vice president and
Wilbur E. Downes, vice president and secretary, Walter Wet
Inc., N. Y., to executive staff of Donahue & Coe, N. Y.

Frank Miller appointed vice president in charge of marketing G. M.
Basford Co., N. Y. He was president of farm stores division General
Mills, and general manager for P. & F. Div. of American Hardware.

Harry E. Wholley, assistant manager of merchandising Lever Bros.
Co., to Ted Bates & Co., N. Y., as account executive.

Vincent Tutching, manager of Canadian office of Foote, Cone
& Belding, elected vice president in charge of Latin American and Cana-
dian operations.

Ted, chief Factor in the Factor-
Breyer Inc., Los Angeles ad-
vertising agency, lost little
time in getting into the business
he made up his mind to pursue
in high school days.

In 1936, at the age of 22, Ted
Factor established the Ted H.
Factor Agency as he puts it, armed
with "more ideas than money."
This year, by way of celebrating
the agency's 15th birthday, the firm
was incorporated and the name ex-
tended to Factor-Breyer Inc.

The latter name indicates the pres-
ence of Don Breyer, former vice presi-
dent in charge of the Los
Angeles office of Brisacher, Wheel-
er & Stoff, who
joined the firm as vice president. Mr. Factor re-
 mains president of the agency.

In the meantime the billing of the hard-working
company has increased from about $50,000
that first year to
over $1 million this
year. Approximately
one-third of that sum is being spent
in radio and television.

Mr. Factor was born 37 years
ago in St. Louis. When he was
10 the family moved to Chicago
and then to Berkeley, Calif., where
he was graduated from University
High School. After this, the fam-
ily moved to Los Angeles. There
there were only 225,000 TV sets
in the area.

Television, he feels, provides the
greatest direct selling oppor-
tunity there is. Similar to house-
to-house canvassing, it goes an
important step further, by getting
past the front door and right into

(Continued on page 20)
beats

ROBERT BRAGARNICK, account supervisor, Biow Co., N. Y., named vice president.

ATHOL C. STEWART appointed Canadian representative for Robert Otto & Co., N. Y., Mr. Stewart will open service office in Toronto, Ont., Nov. 1.

JOHN BAINBRIDGE, program director KFMB San Diego, Calif., appointed to radio and TV staff Walter McCready Inc., Beverly Hills, Calif.

RAYMOND WAGNER, Kenyon & Eckhardt, N. Y., to William H. Weintraub & Co., N. Y., as director of television commercial department.

CLARE KOREN, radio-television time buyer Foote, Cone & Belding, L.A., to Mayera Co., L.A. She replaces MADELINE MILES. Succeeding her at F, C & B is LYDIA HATTON, assistant radio-TV time buyer.


IDA KEHL, production assistant to publisher Architectural Digest to Vick Knight Adv., L. A., as director of graphic arts.


NORMAN GORT, Cunningham & Walsh, N. Y., appointed agency supervisor on untilled Sunday night NBC-TV show, 7:30-8 p.m., sponsored by Liggett & Myers Tobacco Co. (Chesterfield cigarettes), starring Bob Hope, Fred Allen & Jerry Lester, alternately, beginning Oct. 14.

JACK M. ANTHONY named senior art supervisor, and HARLOW L. ROCKWELL and CARL S. HARRIS, art directors, named art supervisors, Young & Rubicam, N. Y.

SHIRLEY GRAY, sales service assistant WDTV(TV) Pittsburgh, appointed radio and TV traffic manager W. Craig Chambers Adv., Pittsburgh.

CHARLES J. NESBITT, advertising and public relations manager of Hal- icrafters Co., Chicago, to creative staff Critchfield & Co., Chicago. He is being succeeded by JOHN S. MALONEY, sales promotion manager of the company.

VALERIE STACY, graduate Rollins College, named radio-TV production assistant Kal,Ehrlich & Merrick, Washington. NORMAN EVERS rejoins agency, as radio-TV copywriter.


H. P. (Hank) NEWMAN, Jewell Advertising Agency S. F., to sales staff Fielder, Sorensen & Davis, Oakland.

TERBERT R. HORTON, production manager, Grey Adv., N. Y., to Geyer Newell & Ganger, same city, as television producer.

MARFREE ADV. Corp., N. Y., moving to new and larger quarters on the penthouse office floor at 105 West 40th Street.


BERNARD (Ben) DUFFY, president BBDO, N. Y., appointed Honorary Deputy Commissioner of Commerce, City of New York. Mr. Duffy will serve as public relations and advertising consultant for the department.

GEORGE N. FERRAND, assistant treasurer Young & Rubicam, N. Y., elected president Advertising Agency Financial Management Group.

TOM FRANK, TV sales service manager CBS Television Div., N. Y., to radio-TV production department Kenyon & Eckhardt, same city, as business manager.

Congratulations to NBC on its Silver Jubilee

WHAM is very proud of its affiliation with the National Broadcasting Company—a affiliation which dates back to 1927. We gladly join with the entire industry in congratulating NBC on 25 years of pioneering leadership in radio broadcasting.

Note to Time-Buyers:

One of the great advantages enjoyed by NBC in prosperous Western New York is the coverage of clear-channel, 50,000-watt WHAM—a coverage ten times greater than that of any other Rochester station.

Superiority in physical facilities is as important today as ever . . . . And bear in mind that NBC affiliate WHAM includes in its coverage almost 500,000 people who as yet have no adequate TV service, or no TV service at all . . . . On a network basis, or on a spot basis, WHAM is your outstanding buy for rich, prosperous up-state New York.

For complete details on coverage of the up-state New York market, consult your nearest Hollingbery representative.

WHAM

The Stromberg-Carlson Station
Rochester, N. Y.

Basic NBC—50,000 watts—clear channel—1180 kc

GEORGE P. HOLLINGBERY COMPANY, NATIONAL REPRESENTATIVE

October 8, 1951 • Page 19
the latest news of sales and program developments from the ASSOCIATED PROGRAM SERVICE

A transcription library for $19.50 a month... or $22.50... not just any old library, but fresh, new material on brand-new virgin vinylite discs from the BEST library in the business. And contracts for only one year!

Not leftover or leavings. Not artists you never heard of. Not just less of the music you don't use anyhow. No sir! Libraries are 100% usable—without a single unplayable track.

It's impossible! It can't be done! Why? Because it hasn't been done? Shucks... that doesn't bother us! We're doing it! And the whole industry's buzzing—we're already hip-deep in delighted letters and telegrams—and orders, orders, orders! Where've some of you fellows been up till now?

The whole story's told in detail in a big blue brochure we just mailed to most of you—and on a 6-minute disc contained in that folder. You may want to take a chance on waiting till you get the whole story. Or you may want to write or phone, as dozens did last week. Anyhow—here's a quick outline of the only truly low-cost, short-term, waste-free, fully-useful libraries in radio today:

Commercial—All the famous APS commercial lead-ins... plus time, weather, dollar day, Christmas jingles... PLUS the COMPLETE SERIES to date of Mitch's transcribed sales meeting series and an additional new meeting every month. Cost: $22.50 per month.

Production—A whole library of theme and good music... of interludes, fanfares, bridges, national anthems, stand-by music. Cost: $19.50 per month.

Show Medley—Hours of show medleys... lavish, long-running medleys from top Broadway shows. Cost: $22.50 monthly.


Gonna wait till it's too late? Why?

---

**Marketbook Comments**

**EDITOR:**

... your 1951 MARKETBOOK will certainly save a lot of time.

James O. Luce
J. Walter Thompson Co.
New York

**EDITOR:**

... the MARKETBOOK is real class.

Penelope Simmons
Federal Adv. Agency
New York

**EDITOR:**

... the 1951 MARKETBOOK is of great value, and will be a constant source of help to me.

Francis C. Barton Jr.
Vice president, director of Radio and TV
Federal Adv. Agency
New York

**EDITOR:**

... I intend to keep it in my desk in order to have it handy for very instant reference.

Charles Dalton
BBDO
New York

**EDITOR:**

... I find the MARKETBOOK an exceedingly valuable recapitulation of highly pertinent statistics.

Jerome Peniger
Curtiss & Walsh
New York

**EDITOR:**

... it contains a lot of interesting and useful material which should make my job easier. I will hold off my comments until I have had an opportunity to put the book to real use.

Harry Parvas
Media Director
Ceci & Presbrey
New York

**EDITOR:**

... so glad you are continuing this as we find it most helpful.

Lillian Selb
Manager, Radio & TV Dept
Pogue, Cone & Belding
New York

**EDITOR:**

... We value each o the many comments we have received on the 1951 MARKETBOOK. Those above we value particularly because they are typical of those from agencies who use the book most. Since 1949, when the Spot Rate Finder was made a part of the MARKETBOOK acceptance of this book of facts has increased each year.

**ANA Study on Display**

**EDITOR:**

Your editorial "ANAesthetized" is OK: Did it dawn on you that most newspapers thrive on about 80% local and regional business and that their advertisers never get to see an ANA study? Even if (Continued on page 94)
The Hoopers ROSE on all CBS Shows WHEN THEY MOVED TO:

DES MOINES

...and the Great LOCAL Shows Continue to Lead!

Here's dramatic proof of the BIGGER audiences delivered by Des Moines' KRNT! Even before the big CBS shows joined the big local shows and big audiences on KRNT June 15th, KRNT led in Des Moines listeners MORNING, AFTERNOON, AND EVENING — and continues that amazing record. Of the 19 CBS shows that moved to KRNT without a change or summer replacement, ALL NINETEEN gained a greater Hooper share of audience on KRNT the very first month!

HERE'S THE PROOF!

<table>
<thead>
<tr>
<th>Show</th>
<th>BEFORE</th>
<th>AFTER</th>
</tr>
</thead>
<tbody>
<tr>
<td>Grand Slam</td>
<td>18.2%</td>
<td>32.7%</td>
</tr>
<tr>
<td>Wendy Warren</td>
<td>17.8</td>
<td>37.9</td>
</tr>
<tr>
<td>Aunt Jenny</td>
<td>28.6</td>
<td>35.7</td>
</tr>
<tr>
<td>Helen Trent</td>
<td>26.1</td>
<td>46.4</td>
</tr>
<tr>
<td>Our Gal Sunday</td>
<td>23.4</td>
<td>56.7</td>
</tr>
<tr>
<td>Nora Drake</td>
<td>14.0</td>
<td>41.2</td>
</tr>
<tr>
<td>Hilltop House</td>
<td>10.9</td>
<td>37.5</td>
</tr>
<tr>
<td>Kings Row</td>
<td>19.0</td>
<td>43.7</td>
</tr>
<tr>
<td>House Party</td>
<td>17.6</td>
<td>33.3</td>
</tr>
<tr>
<td>Strike It Rich</td>
<td>22.8</td>
<td>32.7</td>
</tr>
<tr>
<td>Arthur Godfrey (morning)</td>
<td>33.4%</td>
<td>47.9%</td>
</tr>
<tr>
<td>Hollywood Star Playhouse</td>
<td>25.0</td>
<td>29.0</td>
</tr>
<tr>
<td>Mr. and Mrs. North</td>
<td>38.3</td>
<td>59.1</td>
</tr>
<tr>
<td>Dr. Christian</td>
<td>25.5</td>
<td>28.0</td>
</tr>
<tr>
<td>FBI In Peace and War</td>
<td>36.1</td>
<td>41.2</td>
</tr>
<tr>
<td>Mr. Keen</td>
<td>28.8</td>
<td>33.3</td>
</tr>
<tr>
<td>Rex Allen</td>
<td>3.9</td>
<td>19.5</td>
</tr>
<tr>
<td>Camel Caravan</td>
<td>19.2</td>
<td>30.8</td>
</tr>
<tr>
<td>Gangbusters</td>
<td>33.8</td>
<td>51.4</td>
</tr>
</tbody>
</table>

NOW, More Than Ever, You're Right When You

BUY THAT

KNOW-HOW

GO-NOW

STATION WITH THE

FABULOUS PERSONALITIES AND

ASTRONOMICAL HOOPERS

SOURCE:
Winter-Spring, 1950-51, C. E. Hooper Audience Index
July, 1951, C. E. Hooper Audience Index
Cardells is one of the most alert merchandisers of ladies' wearing apparel in Baltimore. Last summer they used WITH exclusively to promote a special sale. Here's what Cardells' General Manager says about the results: "The first day of our sale on a sweltering day punctuated by lightning, thunder, and a drenching rainstorm was the greatest day's business in our entire history. Every day since has been a record-breaker ... radio station WITH has done a magnificent selling job for Cardells".

Results like this prove one big fact: WITH delivers more buying listeners-per-dollar than any other radio or TV station in town! It's the biggest bargain buy in Baltimore. Just let your Headley-Reed man tell you what WITH can do for you.

The results station WITH
Baltimore, Md.

TOM TINSLEY, PRESIDENT — REPRESENTED BY HEADLY-REED
EMPLOYEES INCOME

Radio-TV Rates Second

The Dept. of Commerce analysis shows only five other lines, besides brokers and broadcast-television employees, that had average earnings of more than $4,000 in 1950. Water transport employees had earnings of $4,413, followed by oil and coal products with $4,320. Pipeline employees earned $4,296, engineers and other professionals averaged $4,149, and air carriers $4,110.

Over most of the 22 years covered by the analysis, broadcast employees scored among the highest paid. In 1929 a number of industries topped broadcasting, but in the 30s broadcast earnings rose steadily, though always topped by brokers. In the last several years only the brokers have earned more than radio-TV personnel.

Average number of fulltime and parttime employees per broadcast-television industry unit has doubled.

(Continued on page 80)
FOLTS TO WINS
Is Named Manager

HARRY FOLTS, assistant general sales manager, WLW Cincinnati, was appointed manager of WINS New York last Wednesday. Announcement was made by Robert E. Dinville, president, and James D. Shouse, board chairman, of the Crosley Broadcasting Corp.

Mr. Folts succeeds W. H. Losee, who is taking a new position in New York (see early story page 93). He is a native of Cincinnati and has been in the advertising business since 1934.

The new WINS manager has been with Crockett Adv. Agency, Cleveland, with Central Outdoor Adv. Agency and with Burke, Kulpers & Mahoney, New York. He joined Crosley in 1949.

Joe Bech, director of advertising, promotion and publicity for WINS, becomes assistant manager of the station as part of new duties are assigned him, he was announced. Prior to joining the station in 1948, Mr. Bech handled publicity for the Storuss Theatre Corp.

WINCHELL PACT
Is ABC Exclusive

LIFETIME CONTRACT between Walter Winchell and ABC, announced fortnight ago [Broadcasting * Telecasting, Oct. 1], gives the network exclusive rights to Mr. Winchell's services in both radio and television, although a definite date for his transition into TV has not been determined. Under the same contract, he will act as consultant in both media for ABC.

Warner-Hudnut Inc. (Richard Hudnut home permanent & other hair products) through Kenyon & Eckhardt, New York—Mr. Winchell's sponsor since January 1950—will continue to present the newscaster's radio broadcasts currently heard Sunday 9-9:15 p.m., over the full ABC radio network.

In addition to Mr. Winchell's contract with ABC, terms of which were not revealed, it was understood his agreement with Warner-Hudnut included provisions giving him an option on some 10,000 shares of Hudnut stock.

Mr. Winchell's first radio broadcast in May 1930 followed his entrance into the entertainment field several years before when, starting at the age of 13, he was a member of a trio of singing ushers in a Harlem movie house. The others in the group were Eddy Cantor and George Jessel.

Following a term in the U. S. Navy during World War I, he returned to vaudeville, shortly thereafter devoting the role of entertainer for that of mayor and commentator.

In addition to his duties as a radio mayor, he writes a syndicated daily column and serves as treasurer of the Damon Runyon Cancer Fund.

Peter Storer Named
Is Director of SB&W

PETER STORER has been appointed public service director for WJBK and WJBK-AM-Television Detroit, according to Vice President Richard E. Jones. Mr. Storer is a son of George B. Storer, president, The Port Industries Co., owner and operator of WJBK and WJBK-Television. In his new capacity, Mr. Storer takes over all radio and TV public service activities and will work with the U. of Detroit, Wayne U. and Michigan State College on educational TV programs.

Old Dutch Buys Spot

OLD DUTCH COFFEE Co., Inc., New York, has named Elliott Nonas Advertising, same city to handle account. A new spot campaign—effective date undetermined—will be launched shortly on both radio and television in New York, New Jersey and Connecticut markets. Contracts will be scheduled for 52 weeks.

STEVENS NAMED
Is Director of SB&W

SCHIEDELER, BECK & WERNER Inc., agency formed by former personnel of the Duane Jones Agency, announced the election of a new director Wednesday. He is Richard A. Stevens, business and personnel manager of the company.

The new organization, through Joseph Scheideler, president, also listed newly-elected vice presidents: Robert G. Hughes Jr., creative director; William J. McKenna Jr., copy chief; and Lawrence J. Hubbard, director of marketing and research.

Officers and directors previously announced, in addition to Mr. Scheideler, include Paul A. Werner, executive vice president; Joseph F. Beck, vice president and treasurer; and Eugene Hulshizer, vice president and secretary.

Buys Six Markets

SILVER SKILLET Brands, Skokie, Ill., for its canned beef hash, has begun radio and TV participations on cooking shows in six markets for 13 weeks and plans expansion. Agency is Frederick Asher Inc., Chicago.

NOW in sixth year on radio for the Bristol-Myers Co., Break the Bank has moved to the ABC network. Backstage are (1 to r) Ted Herbert, ABC sales; Wallace T. Drew, ad manager, Bristol-Myers; Ed Wolf, producer; Bud Collyer, m. c.; Chester McCracken, vice president in charge of radio and TV at Doherty, Clifford & Shofield; Helen Wilbur, DCBS timebuyer, and Joel F. Jacobs, DCBS vice president and account executive.

CITRUS FUNDS
More to Radio-TV Okayed

ADDITIONAL funds of $75,000 for radio and TV for a total of $650,000 are contained in the Florida Commission’s advertised advertising budget for the coming year.

This figure, approved by the Commission last Wednesday at the suggestion of O. C. Minton, Fort Pierce Commissioner and chairman of the commission’s advertising committee, supersedes the total $585,000 for radio and TV approved earlier [Broadcasting * Telecasting, Oct. 1].

Of the new figure, $283,000 is earmarked for radio and $407,000 for television, Don Francisco, vice president, and David C. Co- rey, of J. Walter Thompson Co., New York, were present when the action was taken.

Meanwhile, the commission named Ralph Henry its advertising manager, effective Oct. 1, with $9,600 salary. Mr. Henry acted in that capacity following resignation of Dawson to join Ruthrauff & Ryan, New York.

The citrus commission spends upwards of $2 million annually to promote Florida citrus fruit.

MERLIN NOMINATED
For RWG Presidency

EASTERN region nominating committee of the Radio Writers' Guild named Milton Merlin as candidate for national presidency in the election to be held at the RWG annual meeting Nov. 13 in New York. His nomination comes as a matter of succession within the western region and is endorsed by the eastern unit.

IRA Marion was simultaneously nominated for vice presidency on the slate—mailed to Guild members Wednesday—which also includes officers for the Eastern Region Council and representatives for the Council of the Author's League of America, parent body of the Guild. Additions to the list of nominees may be made by written petition in accordance with the RWG constitution and by-laws, Secretary May Bollwar announced.

Parsons Asks Release

LOUELLA PARSONS, movie columnist-commentator, sponsored on ABC by Andrew Jergens Co. (soaps, lotions) for six years, had asked release from a current contract ending Dec. 23 to do a combination radio-TV program for another unidentified national advertiser. Jergens, it understood, had first choice for the combination deal because Parsons is offered on radio only. Miss Parsons has a TV film show in preparation, Robert Otr & Assoc. is agency.
THE NATION'S broadcasters, telecasters and publishers—in fact, all persons who disseminate news—are operating once again under a form of voluntary censorship.

Self-policing of news is a result of direct instructions from Presi- dent Truman to broadcasters and telecasters are without any sort of official yardstick to guide them in deciding what to make public and what to suppress.

The whole hassle grew out of President Truman's Sept. 24 Executive Order [BROADCASTING • TELECASTING, Oct. 1] designed to unify security policies in government agencies, and reached a peak Thursday morning at his news conference.

Newsmen were baffled when the President stated several times Thursday that publishers, broadcast- ers and telecasters must censor news for security.

They threw up their hands in complete confusion when the Chief Executive said media must screen all military information for security even though it was authorized and made public by official agencies.

Then, later in the day, the White House withdrew this last condition, removing some of the confusion.

But there remained a direct President's order that broadcasters and telecasters must suppress news that might endanger national security except for materials made public by responsible officials—and this doesn't include Congress.

Lacking further instructions, broadcasters and publishers who looked into the problem seemed to agree they should use a "common sense" yardstick.

In the words of a White House clarifying statement issued Thurs- day, after the White House order had been rescinded, "The most careful judgment in determining the safety of publishing" information from other than responsible, authorized officials.

Truman Censorship Views

The President carefully avoided any admission that the Sept. 24 order or the other statements might be construed as censorship. He said Thursday that he hated censorship, though he called on media to suppress news that might endanger national security without offering any rules to guide them.

It appeared to those who must decide whether news is dangerous to the nation's security that they actually were operating once again under a form of voluntary censorship. Unlike the World War II procedure under the Office of Cen- sorship, however, the government has no central agency to aid media in deciding what to make public and what to avoid.

Confusion over the whole secu- rity problem has become so great since the Sept. 24 order that new interest is developing in proposals to revive the Office of Censorship, as proposed in the Oct. 1 Broad- casting • Telecasting [see also editorial on page 8].

Washington radio and TV com- mentators who attended the Presi- dent's Thursday news conference were among the most the later clarifying statement re- moved some of this confusion. Here are their comments:

Elmer Davis, ABC, wartime direc- tors of the Office of War Information—"I think the statement will lead to more confusion than already existed although the clarifying language clears up much of the fog through which..." Harlan Brownhage, MBS—"The Presi- dent ordered voluntary censorship without saying so specifically. It appears he either didn't mean what he said or he didn't say what he meant to have said.

Frank Bourgholtzer, NBC White House correspondent—"The policy of avoiding sensationalism in news affecting national security. Ap- parently, self-police and the situation has become more complicated than the White House realizes. The point often arises where a newspaper can't censor public officials.

Charles Collingwood, CBS White House correspondent—"The President was obviously confused and in my opinion he closed the loop in the issue of security regulations in government departments by introducing the Sep- tember 24 Executive order as a means of media for making public borderline information.

William Hillman, MBS—"I've had experience in England and other for- eign countries. It's amazing that broadcasters and newspapers in Eng- land voluntarily suppress news involving the national security. It is a fundamental part of over-classification of information in the name of security. He said he would be glad to change the presidential experience to such a course.

President Truman said the Sept. 24 order was handed down after Fortune magazine had printed picto- rial material showing atomic energy plants and after "newspapers and slick magazines" had carried air photos of large cities with arrows pointing to vulnerable bombings.

Several newsmen reminded the President that the air photos had been prepared and released to the news media by government officials but he said that publishers should not have printed them.

Asked directly if the Sept. 24 security order and related Presi- dential statements applied to broad- casters and telecasters as well as publishers, Mr. Truman said they certainly do. The question re- minded him that some broadcasters who had visited Korea had later revealed to the public secret strate- (Continued on page 32)

A STRONG minority attempt to wield the Congressional hatchet over radio-TV money, while paid space in newspapers and magazines is a matter of routine approval.

He added, however, that he will sponsor an amendment on the floor, when the bill comes to the Senate, which would allow programs already committed to get under- way and keep the Air Force money, while paid space in newspapers and magazines is still an open sesame in the Senate. Newspapers and magazines have not been as generous in the past, it was noted.

Rep. George Mahoney (D-Ca.) was slated to guide the amended measure to the floor. He said Broadcasting • Telecasting that nearly all House conferees voted for the Senate version. He said he felt, however, that funds for all media should be banned and that the draft could do the job. He pointed out that paid radio-TV drives in newspapers and on radio-

TV. In speaking for his colleagues, he said many conferees complained that the amount of printing and radio programs was of no great benefit to the defense effort. Army and Air Force surveys have indicated otherwise.

A more sore point in the back- ground picture is the feeling of some Senators, particularly Sen. O'Mahoney, that the Appropriations Committee was not apprised.

(Continued on page 32)
THE ATOM is fast becoming an important part of radio and television programming. News of atomic developments lead or are near the top of newscasts with increasing frequency. Public service shows with wide audience appeal are growing as writers and producers tackle the problem of telling the people about the progress, meaning and challenges of the still new atomic age.

An historic “first” was the dramatic documentary, Atomic Bomb, by Frank and Doria Hurley, broadcast over CBS on Aug. 7, 1946—within 24 hours after President Truman had announced the advent of the atomic age in the form of the bombing of Hiroshima.

Since then, and particularly in the past two years, radio and television have rolled up an impressive record of public service programming in the atomic field. Considerable experimenting is under way with actual teaching of nuclear physics and related atomic subjects via television.

A NOther “first” was recorded at Ames, Iowa, on Sept. 28-29, the Iowa Radio News Assn. decided to turn its 1951 annual meeting into the first radio-television atomic energy seminar ever held. There have been 14 of these seminars for various newspaper groups.

For two days, the Iowa radio news editors and their guests will “go to school” for lectures on basic atomic energy, reactors, fissionable materials and isotopes. They will hear—and see—applications of atomic energy to farming, medicine, industry and research. The Atomic Energy Commission is cooperating to provide some of the speakers, headed by Commissioner T. Keith Glennan.

There are some obvious reasons for the growing value of programming in this field. The Radio-Visual Information Branch of the agency’s public information service does try to keep the latest and best “raw material” available for those asking help in planning or writing shows. And it can give security review for any broadcaster or telecaster who has any doubt that a given program may contain “restricted data” within the meaning of the Atomic Energy Act of 1946.

To keep abreast of what is being done, an attempt is made to get scripts of programs dealing with atomic energy. These are studied so that practical counsel may be given when assistance is asked.

A by-product of this activity is a set of script books that constitute an impressive record of the programming that has been done in the atomic field in the past two years. The collection is far from complete and does not contain scripts dealing specifically with civil defense where much fine work has been accomplished.

Here are some of the outstanding scripts on file which give an idea of the range and treatment of atomic subjects on radio and television.

**Radio**


This New World of Atomic Energy. Eleven programs tracing the advent of the atomic age produced by WLS Chicago and broadcast over that station’s famed School Time from February through April of this year. Aimed at upper elementary grades, and directed by Jomophone Stafford. Manager Glenn Snyder made entire series available to the tape network of the National Assn. of Educational Broadcasters.

Science Marches On. Six programs in March and July 1949, featuring the activities of the Argonne National Laboratory near Chicago and directed by ABC Chicago.

Atomic Energy. Five programs broadcast during 1950 by WHLI Long Island, giving somewhat the same treatment to work of the Brookhaven National Lab.

You and the Atom. Five thoughtful discussions of various aspects of atomic energy aired by CBS in February 1949.

Practically all of the regular network discussion programs have carried several shows dealing with some phase of atomic energy. Included in this list are scripts from the Chicago Round Table (NBC); Northwestern Reviewing Stand (MBS); Town Hall of the Air and Time for Defense (both ABC); Adventures in Science (CBS), and NBC’s Living, 1949 and Living, 1950.

The subject has been covered also by programs produced by the Rocky Mountain Radio Council, the Lowell Institute Cooperative Broadcasting Council of Boston and in a number of single-shot documentaries by individual stations. Among the last group are E Equals M C Squared broadcast over Texas State Network in October 1949, and After the Atom by Bill Hodapp (now with the Sloan foundation) over WAVE Louisville, Ky., September 1949.

The wide range of important jobs performed at atomic energy laboratories and plants by physically handicapped persons has been treated in two network documentaries. The first, Physical Disability Is Not Job Disability, dealt with Oak Ridge, Tenn., and was aired by MBS in 1949. Last year, ABC carried a 30-minute show from Los Alamos, N. M., covering the same topic. It was the first major network program ever broadcast from what has been called America’s “most secret city.”

**Television**

Atomic Report was a pioneering series of 10 programs produced by WMBR Baltimore, in the summer and autumn of 1949. It covered many phases of the atomic program and featured actual television demonstrations from the camera as well as interviews with leading atomic scientists. The program won the coveted Edward R. Murrow Award.

Note: A revised version of this article, “Television the Atom,” was published in Broadcasting for Oct. 13, 1953. The broadcast segment was from WREX-Jonesboro, Ark. and WBRW-Dallas, Texas.

By CHARLES HESLEP
Chief, Radio-Visual Information Branch, AEC Public Information Service

**Working out sequence for WMR-TV Atomic Report are Producer Ed Miek, Mr. Heslep and Narrator Michael Amrine.**
HACADOL'S ILLS

(See FCC story on page 64.)

HEARING was set last week for 2:30 p.m., Nov. 9 in the U.S. District Court, Northern District of Illinois, for a petition to reorganization filed by the LeBlanc Corp., producers of Hadalol.

The corporation, whose radio properties and newspapers are attached in a multi-million dollar lawsuit, will be heard by Judge William Bondy on the same day.

Anything can happen at the Nov. 9 hearing, officials said, and it was assumed that creditors of the corporation who were expected to file their answer to the LeBlanc request sometime this week would be heard. If the petition is approved, however, the court will name trustees to take possession of the LeBlanc Corp., make an inventory of its assets and liabilities, and fix a time to back the court, and inform interested parties of the findings.

Creditor's May Wait

Company requested reorganization in order to free itself from creditors' court action. An effect could be for the company to have a second chance at getting back to the court, and inform interested parties of the findings.

By DAVE BERLYN

ILLNESS of FCC Comm. Frieda B. Hennoek last week left up in the air the windup of the Senate Judiciary Committee hearings on her nomination to a Federal judgeship in New York.

Word of her illness was given Broadcasting  Telecasting Committee Chairman Pat McCarran (D-Nev.) following last Wednesday's committee session. The Senator indicated that additional meetings would not be held until Miss Hennoek was in better health.

He also said he didn't know whether Miss Hennoek would stand the test to testify.

The Commissioner could not be reached for comment on this.

This development came as the Senate committee, with Miss Hennoek absent for the first time since the committee began its closed door hearings, questioned witnesses in favor of business and public interests.

Two opposition witnesses, both subpoenaed, were called Tuesday morning. They were Judges James G. Wallace and John A. Muller of the New York Court of General Sessions.

They followed other opposition heard nearly a fortnight ago [Broadcasting  Telecasting, Oct. 1].

According to reports, the committee delved into the professional and the personal background of the nominee. It was understood that the committee was in consultation closely about various legal affairs in which Miss Hennoek was said to have been involved before she joined the FCC in 1948.

FCC Witnesses

Witneses Wednesday were Chairman Wayne Coy, Comra. Paul A. Walker and Robert F. Jones, all of the FCC; William A. Porter, of the Washington law firm Bingham, Collins, Porter & Kistler; Julia Hopkins, National Assn. of Women Lawyers; Ralph Steeple, executive director, Joint Committee on Educational Television; and Mrs. Clara Longstreth, national security chairman, National Assn. of Women Professional Womsens Clubs. Mr. Porter represented the Federal Communications Bar Assn.

They were asked merely routine questions, and in instances where people other than FCC members were involved, the committee members were interested in knowing the makeup of the organization and details of its endorsement of Miss Hennoek's nomination.

Still to be heard are witnesses from New York, including Louis S. Posner, New York State Mortgage Assn.; Jacob Holtzmand, New York state Board of Regents; Mr. Judge Agnes Craig, New York City Municipal Court, other New York legal and women's club officials also.

There was renewed talk in Washington circles that the committee might not act on the nomination this session of Congress, due soon to adjourn [Broadcasting  Telecasting, Oct. 1].

This would clear the way for a recess appointment to the New York Southern District Court by the President.

If this happened, it was expected that Miss Hennoek, if appointed, could serve on the bench with pay until the end of the next Congressional term [Closed Circirt, Oct. 1].

After adjournment this session, the Senate will automatically return the nomination to the White House if not acted upon. Then, President Truman during the second session could renominate Miss Hennoek for Senate consideration.

If the Senate then failed to act on the nomination, she would automatically lose her seat on the bench.

Hearing Set for Nov. 9

By DAVE BERLYN

ILLNESS of FCC Comm. Frieda B. Hennoek last week left up in the air the windup of the Senate Judiciary Committee hearings on her nomination to a Federal judgeship in New York.

Word of her illness was given Broadcasting  Telecasting Committee Chairman Pat McCarran (D-Nev.) following last Wednesday's committee session. The Senator indicated that additional meetings would not be held until Miss Hennoek was in better health.

He also said he didn't know whether Miss Hennoek would stand the test to testify.

The Commissioner could not be reached for comment on this.

This development came as the Senate committee, with Miss Hennoek absent for the first time since the committee began its closed door hearings, questioned witnesses in favor of business and public interests.

Two opposition witnesses, both subpoenaed, were called Tuesday morning. They were Judges James G. Wallace and John A. Muller of the New York Court of General Sessions.

They followed other opposition heard nearly a fortnight ago [Broadcasting  Telecasting, Oct. 1].

According to reports, the committee delved into the professional and the personal background of the nominee. It was understood that the committee was in consultation closely about various legal affairs in which Miss Hennoek was said to have been involved before she joined the FCC in 1948.

FCC Witnesses

Witneses Wednesday were Chairman Wayne Coy, Comra. Paul A. Walker and Robert F. Jones, all of the FCC; William A. Porter, of the Washington law firm Bingham, Collins, Porter & Kistler; Julia Hopkins, National Assn. of Women Lawyers; Ralph Steeple, executive director, Joint Committee on Educational Television; and Mrs. Clara Longstreth, national security chairman, National Assn. of Women Professional Womsens Clubs. Mr. Porter represented the Federal Communications Bar Assn.

They were asked merely routine questions, and in instances where people other than FCC members were involved, the committee members were interested in knowing the makeup of the organization and details of its endorsement of Miss Hennoek's nomination.

Still to be heard are witnesses from New York, including Louis S. Posner, New York State Mortgage Assn.; Jacob Holtzmand, New York state Board of Regents; Mr. Judge Agnes Craig, New York City Municipal Court, other New York legal and women's club officials also.

There was renewed talk in Washington circles that the committee might not act on the nomination this session of Congress, due soon to adjourn [Broadcasting  Telecasting, Oct. 1].

This would clear the way for a recess appointment to the New York Southern District Court by the President.

If this happened, it was expected that Miss Hennoek, if appointed, could serve on the bench with pay until the end of the next Congressional term [Closed Circirt, Oct. 1].

After adjournment this session, the Senate will automatically return the nomination to the White House if not acted upon. Then, President Truman during the second session could renominate Miss Hennoek for Senate consideration.

If the Senate then failed to act on the nomination, she would automatically lose her seat on the bench.

By DAVE BERLYN

ILLNESS of FCC Comm. Frieda B. Hennoek last week left up in the air the windup of the Senate Judiciary Committee hearings on her nomination to a Federal judgeship in New York.

Word of her illness was given Broadcasting  Telecasting Committee Chairman Pat McCarran (D-Nev.) following last Wednesday's committee session. The Senator indicated that additional meetings would not be held until Miss Hennoek was in better health.

He also said he didn't know whether Miss Hennoek would stand the test to testify.

The Commissioner could not be reached for comment on this.

This development came as the Senate committee, with Miss Hennoek absent for the first time since the committee began its closed door hearings, questioned witnesses in favor of business and public interests.

Two opposition witnesses, both subpoenaed, were called Tuesday morning. They were Judges James G. Wallace and John A. Muller of the New York Court of General Sessions.

They followed other opposition heard nearly a fortnight ago [Broadcasting  Telecasting, Oct. 1].

According to reports, the committee delved into the professional and the personal background of the nominee. It was understood that the committee was in consultation closely about various legal affairs in which Miss Hennoek was said to have been involved before she joined the FCC in 1948.

FCC Witnesses

Witneses Wednesday were Chairman Wayne Coy, Comra. Paul A. Walker and Robert F. Jones, all of the FCC; William A. Porter, of the Washington law firm Bingham, Collins, Porter & Kistler; Julia Hopkins, National Assn. of Women Lawyers; Ralph Steeple, executive director, Joint Committee on Educational Television; and Mrs. Clara Longstreth, national security chairman, National Assn. of Women Professional Womsens Clubs. Mr. Porter represented the Federal Communications Bar Assn.

They were asked merely routine questions, and in instances where people other than FCC members were involved, the committee members were interested in knowing the makeup of the organization and details of its endorsement of Miss Hennoek's nomination.

Still to be heard are witnesses from New York, including Louis S. Posner, New York State Mortgage Assn.; Jacob Holtzmand, New York state Board of Regents; Mr. Judge Agnes Craig, New York City Municipal Court, other New York legal and women's club officials also.

There was renewed talk in Washington circles that the committee might not act on the nomination this session of Congress, due soon to adjourn [Broadcasting  Telecasting, Oct. 1].

This would clear the way for a recess appointment to the New York Southern District Court by the President.

If this happened, it was expected that Miss Hennoek, if appointed, could serve on the bench with pay until the end of the next Congressional term [Closed Circirt, Oct. 1].

After adjournment this session, the Senate will automatically return the nomination to the White House if not acted upon. Then, President Truman during the second session could renominate Miss Hennoek for Senate consideration.

If the Senate then failed to act on the nomination, she would automatically lose her seat on the bench.
NBC RADIO

Reaches Most, Slide Show Claims

THE IMPORTANCE of network radio as "the most taken-for-granted advertising force in the land" and the importance of NBC because millions are reached by NBC Radio than by any advertising force in the world," including television, are stressed in "This Is NBC," a 31-minute color slide-sound presentation. The slide show was previewed Thursday for the advertising press in New York prior to showing to advertisers and agency representatives.

To prove the superiority of radio over television as a mass medium, for example, the presentation points out that in present TV markets "there are more homes with just radios than homes with both radio and television."

"Outside of the TV area there are over 100% additional homes with radio as compared with the advertising potential audience available anywhere," NBC claims.

Between 7 and 10 p.m. a radio set is on in one out of every five American homes, NBC states, with this and other extra-room listening, plus car radio and other out-of-home listening adding 54 million people to the 42 million American radio homes.

This gives the radio advertiser a total of "96 million outlets for your sales message truly blanket complete America."

Not this picture changing, NBC cites Radio-Television Mfrs. Assn. figures showing that in the first six months of this year, "Americans were buying radio at a 10% faster clip than during the same period of 1950. In fact, they're buying more twice as many radio sets as they were television sets last year.

Noting "advertisers take nothing at face value—they measure media by potential and delivered audience," the presentation avers that out of every 25 people: 4 read Los Angeles Times, 5 read New York Times; 8 watch NBC Television; 12 listen to Mutual; 14 listen to the ABC Radio Network; 17 listen to CBS; 10 listen to NBC.

Translating this into people reached per dollar of advertising expenditure, NBC reports that for a budget of about $22,000, the cost of some 1,000 radio spots, an advertiser can buy a half-hour TV show on the 15 largest NBC-TV stations, to reach 5,828,000 people; or a two-color full page in Life, to reach 6,200,000 people; or a two-color half-page in the metropolitan group of Sunday supplements, to reach 7,915,000 people. If he spends the $22,000 for a nighttime half-hour show on the full NBC Radio Network, the report said, he can reach 7,794,000 people.

John K. Herbert, NBC vice president and director of radio sales, who delivered the NBC radio story in his own voice, specially recorded in the presentation, noted that most of NBC's nighttime shows cost less than $25,000, with daytime costs far below that figure. He also stressed that a 13-week contract is no longer necessary but that "you can sell your product over NBC for as long or as short a period as you desire."

"One of the new uses of radio," Mr. Herbert said, "is the 'saturation campaign'—a technique of concentrated advertising designed to reach nearly 25 million people a week with a one-minute commercial plus opening and closing "billboards" on three evening shows "at the lowest cost per listener."

Mr. Herbert said the shows are Mr. Keen, Tracer of Lost Persons, Martin & Lewis, Big Show.

New programs, like the mystery show Barrie Crane and the Bob and Ray comedy series, and old favorites, such as Fibber McGee and Molly, Dugy's Taverns, Bob Hope and Jimmy Durante, including almost the complete roster of NBC commercial programs, are covered by the presentation, with the stars delivering recorded messages.

The slide show presumably hints NBC's 25 years of network operation and its host of long-time programs and sponsors. Conceived by Jacob A. Rabin, manager of NBC radio advertising and promotion, the presentation was produced by Hank Shepard, supervisor of NBC radio sales promotion, assisted by John D. Rabin, sales director, and by Jack Cleary. Bernard Green composed the musical background and led the NBC orchestra.

HOWARD CHENEY
Adman Dies in Sleep

HOWARD W. CHENEY, 47, executive vice president and West Coast manager of Erwin, Wasey & Company, died in his sleep at his Beverly Hills home early last Tuesday morning.

West Coast manager of Leo Burnett Co., he resigned and joined Erwin, Wasey & Company May 15. Well known in West Coast advertising, at one time he was account executive of Foote, Cone & Belding, before he headed the advertising department of Lockheed Aircraft, Burbank.

Besides his widow, Bettina J. Cheney, surviving are his father, William D. Cheney, Los Angeles, Calif., and a sister, Mrs. Charles E. Mills, Washington, D. C.

Wayne Coy
States Correct FCC Stand on S. 1563

The only effective method of meeting the problem of disseminating gambling information is to prohibit such transmission by statute, which would be enforced by the Dept. of Justice, according to FCC Chairman Wayne Coy.

The position of the Commission as well, Chairman Coy said in a letter to Broadcasting + Telecasting. The letter was designed as a follow-up to an impression left by a story which said a Senate bill (S 1563) requiring Dept. of Justice licensing was in line with Chairman Coy's recommendation.

Text of Chairman Coy's letter follows:

EDITOR:

In the BROADCASTING + TELECASTING issue of Oct. 1, 1951, there is a news item on page 50 headed "Anti-Gambling Bills," in which it was reported that the Senate Interstate and Foreign Commerce Committee approved four bills. It was stated, in reference to one of these bills, S. 1563, relating to the licensing of persons engaged in the dissemination of gambling information that Chairman Coy had written a letter to the FCC, stating that it would transfer the licensing authority from the FCC, as originally intended, to the Justice Dept.

It is, therefore, not true that it is "this issue is on line with Chairman Wayne Coy's recommendation."

The quoted statement is not correct because it is true that it was inadvertent and arose only out of a mistaken understanding of the position taken by me in behalf of the Commission. Our position with respect to any bill that will license persons disseminating gambling information in interstate commerce is that such dissemination is ineffective and unsound, regardless of what government agency is designated as the licensing authority.

We have taken the position that the only effective way to deal with this problem is by statute prohibiting the transmission of certain defined types of gambling information. Such a statute would, of course, be enforced by the Dept. of Justice in the same manner that all other criminal statutes are enforced by the Dept. of Justice.

This position was apparently misconstrued by the person who wrote the item in the Oct. 1 issue of BROADCASTING + TELECASTING to mean that I was of the view that licensing functions in S. 1563 should be administered by the Dept. of Justice.

So that the record may be entirely clear, I should like to point out that the Commission, in the spirit of a bipartisan approach regardless of whether the responsibility to issue licenses is in the FCC, the Dept. of Justice or any other Federal agency.

I am sure you will want to correct the mistaken notion that may have been created by the above quoted statement.

Quarter-century service to health education by NBC is marked by presentation of citation to Niles Trammell (r), chairman of NBC board; W. W. Bauer (l) of the American Medical Assn. [BROADCASTING + TELECASTING, Oct. 1]. Award was made at close of special documentary, Worthy of His Hire, relating to employment of the physically handicapped, heard Sept. 23.

Mestre Honored
Given EAA Award

GOAR MESTRE, head of the CMQ Radio Network in Cuba, CMQ-TV Havana and president of the Inter-American Assn. of Broadcasters, last Friday received the Export Advertising Assn.'s annual award for outstanding achievement in international advertising and marketing.

Mr. Mestre was presented the award at an EAA luncheon in New York's Plaza Hotel, at which Thomas D. Cabot, director of International Security Affairs, Dept. of State, was principal speaker.

Third annual EAA survey conducted among 1,000 foreign business leaders in the U. S., was reported by William Kapp of Gotham Adv. Co. Thursday, afternoon, over CBS radio, in EAA convention. For the third straight year, foreign ad budgets will be increased, with 9 out of 10 businessmen making increases this year as compared with 8 out of 10 last year. Over two-thirds say their sales this year stand more than 10% ahead of 1950, while the rise attributed to American subsidiaries in markets abroad as well as export from the U. S.

Exporters still list trade publications as their favorite advertising medium. Spending less than 5% of their sales' income on advertising, exporters are earmarking about as much for TV this year as they did last.

FCBA Outing

ANNUAL fall outing of the Federal Communications Bar Assn., was held Saturday at Twin Oakes, Vienna, Va., estate of Horace L. Lohnes, partner in the Washington radio law firm of Dow, Lohnes & Dow, Lohnes & Dow, the government officials attended. Mr. Lohnes, a past president of FCBA, last week was elected president of the George Washington U. Law Alumni Assn. for 1951-52.
THOROUGH exploration of all types of insurance for stations, ranging all the way from towers to personnel, is under way at NARTB. President Fellows told NARTB District 14 at its opening session Thursday in Salt Lake City.

The district opened a three-day meeting with William C. Grove, KFBC Cheyenne, Wyo., presiding as district director. Hugh Terry, KLZ Denver, participated as NARTB's alternate in charge for medium stations. Attendance reached 108 the first day.

Savings ranging from 30% to 50% under current insurance rates may develop from the NARTB plan, Mr. Fellows said. He described it as an effort by NARTB to save "honest dollars" for stations. NARTB is studying group employment and libel insurance, among other types.

In the case of tower insurance, he said large savings are possible if structural engineers can be committed, with a group of companies secondarily underwritten by Lloyds of London. He told of one case where $60,000 tower insurance involved a $1,500 premium annually for three years as against less than $1,000 a year under the NARTB plan.

Tower insurance would take into account the relatively higher hazards in some parts of the country, Mr. Fellows said, but benefits would be generally pro-rated.

Urges Follow-Through

In a question-answer session the NARTB president urged an industry-wide follow-through against the Benton censorship and related legislation undermining the economic stability of the medium or affecting its freedom.

Answering the question, Frank C. McIntyre, KLIX Twin Falls, Idaho, he said NARTB is investigating Western Union rate increases. Mr. McIntyre said baseball line rates have increased.

Several members complained Western Union had increased the rates without notice. Mr. Fellows said he had heard of the new rates during the District 9 meeting Sept. 17-18 at Highland Park, Ill. He added that Robert K. Richards, NARTB public affairs director, had been assigned to investigate the matter.

Director Grove named the following Resolutions Committee: James Russell, KVOO Oklahoma City, chairman; Bert McAllister, KRPL Oklahoma City; Carl Wilkins, KGYG Wichita; William Kemp, KVER Alburquerque; Don Hathaway, KSRR Casper, Wyo.; Harold E. Fellows,(a) and T. Lawrence Gardner, KTP Portland, Ore.

World Series games were viewed at the Thursday-Friday luncheons on TV receivers set up by KDSL Salt Lake City.

After the Western Union discussion, floor discussion went ahead at a lively pace. Featuring of newspaper reporters in radio programs was criticized, with suggestion that radio reports be featured in dramas. Joe Wilkins, KFBC Cheyenne, said broadcasters do everything except influence politicians favorably when they charge premium rates for political advertising.

Since he had started charging the one-time rate, with no cash required, he has been getting along better with politicians, Mr. Wilkins said. Art J. Moby, KGVO Missoula, said he had been following newspaper practice, but added some papers charge three or four times the regular rates for political space. Cancellation of business and other problems of political time were cited.

Political Time Rates

President Fellows urged stations to charge equitable rates for political time but said special situations in each locality must be taken into account.

Mr. Richards reviewed NARTB's new administrative setup and described headquarters activity. In a talk on radio news he offered a formula for expansion of news service.

Speaking on the Benton legislation, Mr. Richards said: "If newspapers had been attacked by such legislation they would have knocked it down in 80 minutes." A TV panel was held on the afternoon of the first day, with KDYL-TV and KSL-TV, the two Salt Lake City stations, manning the panel. Mr. Terry served as moderator. Taking part were Gene Halldiell, Wayne Richards and Vince Clayton, all of KSL-TV, and George Provol, Danny Rainering and Alan Gundeon, all of KGVO. They covered commercial, program and engineering topics. Richard P. Doherty, NARTB employee-relations relation, also handled TV costs.

Penalize Benton-Fire?

In a reference to the Benton legislation, President Fellows, answering a question from the floor, said it would be "most unfortunate" if Associated Music Publishers or Musak, both Benton enterprises, were penalized because of the Senator's crusade for "reforms" in radio and television. Hedeprecated the Benton objectives of attempting to undermine the future of radio and television but felt that the services of suppliers "should be bought on intrinsic merit."

Mr. Port's voice was in full force, NARTB President, was on the Friday agenda. Mr. Doherty conducted his session on sound management practices. In the afternoon William B. Ryan, president of Broadcast Advertising Bureau, conducted a sales session.

Saturday was devoted to an all-day workshop under direction of Al Meyer, KMYR Denver.

BROADCASTING  Telecasting

SELF-REGULATION of broadcasting and telecasting is the inevitable responsibility of those engaged in these professions, Harold E. Fellows, NARTB president, told the Salt Lake City Kiwanis Club Thursday in free speech inherent in the legislation who fail to recognize the high trust inherent in their dealings with the people. "Such as these by their unwise stewardship wantonly waste their greatest economic resource—the public support and confidence in the daily output of their transmitter and presses. There came no convincing defense before the bar of American public opinion for continuing mediocrity or downright offensive programming and journalism."

"But judgment, preference and economic decision affecting the press and radio, under our American system belong to the people—all of the people, and not to the government. By their daily individual decisions and free choices they exercise a type of control, which while sometimes less dramatic than that of a bureaucratic government censor, is nevertheless inexorable and in its expression be the unfettered voice of the free people, an index of sustaining influence and your informed participation in the onward march to preserve our free mass media, the sentinels of democracy."

GLADE'S WELCOME

Offers Radio Commandment

BROADCASTERS of the Mountain District were officially greeted by a fellow broadcaster Thursday when they convened at the Hotel Utah, Salt Lake City. Formal welcoming address was made by Mayor Glade, who was mayor of Salt Lake City and first mayor of KSL Salt Lake City. He retains a KSL directorate.

Mayor Glade offered an 11th commandment for radio: "Thou shalt deliver the goods." He cited the five great responsibilities of radio management as follows: Fair pay, opportunity to progress, recognition of personnel, participation of personnel in operations, security.

He admonished broadcasters and telecasters to be "careful" because of their tremendous responsibility to the public. At one time he was chairman of the NAB code committee.

WXXK EXCEPTIONS

Still Using Full Power

SLIGHT modification of the directional antenna of WXXK Albany, N. Y., would satisfy all interested parties. It is proposed to continue with its present 10 kw fulltime on 850 kc, the station claimed in exceptions filed last week with the FCC.

Exceptions were made to a hearing examiner's initial decision proposing reduction of nighttime power under program test authorization to 1 kw [Broadcasting * Telecasting, Oct. 1].

Until oral argument is heard by the full Commission and a final decision is rendered, WXXK continues operating with present 10 kw day and night.

Station also took issue to the examiner's conclusion that no valid reason had been advanced to support the request for a waiver of test authorization regulations regarding operating efficiency.

Objections to present and proposed WXXK operation were made by KOA Denver and WHDH Boston. Both have 50 kw on 860 kc, the latter with directional antenna.

15 kc Taped Music

MUSIC recorded on 15 kc taped music, the first time anywhere by WABF (FM) New York last week, according to station. Program was possible only on FM since another station alone is capable of reproducing the wide range of frequencies present in 15,000-cycle tape, dictated as delivering the maximum music reproduction to date, station said. Recorded for the most part in "Fidelio," the music is derived from Beethoven's symphonies to Ravel quartets.

October 8, 1951  Page 29
AN INVENTORY of two million TV receivers and three million radio sets will help offset temporary production decreases resulting from the increase in military demand upon electronics manufacturers. Meanwhile, consumer demand in the radio-TV market "has not been high enough to eliminate some unemployment in the industry."

These facts were outlined by Defense Mobilizer Charles E. Wilson in his third quarterly report on defense mobilization. The report, titled "Three Keys to Strength," was submitted to President Truman last Monday. The three "keys," as described by Mr. Wilson, are maximum production, stability of economy and free world unity.

Outlining progress in various government programs, Mr. Wilson noted that in electronics a comparatively small number of "high-cost complex" radar systems account for 60% of the production dollar. "Deliveries to date have been relatively low," he explained, "while the industry expanded its plant and completed its tooling." By next summer, however, the delivery rate should triple, he predicted, noting that new electronic-controlled weapons now are in use.

Moreover, tax write-off certificates totaling some $400 million worth of projected investments have been issued by the government. They would permit industry to expand for "most urgently needed military end items" and complete facilities already underway. Electronics manufacturers have been the beneficiaries in many cases.

With respect to materials, the defense mobilization chief asserted, additional supplies of copper are limited by several delaying factors. Copper allotments under the Controlled Materials Plan had to be extended and prohibited uses. Extension of CMP to all new construction using structural steel will make it possible to direct steel to "more important projects" and an orderly cut-back of non-defense construction.

26% of Requests Ok'd

In the electronic plants field, an average of nearly 26% of the requests were given the go-ahead, with only 11% of steel actually shipped off to commercial construction. Broadcasters who were denied authorization to commence building during the fourth quarter (beginning last Monday) may apply for permission. A number of radio-TV operators already have begun construction, alteration or remodeling work. [Broadcasting • Telecasting, Sept. 24.]

ADMINISTRATION forces, including Economic Stabilizer Eric Johnston and Mr. Wilson, have recommended sharper cutbacks in civilian building. Meanwhile, the National Production Authority is expected to release a compilation this week of over 2,000 denial of requests for materials to start projects.

Turning again to materials, Mr. Wilson held out hope for a surge in nickel inputs. "Every day," he said, "we are closer to the day when nickel will not be in short supply."

The shortage of nickel for receiving tube producers has been brought to the attention of NFA by Radio-Television Mfrs. Assn. The agency, however, had no news to alleviate the critical situation which threatens widespread unemployment of between 15,000 and 18,000 by Dec. 1, barring larger allocations. (Continued on page 80)

IT IS noted that the Radio-Television Manufacturers Association is approving an administration plan for the so-called Capehart amendment. Under the Capehart plan manufacturers could have requested individual adjustments on the basis of increased advertising, labor, selling and other expenses. The bill (HR 2170) was passed, 49-21, and sent to the House after a heated floor fight led by its author, Sen. Homer Capehart (R-Ind.).

The Indiana Republican fought for retention of his own substitute as a compromise between his original plan and that reported by the Senate Banking & Currency Committee. [Broadcasting • Telecasting, Oct. 1, Sept. 24.]

Capehart's Idea

Sen. Capehart suggested that the President be required to issue new regulations revising ceilings within 60 days and allow manufacturers to apply for higher prices beyond July 26 if their labor costs have mounted since that date.

But in the end, the administration prevailed with a new bill that would (1) allow the Chief Executive to determine amount of allowable advertising and other costs on an industry-wide basis, rather than individually; (2) require applicants for adjustments to prove "financial hardship" (or, in effect, those now losing money).

Thus, the President, acting through the Office of Price Stabilization, would not find it mandatory to grant price boosts to individual applicants.

Opponents of the administration plan, including numerous industry and trade groups, have protested
NBC Revamps Policies

(Continued from page 23)

not disclosed. Mr. Denny said the adjustments will be negotiated individually with the stations.

Saying that some stations in TV markets will get rate boosts under the plan, Mr. Denny asserted that "our formula provides a basis for rate adjustments which can be made in terms of measurable factors and will conform to the changing values of network radio. Advertisers and stations will have the assurance that the network rate structure will continue to reflect circulation values of the medium and will maintain the value of an NBC franchise."

He said NBC proposes to put this new rate structure into effect as soon as practicable, but no target date is possible because individual negotiations with stations are required. He expected several months would be required.

However, he continued, complete implementation of the rate plan will not be possible until sales changes in the total network rate the advertiser pays. It will put individual station rates in proper relation to each other and change range values in introducing stability and objectivity in the network rate structure, he said.

In reclassifying stations, the network plans to eliminate the present "Basic Station" category, which now consists of 29 outlets which are "must buys." Existing supplementary classifications also will be eliminated.

Grouping Changed

Instead, a group of stations—estimated at 40 to 50, including 26 of the present 29 "Basics"—will be designated "Primary" stations. This as yet unidentified group consists of stations which ranked highest in "grades" based on a large number of carefully calculated and consistently applied factors relating to the individual station's network, homes coverage, audience circulation, and economic importance of the market involved, NBC explained. The "Primary" stations, as a whole, it was said, represent a "distinctive" group of NBC's top-ranking facilities which deliver basic nationwide coverage, represent the most important markets, and furnish circulations in these markets at the lowest cost-pertarget.

The remaining affiliates, herebefore classified as Basic Supplementary and Group Supplementary, will be reclassified in a consolidated "Supplementary" group which provides "important supplementary coverage in addition to that provided by the primary station."

This new group will be classified as either "Basic," a new and established known as "Premium" stations to give added depth of coverage in less important markets. Each "Premium" station is previously called "Bonus." These will be stations which "do not individually deliver a sufficiently large or a sufficiently valuable audience to justify a network rate," NBC said.

Mr. Denny noted that "by this reorganization of the network structure, NBC stations will be classified in logical, functional groups which reflect their relative values to the network advertiser."

In abandoning present requirement to pay a minimum price, the new plan provides that NBC will set up a new approach—one which is determined to be a fair market price. In other words, it will be determined to be a fair market price.

Mr. Denny stressed that NBC and SPAC are confident that the values offered by NBC stations are such that they need no "must buy" requirement for protection.

"With this basic change in policy, a great forward step has been taken to make network radio completely responsive to current advertising needs," he said. "We will show [advertisers] that each station on the NBC network is a valuable buy on its own merits; that each serves an individual function in delivering effective coverage of its particular market, and together provide more comprehensive and economical network coverage than any other medium can offer."

The decision as to which facilities a national advertiser needs to meet his particular advertising objectives is one that should rest with him after he has all the facts. By giving him freedom to exercise that choice, we believe that we can enhance the value of our network medium in the advertising world."

NBC said the studies confirmed network radio's effectiveness when used on a regular, individually sponsored basis, but that the network can also serve a greater number and broaden its base by diversifying its offerings.

With that in mind, Mr. Denny reported, the "per-program" sales plan is being offered to permit advertisers to buy a single program of certain established shows, or to buy as many less than the established 13-program cycle as they desire.

Two programs are available for this type of sponsorship effective immediately—the 7:7:30 p.m. segment of The Big Show on Sundays, and the new Barrie Crane mystery at 10:30 p.m. Wednesdays. On the basis similar to CBS's offer of the Red Skeleton Show, these two may be ordered for a single broadcast, on an alternating week basis, for a series of consecutive broadcasts of less than 13 weeks, or for a series of non-consecutive broadcasts.

Barrie Crane on a one-time basis similar to CBS's offer of the Red Skeleton Show, these two may be ordered for a single broadcast, on an alternating week basis, for a series of consecutive broadcasts of less than 13 weeks, or for a series of non-consecutive broadcasts.

"Big Show' Rates

The half-hourly average on The Big Show—the other two half-hours already are sponsored—is offered at a time-and-talent price of $21,600 for the complete 30 minutes on the complete network, or $12,900 for a single 15-minute segment.

Per-program sales, it was pointed out, may be used advantageously by advertisers who want to give special promotional support to a peak selling season, to launch new products, or to get a new advertising story under way. This type of sponsorship also uses network radio within reach of budgets unable to support a full 13-week series.

Under the "Minute Man" plan, NBC will supply affiliates with programs featuring nationally known entertainers, to be sold locally on either an announcement or sponsorship basis. Suitable for recording by stations for delayed broadcast as desired, these programs will be offered to the affiliates on a "pay as you sell" plan. Each will pay an established charge for each announcement sold, and an established charge for each program sold on an individual negotiated basis.

The prices were not announced, but NBC said the charges would be fixed at levels making them more economical than comparable properties from any other source. "Minute Man" programs which aren't sold locally will continue to be available on a sustaining basis.

Present plans, it was reported, contemplate 1 1/2 hours of strip programs Monday-Friday between 12:15 and 1:30 p.m. and 6:15-6:45 p.m.; an hour-long children's show, 9-10 a.m. and 10-11 a.m., and a new music review 6:15-6:30 p.m. (Saturday all New York times)—for a total of 40 quarter-hours weekly, containing at least 119 one-minute daytime and early evening availability for local sales.

A half-hour afternoon Kate Smith show and a new Saturday morning Dickie Sauer show, supplemented by the Carson Carlson show, will be among "Minute Man" programs, Mr. Denny disclosed.

Additionally, evening programs for sale by the stations scheduled in the 10:30 p.m. periods will be converted from network time to station time. These programs will be 30 minutes in length, each to carry three one-minute announcements.

Can Position Spots

"Under this plan," Mr. Denny said, "national and regional advertisers can position their spot announcements in a standard program vehicle with which they and their agencies are familiar. Spot commitments will be based on a designated Minute Man properties instead of consisting of announcements in a variety of unrelated local markets, thus eliminating the buying of spots for placement on NBC affiliates in whole areas which will certainly be facilitated.

"In addition to the provision of this new type of program service for local sale, NBC is expanding the chainbreak time preceding a number of designated evening sustaining programs to 10 minutes. This will extend the period of coverage for the evening announcements by stations that have a total of one minute for sale.

This will be done by starting these sustaining programs 40 seconds late, so that in each case the one-minute adjacency will precede the sustaining programs selected."

October 8, 1952 • Page 31
Security Order
(Continued from page 28)

gie information about battle plans. Time after time President Tru-
man referred to the fact that 95% of our secret military information
has been published in news media. He said a Yale survey of printed
material was submitted to Central Intelligence Agency, which sup-
plied the 95% figure after a care-
ful analysis.

Republican legislators on Capitol Hill took the lead in pointing to
the dictatorship we're now seeing. They were joined by Senator
William Benton (D-Conn.), who recently issued an advocate of a
cesspoo procedure for broad-
casting and telecasting.

Sen. John W. Bricker (R-Ohio) de-
ounced the Presidential order Tuesday in connection with legisla-
tion designed to repeal the dis-
pputed mandate.

Sen. Benton said President Tru-
man's order was an attempt to
impose "a disgusting Iron Curtain" around government agencies. His
bill (S 2190) was co-sponsored by Sen. Homer Capitoahl (R-Ind.) and
Sen. Homer Ferguson (R-Mich.). It was referred to the Executive
Expenditures Committee. Similar bills (HR 5504) was introduced in

The President's order parallels moves taken in Russia, Argentina,
India and Hitler Germany. Sen. Bricker described it as "un-
worthy of a President of the United States, whatever his motives may
be. It is an insult to the Congress,
to the world's press and to the
free people. It is subversive in
every sense of the word.

Cites 'Suppression'

"The sweeping nature of this executive order suggests that Mr.
Truman is not content to stop suppressing information relative to
corruption, disloyalty and the gen-
eral incompetence which is the crime of the administration," he said.

Rep. Henry O. Talle (R-Iowa) told the House it seemed signifi-
cant that "the lid of secrecy is being clamped down even as Con-
gressional committees are sifting charges of corruption in the Tru-
man Administration." The order is "illegitimate," he said.

Sen. Benton, speaking in the Senate Wednesday, said a "peoples'
advocate" should participate in the security machinery, fighting as hard
against the release of information as some officials have been known to fight to suppress it.

He said he had fought for this type of reform when he was As-
stistant Secretary of State. He
recommended elimination of the "restricted" category applied to
many government documents, terming it an "aburdity" that is often
carelessly handled and invites "sloppy decisions in marginal cases."

The "peoples' advocate" tech-
nique would be applied by appoint-
ment of an additional civilian
member of the National Security

Council "whose function would be
continuously to advance the pre-
military sense of the public right to
information; to review the pro-
cedures regularly; to argue the
case for disclosure, instance by in-
stance on important matters; to
force a clear statement of the reasons for secrecy; to review cases of withheld information reg-
ularly to determine whether the need for secrecy had passed and to
provide the right of appeal to the full Security Council in dis-
puted cases.

The counsel member, he proposed, would be named vice chairman.
"The American people today need such a top-rank advocate of the
eeople's right to know," he said. "He should have a counterpart in the
various key government agen-
cies. The right of the people to
know what is going on in govern-
ment is classic American democracy.

"This doctrine," he added, "must be periodically restated and re-
furbished."

About 30 Republican Senators last week signed a GOP manifesto
pledging to fight for freedom of
speech and the press.

NARND Asks Repeal

The National Assn. of Radio
News Directors, through President
Ben Chatfield, WMAZ Macon, Ga.,
asked Congress for speedy approval of
legislation repealing the Presi-
dent's security order. Mr. Chat-
field wrote the President that radio
news directors recognize the need for military secrets, but that "no peace-loving American news-
man will do anything to void that
security."

Joseph Short, press-radio secre-
tary to the President who issued the clarifying statement Thursday
afternoon, said a training program is
being worked out for government officials to aid them in interpreting
security regulations.

About information from Con-
gressmen and Senators? The Presi-
dent ducked that one by saying he
couldn't answer such a question,
but he kept pounding on the na-
tion's peril and the need of keeping
secrets from the enemy. He said
Associated Press should not have
published any of its material about
the latest Russian atom bomb
explosions, explaining its own an-
nouncement went as far as security
permitted.

Summing it all up, the President said he is trying to keep us from
being wiped out.

Joseph Short Statement

TEXT of statement issued Thurs-
day by Joseph Short, press-radio
curator to President Truman, in
an effort to clear up some of the con-
fusion over censorship responsibili-
ities of news media:

The President has directed me to clarify his position on security
information as follows:

1. Every citizen—including officials and publishers—has a duty to pro-
tect our country.

2. Citizens who receive military in-
formation for publication from re-
 sponsible officials qualified to judge the
relationship of such information to the national security may rightful-
ly assume that it is safe to publish the
information.

3. Citizens who receive military
information from sources not hav-
ing the necessary responsibilities and qualifications to evaluate such
information should, as loyal Americans, exercise the most careful judgment in determining the safety of publish-
ing such information.

4. The recent Executive Order on
classified information does not in any way alter the right of citizens to pub-
lish anything.

MEMBERS of Teamsters Joint Coun-
cil, Chicago, is sponsoring entire
Notre Dame Football schedule on
WCFI, Chicago Federation of Labor
station. Contract, first for station,
also is precedent for council, a labor
control body of some 50 locals.

Recruiting Ads
(Continued from page 25)
of the Defense Dept.'s plans for
radio advertising through the year
it was pointed out, again, that funds for
fiscal 1951-1952 were not requested for
programs since they were
obligated last year. The Wyoming
Democrats apparently was not ap-
 prizes of this fact.

Aside from NARTB, other fac-
tions are watching conferences' ac-
tions with more than passing in-
terest. These include Grant Adv.,
the U. S. Chamber of Commerce and
newspaper groups. Feeling in some quarters is that the
O'Mahoney proposal opposes the very principle that advertising me-
dia have been used to "sell" the
American public on various campa-
gains throughout history.

The case for radio was developed along these lines by military rec-
ruiting authorities: Programs and spots have brought in many re-
cruits. Volunteer recruiting is,
over the long run, economical be-
cause volunteers serve longer than draftees. Hence, radio advertising is
worthwhile.

Additionally, a Defense Dept.
survey showed that volunteer be-
came interested after hearing radio announcement, and that listeners
wrote to recruiting stations after hearing them.

If the bill is permitted to pass unamended, forms similar to the
American form newspapers would stand to gain $525,000 or 25% of the recruiting budget and magazines $420,000 or
20%.

The current controversy was re-
ported to stem from The Shadow, an
MBS program formerly spon-
sored by the Dept. of Defense. This
mystery series drew the attention of
Sen. George D. Aiken (R-Vt.), a
former avid listener who pro-
tested he would like The Shadow
better if it was paid for by the
taxpayer. Sen. O'Mahoney then
promised to look into this and other programs.

RTDG, ABC PACT
Salaries Boosted

SUBSTANTIAL increases were won by 14 ABC Hollywood radio
directors in the new contract signed with Radio and Television Direc-
tors Guild. The two-year contract, retroactive to Jan. 15, awaits Wage
Stabilization Board approval.

Terms call for increase in basic weekly salary from $81.25 to $110
for first year directors; $97.50 to $120 for after the first year. The
network employs no staff associate directors now but salaries for as-
sociate directors were increased from $70.42 to $90 for the first year;
$86.25 to $105 for after the first year.

Ratio also was set in the con-
tract calling for one associate direc-
tor for every three directors. Con-
tacts also included a new com-
mercial fee schedule for network
shows. According to schedule,
minimum fee for a half-hour trans-
continental network show is $115.
Autumn Magic!

for listenership... ...for sales!

WJR

the

GREAT VOICE
of the

GREAT LAKES

There is something about a University of Michigan or Detroit Lions football game that causes radios to snap on all over the Michigan-Great Lakes area. This year, as in the past, these millions of listeners will have their dials set to WJR. This means that advertisers—already accustomed to WJR's audience leadership—will attract a vast new audience, and get the attentive ears of thousands of new sales prospects.

Yes, WJR gets more listeners—day after day, month after month—than any other station in its market. And WJR holds these listeners by smart showmanship and programming. Get the largest possible audience for your sales messages. Buy WJR, the Great Voice of the Great Lakes.

Remember... first they listen... then they buy!

FREE SPEECH MIKE

WJR—now celebrating 25 years of service to home and nation

October 8, 1951
It pays to buy the giant
And in the Chicago market the giant economy size is WBBM. For WBBM consistently delivers more listeners* at less cost for more leading advertisers* than any other Chicago radio station...more customers at less cost than any other Chicago station or major advertising medium. WBBM*

*WBBM's average weekly rating and share of audience more than equal those of Chicago's second and third radio stations combined (Pulse: Jan.-June 1951).
†958 listeners-per-dollar for the average daytime quarter-hour Monday-through-Friday strip: more customers at less cost than any other Chicago radio station or major medium.

*WBBM has been Chicago's Most Sponsored Station for twenty-five consecutive years. All details on request.

*Chicago's Showmanship Station - 50,000 watts 780 kc • CBS Owned Represented by CBS Radio Spot Sales
KPRO SUIT

Trial Date Expected

TRIAL date for the $500,000 triple damage suit of Broadcasting Corp. of America, operator of KPRO Riverside, against San Bernardino (Calif.) Broadcasting Corp. (former licensee of KITO) and others (Broadcasting • Telecasting, July 9, Aug. 20), is expected to be set in U. S. District Court at Los Angeles sometime next month. Violation of Sherman Anti-Trust Act is charged.

The plaintiff charges that the defendants during 1947 and 1948 conspired to injure KPRO's business, and restrain its trade in interstate commerce by unfair competition and false representation in violation of the anti-trust laws. Suit further cites that KITO's former management induced ABC to switch affiliation from KPRO to KITO “by exhibiting certain fraudulent and false audience survey materials.”

This survey material, according to the suit, was used in raiding advertising accounts of KPRO and to divert prospective advertisers from that station. KPRO allegedly suffered actual damages of $171,000, the suit charges, but triple that amount is asked for under Section 7 of the Sherman Act. Attorney fees, amounting to $51,300, also are requested.

Also named as defendants in suit are Carl E. Haymond of Tacoma, Wash., former operator of KITO and licensee of KMO Tacoma; his son, Carl Dexter Haymond; George Lindemann, former manager of KITO; and Robert S. Conlan & Assoc., Kansas City, radio audience survey organization.

PROOF that KWNO Winona, Minn., literally takes to the air to cover out-of-town baseball and football games is shown here by two members of the sports staff. Sportscaster Chuck Williams (l) hoists remote broadcast equipment to announce H. Rod Hurst prior to a 100-mile flight of its Escoupe to Austin. Flying “dramatizes” KWNO play-by-play sports coverage, saves time and is a “most enjoyable means of hitting the road,” Mr. Williams says.

McFARLAND BILL

Renewal Provisions Under Study

HOUSE Interstate & Foreign Commerce Committee, flirting with the application renewal provision of the Communications Act, wound up last Wednesday by calling FCC Chairman Wayne Coy, Comr. Paul A. Walker and Robert F. Jones for explanations. Viewpoints were requested when the committee, in executive session on the so-called McFarland Bill (S 658) to reorganize FCC procedures, was faced with Sec. 6 of the bill and two amendments sponsored by committee members (Broadcasting • Telecasting, Oct. 1).

The committee has been marking up the Senate-passed bill the past fortnight (Broadcasting • Telecasting, Oct. 1). The bill provides that Commission action on renewals would bear on its finding whether the public interest would be served. The applicant for renewal, however, would no longer have to make the same presentation as required of original applicants.

The “amendments,” so described by a committee source, were offered by Reps. Dwight L. Rogers (D-Fla.) and Robert Hale (R-Me.). Rep. Rogers’ amendment would eliminate renewal of license after a prescribed period of time, permitting the FCC to inquire and hold hearing on any broadcast license at any time. However, FCC would have to show cause why the public interest was not being served.

It was reported that Comr. Jones, who long has advocated such procedure, upheld the Hale position. One of the conferees disclosed it was the consensus of committee members that there might be a few changes in the bill, but that it would be substantially the same measure when reported.

This authority also said he doubted seriously whether the bill would “get out of committee this year.” However, it has been conceded that if the committee finishes its initial study of the legislation, the bill will have a good chance for second session of the 82d Congress.

CENTRAL OHIO FOLKS LIKE TO DRESS UP

WITH OVER $67 MILLION WORTH
OF WEARING APPAREL ANNUALLY

It’s always an Easter Parade for Central Ohioans. They spend $67,303,000 annually on everything from short to shoes, hose to homburgs.

And the newest Hooperatings show WBNS with more of these Central Ohio listeners than any other station. In Columbus, WBNS has the highest percentage of listeners every night. Ask your John Blair man or write us for information.

Dress up your sales charts, too, with WBNS.

CENTRAL OHIO’S ONLY CBS OUTLET

WBNS

PLUS WELD-FM

Ask John Blair

POWER WBNS 5000 - WELD 53,000 - COLUMBUS, OHIO

Page 36 • October 8, 1951

BROADCASTING • Telecasting
tion time on week-day evenings for both Eastern and Central Time Zone stations would be moved one-half hour ahead, to be from 7:30-10:30 p.m. instead of 8-11 p.m. EST. NBC proposes to start its option time a half hour earlier on week-day mornings, so that the network can utilize 9:30 a.m. to noon EST in both Eastern and Central Zones instead of the 10 a.m. to noon EST now required. An hour of option time also will be sought for Sunday morning. Jan. 1, 1962 is the goal for these changes.

Another half-hour also is proposed as network option time on week-day mornings, by adding the 9:15-9:30 a.m. EST and 12:15-12:30 p.m. EST periods. A shift in afternoons, NBCs proposed option time would change the present 3-6 p.m. EST time reservation to 2-5 p.m. EST for both Eastern and Central Zones. Provided that no afternoon commercial schedules can be shifted by then, the network hopes to effect these changes by Oct. 1, 1962.

Mountain Zone time option periods will remain unchanged.

New morning option time for Pacific Zone stations on weekdays would be 9:45 a.m. to noon and 12:15-1 p.m. PST. Weekday evening periods would be from 6:30-9:30 p.m. PST. The proposed changes are intended to make allowance for the mixed schedule of live and repeated network programs in conformity with local times of network commercial broadcasts.

Will Aid Clearance

"The completion of these plans regarding option time," Mr. Denny said, "will further strengthen the NBC network service by providing more adequate time for network sale and by facilitating plans for NBC commercial programs. The Stations Planning and Advisory Committee has recognized the equity of the changes recommended, and it is now up to us to initiate the individual negotiations to carry the plan into effect," he added. "This we intend to do promptly."

Affiliates represented on the Basic Economic Committee are Jack Harris of KPRC Houston, chairman of SPAC and also chairman of the Economic Study Group; Harold Essex, WJSJ Winston-Salem; Harry Bannister, WWJ Detroit, and C. Robert Thompson, WBZ Buffalo. SPAC members, in addition to Mr. Harris and Mr. Thompson are B. T. Whitmire, WBFC Greenville, S. C.; Milton L. Greenebaum, WSAM Saginaw, Mich.; Howard E. Fill, WFSF Montgomery, Ala.; Ralph Evans, WHO Des Moines and WOC Davenport; S. S. Fox, KDYL Salt Lake City.

NBC officials on the Basic Economic Committee are Mr. Denny; Carleton D. Smith, vice president in charge of station relations; Hugh M. Beville, director of plans and research; H. T. Sjugren, NBC Radio Network controller; Norman Cash, director of radio station relations, and David Jams, assistant to the executive vice president.

**Signal Controls**

House Approves Measure

MILITARY-BACKED signal control bill, which would implement the President's power to seize facilities under the Communications Act, won sweeping approval in the House last Thursday.

The proposal, as sent to the Senate, provides for more stringent penalties for broadcasters and device holders who violate Sec. 606 of the Act, and includes all navigational devices capable of serving as homing aids to enemy aircraft. As now spelled out, this would mean those which radiate in excess of five miles.

The approved bill (S 537) is identical to that reported last month by the House Interstate & Foreign Commerce Committee and forwarded to the Senate, which originally passed it. A conference committee will be set up to resolve differences between the upper and lower chamber versions.

Sets $20,000 Fine

As now constituted, the radiation control plan would set a maximum levy of $20,000 and 20 years imprisonment, or both, for parties convicted of adding the enemy if they so do "with intent to injure the U. S. or cause a defeat of the U. S. armed forces," or if done otherwise in pursuance of Presidential authority would carry a $1,000 fine and one year's sentence for individuals, and $5,000 for corporations. The $50,000 levy was advocated by the House group—the only prime difference in Senate and House thinking.

The sanctions would be specifically added as Subsection H of Sec. 606 of the Communications Act. Inclusion of non-broadcast devices also is made within the framework of Sec. 606.

When the bill arose in the House, the committee pointed out that German scientists now working for Soviet Russia are developing equipment "capable of utilizing electromagnetic radiations to be used in case of war with the United States."
October 25-26: Ohio Assn. of Broadcasters, Cleveland.

October 25-26: AAAA Central Council Annual Meeting, Blackstone Hotel, Chicago.

October 28-Nov. 3: National Radio & Television Week.


October 29-31: IRE-RFTMA Annual Meeting. Papers on noise in TV receivers, suppression of local oscillator radiation and color TV. King Edward Hotel, Toronto.

October 30-31: AAAA Eastern Council Annual Conference, Roosevelt Hotel, New York.

November 2-3: Michigan Assn. of Broadcasters, Fort Shelby Hotel, Detroit.


November 12-14: National Assn. of Radio News Directors Convention, Sherman Hotel, Chicago.


November 29-December 1: Fifth Annual NBC Radio and Television Affiliates Convention, Boca Raton (Fla.) Club and Hotel.


December 1-3: Advertising Assn. of the West, Midwinter Conference, Oakland, Calif.

December 1-5: Assn. of Railroad Ad. Managers, St. Louis.

February 9-20: International Radio and Electronics Exhibition, Bombay, India.

Further information obtained from Consulate General of India, 3 E. 64th St., New York 21, N. Y.

April 26-May 2, 1952: NARTB 30th Annual Convention, Stevens Hotel, Chicago.


June 25-26: Advertising Assn. of the West, Annual Convention, Seattle.

NUMBER OF shows on national radio networks will pay tribute to the state of Pennsylvania in "Pennsylvania Week" Oct. 15-21, the state's Secretary of Commerce, Andrew J. Sordoni, announced last week.

The evening Theatre Guild of the Air (U. S. Steel) salutes the state Oct. 14 as a preliminary to the community festival which gets underway.

On Oct. 15, the Railroad Hour devotes its final announcement to Pennsylvania Week. The same evening, the Telephone Hour will acknowledge the state. On Oct. 29, the Arm- stong Ford's dramatic show will feature announcements as will the Army Recruiting Service.

Still other commentary will be used on the Keystone State by Arthur Godfrey, Bill Slater on Twenty Questions, the Army Air Force Band, Bands of America and by daily news programs of Chevrolet Dealers.

Local stations will broadcast short announcements or station breaks on the theme of what the state has accomplished for the nation's welfare and defense, with longer programs dramatizing the state's history. Memories on television also are slated.

Heading the statewide radio-TV committee is Victor C. Diehm, president, WLJ, and sidewalk chairman include: Roy Morgan, WILK Wilkes-Barre; Charles C. Denny, WERC Erie; James Chambers, WOH Allentown; John S. Booth, WCA Chambersburg; Charles H. Pierce, WLYP Wilkes-Barre; Roger Clipp, WFIL Philadelphia; George J. Foden, WHB Greensburg; Thomas Meitzer, WYMF Lewiston; Jim Murray, KQV Pittsburgh.

Forrest Thayer Jr.

FORREST THAYER JR., 32, costume designer for television and stage, died last Monday in Southhampton (L. I.), hospital officials said, as a result of injuries suffered in an automobile accident Sunday. His home was in East Hampton, L. I.

In addition to designing costumes for television—including NBC's "20/20" and "This Is Your Life"—and stage, Mr. Thayer assisted the producer in designing costumes for such stage successes as "Mr. Hotel", "Out of This World", and "Music in the Air." Surviving are his mother's immediate family, his parents and a sister.

Hudson Names Biow

HUDSON PULP & Paper Corp., New York, names Biow Co., same city, as advertising agency.

BROADCASTING & TELECASTING erroneously reported last week that Kenyon & Eckhardt had been named to handle the account.

ALL-EMPLOYEES variety show, "This Is CBS," will be presented for company personnel Oct. 31 at CBS Studio 50, New York. Producers are Jack Carter and Jay Johnson, who held auditions last week for singers, dancers, comedians, well-known guests and acts. Guests of special interest will be presented for one performance only, neither broadcast nor telecast.

Rivers Names Venn

ROBERT G. VENN has been named by ex-Gov. E. D. Rivers Sr., purchaser of WMIE Miami, to serve as manager of the station upon FCC approval of the transfer application [Broadcasting & Telecasting, Sept. 24, 10]. Mr. Venn had been manager of WMIE prior to announcement of the sale and approval of the transaction. Currently managing WMIE for Arthur B. McBride and Daniel Sherby, present owners, is Hugh Pender, station manager and executive. The WMIE transfer has been set for hearing.

KLIX is klickin' with... both ABC and MBS

Frank C. McIntyre, V. P. & Gen. Mgr. • Twin Falls, Idaho
CONSIDER THE COVERAGE

405,210 radio families in 267 BMB Counties . . .
. . . AND THEY LISTEN REGULARLY!

A Diary Study conducted by Audience Surveys, Inc., showed WNAX received top rating in 439 (88%) of the 500 quarter-hours studied.

This was a 10 to 1 advantage over the second station. Of the 52 stations receiving mention in the Diary Study, listeners liked WNAX best 89% of all daytime quarter-hours . . . 84% of all evening quarter-hours. LOYAL AUDIENCE? WNAX HAS IT!

CONSIDER THE COST:

A one-time, one minute Class “A” announcement . . . . $30.00.
No other radio station . . . OR COMBINATION OF STATIONS . . . in Big Aggie Land can deliver 13,507 radio families for $1.00—(.075¢ per 1000).

DOES WNAX’s AUDIENCE HAVE THE MONEY TO BUY?
Big Aggie Land’s buying income in 1950 was $3,609,826,000.00.

When you buy to sell in Big Aggie Land, remember this: One powerful, dominant radio station, WNAX, assurs complete market coverage of the world’s richest agricultural area. WNAX alone delivers this Major Market in ONE BIG LOW-COST PACKAGE. See your Katz Man today.

THE MIDWEST ADDRESS OF CBS

WNAX—Top Radio Buy in BIG AGGIE LAND

BROADCASTING • Telecasting

October 8, 1951 • Page 39
SPIKING any concepts that television is just another form of radio and will inevitably replace it, Jerry Stolzoff, of the account management staff of Foote, Cone & Ebling, Chicago, called upon members of the Adv. Federation of America to applaud "quick-quick guesses, unproved statements and emotional reactions" with measurements of when and how to use radio based on "facts and sound thinking."

Speaking Saturday at the Federation's second district meeting in Wilkes-Barre, Pa., he termed radio and TV "quite different breeds of animals, with each doing its own kind of job." Despite the impact from television, radio offers low cost per thousand—"I, for one, can see no evidence that radio ever will be replaced by television," he said.

Mr. Stolzoff numbers as major factors in radio's continued strength:

- Radio today is being used by more advertisers who are investing more money than ever before in the history of radio.
- Radio's big power is the power of repetition made possible by the fact that radio delivers more listeners per advertising message than any other leading advertising medium.
- Radio, like all advertising media, works best when used right.

Charging that some discussions of broadcast media are based on speculation, incomplete figures and personal emotion thinking," Mr. Stolzoff said "advertising has grown too big and is growing too fast for any of us to be able to afford to make major decisions on either careless thinking or sheer speculation."

He doubted "we can go along with those who say that radio is the thing that used to be great," and cautioned advertising men to look a little closer at radio and TV.

Acknowledging that "TV has had a marked effect on radio," he said the reasons were: (1) "radio listening is lower at night in cities that have any appreciable number of television receivers" and (2) "some of the big, sweeping statements we have heard about what's happening to radio has put some members of the radio industry on the defensive and some advertisers on the fence."

Pointing out that 1951 was TV's "most dramatic year," he said also that radio the same year grossed "more than at anytime in its history." There is "strong dollar evidence," he added, "that 1951 is going to break that record all over again."

One major factor in radio's potency is that television reaches about three in every 10 U. S. homes, in 65 out of some 180 major trading areas, while radio hits 19 out of every 20 homes and 95% of all homes nationally. Not belittling TV," he termed it a "powerful advertising medium which has become a basic one in only five years."

A second factor in radio's power is that "a lot of advertisers and agency people have not accepted the theory that television is a new form of radio." Television, in his opinion, "is now more radio with sight and motion than is an animated billboard in the home, or a newspaper ad that comes to life and changes scenes."

A comparison of radio and TV should be made on the basis of where the two fit into the overall advertising picture, Mr. Stolzoff said. Claiming there is "no such thing as a best advertising medium," he explained there is only "a best advertising plan" for a particular product and a specific market.

"Powerful Impact"

"Television is a powerful impact medium, and its big value is its power per advertising message when properly used. Generally speaking, however, it is not used for constant day-after-day repetition," he said.

Not many advertising media can claim, as can radio, that "you can reach more people for fewer dollars on a daytime show today than you have ever been able to at any time in the history of the industry," Mr. Stolzoff said.

Reiterating that radio works best when used correctly, he suggested these points for successful, selling commercials.

- What's the big idea—an effective commercial should make an exciting promise.
- Say it, don't write it—use spoken, not written language.
- Don't say everything, just the most important things—when you've picked out the ideas in the story you want to tell, stick with it.
- Don't overdo the Negro preacher—he tells them what he's going to tell them—then he tells them—then, he tells them what he told them.
- Don't buy one spot a week—radio's power is not the power of repeatedly exposing your prospects to your story.
- Don't be a campaign switcher.

Alampi Scores Thrice

THREE AWARDS—one for each of his ABC programs—were won by Phil Alampi, WJZ New York farm news editor, at the New Jersey State Fair. The Phil Alampi Farm News program on WJZ received its fifth consecutive award as the best farm news program. The Home Gardener Show on WJZ received a similar award for the third straight time, and The Home Gardener with Jerry Ruth Alampi on WJZ-TV won for the second consecutive time.

THE AVERAGE FLINT family earns a yearly income of $4134 (higher than Detroit, Chicago, New York) $1613 above the national average.

Best of all, FLINT prosperity will continue . . . thanks to the great General Motors, and to their tremendous defense contracts.

Over 600 local advertisers—countless national advertisers—sell . . . and sell over Flint's FIRST STATION. So can you! SEE YOUR LATEST HOPPER! 910 Kilocycles

910 Kilocycles

FLINT

AmerIcan broadcASTIng COnpany

REPRESENTED BY THE KATZ AGENCY

in Washington...

Total week audience for WTOP is 57% larger than the next station's...

...the largest audience, by far, in the Washington Area!

Don Lee audiences have grown

Daytime audience 16.3% bigger
Evening audience 22.3% bigger

(according to Nielsen, 1st half of 1951 vs. 1st half of 1949, full network average audience)

Don Lee can deliver your sales message consistently to more people through their own, major, local selling medium at a lower cost per sales impression than any other advertising medium.

That's a big statement, but it's true because Don Lee is a big network. Don Lee broadcasts locally from 45 network stations in 45 important Pacific Coast markets with all the local selling influence and prestige that you need to do the best job of selling within each local market... where your sales are actually made.

As a matter of fact, Don Lee is the only selling medium actually designed to sell consistently to all the Pacific Coast. That's why Don Lee consistently broadcasts more regionally sponsored advertising than any other network on the Pacific Coast. Don Lee delivers more and better and the advertisers who sell the Pacific Coast know it.

WILLET H. BROWN, President • WARD D. INGRIM, Executive Vice-President
NORMAN BOGGS, Vice-President in Charge of Sales
1313 NORTH VINE STREET, HOLLYWOOD 28, CALIFORNIA
Represented Nationally by JOHN BLAIR & COMPANY
much bigger on the Pacific Coast

The Nation's Greatest Regional Network

Mutual DON LEE
BROADCASTING SYSTEM
'VOICE' SIGNAL
Will Get New Boost

A PROJECT calling for construction of 10 high-power curtain antenna towers to provide the world's greatest radio signal was revealed as well underway last week by a State Dept. broadcasting official.

The antennas, being built at an estimated cost of $41,185,000, are designed to meet Soviet jamming tactics and enable the Voice of America to reach additional millions of listeners. Voice transmission power is expected to increase 14-fold, according to George Herrick, facilities chief, International Broadcasting Division.

The new antennas "will bring our voice up to the strength of Radio Moscow in a considerable area of the Curtain states and will add millions of listeners to the Voice," Mr. Herrick stated. Eventual object is "to make the sound of the Voice of America the loudest signal on the world dial," he added.

Antennas are being constructed at Wayne and Bound Brook, N. J.; Delano and Dixon, Calif.; Bethany, Ohio, and Brentwood, N. Y. Powerful new radio stations also are earmarked for Seattle and North Carolina. They will be used to transmit signals directly to the USSR and its satellite nations (Broadcasting • Telecasting, Sept. 24). Target date for completion of all construction is year's end.

Sum for the new powerful curtain antennas was appropriated by Congress two years ago and work commenced at once. Towers supporting the antenna will be around 200 feet and will be spaced about 800 feet apart, according to Mr. Herrick.

The facilities chief acknowledged that Russian jamming has posed a "stiff problem for our transmitters, but we know we are getting through to a considerable degree." Addition of the antennas will put the U. S. on a "competitive basis" with the Soviet Union. Furthermore, it will give listeners an opportunity to choose between the Voice and the Russian radio.

Mr. Herrick's views were expressed in a byline article written by M. Jay Racusin for the New York Herald-Tribune last Tuesday.

Electronics Orders

SUM of $6.1 billion was spent by the Defense Dept. during July and August for procurement of electronics and other "hard goods" items. Obligations cover orders placed during that period and include firm contracts and accepted bids with private industry. Total of $246 million of the $6.1 billion is procurement under the Mutual Defense Assistance Program. Sum of $35.6 billion has been obligated for electronics and other goods in the 14-month period from the advent of the Korean war to Sept. 1, 1951.

ASBURY PARK PRESS
PRESS PLAZA ASBURY PARK, N.J.

October 1, 1951

To A Free Press and A Free Radio:

The precedent making decision of Superior Court Judge C. Thomas Schettino of New Jersey upholding the contention of Station W J L K that it had a constitutional right to broadcast a public council meeting in Asbury Park, New Jersey (Asbury Park Press, Sept. 22), the City of Asbury Park, has attracted the interest and support of the radio industry.

W J L K applauds this decision, since it gives judicial approval to its belief that radio should enjoy parity with other means of news dissemination.

W J L K has consistently emphasized news in its program structure. It has devoted many choice broadcast hours to local events reported thru the news facilities of the Asbury Park Press. It has done this in accordance with the policies of the Asbury Park Press, and in the belief that the public interest is best served when radio is employed as an instrument of information.

To do otherwise would be at variance with the policies enunciated by the late J. Lyle Kimmonth, for more than 50 years Editor and Publisher of the Asbury Park Press, whose initials comprise the call letters of W J L K.

Many in the radio and allied industries have sent words of endorsement of our action. We take this means of acknowledging this support of our conviction that free access to the news, whether disseminated thru the printed word or over the air, is a right guaranteed by the Constitution to the people of the United States.

STATION W J L K

"The Radio Voice of the Asbury Park Press"

MARKING completion of the eighth of its continuing series of transcribed sales meetings, Associated Program Service, New York, stated it had received reports from APS subscribers throughout the country commending the "meetings" for boosting station sales and improving salesmen's enthusiasm.

The transcribed meetings, featuring APS vice president and general manager, Maurice B. Mitchell, in a 30-minute talk on specific phases of radio selling, are sent monthly to APS transcription library subscribers. With the discs go special instruction manuals dealing with the background of the problem to be discussed and suggesting material to be compiled before the station salesmen are assembled to hear the discs and discuss local applications.

APS spokesmen said reports from broadcasters since the service was inaugurated last February indicate many sales experts feel that, aside from the primary value of the meetings, the transcriptions themselves are valuable as a library that can be used to indoctrinate new men in the sales field.

The project thus far has covered these subjects: "Some Fundamentals for Radio Salesmen"; "Copy-Minded Selling"; "The Department Store and Radio Advertising"; "The Cold Call"; "The Lost Sale"; "Next Week's Cancellations"; "Merchandising Radio Advertising," and "Radio vs. Newspaper (No. 1)."

Mr. Mitchell said, "We think it is a good example of how this industry can help itself do a better and more profitable job."

Keystone Office

KEYSTONE Broadcasting System has moved its Chicago headquarters to larger offices at 111 W. Washington St., the Chicago Title and Trust Bldg. New telephone number is S'Tate 2-6303.
To a time buyer
who never heard
of Smulekoff's

An Icelandic couple vacationing here-
bouts heard a WMT commercial on the
10 p.m. news and bought two complete living
room suites from the sponsor next day. Shipp-
ing tags on the crates set a new high in
tongue-twisters: from Smulekoff's to Rey-
javik.

A GI in the Pacific caught a vagrant airwave
and ordered a cedar chest shipped to his girl
in Louisiana. His letter was addressed to the
Lane cedar chest store that advertises on WMT
in Cedar Rapids. The order was duly ex-
cuted.

Smulekoff's is a furniture store in Cedar
Rapids whose management first saw the light
in 1940, after a schedule of spots on our fa-
vorite station brought customers traipsing in
from the hinterland. Two years later Smule-
koff's moved into a six-story skyscraper (Iowa
skies scrape easy) and twisted our arm for
regular sponsorship of the 10 o'clock news,
with 20 supplementary spots a week. The
results were, to use the locution of an adver-
siser concerned about the effect of too much
enthusiasm upon rates, only gratifying. An-
nual volume is now almost eight times that
of 1940. (Reserved note: Good management
had a lot to do with. Increased purchasing
power figured. Higher price-levels contribute.
We don't claim all the kudos.)

But Smulekoff's "frankly gives WMT full
credit for the extended trade territory which
results in a high percentage of our total
volume and for the dominating influence on
our immediate trade area."

This recital is not offered to promote, nec-
essarily, the Reykjavik market or the possibili-
ties of skip signals. Iowa needs no embellish-
ment, and we suggest that you consider (1)
it's $4 billion annual cash income and (2)
the effective manner in which WMT taps it.

WMT
CEDAR
RAPIDS

5000 WATTS
600 KC

REPRESENTED NATIONALLY
BY THE KATZ AGENCY

BASIC CBS RADIO NETWORK

October 8, 1951 • Page 45
CLIMBING incidence of polio in Colorado and absence of iron lung facilities in Weld County started KFKA Greeley, Col., and the Greeley Lions Club on a one-day "broom selling" campaign. They ordered 1,600 brooms from a factory operated by blind in Denver. KFKA announced on the air that every broom bought for $2 entitled listener to have a member of the Lions Club deliver the broom and sweep the purchaser's walk free. By the evening, all brooms were gone and orders were taken on an additional 500. Sales assured an iron lung for the community's new hospital under construction.

**FORT INDUSTRY**

Mr. Jackson  Mr. Kerns  Mr. Haid

ALLEN L. HAID has become vice president and managing director of WSPD and WSPD-TV Toledo. J. Robert Kerns, vice president and managing director of WSAI Cincinnati and Glenn Jackson managing director of WMMN Fairmont, W. Va.

The shifts in executive personnel for the Fort Industry Co. were brought about by the recent death of E. Y. Flanigan, formerly vice president and managing director of WSPD and WSPD-TV Toledo.

Mr. Kerns was formerly vice president and managing director of WMMN. Prior to going to Fairmont, he was vice president and managing director of WLOK Lima, Ohio, until that station was sold to Lloyd Pixley.

Glenn Jackson, 37, has been program director of WSPD and WSPD-TV Toledo for the last eight years. He started his radio career as an announcer at WHIO in Dayton, Ohio, and is a native of Bridgeport, Ohio. He is a graduate of Marietta College and joined the Fort Industry Co. at WSPD as an announcer in July, 1940. During the war he served three years in the Navy.

Mr. Haid has been vice president and managing director of WSAI Cincinnati. In his new position he will have charge of all of the operations of WSPD and WSPD-TV. Mr. Haid, 44, formerly managed WHIZ Zanesville, where the station was owned by The Fort Industry Co., and for the last five years has been managing director of WMMN. He is a veteran of 26 years in radio.

Under the recently announced reorganization of the Fort Industry Co. into three districts, Mr. Haid and Mr. Kerns will report to Richard E. Jones, vice president of the Northern District, while Mr. Jackson will report to William E. Rine, vice president of the Fort Industry's Central District.

**HARTLINE FIRM**

To License Merchandise

OPENING of offices to merchandise products bearing the name of Mary Hartline, ABC-TV and radio star, has been announced by Mary Hartline Enterprises, with headquarters at 39 S. LaSalle St., Chicago.

Manufacturers of toys, children's wear and food products have signed licenses enabling them to place named goods on retail counters for the Christmas season, according to the new firm. Henry G. Saperstein is in charge of the licensing operation. Miss Hartline appears on ABC-TV's "Super Circus" each Sunday and has been in radio for six years.

**CANCER FUND**

WARA Has 17-Hour Drive

WARA Attleboro, Mass., devoted an entire broadcast day fortnight ago to raising money for a children's cancer research center being built in Boston. During the 17 hours WARA was on the air, nearly $1,000 was raised.

Keith S. Field, station manager, stated every member of the WARA staff gave up his day off to help make the effort a success. WARA boosted public cooperation for the special broadcast through advance promotion.
Radio Results are Up!

WREC Keeps Step with the forward march of Radio Advertising Values...

From latest available (1949) BMB measurements, WREC covered 448,890 radio homes, the highest in its history to that date.

Hooper ratings average higher than any other Memphis Station.

rate in cost per thousand listeners has gone down 10.1% compared with 1946.

Radio Costs are Down!

WREC is First in Coverage in the rich 76 county Memphis market, largest market area in the South, with a two billion dollar buying potential. The Memphis market rates 13th in the nation's wholesale volume of trade.

Use WREC Memphis No. 1 Station

Affiliated with CBS, 600 Kc. 5,000 Watts

Represented by The Katz Agency, Inc.
America's TOP Independent

WPIX is reaching more millions from its new station atop the Empire State Building in New York City.

Already recognized as a leader in sports programs and news remotes in the New York Metropolitan area, WPIX is now delivering a new, improved visual and aural service to the largest TV audience in the world—from the tallest television tower in the world!

"Individual" planning by one of television's top engineering staffs demonstrates a new technique in TV operation—used for the first time by any station.
TV Stations are RCA-Equipped...

...with two complete transmitter rooms and two independent antennas

WPIX backs its operations with two completely independent transmitter-and-antenna systems on two different sites.

Regular "on-air" service is handled by the Empire State plant. Emergency "on-air" service is handled from the original installation in the building of the New York Daily News.

WPIX uses RCA equipment throughout both stations. For example, two independent transmitter rooms—with all associated equipment. Two independent antenna systems. Field equipment—including micro-wave relays. Remote video relay switching. Studio control-room equipment. Control consoles, amplifiers, sync generators, power supplies.

When you plan your TV station, or add facilities to your present operation, talk it over with your RCA Broadcast Specialist. He can tell you exactly what you need to do the job at minimum cost.

RADIO CORPORATION of AMERICA
ENGINEERING PRODUCTS DEPARTMENT
CAMDEN, N.J.
New Yorkers get their weather forecast

STRAIGHT FROM A STAR!

Any evening a New Yorker wonders about tomorrow's weather, he need only gaze upon a star above Broadway. It's the new Mutual Life Weather Star atop our building at 55th Street. Here, one-tenth of a mile up, the star flashes the official Weather Bureau forecast by means of a simple color code.

On the tower supporting the star, bands of light run up when the temperature is expected to rise—down when it's expected to fall. Stationary lights indicate no temperature change. As an added public service, a jump clock at the base of the tower tells the time in figures 7½ feet high.

The Mutual Life Weather Star is not only a colorful addition to the city's skyline, but also a symbol of the neighborly service to which our Company is dedicated. To help amateur weather prophets in other parts of the country, we offer a colorfully illustrated booklet entitled, "How to Forecast the Weather." We'd be glad to send you a free copy.

THE MUTUAL LIFE INSURANCE COMPANY OF NEW YORK

BROADCASTING * Telecasting
Thanksgiving

The Pilgrims of 1621...they had so little
Yet they found it in their hearts
To give Thanks for what they had.

We Americans of 1951...we have so much
We, too give Thanks for what we have.

We have Freedom...
God's richest gift
And today
The lingering hope
Of the oppressed
In other lands.
For that Freedom
We give thanks.

We have Courage...
To defend the
Cause of Freedom
"With our lives
Our fortunes and
Our sacred honor."
For that Courage
We give thanks.

We have Memories...
We do not forget
American bravery
And sacrifice at
Valley Forge
Tripoli
The Alamo
Gettysburg
San Juan Hill
The Argonne
Normandy Beaches
Iwo Jima
And Korea.
For those Memories
We give thanks.

We have Faith...
In God
In Nations
In Man
And in ourselves.
For that Faith
We give thanks.

We have Hope...
That all Peoples
Of God's world
Will be united
In everlasting Peace.
For that Hope
We give thanks.

We have the Bell...
The Liberty Bell
Whose inspiring
Chimes now echo
On foreign shores
And whose
Song of Freedom
Is drowning out
The bloody dirge
Of communism.
For that Bell
We give thanks.

We have Unity...
Though we may
Disagree
Among ourselves,
At any real threat
To our Freedom
A united America
Rises in her might.
For that Unity
We give thanks.

We have Wisdom...
To know that
There are many
Enemies at home
Who seek
Stealthily to
Take our Freedoms
From us,
From our children
And our children's
Children.
For that Wisdom
We give thanks.

And so we pray:
Give to us all
The strength
To keep Freedom
At home...
To spread Freedom
Abroad...
To pass Freedom
On to the
Next generation
And to unborn
Generations
In a world
At peace.

REPUBLIC STEEL
Republic Building, Cleveland 1, Ohio

This message is one of a series appearing in national
magazines and in newspapers in communities where
Republic plants, mines and offices are located. For a
full color reprint, or permission to broadcast or tele-
cast, write Dept. M, Republic Steel, Cleveland 1, Ohio.
NETWORKS MERGE

Intermountain Adds Rocky Mountain

OFFICIALS of the Intermountain Network Inc. and the Rocky Mountain Broadcasting System last week announced merger of the networks, effective Oct. 1, as Intermountain Network.

The announcement was made by president, and Frank C. Carman and S. John Schile, president and vice president, respectively, of Rocky Mountain.

Intermountain Network will serve as exclusive representative for the Rocky Mountain outlets, KIFI Idaho Falls, KLIK Twin Falls, KWK Pocatello, all in Idaho, and KOPR Butte, Mont., in addition to the 37 stations of Intermountain.

Now 41 Stations

The expanded Intermountain Network now has a total of 41 stations in seven mountain states—Utah, Idaho, Montana, Wyoming, Colorado, New Mexico and Nevada.

The network will maintain a fulltime line to Los Angeles enabling program exchanges with the Don Lee Broadcasting System, operating in Arizona, California, Oregon and Washington. The two networks will jointly offer program coverage in 11 western states.

Plan TV Network

Rocky Mountain officials said they plan to devote their principal time to establishing a television network to serve the Intermountain area. Address of the Intermountain Network is 146 S. Main St., Salt Lake City.

Mr. Schile (l) and Mr. Hatch discuss future network plans.

WCSS Joins Liberty

WCSS Amsterdam, N. Y., 250 w on 1490 kc, has affiliated with Liberty Broadcasting System, effective last Monday, according to Cecil Woodland, station president.

BMI PROGRAM CLINICS IN YEAR'S FINAL SERIES

And here is the schedule which concludes the BMI Program Clinic calendar of 1951

Make Plans Now to Attend

SEVENTEENTH NEW YORK PROGRAM CLINIC

Waldorf-Astoria Hotel

MONDAY and TUESDAY, OCT. 22nd and 23rd

A and On Tour

HOUSTON, Texas

Shamrock Hotel

KEN BROWN, Chairman, Texas Broadcasters Committee & NARTB Director

OKLAHOMA CITY, Okla.

Skirvin Hotel

L. F. BELLATTI, President, Oklahoma Broadcasters Association

WICHITA, Kans.

Broadview Hotel

ED LUND, President, Kansas Association of Broadcasters

SALT LAKE CITY, Utah

Utah Hotel

C. RICHARD EVANS, Chairman, Utah-Idaho Broadcasters Committee

BILINGS, Mont.

Hotel Northern

PAUL McADAM, President, Montana Broadcasters Association

ABERDEEN, S. D.

Alonzo Ward Hotel

ROBERT DEAN, President, South Dakota Broadcasters Association

MINNEAPOLIS, Minn.

Radisson Hotel

DAVE GENTLING, President, Minnesota Broadcasters Association

"MOST PROFITABLE DAY EVER SPENT," is the repeated expression of the 2,362 broadcasters who have attended the 28 CLINICS just concluded in 28 states as well as the many hundreds who have been to the 16 CLINICS in New York.

SUNDAY, OCTOBER 28th

TUESDAY, OCTOBER 30th

WEDNESDAY, OCTOBER 31st

FRIDAY, NOVEMBER 2nd

MONDAY, NOVEMBER 5th

WEDNESDAY NOVEMBER 7th

FRIDAY, NOVEMBER 9th

TOady's "Ed's Place"

PIANO ditties on radio are nothing new but when you put a player-piano on the air, that's something, both old and new. WHIZ Zanesville, Ohio, is doing just that. Station discovered a player-piano for sale, bought it for $150 and launched Announced Ed Fisher on Ed's Place, a thrice-weekly show for a beer firm. The station also got 200 piano rolls, mandolins and zither attachments. The ad-libbed program has caught the fancy of WHIZ listeners, station reports.

NETWOROS MERGE Intermountain Adds Rocky Mountain

THREE NEW appointments in national spot sales department of NBC have been announced by James V. McConnell, director:

W. Martin Werner has joined the department as assistant manager of advertising and promotion; Richard H. Close, eastern manager of radio spot sales, has been transferred to be eastern manager of television spot sales to succeed Charles H. Phillips, now assistant manager of WNBC-WNBT (TV) New York. Robert J. Leder, radio spot salesman, succeeds Mr. Close as eastern manager of radio spot sales.

Mr. Werner's previous experience with advertising include association with such radio and video package organizations asควนี-Adam and Talent Agency and BMI. He is one of a radio writer and announcer and managed an army radio station over several years during the war.

Mr. Close has been associated with NBC since 1933 and with the department since 1935. Mr. Leder joined the department in August 1950, after experience in local station sales management and as an advertising agency account executive.

RCA EXPANDS

To Air-Conditioner Field

RCA plans to enter the home air conditioning field, it has been announced by Frank M. Folsom, President of RCA. The first room air conditioners to be sold by RCA will be placed on the market in January 1952.

Present plans call for the introduction of three models—a one third, one-half, and a three-quarter horsepower unit. A separate department within RCA will be organized to handle the new line of room air conditioners, with its own sales, merchandising, engineering and advertising groups.

TO add publicity value A Streetcar Named Desire is expected in the coming weeks by Warner Bros., Capitol Records, Inc., is distributing to disc jockeys a 10-inch promotional record giving the opening movements of scenes.

Page 52 • October 8, 1951

BROADCASTING • Telecasting
FOR YOUR INFORMATION:

North Dakota has arrived as America's 27th oil-producing state. Oil was struck in the Williston Basin on April 5, last, after 29 years of patient search by a small army of geologists and equally patient probing of the earth by scores of exploratory, or wildcat, drillers.

Already, a spectacular rush is under way as oilmen by the thousands again compete to find the ever-increasing amounts of petroleum required to supply the United States and aid our allies. More than half of North Dakota -- a land area larger than Belgium, Holland, Denmark and Wales combined -- is now under lease by oil companies or individuals. Plans for the pipe-lines and other facilities needed to get the new crude oil to refineries will be translated into reality as fast as shortages of steel and skilled manpower permit.

The North Dakota strike was followed by another in Montana, less than 100 miles away. This leads producers to believe that these fields may be extensions of those which have proved so productive in Canada's Alberta Province to the northwest and they presage development of a major oil-producing area.

However that may be, there is no doubt that America's 27 producing states, together, are keeping well ahead of domestic demand for oil which has increased 75 per cent in the past ten years. Last year, for example, they passed the billion barrel mark in motor fuel production; raised refinery capacity to an all-time high by processing more crude oil than ever before; drilled the largest number of wells in history.

The North Dakota story is only one of thousands of evidences of petroleum's progress which will be reported to the American people during this third annual observance of Oil Progress Week in almost every community throughout the nation. By means of motion pictures, radio and television shows, speeches, posters, exhibits, community leader luncheons, school programs, parades, essay contests, open houses and other special events, as well as through the widespread use of colorful booklets, leaflets and newspaper and magazine advertising, local oilmen take their customers and neighbors into their confidence during this period.

Their objective is to show, by a recital of the things they have done to serve America during 1951, that the individual interests of the people, as well as those of the nation, in peace or in war, are best served by competitive, privately-managed oil businesses -- the very kind without which the North Dakota strike would have been long delayed, if not impossible.

If you would like further information about Oil Progress Week or about the petroleum business and its operations, please write to me.

H. B. Miller, Executive Director
Oil Industry Information Committee
American Petroleum Institute
50 West 50th Street, New York 20, N. Y.
THE LATEST WCKY STORY

ATTENTION
NIGHTTIME ADVERTISERS

WCKY invites you to use its famous Jamboree

WCKY invites you to compare it with any other media—newspapers, magazines or television

WCKY invites you to compare it by results, by sales

WILL YOU ACCEPT THIS INVITATION?

(Better hurry
or you’ll have to wait until 1952!)

WCKY—ON THE AIR EVERYWHERE 24 HOURS A DAY 7 DAYS A WEEK 365 DAYS A YEAR
THE LATEST WCKY STORY

Before you accept,
you should know this—

THE WCKY JAMBOREE IS GREATER THAN EVER

1. More mail than ever before
2. More national advertisers than ever before
3. More time sold to national advertisers than ever before
4. More sales success stories than ever before
5. More of everything that makes for a successful advertising campaign

Yes, this is nighttime radio on WCKY!

CALL COLLECT:

Tom Weis Ahead
Eastern Sales Manager
53 E. 51st St., New York City
Phone: Eldorado 5-1127
TWX: NY 1-1688

or
C. H. "Top" Topmiller
WCKY Cincinnati
Phone: Cherry 6565
TWX: Cj. 281
You Can't Say That!

IT CAME as no surprise when newsmen everywhere were outraged over President Truman's new security order and when a move to repeal it developed in Congress. Now the President has thoroughly confused everyone by warning all media they must be their own censors—even after news has been screened and approved under terms of his new order. Of what avail is such an order?

Imposing upon the freedom of the press ever so lightly and the press is galvanized into action. The fact that this affects radio equally wasn't mentioned until the President issued a second explanation Thursday. In recent years it has been radio on the freedom firing line, but all too often the press has been willing to stand by and let radio fight its own battles.

And in that connection radio won its greatest victory a fortnight ago, thanks to the determination of a newspaper-owned station—WJLK in Asbury Park, N. J. Superior Court Judge Schettino held that free access to news, whether through the printed word or radio, is a right guaranteed by the Constitution.

The President's new order bears directly on free access to the news—but by all media. Military censorship, via the Defense and State Departments, has been continuously in force, and properly so. The functions of these agencies involve the security of the nation. But it is hard to understand, why, in the name of security, classification authority should be extended to all agencies, with the agency head the arbiter.

One has only to look at recent history to learn that there will be abuses. In 1942, the Office of Facts and Figures was established as a sort of twilight zone information organization. This journal was directly involved in one incident—that of publication of a survey marked "confidential" by OFF Director Frank MacLeish. This survey showed that radio had displaced the newspaper as the public's primary source of war news. Mr. MacLeish and the press howled, but not the slightest semblance of violation of "security"—that which could give aid and comfort to the enemy—could be cited.

Along with all news media, we hope the President will see fit to rescind his new executive order. Even though there may be nothing as sinister in it as some observers contend, it can open a Pandora's Box of evils that fly in the face of our democratic precepts. The government will become suspect in the eyes of the public. And the refrain of the Voice of America will be blasted from every communist transmitter.

If the order does stand, and those inevitable abuses occur, we predict there will develop the clamor for reactivation of the Office of Censorship, which, ironically, was the first agency having a war-time connotation to close up shop after V-J Day. The record of that office, under the guiding geniuses of Byron Price, a practical newspaperman who abhors censorship, was impeccable. It handled its delicate assignment without serious complaint. It was not pitched anywhere by the military. There were practically no reprimandations from Congress—something of a record.

As we said here last week—before the opposition reached white heat—we are convinced that, in this chaotic world, full-scale censorship is in sight. First Korea was merely a "police action," but by whatever name it was called, people were being killed and in the eyes of the world it was and is war—the United Nations against the Reds.

The roles of radio and television, as instantaneous news media, are as important as they are frightening. The broadcast reporter has a responsibility transcending that of his colleague of the printed page. There is no copy desk, no compositor, no newsboy in between. Once he has access to the microphone, the broadcast reporter is "published" to all within ear-shot.

Stand-by plans are blueprinted for an Office of Censorship. The call may come sooner than you think.

The Import or Impact

IF IT HAS done nothing else, the furore over radio rates has stimulated a lot of new and original approaches to the dollar value of radio versus its competitors. Aside from the all-out crusades of the networks and of the syndicated program suppliers, individual stations are doing a job of their own in recent months. Figures 44.5% of 3,500 sample homes, 164,200 hours were spent listening to radio; 87,600 hours viewing television (over WHAS-TV and WAVE-TV) and 55,000 hours reading newspapers.

Radio, the survey points out, is "always in position to compete with the other media. However, in some areas 'squatter's rights' are exclusive. Some 66.1% of all the 7,779 radio sets found among the 3,500 sample households are in automobiles, or in rooms where there are no television receivers. By the same token, 44.5% of all radio sets were found in places where newspapers and magazines are not usually taken. In contrast to the media for bedrooms, basements, barns, garages and utility rooms."

Dr. Kemper's research, we're certain, is practically infallible scientifically. What impressed us particularly was a bit of home-spun bringing home the truism that broadcasters and telecasters have too long accepted a double standard" of what he called "circulation morality." The publisher, he cited, is allowed to justify his circulation claims in terms of the number of units actually circulated, while the broadcaster must attempt to justify his circulation in terms of the number of places to which his units are circulated.

"For example," he said "the writer's own case in point. In our home, with its three AM receivers plus one auto radio and a television receiver, we regularly receive three daily newspapers and six nationally-circulated popular magazines. Under the circulation 'double standard,' our household is counted as one radio-home, one-television home, three newspaper-homes and six magazine homes. And following the postal long shot we propose, (ANA) we would be counted a non-radio home because of the presence of a television set." ANA, he's your witness.

T HE GENERAL MANAGER of KOA Denver is easy to get along with. But there is one subject about which Charles C. Bevis Jr. is slightly belligerent.

Anyone doubting that radio will weather the storm created by television is in for a torrent of arguments from Mr. Bevis.

"Give the public solid, live programming, active and aggressive news coverage and a touch of the 'spectacular,'" Mr. Bevis prescribes, "and you will keep your radio station on the air and in good shape." Mr. Bevis is constantly on the lookout for new ideas. He is opposed to the philosophy which says, "We are doing O.K., why change?"

His belief that AM stations will continue to serve a large part of the American public is tempered with the contention that AM's survival will be based entirely on the individual station's alert programming and consistent service to its listeners.

Mr. Bevis believes first that a station, large or small, should become a part of the community which is serves.

He feels that at KOA he has inherited such a station and credits Lloyd Yoder, whom he succeeded as manager last January, with making the NBC Denver outlet a strong factor in the community life of the Mile High City.

At 34, Mr. Bevis is one of the youngest general managers serving NBC's owned-and-operated stations. Despite his comparative youth, he is well qualified to wear the mantle of "radio veteran."

Born Dec. 13, 1916, in New York City, Mr. Bevis attended Richmond Hill High School and later New York U. as a pre-med student. It was during his senior year in prep school that he became interested in news work, which he used later in radio.

After he was graduated from high school, he embarked on a sightseeing voyage to South America.

While there, he became acquainted with a newspaper correspondent who mentioned that NBC was a good place to work and that it was an opportune company for someone who wanted to get ahead and was willing to work hard.

After three months, young Mr. Bevis returned to his country and filed an application with NBC. He was employed as a page in September 1936.

He first job was to help handle the eager crowds who filed into Studio 8-H to see what was then the biggest thing in radio—the Rudy

(Continued on page 61)
THESE SIGNS* ARE NORMAL IN NEW YORK

Italian traffic signs* are a realistic recognition of the fact that the Italian language is more commonplace on the streets of New York than any other except English. More than 2,000,000 Americans of Italian origin live in the New York area. Their buying power exceeds $2,300,000,000 a year.

By showmanship, service, facilities and tradition, WOV long ago became the unrivalled first choice of the New York area Italian audience. So much so, that 90% of all expenditure for Italian-language radio advertising in New York is on WOV.

The only direct and inexpensive way to influence the buying of these 2,000,000 Italian-Americans is through WOV. Put it on all your New York schedules!

*The sign says "Pedestrian Crossing."
CROSELY ELECTS
Two Murphys as V.P.s

ELECTION of John T. Murphy and Kieran T. Murphy as vice presidents of the Crosley Broadcasting Corp. was announced following a meeting of the board of directors Sept. 28.

John Murphy, formerly with NBC for 18 years, was placed in charge of Crosley's television operations. Kieran Murphy, originally with Hearst Radio when Crosley acquired WINS New York, was named vice president and controller of Crosley Broadcasting Corp. He had been serving as controller.

Simultaneously, James D. Shouse, chairman of the board of Crosley and vice president of Avco Mfg. Corp., and R. E. Dunville, Crosley president, announced the appointment of Harry Mason Smith as vice president of Crosley sales. He had held a similar post with WLW Cincinnati.

Mr. Smith joined Crosley in 1949 as a page boy and advanced to an executive post within the network's stations relations department. In that capacity he was liaison between the sales department and NBC affiliates. He was named TV operations supervisor at WLWT (TV) Cincinnati in October 1949.

Kieran Murphy was controller at WINS and joined the Crosley organization when it acquired that station. Later he was named manager of WINS and was transferred to Cincinnati where he assumed similar controller duties.

Mr. Smith joined Crosley in 1949 as manager of the WLW sales office in New York. A year later he moved to Cincinnati becoming WLW sales manager. In 1946 he was appointed to a Crosley vice presidency.

Crosley Broadcasting Corp. owns, in addition to WINS, WLW (AM), WLWA (FM) WLWT (TV) Cincinnati, WLYW (FM) WLWT (TV) Dayton, and WLW (FM) WLWC (TV) Columbus, all Ohio.

AN INVITATION TO SUCCESSFUL ADVERTISING
See Centerspread This Issue
ON THE AIR EVERYWHERE 24 HOURS A DAY
50,000 WATTS OF SELLING POWER

JERRELL HENRY, KREI Farmington, Mo., appointed general manager KNEM Nevada, Mo. AL MESCHI appointed sales manager at KNEM.

NORMAN H. SLOAN, assistant to manager KECA-TV Los Angeles, appointed coordinator of television production services ABC Western Div.

RALPH W. GOSHEN, account executive on local sales staff WBBM Chicago, appointed account executive CBS Radio spot sales.

WALLY SEIDLER, manager KOCO Ontario, Calif., appointed manager KPMO Pomona, Calif.

JOHN A. BUNING, account executive ABC Radio Network Sales, to sales department WNEW New York, in same capacity.


DAN SCHMIDT III, WOR New York, to CBS Radio Spot Sales, New York, as account executive.

DOUG CAPLETTE, manager KREO Indio, Calif., appointed account representative KXO El Centro, Calif. MARC HANAN appointed salesmanager-announcer KXO. He was with KSYK Yreka, Calif.

RONALD C. IVES, salesman KCNY San Marcos, Texas, appointed commercial manager.

AVERY KNODEL Inc., N. Y., appointed exclusive national representative for KLIX Twin Falls, Id.

HERBERT BROWN, advertising manager for New York factory distribution division of Allen B. DuMont Labs., to WOR-TV New York, as account executive.

PERSONALS...


DAVE KIMBLE, advertising and sales promotion manager of WBBM Chicago, discussed radio promotion last Monday at dinner sponsored by Junior Women's Advertising Club . . . HAROLD A. SMITH, NBC Chicago TV network advertising promotion manager, spoke at luncheon meeting Thursday of American Marketing Assn. and American Statistical Assn. in Chicago. He discussed TV today and showed a motion picture on NBC's Hofstra Research project . . . ELIAS I. GODOFSKY, president and general manager WHLI-AM-FM Hempstead, L. I., elected president of Long Island Peoples Symphony Orchestra Assn.
GraybaR recommends

MACHLETT ELECTRON TUBES

For years, it has been Graybar policy to distribute only the finest in broadcast equipment. It is natural, then, that Graybar offers the Machlett line of tried and tested electron tubes.

Machlett products are backed by more than 50 years of experience and skill—you get a bonus of extra-long life and high-quality performance in every tube.

All types and sizes of Machlett tubes, as well as any of your other broadcasting equipment requirements, are conveniently available through Graybar's nation-wide network of warehouses. For facts, call your nearest Graybar Broadcast Equipment Representative.

Graybar Electric Company, Inc.
Executive offices: Graybar Building, New York 17, N.Y.

Distributor of Western Electric products

Graybar Brings You Broadcasting's Best . . .

Amplicons (1,23)
Antennas (23)
Antennas (8)
Cabinets (15)
Cables (23)
Loudspeakers and Accessories (1,23,25)
Microphones, Stands, and Accessories (1,13,14,16,23,25)
Monitors (12)
Recorders and Accessories (2,9,19,22)
Speech Input Equipment (23)
Test Equipment (1,8,12,24)
Towers (Vertical Radiators) (3)
Tower Lighting Equipment (7,11)
Transmission Line and Accessories (5)
Transmitters, AM and TV (6,26,23)
Tubes (11,16,23)
Turntables, Reproducers, and Accessories (9,19,23)
Wiring Supplies and Devices (4,10,11,13,18,21,23)

Manufactured By . . .

(1) Altec Lansing
(2) Ampex
(3) Bryant
(4) Crane
(5) Cross-Minds
(6) General Radio
(7) Doerr
(8) Fairchild
(9) General Electric
(10) General Cables
(11) General Electric
(12) General Radio
(13) Hubbell
(14) Hughes Lyons
(15) Karp
(16) Machlett
(17) Meletron
(18) National Electric Products
(19) Presto
(20) Standard Electronics
(21) Standard Electronics
(22) Webster Electric
(23) Western Electric

Graybar's network of more than 100 offices and warehouses in principal cities throughout the nation assures you of convenient service wherever you are. The 19 Graybar Broadcast Equipment Representatives are located in the following key cities:

ATLANTA
E. W. Stone, Cypress 1751

BOSTON
J. P. Lynch, Kenmore 6-4507

CHICAGO
E. H. Taylor, Canal 6-4100

CINCINNATI
W. H. Hanksler, Main 0600

CLEVELAND
W. S. Rockwell, Cherry 1-1360

DALLAS
C. C. Ross, Randolph 6454

DETROIT
P. L. Gundy, Temple 1-5500

HOUSTON
R. T. Asbury, Atwood B-4571

JACKSONVILLE
W. C. Winfree, Jacksonville 6-7613

KANSAS CITY, MO.
R. S. Buhag, Baltimore 1644

LOS ANGELES
R. B. Thompson, Angeles 3-7283

MINNEAPOLIS
W. G. Fries, Geneva 1621

NEW YORK
J. J. Connolly, Stillwell 6-5838

PHILADELPHIA
G. I. Jones, Walnut 2-5403

PITTSBURGH
R. F. Gross, Allegheny 1-4100

RICHMOND
E. C. Toms, Richmond 7-3491

SAN FRANCISCO
K. G. Morrison, Market 1-5131

SEATTLE
D. J. Craig, Mutual 0123

ST. LOUIS
J. P. Lenker, Newsstand 4700

REPRINTED FROM "BROADCASTING" * TELECASTING

October 8, 1951 * Page 59
SAM J. SLATE, program director for New York office of British Broadcasting Corp., named director of programs and special events WCBS New York, effective Oct. 15. He succeeds DON BALL, who has been promoted to director of editing for CBS Radio Network.

RUTH RUSSELL, publicity relations and advertising staff Borden Co., N. Y., appointed publicity-promotion director WTVN (TV) Columbus, Ohio.

RALPH H. KLEIN, program director WONS Hartford, to WICC Bridgeport, in same capacity.

HOMER CUNNINGHAM, announcer-newscaster WIBG Philadelphia, elected president Topka Toastmasters Club.

DOOTHY HENRY appointed program director KNEM Nevada, Mo.

CAROL LEVINE, assistant to GERARD J. CONN, public relations director DuMont TV Network, to WPIX (TV) New York, as assistant to public relations director.

WILLIAM G. TICE Jr., personnel director American Metals Co., N. Y., appointed manager of personnel NBC. Mr. Tice replaces THEODORE M. THOMPSON, who has been recalled to active duty with Army.

ALAN DINHEART resigns as director of CBS-TV Alan Young Show, to develop his own television properties. RALPH LEVY, show producer, takes over direction temporarily.


DAVE FENTRESS, WTIK Durham, N. C., appointed staff announcer WTVJ (TV) Miami, Fla.

DON BRADLEY, WJOL Joliet, III., appointed to announcing staff WKAN Kankakee, Ill.

DICK FORTUNE, Pittsburgh Press, appointed director of public relations WDTV (TV) Pittsburgh.

GEORGE SWIFT, announcer WOIL Galesburg, Ill. to KVOE Santa Ana, Calif., in similar capacity.

"BIG BOB" SHAFFER, singer of modern folk ballads, to talent staff WLS Chicago.

JIM JOHNSTON, writer-announcer WOC-TV Davenport, Ia., to announcing staff WLS Chicago.

BOB HIRBARD, director of operations WGN-TV Chicago, recalled to active duty with U. S. Army Reserves for assignment in psychological warfare. He reported for duty at Ft. Sheridan, Ill., Oct. 2.

ROBERT F. BLAKE, director of publicity WOR-AM New York, appointed chairman of publicity committee for American Television Society.

CAROLYN OSTERBERG and MURIEL FREDRICKSON, "The Ranch Girls," to talent staff WNAX Yankton, S. D.

JOHNNY KIRK, entertainer and continuity writer KTUL Tulsa, assigned to U. of Tulsa, as promotion liaison man in behalf of University.


PAT FERRINGS appointed assistant in publicity and promotion departments working with Miss Williamson.

MARK KOVEN, WNAC-TV Boston, Mass., appointed to production staff WLTW (TV) Cincinnati.

RED GAYNOR, graduate New York U., appointed to announcing staff WLOG Logan, W. Va.

HENRY LEWIS, WLIN New York, to WCAY Norfolk, as night disc jockey.

MARY and HOWARD JONES, stars of Mr. & Mrs. Show on WFIL-TV Philadelphia, awarded New Jersey State Fair Blue Ribbon Award for "meritorious service and consistently good TV entertainment."

EDDIE PHELAN, announcer WMIS Naiche, Miss., appointed to announcing staff WNAT same city.

CHARLES GENESER appointed to announcing staff KXIO El Centro, Calif. He was with KPMO Pemona, Calif.

DRUE SMITH, women's personality WDOC Chattanooga, Tenn., named "Women of the Year in Radio" for the Chattanooga area.

CHARLES J. KEYS, executive secretary to the general manager WEIL Philadelphia, appointed director of WFIL-TV Newsreel and manager of film production. Mr. Keys succeeds WILLIAM C. DRISCOLL, who becomes editor-and-chief of Telenews Productions Inc., N. Y.

JOHN ASPINWALL, general news supervisor for early-morning report, Associated Press, assigned to the radio news department preparatory to succeeding THOMAS H. O'NEILL, as radio news editor when the latter retires in January. Mr. Aspinwall will be succeeded by JAY DEUTCH of general news desk staff.

ROBERT STOEPKER, graduate Rutgers U. and member of WRSU, college station, to night news staff of WMTR Morristown, N. J.

TED PARKER appointed to news staff WKAN Kankakee, Ill.

JOHN ALLEN, newsmen WKAN Kankakee, Ill., to news department WHAS Louisville.

ROBERT SACHAKNE, war correspondent International News Service, named to news staff WLB and WLWT (TV) Cincinnati, covering the fighting in Far East.

BILL INGRAM, newscaster KSTP-TV Minneapolis, presented award from St. Paul Junior Chamber of Commerce, for his outstanding contribution to public safety.

Before You Decide on Your Fall Schedule in the Detroit Area

See How Much More You Get Using CKLW and it's 50,000 watts

At the Lowest Rate of Any Major Station in This Market

Guardian Bldg. • Detroit 26,
Adam J. Young, Jr., Inc. • J. E. Campeau
National Rep. • President

Broadcasting • Telecasting
Respects
(Continued from page 56)
Vallee Show.
Also a page at that time was
Thomas B. McPadden, now general
manager of KNBH Hollywood.
Early in 1937, when the Nazi
war machine began rolling, NBC
expanded its news and special
events department and Mr. Bevis
was given a job in the news room.
Six months later he went into
NBC's night program department,
working under William Burke
Miller, who had won a Pulitzer
Prize for his coverage of the
"Floyd Collins Sand Cave" story.
Mr. Bevis believes he learned
more under Mr. Miller about news
and special events coverage than
during any other period of his career.
Mr. Bevis helped coordinate
NBC's coverage of the Hindenburg
burning and Hitler's march through
the low countries. Shortwave pick-
ups often necessitated working
around the clock.
In the spring of 1941, Mr. Bevis
enlisted in the Navy as an aviation
cadet. His initial assignment was
aboard the U.S.S. Ranger, the first
full carrier commissioned by the
Navy. As a dive bomber, he saw
action both in the European and
Pacific theatres and was awarded a
Distinguished Flying Cross for
scoring a direct hit on a Jap
destroyer.
Returning to inactive duty in
September 1945, Mr. Bevis re-
joined NBC as executive assistant
to John Royal, then vice president
in charge of television.
Shortly thereafter, he was made
manager of NBC's station rela-
tions for television. In 1948 he
supervised the planning of NBC's
WNBK (TV) Cleveland and served
as its general manager a year.
He returned to New York in 1949
as director of NBC owned and
operated stations.
As a result of the general NBC
reorganization, he was promoted
to administrative assistant to
James Gaines, NBC vice president
in charge of all O&O stations.

Goes to San Francisco
In January 1951 he was named
manager of KOA, succeeding Mr.
Yoder who was transferred to
San Francisco as manager of KNBC.
While working his way up
through NBC, Mr. Bevis learned
several rules for successful broad-
casting. One he considers a "must" is
to work with and give full co-
operation to sponsors.
From the day he arrived in
Denver, Mr. Bevis has spent hour
upon hour with KOA advertisers,
helping them merchandise their
products and strengthening their
belief in the sales power of radio.
In spite of his demanding front
office duties, Mr. Bevis finds time
to join his favorite department—
news and special events—in cover-
ing unusual happenings in the
Colorado capital.
The second day after he arrived
in Denver, Mr. Bevis was on the
scene of the spectacular Denver
Athletic Club fire, covering inter-
views with survivors.
On June 9, 1942, Mr. Bevis
married the former Lorraine Park-
inson of Jarvis, Ontario, Canada.
They have two children, Judy Ann,
7, and Barbara Ann, 1.

McCall's Awards
Name Radio-TV Judges
JUDGES for McCall's awards to
women in radio and television have
been announced by Daniel D.
Mich, editorial director of McCall's.
Judges selected are:
Sen. Margaret Chase Smith (R-Me.);
Dr. Earl J. McGrath, U. S. Commis-
sioner of Education; Mrs. Dorothy
Deemer Houghton, president, General
Federation of Women's Clubs; Mrs.
Harriet Salisbury, board member, Amer-
ican Women in Radio & Television, and
Olmstead Wise, editor and publisher of
McCall's.
According to Mr. Mich, "nearly 200
women executives and broadcasters
who have submitted entries..." to the
contest which closed Sept. 10. The
awards, seven in number, will be pre-
sented to radio and television women
judges to be outstanding in the public
service field. Presentation of awards
will take place at the 1952 convention
of American Women in Radio & Tele-
vision.

WDBJ FOR ROANOKE AND
SOUTHWEST VIRGINIA
The million people in WDBJ's coverage
area will earn nearly a billion dollars
this year. Here's WDBJ's family cover-
age, according to the 1949 BMB:

Day — 110,590 families in 36 counties
Night — 85,830 families in 31 counties
and 3 to 7 days weekly
Day — 90,320 families
Night — 66,250 families

For further information:
Write WDBJ or Ask FREE & PETERS!
Robert F. Brunton, production
staff NBC-TV, appointed
general manager of P. J. Ro-
tondo Co., New York construc-
tion firm specializing in the designing
and building of stage and television set-
tings.

Robert S. Keller, Inc., N. Y.,
apointed sales promotion representa-
tives for WCBT Roanoke Rapids,
N. C.

Edward Browning Jr., WOOG
Durham, N. C., to radio section Public
Information Office, Fort Bragg, N. C.,
in civilian capacity.

William F. Craig, associate
director of television Procter & Gamble
Productions, takes over duties of
Gilbert A. Ralston, who resigned
as executive producer of film's Holly-
wood-originating shows. Mr. Craig
continues to make headquarters in
Cincinnati. Mr. Ralston left P & G
to join Screen Television Productions,
Hollywood.

Robert D. Merrill, assistant vice
president and director of sales in
charge of publicity and advertising
American Cable & Radio Corp., N. Y.,
elected vice president in charge of
commercial department.

Turkey Talk, special holiday fea-
ture, is being released to subscribers
by Associated Program Service, N. Y.
transcription library. Series includes
six five-minute strips on Thanksgiv-
ing food and origin of Thanksgiving
customs and is designed for broadcast
from Nov. 22-28 for sponsorship by
local food outlets. Full-hour holiday
program of music and narration,
"Thanksgiving—1951," is included
in package.

Charles Irving, producer-director
CBS Television, announces opening of
TV Production Assoc. Offices will
be located at 130 E. 61st Street. Firm
will produce TV and radio packages.

Equipment ...

J. Herbert Behm, assistant to
manager of fractional-horsepower en-
engineering General Electric, appointed
staff assistant to manufacturing en-
neering in small apparatus division.

Arthur F. Vinson, manager of
employee and community relations
for army's reservation of General
Electric, Lynn, Mass., appointed as-
istant manager of company's manuf-
ufacturing services division. Will-
liard V. Merrihue, manager of
employee and plant community rela-
tions for company's large apparatus
division, appointed manager of newly-
established employee relations service
department.

Radio Shack Corp., Boston (elec-
tronics parts distributor), announces
publication of industrial mail-order
catalog of its entire line. The 192-
page catalog lists over 15,000 types
of equipment and components.

Trevor H. Clark, Federal Tele-
communications Labs, appointed di-
rector of military research and develop-
ment Southwest Research Institute,
San Antonio, Texas.

Stanley A. Harris Co., Brookline,
Mass., named sales representative
for cathode-ray tube division, Allen B.
Dumont Labs.

Palmer M. Craig, director of en-
gineering electronics division of en-
gineering department Philco Corp.,
Phila., appointed vice president of

No Number, Please

Usual friendly chats on
one of two party telephone
lines at Egg Harbor, Wis.,
were missing fortnight ago.
Ed Allen, manager of WDOR
Sturgeon Bay, obtained prom-
ises from the 11 persons on
the line to refrain from using
their phones so WDOR could
relay a baseball game from
Egg Harbor to its transmis-
ter. Game decided champion-
ship of the Door County
Amateur Baseball League.
Party line had to be used
because there are no other tele-
phone connections in Egg
Harbor.

Robert P. Higginson, engineering
staff WMIZ Macon, Ga., father of girl,
Dorothy Jean, Sept. 28.

Luke Stripling, engineer KCNY
San Marcos, Texas, appointed chief
engineer, replacing Robert Martin,
resigned to enter U. of Arkansas.

Brooke, projectionist KSAT-
TV Huntington, W. Va., appointed
film director. Bill Taylor re-
placed Mr. Brooke, as projectionist.

‘Music Night‘
CBS Sets Three Shows

Friday night became "Music Night" on CBS Radio Network last week as the network launched a program block of three shows, produced separately but linked together for continuous evening-time schedule.

The weekly feature will fill the
8:15-10 p.m. EST time spot until
Nov. 23 when it will start 15 min-
utes earlier. Fourth half-hour show
will be sold for the line-up after

Musicland, U.S.A. is the title for
the first segment, from 8:15-9 p.m.,
with Earl Wrightson the host.
Songs from musical comedy and
operas are performed by Virginia
Haskins of the New York City
Opera Company, Thomas Hayward
of the Metropolitan, Alfredo Anton-
ini's orchestra, and a mixed chorus.

Hit tunes from 1900-1955 are the
core of the next program Big Time,
with Georgie Price, Ray Bloch’s
orchestra, Jimmy Carroll, Sally
Sweetland and Dorothy Loudon.
Both segments originate in New
York.

Third program, from 9:30-10 p.m.,
is broadcast from Hollywood
with Paul Weston and orchestra and
a weekly big-name vocalist.
Already signed as guests are Jo
Stafford, Peggy Lee, Patti Page,
Connie Haines, Monica Lewis and
Doris Day.

Music Night was idea of Lester
Gottlieb, director of radio pro-
grams.
IMDRIN ORDER

Injunction Is FTC Victory

GOVERNMENT'S attempt to restrain Rhodes Pharmaceutical Co., Chicago, from allegedly false advertising of its medicinal preparation, Imdin, was finally rewarded by a U.S. district court injunction last Monday.

The order, handed down by the U.S. District Court in Chicago, enjoins the dissemination of certain representations pending final disposition of a complaint filed last January by the Federal Trade Commission. The district court denied the initial plea but was overruled by the U.S. Court of Appeals for the Seventh Circuit.

Approval of the preliminary injunction represented a significant victory for FTC, which earlier this year in its complaint would have sought such relief where questionable advertisements are continued pending "cease and desist" orders [Broadcasting * Telecasting, Feb. 5].

The injunction prohibits claims that Imdin (1) will cure arthritis, rheumatism, neuralgia, neuritis and other ailments; (2) is an "adequate, effective or reliable remedy for these ailments; (3) will enable so inflected persons to resume their normal living, and (4) is a "remarkable, amazing or sensational new discovery."

Effect of Ads

Dissemination of these advertisements, the commission has charged, "may cause immediate and irreparable injury to the public in that persons induced by such false advertisements to purchase said preparation may delay proper treatment, and thereby suffer permanent and irreparable crippling."

Hearings on the complaint got underway in September 1950 and have been held intermittently in the past year, with request for injunction filed Jan. 27. In dismissing the suit the district court explained that FTC had "failed to maintain the burden of proof" and chided the commission for its "delay" in launching proceedings - 13 months after commencing proceedings [Broadcasting * Telecasting, March 5].

The appellate court reversed the decision last July upon FTC's appeal and remanded the case to the lower court July 5. The complaint specifically cites the firm and its officers for alleged misrepresentation of the therapeutic properties and effectiveness of the product. Imdin claims have appeared in radio continuities and other media advertisements.

RADIO PROMOTION

MBS Campaign Praised

ASSERTING that radio is pretty wonderful after all, Mutual network's campaign which has taken the form of a booklet containing 15 air announcements to promote radio's medium [Broadcasting Telecasting, Sept. 17] has shifted into second gear: MBS officials are now offering copies of the booklet to all stations, regardless of affiliation, upon request.

Already distributed to Mutual stations, the booklet, "Radio - It's Wonderful!" is expressly not copyrighted and is intended to promote radio-at-large, not just MBS. Activity has caused comment:

Herold K. Fellows, NARITB president:
"Congratulations - we are cooperating along other lines and hope that we too may help in bringing about national recognition of radio's greatness."

William B. Ryan, BART president:
"No medium can do a better job than radio itself. Congratulations Mutual for making these fine announcements available to stations that may not have the resources to do as comprehensive a job on their own."

Frederic R. Gamble, AAAA president:
"Certainly American radio is wonderful — no other country has anything to compare with it. You have taken a fine and sensitive lead in helping to make listeners more aware of this."

Paul W. Morency, chairman of the Affiliates Committee: "It is a very fine idea, your material is excellent, and I certainly hope it will have the widest possible use."

LIBERTY Broadcasting System has announced two new shows beginning this month, both originating in Phoenix, Ariz.

Five times weekly LBS is airing Breakfast in Phoenix, starring Bill Pennell, who has conducted similar programs at Orlando and Nashville.

On Oct. 6 the Junior Rangers of America began a nation-wide talent hunt under the direction of Lew King, president of the Phoenix ad firm, King, Ackerman, Deckard & Burch, agency for both Liberty shows. The Junior Rangers is set up as a nation-wide package for local level sponsorship.

AT TIMEBUYERS banquet in New York's Hotel Roosevelt Sept. 20 ore (1 to 2) Russ Young and Tom Lynch, Young & Rubicon; Herb Clossen, Ruthrauff & Ryan; Graeme Zimmer, manager, WCAV Norfolk, Va.; Dave Harris, R&R; Ray Penner, WCAV program director, and Oscar Lutcz, Indie Sales Inc.

WCBS GIVES 'EXTRA' Through Marketing Aids

NEW merchandising "WCBS Supermarketing" devised by WCBS New York for all advertisers who contract for a minimum $1,500 weekly expenditure on a 13-week basis.

General manager Carl Ward explained, "We prefer to think we are basically selling advertising, so we offer-as a plus service-in-store displays of the radio-advertised product" in some 1,300 key groceries in the New York metropolitan area.

After the contract is signed, WCBS suggests display subject to participating chain groceries: A&P, Boback's, Grand Union, Dibert's, Food Fair, King's and Shopwell.

GTW TVM RENEWS BID

Seeks Improved Facilities

1950's facilities, first requested in 1947 but denied last year by the FCC in favor of a new station, is asked by WTMV East St. Louis, Ill., in a petition filed with the Commission to "restate, reconsider and grant."

WTMV, on 1490 ke with 250 w, alleges that the Belleville (III.) News Democrat has given up the construction permit it won in the case, never made any attempt to construct the station and failed to keep FCC informed of its decision not to undertake the building.

The newspaper won out in a 1948 comparative hearing with WTMV. Latter wanted to change to 1260 ke with 1 kw directional. FCC's final decision, which was issued in June 1950, upheld an examiner's recommendation of a grant for the Belleville interests on the ground that it was better to have a first station in a community that had no service than to improve an existing station.

Since the newspaper has now given up its permit, WTMV says FCC should reopen the case and grant WTMV's original request. The petition was filed by Attorney Arthur Scharfild.

What WTMV seems concerned about is that another applicant might file for the 1250 kc facilities and force it to undergo another hearing.

M GROWING WITH MACON... the 124th MARKET

Middle Georgia Welcomes NBC

Affiliated with

WBM
RIVERS' OUTLETs
Common Control Denied

SEVEN RIVERS' stations are not under common control and the FCC should not consider such ownership of even 10 stations "undue concentration of broadcast facilities."

Therefore, says a petition for reconsideration and grant, filed at FCC by E. D. Rivers Sr., his son E. D. Rivers Jr. and James S. Rivers (brother of the elder Mr. Rivers); the FCC ought to call off its hearing and grant the transfers of, WMIE Miami to ex-Gov. Rivers; WACL Waycross, Ga., to the junior Mr. Rivers; KWEM West Memphis, Ark., to James Rivers.

FCC had set the three transfer applications for hearing early last month on the grounds that approval of the transfers might "result in an undue concentration of control of broadcast facilities" [Broadcasting* Telecasting, Sept. 17].


In their petition, the Rivers' assert that their stations are not under common control, even though they themselves are related. There are no undisclosed agreements respecting management, ownership or control, the petition says. There are no interlocking stockholders, officers or directors or partnership interests in the station which they already own or have applied to acquire.

Rivers' have no other business interests in common, no real estate or property in common, no sharing of profits or bank accounts, no joint use of personnel or talent or equipment, no joint rates or contracts with national sales representatives, the petition states.

Each of the Rivers' dwellings in a different city and has its own family, the petition goes on. There are no loans among them. All their stations are in separate markets except WEAS Decatur and WTVI East Point, Ga., which are located in the Atlanta metropolitan area about 12 miles apart. "WEAS and WTVI compete vigorously with each other," the petition states.

LAVERY SUIT

Gts $30,000 Damages
JUDGMENT of $30,000 plus court costs of $2,367 have been turned over to Emmet Lavery, Hollywood film writer and playwright. He was awarded $5000 as a result of charges made by Lela Rogers against him and his play on an ABC Town Meeting debate in September 1947 [Broadcasting* Telecasting, Aug. 20, July 16].

Named in original suit besides Mrs. Rogers, Town Hall Inc. and ABC were Ayn Rand, novelist; Morris Ryskind, producer-writer; Robert Arthur, producer; estates of the late James McGuinness, film producer, and Sam Wood, film director. Town Hall Inc. did not participate in settlement. Other defendants pooled and paid the damages rather than appeal from the Los Angeles Superior Court jury decision.

Mr. Lavery charged in his suit that during debate on "Is There Really a Communist Threat in Hollywood?" Mrs. Rogers accused him of Communist sympathies. Originally he filed a $1 million slander suit against the defendant, but Judge Arnold Naiger early in the trial ruled out of a plea for general damages amounting to $800,000. Mr. Lavery was restricted to sue only for specific damages of $200,000, with a Superior Court jury awarding him $30,000 plus court costs on Aug. 15.
AWRT CHAPTER

Women’s Role Explored

OPPORTUNITIES and responsibilities of radio and TV—including those of “educating the public to the fact that women are people and should be judged on their individual merits”—were stressed by Mrs. Mildred McAfee Horton, wartime commander of the Waves and president of Wellesley College. She addressed the newly formed New York chapter of American Women in Radio & Television Sept. 24 at a dinner meeting.

Citing “the challenge which faces everyone connected with radio and TV,” she said: “This is an incredible instrument. I am personally impatient with the people who expect a new tool to be managed with perfect skill in the infancy of everybody dealing with it. . . .”

Radio-TV, she said, “can be the instrument—as it is—by which truth permeates into lands where it is an unwelcome guest. Let it be equally true that it is an instrument at home to spread the truth without compromise with the people who expect a new tool to be managed with perfect skill in the infancy of everybody dealing with it.”

The 94 members and guests who attended the dinner meeting to meet and hear Mrs. Horton also discussed plans for the chapter’s future. According to President Margaret Cuthbert, supervisor of public affairs programs for NBC, there are 86 paid members in the local group, and over 500 in the national organization.

GERMAN FM

ABOUT 100 FM stations, varying in being established throughout Western Germany by means of microwave reported.

In a progress report on the development of FM in the Federal Republic of Germany, the department’s Office of German Public Affairs emphasized that the independent German broadcast systems have turned to FM “as a means of providing their listeners with adequate service.”

This development is a virtual necessity, according to the State Dept., because of the limitations placed on standard-band AM broadcasts in Germany by the Copenhagen frequency allocation plan.

As a result, nearly all receivers now produced are able to receive FM broadcasts and relatively inexpensive converters have been placed on the market for listeners in poor AM coverage areas.

American technical authorities have been particularly instrumental in coordinating the planning for the FM networks. Among U.S. authorities who have visited Germany is Robert Linn, FCC engineer, who traveled to Europe last year on a mission set up by the State Dept.

Geographic Aspects

Germany’s various mountain areas, especially in southern Germany, make it possible to cover great distances from central transmission points for the FM networks. Among FM authorities who have visited Germany is Robert Linn, FCC engineer, who traveled to Europe last year on a mission set up by the State Dept.

Geographic Aspects

Germany’s various mountain areas, especially in southern Germany, make it possible to cover great distances from central transmission points for the FM networks. Among FM authorities who have visited Germany is Robert Linn, FCC engineer, who traveled to Europe last year on a mission set up by the State Dept.

Geographic Aspects

Germany’s various mountain areas, especially in southern Germany, make it possible to cover great distances from central transmission points for the FM networks. Among FM authorities who have visited Germany is Robert Linn, FCC engineer, who traveled to Europe last year on a mission set up by the State Dept.

Geographic Aspects

Germany’s various mountain areas, especially in southern Germany, make it possible to cover great distances from central transmission points for the FM networks. Among FM authorities who have visited Germany is Robert Linn, FCC engineer, who traveled to Europe last year on a mission set up by the State Dept.

Geographic Aspects

Germany’s various mountain areas, especially in southern Germany, make it possible to cover great distances from central transmission points for the FM networks. Among FM authorities who have visited Germany is Robert Linn, FCC engineer, who traveled to Europe last year on a mission set up by the State Dept.
CASTING

amount

business manager

caption, required by

sworn according to

Statement

gagees,

1912,

Broadcasting Publications, Inc., Washing-

represents

1

That the

That the names and addresses of the

editor, managing editor, and

business manager are:

Publisher and Editor—Sol Tashoff,

Managing Editor—Art King, Washing-

Business Manager—Madame H. Long,

Washington, D.C.

1. That the owner is: (If owned by a

corporation, its name and address must be

stated and appear immediately thereafter the

name and addresses of stockholders own-

ing or holding 5 percent or more of total

amount of stock. If not owned by a

corporation, the names and addresses of

the individual owners must be given. If

owned by a firm, company, or any other

unincorporated concern, its name and ad-

dress, as well as those of each individual

member, must be given.)

Broadcasting Publications, Inc., Washing-

ton, D.C.

2. That the known bondholders, mort-

gagees, and other security holders owning

or holding 1 per cent or more of total

amount of bonds, mortgages or other se-

curities are: (If there are none, no state.)

None.

2. That the two paragraphs next appear,

giving the names of the owner, stock-

holders, and security holders, if any, con-

tain not only the list of stockholders and

security holders as they appear upon the

books of the company but also, in cases

where the stockholder or security holder

appears upon the books of the company

as trustee or in any other fiduciary relation,

the name of the person or corporation for

whom such trustee is acting, is given; also

that the said two paragraphs contain state-

ments embracing affiant's full knowledge

and belief as to the circumstances and

conditions under which stockholders and

security holders who do not appear upon

the books of the company as trustees,

trustees, fiduciaries, or any other person,

association, or corporation have any interest

direct or indirect, in the said stock, bonds, or

other securities than as so stated by him.

3. That the average number of copies of

each issue of this publication sold or dis-

tributed, through the mails or otherwise,

to paid subscribers, during the twelve

months preceding the date shown above

is 15,681.

MATTHEW H. LARSON.

Sworn to and subscribed before me this

2nd day of October, 1951.

MINNIE JAMES.

Notary Public.

(My commission expires November 11, 1951.)

PINPOINTING his native land is Matthews Felten (r), technical director of

Radio Luxembourg, during visit to WLW-AM-TV Cincinnati. Discussing

problems of converting from AM to TV operations are, in addition to Mr.

Felten, James D. Shouse (center), chairman of the board, Crosley Broad-

casting Co., and James Rockwell (l), Crosley engineering vice-president.

SCARCE METALS

RTMA Reports Savings

CONSERVATION techniques of ra-

dio-TV set manufacturers will save

over 70,000 tons of critical metals in

1951, according to the Engineer-

ing Dept. of Radio-Television Mfrs.

Assn., headed by L. M. Clement,

Crosley Division of Aeco.

The saving in materials has been

effected by increased efficiency in

design and production techniques

and without any deterioration in

the end product, according to RTMA.

Metals involved are aluminum,

cadium, cobalt, copper, lead,

nickel, iron and steel, tin, and zinc.

Basing its estimate on a produc-
tion rate 20% below the 7,400,000

TV sets and 14,500,000 radios made

in 1950, RTMA said most of the

changes probably will not become

effective until the second half of

this year. Specific savings esti-

mated for 1951 are: Aluminum,

1,424 tons or 21% compared to

1950; cadmium, 66 tons, 23%; co-
balt, 229 tons, 36%; copper, 9,687

tons, 24%; lead, 239 tons, 21%;
nickel, 367 tons, 28%; iron and

steel, 54,088 tons, 24%; tin, 266

tons, 25%; zinc, 4,117 tons, 29%.

Bradley Barker

BRADLEY BARKER, 68, well-

known imitator of animal voices

for both radio and motion pictures,

died Sept. 20, at his Manhattan

home. Mr. Barker—for more than

20 years an imitator of animal

cries for radio—had mastered the

individual voices of 58 species of

animals, and during his career

often appeared on 20 radio shows

per week.

Lot in a Name

JUNIOR Advertising Club of Philadelphia has changed its name to the Philadelphia

Guild of Advertising Men. Club president, Lee Keeler, Hopson Adv. Agency, ex-
ploained, "When you look around at members' balding pates and graying temples,

it's downright difficult to imagine them as juniors in any-

thing. Then, too, most of the club's members are executives with their companies

and the junior connotation is hardly flattering." New name was submitted by J. T.

McCourt, Gray & Rogers.

In Greater Grand Rapids

...the most ears

are WOODpecked!

5000 WATTS

N.B.C.

AFFILIATE

WOOD

GRAND RAPIDS, MICHIGAN

ALSO WDFD, FLINT; WODA, EVANSTON; WFBM, INDIANAPOLIS • KATZ AGENCY

BROADCASTING • TELECASTING

Radio Copy Guide

BAB Aids Commercials

THREE-POINT radio copy for more effective com-

mercials that will bring advertisers more results has been issued by Broadcast Advertising Bureau.

System breaks commercials down into three parts: (1) The main sales idea; (2) the proof of that idea; and (3) the advertiser suggest-

tion that will encourage listener action.

Produced as a chart with accompanying letter of explanation and examples, the formula suggests stating the main sales idea clearly,

truthfully, believably and in terms of listener interest. Prove the main idea, it advises, and then encourage buyer action with specific sugges-

tions.

"Radio Copy-Minded Selling Aids" is available to BAB members for 15 cents and charts cost 25 cents. Non-

members may buy them for 30 cents and $1, respectively, from BAB, 216 Park Ave., New York City 17.
W. I. GRIFFITH
Educator Dies in Iowa

WALTER IRVING GRIFFITH, 78, one of the nation's leading exponents of education by radio, died Sept. 28 in Ames, Iowa.

Mr. Griffith, born on a farm near Millersburg, Iowa, spent his adult life in education and kindred fields and looked forward to the development of education by radio and television.

In 1934, he was elected president of the National Assn. of Educational Broadcasters. He served as director of WOI Ames from 1938 to 1946. In 1946 he became educational director for the station.

Mr. Griffith prepared a "20-year plan" in which he stated that if and when television became a reality, WOI should take the fullest advantage of the service for the public.

In February 1950, WOI-TV became the first educational television station in the nation.

Mr. Griffith currently was treasurer of the National Assn. of Educational Broadcasters.

In 1904, he married the former Katherine M. Hess, a Lone Tree, Iowa, schoolteacher. They had three children, Eugene S., Gerald I., and Katherine M.

MBS NEWSCASTS
Service Increased

MBS NEWS and commentary programs each week now total 22, of which 14 are five-minute editions, network officials reported last week.

Two years ago, Mutual carried only nine news shows, including one five-minute digest.

Programming structure has been keyed to listeners' demands, with cold war in Europe and fighting in Korea considered the contributing factors, Melville said. Two newscasters, H. R. Bahkage and Hazel Markei, have been added in recent months to the permanent staff of four: Bill Henry, Frank Singiser, Les Higbee and Robert F. Hurleigh.

COLUMBIA PACIFIC O'Hara series moves to new Sunday period, 7-7:30 p.m. (PDT).

FLON NAMES YOUNG
Officers Re-Elected

FOREIGN LANGUAGE Quality Network confirmed the appointment of Adam Young Jr. Inc. as its national sales representative at the annual meeting held last week in New York. Announcing that FN Gardens has contracted for a series of programs on FLQN stations, Adam Young Jr. pointed out that foreign-language-time sales have remained consistently high on all member stations.

Network officers re-elected include Ralph N. Weil, WVO New York president; Alphonso Dominici, WNHC New Haven, treasurer; E. Douglas Hibbs, WTEL Philadelphia, secretary.

William C. Mitchell

WILLIAM CLYDE MITCHELL, 62, president of CKCR, Kitchee, Ont, died of a heart attack Sept. 28 after being stricken at Toronto while attending the first annual meeting of the Central Canada Broadcasters Assn., where he was elected treasurer. Well-known in Canadian broadcasting circles since he started CKCR 22 years ago, he was formerly a hockey player with Toronto teams. He is survived by his wife and one son, James C., of Kitchee, as well as two brothers and a sister.

Powerful 'WHIMpact'

WHIM Providence is promoting its impact on the buying public through large ads in The Providence Journal. Ad includes three photographs, including head of a shoe store which used only radio to announce its grand opening. Segment of copy, alluding to photos, says, "Here's startling proof that radio is still the most powerful advertising medium."
MO. SESSIONS
Name Griswold President
GLEN GRISWOLD, KFEQ St. Joseph, Mo., was elected president of the Missouri Broadcasters' Assn. at its semi-annual meeting held Sept. 26 at the Hotel Bobo, at St. Joseph.

S. E. (Art) Sloan, KXLW St. Louis, was elected vice president. Pearson Ward, KTTZ Springfield, was re-elected secretary-treasurer.

Directors for the coming year in addition to these officers are: John Schilling, WIB Kansas City; Sam Burch, KIXX Kiskiwa, Pa.; Carl Aldridge, KFPRU Columbus, retiring president, and Bob Neathery, KWPM West Plains.

Speakers at the meeting, attended by some 35 broadcasters, were Carl Haverlin, president of BMI, and John Naylor, Gardner Adv. Agency, St. Louis. Group was brief on civil defense by Charles E. Dewey Jr., chief of communications of the Office of Civil Defense in Missouri. Others addressing the meeting were Col. W. L. Logan, Central Aire Defense Command, and Ernest Thelemann, FCC.

SCOTT, MECK MERGER
Both Boards Approve
PROPOSED merger of John Meck Industries, Plymouth, Ind., with Scott Radio Labs, Chicago, was approved last week by the boards of both radio-television manufacturing companies. Meck and Scott shareholders will vote on the proposal Oct. 15 and 23, respectively.

The plan provides for absorption of the Meck company by Scott Radio Labs, with issuance of 1 3/4 shares of Scott stock for each Meck share. John Meck Industries would relinquish its 131,600 shares of Scott stock. John S. Meck is president of Scott as well as the firm which bears his name.

Both boards, in making public their approval, stated operation of the two concerns “are complementary” and the proposed merger would result in “substantial savings” in a “unified operation.”

MICHIGAN Assn. of Broadcasters' board of directors drafts final plans for the association’s annual meeting, set Nov. 2-3 at Detroit’s Fort Shelby Hotel. Meeting last week in Battle Creek, board approved appointment of Jordan Jenkins, Lansing, as association’s state-legislative advisor. Seated (1 to r) are Lester Lindow, WPFD Flint, vice president; Dan Jayne, WELJ Battle Creek, secretary-treasurer, and Edward Bois, 1AG Ann Arbor, president. Standing (1 to r) are Leonard Versluis, WLAV Grand Rapids, Dr. Willis Dunbar, WKZO Kalamazoo, and Don De Groot, WWJ Detroit.

MURRAY NAMED
WORC General Manager
APPOINTMENT of Kenneth B. Murray as general manager of WORC Worcester, Mass., was announced last week, along with other appointments under the station’s own ownership. Station is launching a promotion campaign on the theme, “Things Are Happening at WORC.” Mr. Murray is former vice president and part owner of WNEB Worcester.

Arthur Sydney is commercial manager; Harry Coleman, news editor; Dorothy Murray, traffic manager. Bill Pierce, former WNEB personality, is chief announcer. Officials said a complete new announcing staff has been set up. Chet Marini is station engineer.

WORC will be represented by Headley-Reed Co. It has added new studio and office equipment and has Associated Press news service. The station is owned by Radio Worcester Inc., headed by President C. George Taylor and Vice President Robert T. Engles, owners of WHIM Providence.

MUSIC COURSE
WQXR Works With College
"ENJOYMENT of Music," listed in the Brooklyn College catalogue as Music R-1, is being offered as an accredited home-study course by the school’s Radio-Television Center with the cooperation of WQXR New York.

Course is built around WQXR’s Symphony Hall, heard Friday 8:05 p.m. EST, and started last week. The same broadcasts are sponsored by General Electric over 13 stations of Rural Radio Network in New York and Pennsylvania.

Students are required to listen to 15 programs and complete five written assignments, outlined in a study guide which also gives information about music on each program, reading lists and additional recorded material. Guide was written by Harold C. Schemberg, music and record reviewer for the New York Times, and Harold G. Lawrence, director of recorded music for WQXR.

Study is intended to develop a capacity for creative—rather than merely passive—listening. Enrollees may take the course as an elective toward the two-year diploma from Brooklyn College or may study without credit. Radio listeners who want a copy of the study guide may obtain it from the college for $1.

KRGB Joins CBS
KRGB Eugene, Ore., has joined the CBS Radio network as a supplementary station in the Pacific Coast group, it was announced Monday [CLOSED CIRCUIT, Sept. 24]. The 204th affiliate, KRGB operates with 1 kw unlimited on 1280 ke. L. W. Trommlitz is general manager.

NJBA MEETING
Alger Elected President
SELLING and programming shared honors on the agenda of the New Jersey Broadcasters Assn.'s Fourth Annual Radio Institute held at Bridgeton Sept. 27-28.

Paul Alger, WSNJ Bridgeton, was elected NJBA president succeeding S. Carl Mark, WTTM Trenton. Ranulf Compton, WDN Camden, and Thomas B. Tighe, WJLK Asbury Park, were re-elected vice president and secretary-treasurer, respectively, while Fred Weber of WKNJ and Harry Gagnon of WNP Newark, were named to the executive committee.

Program awards for the year were presented to WNR, whose coverage of the summer’s gas tank explosions in Newark was acclaimed the best public service broadcast; WTTM for its Me and Mary program, featuring Mary Wilson, which was named the best women’s show; WOTC New Brunswick, for its farm bulletin program, adjudged first in the morning-show category, and for its Little League, best sportscast; and WJLK for its coverage of the Woodbridge train disaster, named best news show.

Management problems were explored by an panel consisting of Fred Bernstein, WTTM, Mr. Goodwin and Mr. Tighe. Mr. Bernstein reported WTTM had tackled the summer slump problem by concentrating on news; in February and March, on sales of 20-week rather than shorter-term contracts. Result was that the past summer was the station’s most successful.

Peterson Claims Fallacy
In a banquet address, Dr. Houston Peterson of Rutgers U. scoffed at the notion that TV will kill radio. He pointed out that radio serves a definite need. He advised stations to think in terms of a market that radio meets and extend radio’s boundaries, following the example of little theatre groups, for instance.

Other features of the two-day meeting included an off-the-record talk by Dr. John W. Riley Jr., Rutgers U., a visit to Korea; a presentation on "Your News and Its Revenue Potential" by Oliver Granville of Associated Press, and an expression of congratulations to WJLk’s Station Manager Tighe on his station’s victory in winning judicial acknowledgement of CB rights stands parallel with the press under the Bill of Rights [BROADCASTING • TELECASTING, Oct. 1].

Page 68 • October 8, 1951
IN THIS ISSUE:

- ast-to-Coast Network Gets World Series  
  Page 73

- Latest Set Count By Markets  
  Page 82

- foppet Talent Proves Success Story  
  Page 88

THE CURTAIN'S UP...

- on a great new hour and a half of top-flight television entertainment
- two wonderful TUESDAY night programs (designed for literate audiences) that will build and build and build:

KEEP POSTED — 8:30 P.M. (EST)

- A provocative thirty minutes spotlighting the "big issue" in the week's headlines
- Presented each week by Curtis Publishing Company

COSMOPOLITAN THEATRE — 9-10 P.M. (EST)

- A full-hour dramatic presentation of outstanding stories by the foremost writers of the day
- Presented each week by Drug Store Television Productions

DU MONT TELEVISION NETWORK  62 Affiliated Stations

A Division of Allen B. Du Mont Laboratories, Inc. • 515 Madison Avenue, New York 22 • MU 8-2600
$900 buys a lot of lunches in 8 big markets...

Look closely. This is a man who pays $900 to have a luncheon date with thousands and thousands of women in 8 major cities—all in one day. Magic? Not really. Good business? Decidedly. The man at the table is just one of the alert advertisers who picks up the check for low-cost, midday selling in the busiest, most vital television markets in the country today.

He discovers that for slightly less than $900 his one-minute sales message can reach housewives in an 8-city daytime market of 7,000,000 television homes.

He finds that over half of all television sets throughout America are concentrated within this 8-market area—and he learns that 33% of all U.S. buying power... 30% of all retail sales... 32% of all food consumption... 29% of all drug purchases in the entire nation lie within their boundaries.

He knows there is no better, more economical mid-daytime buy than participations in one or more of these top programs on the 8 key market stations represented by NBC Spot Sales:*

**SOURCE: Sales Management, 1951**

Like to investigate this blue-plate special? The place to begin your selling schedule in daytime television is on the stations served by NBC Spot Sales.

The man to call is your NBC Spot Salesman who has all the details on the best daytime spot buys in these 8 major television markets.

The time to investigate is now.

**NBC Spot Sales** New York Chicago Cleveland San Francisco Hollywood
TV CODE TAKES SHAPE

By J. FRANK BEATTY

THE NATION'S telecasters—at least those who belong to NARTB—will have a chance next week to decide if they want to be regulated by a code of self-discipline.

A document setting up stringent program and advertising standards was drawn up last week by the NARTB’s radio operation.

The CBS code is described as “a continuing study” and to some extent the principles are being put into effect as they are developed.

Meeting of NBC television affiliates was called for Oct. 18 in Chicago, a day ahead of the full NARTB TV membership meeting. NBC officials said the meeting was called “by a couple of affiliates” but they refused to discuss the matter and “weren’t sure that all those signing the letter requesting a meeting were actually behind it.”

Much attention was devoted last week by the NARTB code writers to the seal of approval and penalty provisions. Committee men felt the NARTB seal should be widely pub.

(Continued on page 85)

EDUCATIONAL TV

Sen. Johnson Gives Views

In his October address to the Senate, Senator Johnson proposed the fixed-time idea when his Committee had FCC Chairman Coy before it last July [Broadcasting • Telecasting, July 23].

It also has been taken up by Sen. William Benton (D-Conn.), who included it in his bill to establish a National Advisory Board for Radio and Television [Broadcasting • Telecasting, Sept. 16, 85].

In his request for more Denver VHF channels, Senator Johnson (Continued on page 85)

OCTOBER 8, 1951

BROADCASTING • TELECASTING

$7 annually, 25c weekly

NARTB To See Draft Oct. 19

Standing, Henry W. Slevick, WMCT (TV) Memphis; Thad Brown, NARTB TV director; Harold Hough, WBAP-TV Fort Worth; Paul Reibourn, KTSA-TV (TV) Los Angeles; James L. Caddigan, DuMont Network; James C. Han- rahon, WEWS (TV) Cleveland; Donald W. Thornburgh, WCAU-TV Philadelphia; Harry Banister, WWJ-TV Detroit; C. E. Arney Jr., NARTB secretary-treasurer; Walter J. Dumm, WTMJ-TV Milwaukee, is not shown.

NARTB TV CODE writers drew up draft of document to be submitted Oct. 19 to TV membership. At Tuesday- Wednesday meeting were (Continued)

PITHY observations on the use of reserved TV channels by educators featured a plea for more VHF channels for Colorado, particularly Denver, by Sen. Edwin C. Johnson (D-Col.) among the 122 filings last week in the “paper” TV allocation proceeding. Total filings of as Friday was 786.

Chairman of the Senate Committee on Interstate & Foreign Commerce, which oversees the FCC, and active in many facets of the TV freeze, Senator Johnson made these remarks about the reservation of frequencies for non-commercial, educational TV in his personal filing:

“There has been some intense drum beating throughout the country for noncommercial, educational purposes. In theory, and at first blush, this proposal shines with great luster. As a practical matter, after close scrutiny, one observes that the brightness covers little ground and the glitter is only skin deep. Why is this so?”

The Senator answered his own question by pointing to the “huge capital outlay” required to build a TV station and the “huge” expenses required for operations.

Sees 10 Year Delay

Neither the U. of Denver nor any other educational group will be ready during the next 10 years to apply for a license and state it is “fit, willing and able” to operate a TV station, the Senator declared.

“It is my belief, as I have repeatedly said,” he continued, “that the Commission should and could impose a condition in all TV licenses that a certain amount of time be made available for educational purposes in the public interest as a sustaining feature.

“In this manner, TV can become available for educational work now without saddling schools with the enormous burden and expense of constructing and operating a noncommercial, educational station.”

Senator Johnson first proposed the fixed-time idea when his committee had FCC Chairman Coy before it last July [Broadcasting • Telecasting, July 23].

It also has been taken up by Sen. William Benton (D-Conn.), who included it in his bill to establish a National Advisory Board for Radio and Television [Broadcasting • Telecasting, Sept. 16, 85].

On the dotted line...

UTF TUNER
Displayed by Tarzian

TUNING DEVICES designed to permit full reception of both VHF and UHF telecasts by a single video receiver were demonstrated Thursday at Bridgeport, Conn., by Sarkes Tarzian Inc. TV chassis equipped with the Tarzian devices received the World's Series program by VHF from New York and by UHF from the RCA-NBC experimenters.

The new Tarzian UHF tuner, TT16, features full 12-channel VHF performance, plus a UHF position in which the tuner is tuned to an auxiliary or intermediate frequency. Mr. Tarzian explained, the switch position being added to the existing 12 so that full VHF and full UHF are available. When the TT16 tuner is utilized in a VHF video receiver, UHF reception can be provided by a full range Tarzian UHF tuner which connects to a separate input circuit in the TT16 tuner by means of brackets permitting easy field installation.

The UHF tuner was said to cover the full range of 470-890 mc., with a three-section tuning element, two used for band-pass input and one for oscillator tuning.

Mr. Tarzian, operator of WTTV and WTTS(TV) Bloomington, Ind., as well as head of his electronic parts manufacturing firm, and C. L. Cade, distributor sales manager of Sarkes Tarzian Inc., conducted the meeting, attended by some 25 representatives of the technical electronics press.

MOVIE TV TAX

As At the tly. Council

AFTER a fee threat to Philadelphia theatre TV exhibitors, lurking in the background since the Robin- son-Turpin fight showing, has materialized with a City Council petition to the state legislature.

The council petitioned to ban television as "a pernicious and monopolistic practice limiting the display of popular TV programs to a few exhibitors." The objection were contained in a resolution introduced by James G. Clark and approved by the council. Mr. Clark had promised such action after the Robinson-Turpin fight.

OUT IN THE mountain area of western North Carolina two ambitious residences living on Route 2, Sparta, are getting TV reception in the shadow of a ridge.

In the town of Sparta, they are getting TV reception from an antenna on top of the ridge.

Having bought a receiver, Gene R. Irwin and Bert Shumate decided to do something about it when they couldn't get any pictures. Mr. Shumate's son Harvey, who was taking a correspondence course at the time, went to work on the problem.

They even put up a 50-foot pole, 1,500 feet away. They sat atop the mountain that was baring the TV signals. From an antenna on the pole they connected two No. 6 copper wires, using spacers every five feet to keep wires an inch apart. The wires are held up by small posts. A two-set TV couple was attached at the Shumate home. From this antenna the wire was carried another 1,500 feet to the Irwin home.

The Shumate signal was fine but the Irwin's had only a fair picture so the two set his set. Later another booster was installed. Antenna has automatic timer.

NEW STATION BIDS

KOOL, KIFI File With FCC

Two TV applications were filed last week with FCC for Phoenix and Idaho Falls, and an application for Mobile, Ala., was indicated.

KOOL Phoenix asked for Channel 10 with 30 kw radiated power. It estimated $359,208 for construction, $110,000 per year operating costs.

KIFI Idaho Falls asked for Channel 5 with 30 kw radiated power. It plans to spend $82,462, in addition, $90,000 yearly for operating costs. Some interests intend for applications for Phoenix, Boise, Twin Falls, Idaho; Butte, Mont.

A Mobile, Ala. application will be filed in name of Mobile Television Corporation, organized by Mobile Press Register and WDSU-AM-TV New Orleans interests.

Officers of the new company are Edgar B. Stern, Jr., chairman; R. B. Chandler, president; William J. Hearin, Jr., Robert D. Sweezy, A. Louis Read, Walter Bellingrath, vice presidents; Lester Kabacoff, secretary and treasurer; Arthur Tomanson, Jr., treasurer. Messrs. Stern, Sweezy, Read and Kabacoff are WDSU principals; Messrs. Chandler, Hearn and Tomanson are Press Register principals.

HILL OR NO HILL

They Get Programs

OUT IN THE mountain area of western North Carolina two ambitious residences living on Route 2, Sparta, are getting TV reception in the shadow of a ridge.

In the town of Sparta, they are getting TV reception from an antenna on top of the ridge.

Having bought a receiver, Gene R. Irwin and Bert Shumate decided to do something about it when they couldn't get any pictures. Mr. Shumate's son Harvey, who was taking a correspondence course at the time, went to work on the problem.

They even put up a 50-foot pole, 1,500 feet away. They sat atop the mountain that was baring the TV signals. From an antenna on the pole they connected two No. 6 copper wires, using spacers every five feet to keep wires an inch apart. The wires are held up by small posts. A two-set TV couple was attached at the Shumate home. From this antenna the wire was carried another 1,500 feet to the Irwin home.

The Shumate signal was fine but the Irwin's had only a fair picture so the two set his set. Later another booster was installed. Antenna has automatic timer.
BASEBALL THRILLERS

WORLD SERIES baseball—as well as the playoff games between the Giants and Dodgers for the National League pennant—were telecast coast-to-coast for the first time last week, through the combined efforts and competition of two networks and a local New York outlet.

Transcontinental television had been utilized previously for coverage of the Japanese Peace Treaty signing in San Francisco [Broadcasting • Telecasting, Aug. 27] and for the special Crusade for Freedom marathon [Broadcasting • Telecasting, Sept. 29].

The nation-spanning hookup had been introduced commercially for the first time Sept. 29 when networks started airing regular shows from East to West [Broadcasting • Telecasting, Sept. 30] and NBC NBC's West Coast transmission to the rest of the United States did not occur, however, until last Sunday (Sept. 30) when NBC's San Francisco and Eddie Cantor's appearance on the Colgate Comedy Hour were transmitted from Hollywood.

Coast-to-coast full teletails had been set for an NBC exclusive with the network's purchase of television rights to the World Series. Part of the agreement required that NBC share its picture with any MBS-affiliated stations that might have TV outlets. MBS carried the series radio coverage.

Baseball TV hassle really started when the unexpected playoff was required in the National League. WOR-TV, which does not have a network affiliation but has rights to Dodgers games, was approached with virtually nationwide offers to participate in their exclusive on the first playoff game. WOR in turn approached ABC, which though it might obtain sponsorship from the American Tobacco Co., but while negotiations were in progress, CBS-TV bought the rights. The Columbia network was still clearing outlets five minutes before the playing started.

Since WOR-TV and CBS-TV facilities could not be connected readily, however, ABC was called upon to make the match, which they did through their 67th St. studio located next door to WOR-TV facilities. ABC then passed transmission along to AT&T, which relayed the program to CBS-TV outlets for participation by 42 stations. Since transcontinental facilities so far allow transmission of only one program in each direction, CBS-TV had to get a release from NBC, which had arranged for the time. In turn, CBS-TV yielded its Tuesday and Wednesday night to NBC-TV, which had secured network rights to the last two games.

KFEL's Closed Circuit

KFEL, Denver MBS affiliate, obtained series rights—although Denver is a non-television city—for closed circuit telecast. KFEL installed receivers in the local Brown Palace and Cosmopolitan Hotels and other locations for public viewing.

Coverage of the first playoff was cooperatively shared throughout the nation, while Liggett & Myers (Chesterfield Cigarettes), backer of all Giant games this season, sponsored the last two games, carried by NBC from the Polo Grounds after rights were purchased from WPIX New York, title-holder for Giant coverage throughout the season.

Mutual network, carrying the playoffs on radio, donated coverage of the first half of each game, while R. J. Reynolds Tobacco Co., for Camel Cigarettes, paid for the final half.

50 Million Viewers

NBC-TV, which had picked up the last two playoffs from WPIX, reciprocated by granting World Series participation to the local outlet. With WOR-TV handling World Series origination for NBC-TV, therefore, three television stations in New York—WNBTV, WOR-TV, and WPIX—and two radio stations—WOR and WINS—were carrying the entire nation-wide television audience. Topped 50 million viewers, it was estimated, when some 52 stations affiliated with NBC carried the first playoff game, in addition to several Mutual-related TV outlets. Gillette Safety Razor, which had bought series sponsorship for the next three years, was skippered by Mr. Pearce.

To handle television camera work for the series games, WOR-TV moved a quarter of a million dollars worth of equipment into Polo Grounds prior to the opening of the games there. Their inventory listed a notable assemblage of cameras, monitors, receivers, synch generators, test equipment, relays, cables, and fire extinguishers with a total weight in excess of six tons. More than 50 technicians were required to hand operations at the 50,000 seat stadium.

As actual coverage settled into the already-done departments of radio and television outlets last week, special individual programs were being prepared for late-evening and primetime fill-in shows. Up to now, they were being prepared for late-evening fill-in shows, since the regular scheduled program had been described as "letting the players relax and let all America, evening as well as daytime audiences, know about their favorite sport."

WISHING each other good luck at a cocktail party before NBC-TV's Comedy Hour had its first transcontinental run on the microwave relay from Hollywood are (l to r) Robert Healy, ad manager, Colgate-Palmolive-Peet Co., sponsor; Eddie Cantor, star, and Sam Fuller, executive producer.

BENDIX CONTRACT

NBC-TV Signs Film Star

ALTHOUGH financial arrangements weren't revealed, William Bendix, film and radio star, has been signed to an exclusive long-term NBC-TV contract. With no definite format having been worked out as yet for a regular length program, it is understood he will fill guest spots on various NBC-TV shows for the time being. Mr. Bendix for several seasons starred in Life of Riley on radio.

NBC-TV also is negotiating with Al Pearce, comedian, to bring him out of retirement and revive his radio show, Al Pearce & His Gang, on a five-week 60-minute daytime participating sponsorship basis for video. Since leaving show business a few years ago, Mr. Pearce has been devoting time to a prune-pitting machine which he developed and is marketing.

AUDIENCE participation program What's The Matter With That Song? on KITV (TV) in Honolulu and KYW-TV in Philadelphia, will be replaced on KYW-TV by THRIFTY Drug Stores. Always sponsored by Milton Weinberg, Adv., L. A.

SET OUTPUT CUT

Defense Brings Conversion

WITH TV receiver production cut to 40% of last year's total, the DuMont Television Receiver Manufacturing Plant at East Patterson, N. J.—described as the world's largest of its kind, capable of a 60,000 unit monthly capacity—is being converted to production of electronic equipment for U. S. military needs, it has been announced.

Dr. Allen B. DuMont said that raw material requirements for the defense effort necessitated the cut in receiver production, and discounting the fact that the plant's four conveyor lines have already been allocated to government production.

R.I.P.: Tube RCA-8D21

TV TUBE RCA-8D21, 9,254.3 hours old, passed away while in operation last month at KING-TV Seattle, Wash. The TV transmitter tube was born in Lancaster, Pa., and was graduated from the RCA production lines in due course. Though serving also as a replacement for KING-TV, RCA-8D21 achieved recognition for its advanced, record-breaking performance. It was attributed by George Freeman, KING-TV chief engineer, to old age. He reported it was "vivacious and full of electrons," but after a few months it was replaced by a younger member of the television transmitter section.

October 8, 1951 • Page 73
THE RED SKELTON SHOW, which made its video debut on NBC-TV Sept. 30 for Procter & Gamble, gave Star Skelton a rigorous workout in his initial performance that may be hard to maintain at all desirable—in subsequent showings.

Save for a brief musical interlude, when the Skylarks sang and danced "Hallelujah" and during a couple of filmed commercials for Tide and Camay, Mr. Skelton remained in front of the cameras—and microphone—for the full 30 minutes.

The program opened with a profile view of the star in full Indian chief headdress, held for fully three seconds before he turned to face the camera, grinned and asked the immortal comic line, "One moment, please." Then followed a fast and furious parade of the kind of sight gags with which Red has wowed 'em in vaudeville, night clubs and on the motion picture screen.

The were the American tourist in his first British-tailored suit, a covey of armed service hitch-hikers—Army, Navy and Marine—and such an alarmingly numerous assortment of drunks that one might well have believed the pulled-up coat collar, battered hat and buckled knee to constitute Mr. Skelton's favorite pose.

Giving of himself without stint, Mr. Skelton helped his radio followers to accompany him on his transition to television by giving in his first video show brief glimpses of some of the characters that made him famous—"Deadeyes," derelato of the Old West, on whom Red hung the entire incident of mis-synchronizing the action of shooting a gun with the sound of the shot; "Junior," who for years has won all honors as radio's most disagreeable brat; the crooked politician, "San Fernando Red"; the punch-drunk fighter, "Cauliflower"; the clumsy oaf, "Clem Reddickhoffner."

"Portraying" is perhaps the wrong word. Mostly Red just talked the character, then showed a few of the ways in which the individual will appear on future TV shows when Skelton takes the time to don makeup and costume, which he did on the opening show only for the Irish tenor sequence, largest single item in the program.

Red's lines, like his unparalleled mugging, were in the best low comedy tradition. For example, when introducing a commercial (and the fact he did introduce the commercial was in itself in full accord with the spirit of the show), Red asked the audience to stand by—"we'll be back in just a minute with an English movie."

High spot of the show—at least for this viewer, whose love of low comedy is sometimes viewed with disfavor by the staff side of the house—came at the end of the performance. Mr. Skelton stepped before the curtain, explained that if this were radio they'd just cut him off when the time ran out but in television commercials they stay there all night. Just then a pair of brawny hands reached out from beneath the curtain, grabbed his ankles and unceremoniously dragged him off, face down.

As an opening program, the half-hour Skelton monolog was a reasonably amusing show. For a week-in, week-out diet, however, it appears to this reviewer that Red will need help from his writers and other actors to present the kind of a TV section that will duplicate the popularity of his radio broadcasts.

THE SEPT. 29 COLLEGE FOOTBALL COLORCAST, a 35-0 walk-away by California over Pennsylvania, left this observer two principal impressions which at first might seem to be—if the word word—inevitably incompatible. First, color is good for a football telecast. It is a compelling addition which makes watching easier, this particular performance, at least, displayed some imperfections which intermittently turned one's attention from the business at hand.

The color reproduction, in this on-looker's opinion, fell short of what nature could in mind. Without knowing what shades the Penn players are favoring this season, it seems safe to assume that the colors are more uniform than appeared to be the case in the TV version.

Color fringing sometimes made the stripes on the officials' shirts seem to have faded onto the adjoining white areas, and a color tinge—reddish on some of the four sets CBS-TV had set up in its New York quarters, greenish on others—seemed to hang over the long-range crowd shots.

This viewer did not discern, as some observers reported they did, any color breakup or other flaws which might be deemed peculiar to fast-motion shots. And it was much easier to follow the plays in color, an advantage which the cameramen occasionally did not enjoy, though this was more a tribute to adroit ball-handling by the California defense than to the work of the camera work. Pennsylvania's football team, as the score suggests, encountered the same trouble.

HEAVY SWIFT BUY Takes Films on WPIX

SWIFT & Co., Chicago, enters New York television on an extensive scale Oct. 15 with an hour-long film program, Swift's Movie Time, to be aired on Sunday nights 7:15-8:15 p.m. under a 52-week contract. Agency is J. Walter Thompson Co.

Harold Wilson, New York district manager, extended a statement which, in part, read: "We intend to bring the best in film fare suitable for All-Family viewing to the city's TV audience each week-day night. We know that bringing this top-flight film entertainment to thousands of our consumers will help us meet the metropolitan area dealers to move more of the Swift products."

Some 120 of the national food store sales are made in the New York area.

Pabst Gets Fight

TEN-round heavyweight boxing bout between Ezzard Charles, former world champion, and Rex Layne will be carried coast-to-coast exclusively over CBS Radio and Television from Forbes Field, Pittsburgh, Oct. 10, 10:10-11:45 p.m., sponsored by Pabst Blue Ribbon Beer, through Warwick & Legler, New York.

RCA TESTS

Public Showings Slated

RCA COLOR television tests will be open to the public in New York for the first time Oct. 9-19 when the transmission also will be extended to Washington for viewing by government officials [BROADCASTING * TELECASTING, Oct. 1].

RCA placed full-page ads in New York papers Wednesday to announce the tests and to request viewers who receive the morning programs at home to send their reactions to the company.

Color will be shown at the Center Theatre three times daily except Sunday. Transmission is authorized only under test license from the FCC, so only one color program each day—held at 10 a.m. before regular programming starts—will be carried over WNB'T New York's Channel 4. Home viewers will be able to receive these tests in Black and white on their own receivers. Other showings, at 2:15 and 4 p.m. will be carried closed circuit to the extended area.

Admission to the Center Theatre will be by ticket only, with a limit of two per person. They may be obtained from RCA Color Television, RCA Bldg., New York.

Ruppert Adds

JACOB RUPPERT Brewery of New York (Ruppert Light Ale, Mory's Stock Ale, and Ruppiner Dark Beer) extended its Candid Camera TV contract with WTTG(TV), Washington for 13 weeks starting Sept. 24 and shortly will add WRGB(TV) Schenectady for 13 weeks. Agency is Blow Co., New York.

NCAA plan for controlled football telecasts is outlined to members of the Chicago Television Council by Tug Wilson (standing), athletic director of Northwestern U., Big Ten commissioner and secretary of National Collegiate Athletic Assn. [BROADCASTING * TELECASTING, Oct. 1].

Localure: George Harvey, commercial manager of WGN-TV Chicago; Mr. Wilson; Clifton Uiley, NBC-AM-TV news commentator, who served as moderator, and Roy McLoughlin, sales manager of WENR-TV Chicago. Mr. Wilson spoke at Sept. 25 session.

Page 74 • October 8, 1951
GENERAL FOODS Corp. was top client of the TV networks during July, expending $467,688 for time on the video networks (at gross rates) according to a BROADCASTING * TELECASTING compilation of individual program time purchases during that month as reported by Publishers Information Bureau.

Procter & Gamble Co., which for months has stayed at the top of the TV network advertiser list, matching its perennial position as leading radio network advertiser, dropped to sixth place among the video network sponsors in July, following the summer layoffs of the Garry Moore Show, Kate Smith and Kukla, Fran & Ollie, which accounted for more than $350,000 of P & G's gross TV network time purchases in 1950.

Despite changes in rank order, however, nine of the top ten advertisers on the TV networks in July (see Table I) were holdovers from the June top ten, according to TELECASTING (Aug. 19). Quaker Oats Co., tenth ranking TV network client in June, was replaced in July by Philco Corp., which ranked tenth in that same month. Leading advertisers in the various product groups, are listed in Table II.

Overall, the TV networks in July did not suffer any such decline as is usual with the radio networks. The July combined TV gross time sales totaled $8,924,473, less than 1% below the June total of $8,996,940.

Breakdown of time sales by product classes [Table III shows class billings for July and for January-July, this year compared with last year] reveals little change from June to July. Foods continued to maintain the lead position as the most advertised type of wares on network television. As in June, smoking- and soft drinks, ranked second and third positions.

Soaps and cleansers, ranking fourth in June, were in fifth place in July, while automotive products, ranking fifth in June, took fourth position in July. Household equipment stood sixth in both months, beer seventh and radio and TV sets eighth. Candy and soft drinks, not included in the top ten categories in June ranked ninth in July, with drugs and remedies, in ninth position in June, standing tenth in July and household furnishings, in tenth place in June, not included in the leading classes in July.

### July Network Gross

**General Foods Tops**

<table>
<thead>
<tr>
<th>TABLE I</th>
<th>TOP TEN TV NETWORK ADVERTISERS FOR JULY 1951</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. General Foods Corp.</td>
<td>$467,653</td>
</tr>
<tr>
<td>2. R. J. Reynolds Tobacco Co.</td>
<td>$394,760</td>
</tr>
<tr>
<td>3. Colgate-Palmolive-Peet Co.</td>
<td>$396,249</td>
</tr>
<tr>
<td>4. P. Lorillard Co.</td>
<td>$295,760</td>
</tr>
<tr>
<td>5. KRAFT &amp; MYERS Tobacco Co.</td>
<td>$236,260</td>
</tr>
<tr>
<td>6. Procter &amp; Gamble Co.</td>
<td>$288,995</td>
</tr>
<tr>
<td>7. Lever Brothers Co.</td>
<td>$279,195</td>
</tr>
<tr>
<td>8. American Tobacco Co.</td>
<td>$262,655</td>
</tr>
<tr>
<td>9. Ford Motor Corp.</td>
<td>$171,625</td>
</tr>
<tr>
<td>10. Philco Corp.</td>
<td>$171,625</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>TABLE II</th>
<th>TOP TV NETWORK ADVERTISERS BY PRODUCT GROUP FOR JULY 1951</th>
</tr>
</thead>
<tbody>
<tr>
<td>Apparel, Footwear &amp; Access.</td>
<td>International Latex Corp. $97,775</td>
</tr>
<tr>
<td>Automotive, Auto. Access. &amp; Equip.</td>
<td>Ford Motor Co. 253,675</td>
</tr>
<tr>
<td>Beer, Wine &amp; Liquor</td>
<td>Joseph Schlitz Brewing Co. 135,300</td>
</tr>
<tr>
<td>Confectionery &amp; Soft Drinks</td>
<td>ConAgra Foods Inc. 70,830</td>
</tr>
<tr>
<td>Drugs &amp; Remedies</td>
<td>Nossal Chemical Co. 90,135</td>
</tr>
<tr>
<td>Food &amp; Food Products</td>
<td>General Foods Corp. 467,653</td>
</tr>
<tr>
<td>Gasoline, Lubricants &amp; Other Fuels</td>
<td>Gulf Oil Corp. 54,900</td>
</tr>
<tr>
<td>Household Equip. &amp; Supplies</td>
<td>Westinghouse Electric Corp. 156,750</td>
</tr>
<tr>
<td>Household Furnishings</td>
<td>Armstrong Cork Co. 90,135</td>
</tr>
<tr>
<td>Industrial Materials</td>
<td>Anchor-Hocking Glass Corp. 95,433</td>
</tr>
<tr>
<td>Jewelry, Optical Goods &amp; Cameras</td>
<td>Gruen Watch Co. 40,230</td>
</tr>
<tr>
<td>Office Equip., Stationery &amp; Writing Supplies</td>
<td>Minnesota Mining &amp; Mfg. Co. 68,925</td>
</tr>
<tr>
<td>Publishing &amp; Media</td>
<td>Curtis Publishing Co. 66,150</td>
</tr>
<tr>
<td>Radios, TV Sets, Phonographs, Musical Instruments &amp; Access.</td>
<td>Philco Corp. 171,625</td>
</tr>
<tr>
<td>Retail Stores &amp; Direct by Mail</td>
<td>Drugstore Television Productions 135,813</td>
</tr>
<tr>
<td>Smoking Materials</td>
<td>R. J. Reynolds Tobacco Co. 398,640</td>
</tr>
<tr>
<td>Soaps, Cleansers &amp; Polishes</td>
<td>Procter &amp; Gamble 282,995</td>
</tr>
<tr>
<td>Toiletries &amp; Toilet Goods</td>
<td>Colgate-Palmolive-Peet Co. 266,259</td>
</tr>
<tr>
<td>Miscellaneous</td>
<td>General Foods Corp. 20,432</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>TABLE III</th>
<th>GROSS TV NETWORK BILLINGS FOR JULY AND JAN-JULY 1951 AS COMPARED TO SAME PERIOD 1950</th>
</tr>
</thead>
<tbody>
<tr>
<td>Apparel, Footwear &amp; Access.</td>
<td>1951 $1,813,750, 1950 $1,668,278</td>
</tr>
<tr>
<td>Automotive, Auto. Access. &amp; Equip.</td>
<td>1951 $1,304,126, 1950 $1,282,000</td>
</tr>
<tr>
<td>Beer, Wine &amp; Liquor</td>
<td>1951 $1,075,811, 1950 $1,094,839</td>
</tr>
<tr>
<td>Confectionery &amp; Soft Drinks</td>
<td>1951 $918,434, 1950 $919,951</td>
</tr>
<tr>
<td>Drugs &amp; Remedies</td>
<td>1951 $1,024,230, 1950 $1,010,840</td>
</tr>
<tr>
<td>Food &amp; Food Products</td>
<td>1951 $962,345, 1950 $950,135</td>
</tr>
<tr>
<td>Gasoline, Lubricants &amp; Other Fuels</td>
<td>1951 $987,345, 1950 $987,345</td>
</tr>
<tr>
<td>Household Equip. &amp; Supplies</td>
<td>1951 $1,024,230, 1950 $1,010,840</td>
</tr>
<tr>
<td>Household Furnishings</td>
<td>1951 $1,024,220, 1950 $1,010,840</td>
</tr>
<tr>
<td>Industrial Materials</td>
<td>1951 $962,345, 1950 $950,135</td>
</tr>
<tr>
<td>Jewelry, Optical Goods &amp; Cameras</td>
<td>1951 $1,024,230, 1950 $1,010,840</td>
</tr>
<tr>
<td>Miscellaneous</td>
<td>1951 $1,024,220, 1950 $1,010,840</td>
</tr>
</tbody>
</table>

**Kingsley Resigns**

ROBERT KINGSLY, who cofounded Telenews Productions Inc. with Jack Tobin, announced his resignation Tuesday, following that of Mr. Tobin by several weeks. As chief of production, Mr. Kingsley's recent post was production supervisor for Your Eso Reporter, weekly half-hour news show on CBS Television. Mr. Kingsley will continue his association with motion pictures and television by operating as a TV film production and cost consultant.

October 8, 1951 * Page 75
CROSLEY'S $2 MILLION CONTEST
To Serve as Promotion for 1952 Line

CROSLEY Division of Avco Mfg. Corp. will distribute more than $2 million in prizes in its "American Way" contest, now being launched through the company's radio, TV appliance dealers to serve both as an introductory promotion for Crosley's new 1952 line and as a rekindling of the public's appreciation of the value of the American way of life.

Contestants filling out brief "True and False" quizzes on Crosley products and telling in 50 words or less "What the American Way of Life Means to Me" are eligible for 1,001 prizes topped by a first national prize of $10,000 in cash, with another $10,000 to be awarded to the church or charity of his choice, followed by scores of smaller cash and merchandise awards. Contest ends Dec. 1. Participants in the national and local contests, which together include cash awards to church or charity totaling $500,000, must visit their Crosley dealers to get the entry blanks, but are not required to make purchases.

Asks 'Aggressive' Selling

In announcing the contest at a news conference Wednesday, John W. Craig, Avco vice president and general manager of the Crosley Division, noted that just as the radio and television manufacturer had developed new means to maintain production at former levels in the face of stringent material limitations, so must they "carry forward aggressive sales, advertising and sales promotion activities." Declaring that "selling is as vital a part of our civilian economy as is production," he said that his company is going to back the production of the products in its 1952 line "with intensive sales, advertising and sales promotion campaigns, for which the 'American Way' contest will provide a launching and an impetus that we believe will be history-making in these industries."

W. A. Bies, Avco vice president and general sales manager of the Crosley Division, said, "This contest will provide an opportunity for millions of our customers to sit down and put into words what the American way of life means to them."

Compares Radio Abroad

Contrasting what life offers the average citizen of America and of other lands, Crosley displayed radios and TV sets and appliances manufactured abroad alongside their own products, with wall signs statistically describing the use of them in the United States, Russia and other countries. They showed for instance that while the U. S. boasts two radios for every three persons, in Russia only one person in 103 has a radio set, although there are eight million loud speakers in Russia wired to government propaganda stations.

The more than 12 million TV sets in the U. S. were contrasted with the 50,000 in Russia. Further figures noted that in order to earn the purchase price of a seven-inch tube set in Russia, a worker must put in 1,224 hours of labor, whereas a citizen in the United States, where lower prices and higher wages prevail, can buy a 16-inch tube set with the money he earns in 136 hours.

FILM PRODUCTION

Council Sets Union Area

TELEVISION producers in Hollywood have been informed by the AFL Film Council that union jurisdiction covered production of 16mm film for commercial release as well as 35mm film.

"Regardless of gauge," the council announced, "film union jurisdiction extends to all film production for commercial purposes."

The Film Council action followed reports that some TV producers have claimed union jurisdiction does not extend to the production of 16mm film for television.

The council has postponed its next regular meeting date inasmuch as one of its affiliates, LATSE, was scheduled to have met with producers last week.
On June 15, almost 29,000 people in several cities watched a heavyweight fight on movie screens as television cameras at ringside brought the event from Madison Square Garden. And Big Screen Television made its bow to the public over the network provided by the Long Lines Department of the American Telephone and Telegraph Company.

Since then other fights have gone over the Bell System's television network. And future plans call for more events going to more theaters, reaching more people.

This new kind of showmanship is one more example of the use made of the Bell System's network...facilities made possible by the experience and imagination of Bell engineers. The equipment for these facilities is specialized and expensive. Much of it must be precise and delicate, yet sturdy and long-lasting.

Last year the Bell System doubled its television channels, bringing them up to almost 23,500 miles. The value of coaxial cable, radio relay, and associated equipment used for television purposes is nearly $85,000,000. Yet the service is supplied at a very moderate rate.
"TALES OF THE TEXAS RANGERS" First-Run, First-Produced—with the same action, the same impact of the famous radio show of the same name!

1 Half-hour episodes—each a complete story.
2 Allows for 5 product identifications including time for Full-Length Commercial spots.
3 Authentic stories from files of Texas Rangers— with a ready-made audience.
4 Heavy promotional backing.
for the first time! "TALES OF THE TEXAS RANGERS"

now available for local and regional TV programs

This top-rated, big-time show offers all the advantages of a network production. Mail coupon above for exclusive programming in your area!

Just about every business in every market wants to get into TV. Unfortunately, though, the average firm with limited product distribution can't compete with national advertisers... they run up against prohibitive cost and waste coverage.

The answer? NBC-TV Films. Take the latest development — the offering of major shows like "Tales of the Texas Rangers" and "Dangerous Assignment" for local and regional sponsorship on a long-term basis. They're already established through radio... and they've been getting high ratings, a good big share of audiences everywhere!

We suggest you bring these shows to the attention of your better prospects. Perhaps there's a bakery, a soft drink distributor, or a laundry for "Texas Rangers". And if there's a brewer in your market, how about Brian Donlevy's "Dangerous Assignment"?

Phone, wire, or send coupon above for immediate action — for prices in your market and audition film. Don't Delay — Mail this coupon today!
since 1943, according to the analysis, rising from 80 in the mid-war year to 58 in 1950. In 1929 the average was four employees per unit.

The number of persons "engaged in production" has risen from 29 in 1943 to 54 in 1950, indicating that most broadcast-telecast personnel take an active part in station operations.

Corporate sales of broadcast-telecast units rose from $421 million in 1949 to $454 million in 1950, according to the analysis. This figure falls short of the estimated total of radio-TV net time sales in 1950, which ran close to $540 million, apparently because of technical factors in the Dept. of Commerce's definition of corporate sales.

The analysis showed broadcast-telecast firms had $16 million of undistributed corporate income in 1950 compared to $12 million in 1949. Net corporate dividend payments were $9 million in 1950 and $8 million in 1949. Corporate income after federal and state income and excess profits taxes was $25 million in 1950 and $20 million in 1949.

Federal and state corporate income and excess profits tax liability was $24 million in 1950 compared to $16 million in 1949. Corporate income before federal and state income and excess profits taxes was $49 million in 1950 and $36 million in 1949.

Income of unincorporated enterprises was listed at $8 million in 1949 and $2 million in 1948.

A section dealing with "supplements to wages and salaries" showed that employees in broadcast-telecast enterprises earned an extra $9 million in 1950 and $7 million in 1949.

Total wages and salaries of broadcast-telecast personnel reached $249 million in 1950, compared to $219 million in 1949, $199 million in 1948 and $167 million in 1947. Total compensation attained the $100 million mark for the first time in 1944, according to the analysis.

Wilson Report
[Continued from page 30]

"Shortages of steel, aluminum, copper and other metals are intensified by shortages of scrap necessitated by the production of each," Mr. Wilson observed. Domestic output of tungsten has been on the upswing and imports have helped. Actual production of radio-TV receivers and other industries has remained high because of inventories of materials, substitution of less critical materials and "ingenious" observation techniques used by firms," the mobilization director pointed out.

"No shortages of consumer goods yet exist," he continued.

"Whether they develop during 1952 will depend not only on production, of course, but on demand. For the time being, demand for many articles is below supply." As to the radio-TV market, Mr. Wilson said such demand "has not been high enough to eliminate some unemployment in the industry." Flexibility of CMP was cited by Mr. Wilson as one of the "outside" factors. Electric firms, for instance, have been able to shift quotas of steel among broadcast receivers, refrigerators and other items.

Manpower shortages have not materialized to a large enough degree to disrupt defense production, it was said. "Real shortages have developed in only a few localities, industries and occupations, among them electronics.

Committee Set Up

The Defense Production Administration has set up an industry-labor-government committee to look into unemployment (Broadcasting • Telecasting, Oct. 1).

Turning to national civil defense, Mr. Wilson noted the "greatest obstacle . . . is widespread apathy." A current program is off to a "good start" and is expected to continue along to "prevent catastrophe in the event of all-out attack."

Succeeding steps in the federal program touch on establishment of a national communications system, air raid warning alerts and stockpiling of essential supplies. Dispersal of key plants also was mentioned.

In recognition of the importance of radio amateurs in the civil defense effort, NPA last Thursday granted priority assistance to "ham" operators seeking critical materials for equipment. Besides the 40,000 operators now active, an additional 20,000 are needed to fulfill emergency duty, NPA said.

MAGNAVOX Co. reported highest sales since 1942 and expects demand for radio-advertised products in some 160 supermarkets and groceries of the associated grocers of Harlem. Effective Oct. 15, plan offers product display together with cards featuring WWRL Negro disk jockeys and personalities of retail product, without cost. First four products to be shown, each on weekly rotating basis, are Piel's Beer, Carolina Rice, Quaker Corn Meal and Aunt Jemima Self Rising Flour.
Elevenized to listeners and the industry a that adherence to the code would end prestige to stations and carry significant

Review board procedure met with favor. A board of perhaps five would be set up under terms of the committee draft, it was believed. This board possibly would give

validating stations a specified period to cease disobeying the code. If violations continue, it is believed the committee will be hearing procedure. Ultimate penalty might be withdrawal of the NARTB's seal. Provision was made in the draft for granting of seal privileges to non-NARTB stations.

All of these subjects are expected to draw heated discussion when the TV membership gets a chance to scan the code and see how it could affect their operations.

The two-day Washington meeting was a lively one as the committee took up the provisions word by word, and sometimes comma by comma. Large numbers of minor changes, and some more important ones, were made but the final document was described as quite close in substance to subcommittee recommendations.

"Fully Integrated"

One of the code writers described it as "a fully integrated document." Committee majority decided the text should not be made public because members want to show the public that the industry "means business." On the other hand the view was voiced that members expecting the vote intelligently on so vital a document should have a chance to study it thoroughly, along with their own executives, before casting a vote at Chicago Oct. 19.

At the weekend NARTB had received advance registrations for the Oct. 19 membership meeting from 39 persons representing 33 member television stations. C. E. Arney Jr., NARTB secretary-treasurer, reiterated that the meeting will be a closed session, with only personnel of NARTB TV member stations admitted. He said there is no limit on the number of member station staff personnel who may attend but only one delegate from each member station will be allowed to vote.

The document they will vote on, should the committee's version be amended and then submitted for membership action, will meet head-on some of the problems the radio standards carefully skirted.

The TV code writers are not afraid of the word "code", Mr. Swesey said. He added that the committee had acted congruously in an effort to forestall governmental reprimals from censorship-minded legislators. Other than that he would not comment.

It was indicated that some ideas had been borrowed from the motion picture code, since Paul Raibourn, KTAL (Dallas) and J. Leonard Reinsch, WSB-TV Atlanta, Henry W. Slavick, WMCT TVA Meet Dec. 7-9

TELEVISION Authority will hold a convention Dec. 7-9 in New York's Park Sheraton hotel. No agenda has been set for the meeting, the first convention TVA, a two-year-old organization, has held.

(ND) Memphis; Robert D. Swezey, WDSU-TV New Orleans, Advertising Practices—Walter J. Damm, WTMJ-TV Milwaukee, chairman; Harry Bannister, WWJ-TV Detroit; James C. Hanrahan, WEWS (TV) Cleveland. Observance—Mr. Raibourn, chairman; Mr. Bannister; Mr. Thornburgh.

round up sales for your brand!

"Western Roundup" weekly mail count now over 1,000

Every weekday afternoon from 4:30 to 6:00 youngsters gather round the Chuck Wagon for a fast-moving visit to the Old West. The Wrangler and Blackie keep the youngsters fascinated with their western lore, cowboy rope tricks and stories highlighted with the drawing of exclusive personal brands for youngsters who have completed "achievement" cards. Join this exciting live wrap-around western film fare.

The whole gang will round up sales for your brands with a "whoop" and a "holler." What the Wrangler says goes! For your brand and complete details on this unique WBNS-TV participation show, see Blair TV or write direct.

COLUMBUS, OHIO CHANNEL 10
CBS-TV Network. Affiliated with Columbus Dispatch and WBNS-AM. General Sales Office: 33 North High Street October 8, 1971 * Page 81
Show of Shows — Leads Nielsen

Editor's Note: Totals for each market represent estimated sets within television area. Where coverage areas overlap set counts may be partially duplicated. This TV circulation committee is handled by distribution companies and manufacturers. Since many are compiled monthly, some may remain unchanged in successive summaries. Total sets in all areas are necessarily approximate.

WPTZ Issues New Rate Card

WPTZ (TV) Philadelphia has issued Rate Card No. 8, effective Oct. 1. Announcements are made by Alexander W. Dannenbaum Jr., commercial manager.

Dillon Talk

CHARLES DILLON, chief of the Defense Dept's Radio-TV Branch, addressed the Armed Forces Information School last Friday on "Use of Radio and Television by the Dept of Defense." He was to speak before 200 officers and enlisted men of the school as part of a regular program for prospective public information officers. Question and answer period and demonstration of kinescopes and recordings followed the speech.

Weekly Television Summary — October 8, 1951

Show of Shows — Leads Nielsen

N.B.C-TV's Your Show of Shows, back after a summer hiatus, replaced Arthur Godfrey's Friends as front-runner in Nielsen national ratings for the top 10 TV programs during the two-week period ending Sept. 8. The variety show emerged with the three top ratings, each representing a half-hour segment under different sponsorship. The Nielsen national report follows:

- Percent of TV homes reached in program home area
- Program
- Your Show of Shows (Raymond, K. J., Tobacco)
- Your Show of Shows (Frontier)
- Your Show of Shows (Lakie & Fink Prod. Corp.)
- Arthur Godfrey's Friends
- Liotta & Myers Tobacco
- Mama
- Paulette Ribbons Boots
- "The Nielsen 'percent of home reached' gives a relative measurement of the audience obtained by each program in the particular stations where it was telecast — all TV homes in those stations are able to view the program, but not necessarily being taken as 100 percent.

Crosley Survey On Quality Movies

RESEARCHERS at Crosley Broadcasting Corp. (WLTV (TV) Cincinnati, WLWD (TV) Dayton and WLWC (TV) Columbus) report audience success with first run movies on television. Stations inaug-urated a series of 66 films never seen on TV in the area. In a special survey, Crosley found 80% of sets in use tuned to Family Theatre, the program showing the films. According to the firm, these figures represented some 500,000 persons in the three-city area in 175,000 homes.

Only six minutes of the entire late hour's program were devoted to commercials. Some 40% of sets were in use that night, according to Crosley.

St. Louis Radio-TV Preference Poll

A PREFERENCE ratio of four to one for television over radio was reported in special events coverage last Tuesday at St. Louis as the city opened its special season with the traditional Velleda Proph Ball. According to KSD-TV St. Louis, a survey showed that of 795 persons contacted who were either viewing or listening, 80% were watching on TV. Total of 1,073 homes were contacted.

KSD-TV carried a two-hour telecast of the event with the last 30 minutes being fed to the NBC-TV network as a sustaining feature. KSD and KXOK aired the radio versions. With 310,000 TV receivers now in the St. Louis area, perhaps more than one million people watched the ball on video, KSD-TV estimated.

City

Outlets On Air

Sets in Area

Albuquerque

KOB-TV

9,450

Ames

KMA-TV

7,719

Atlanta

WAGA-TV, WSB-TV, WTLY

115,000

Baltimore

WJZ-TV, WCAI-TV, WPIX-TV

110,000

Binghampton

WBN-BTV

43,115

Bloomington

WBIU-TV, WRCB-TV

68,070

Bornington

WBOE-TV

17,200

Boston

WEEI-TV, WACN-TV

214,537

Buffalo

WENF-TV, WKBW

89,134

Chicago

WBKB, WERN-TV, WGN-TV, WSBQ

949,726

Cincinnati

WCPO-TV, WRCV-TV, WTVL

305,000

Cleveland

WOWK, WHK, WEOL

494,338

Columbus

WSYS-TV, WLMV, WTVN

229,000

Dallas

KRLD, KDFW-TV, WFAA-TV, WRAP-TV

135,456

Denver

KUSA-TV, KCTV, KDVR

300,000

Quod Cities

Include Denverport, Moline, Rock Is., E. Moline

Dallasport

KDAV-TV

150,071

Detroit

WJBK-TV, WJW-TV, WXYZ-TV

672,167

Fort Worth

KDFW-TV, WFAA-TV, KDAV-TV

74,375

Elmira

WSB-TV, WRM

4,263

Fl. Worth.

KDFW-TV, WFAA-TV, WRAP-TV

135,456

Grand Rapids

WSOB-TV, KRLD-TV, WFAA-TV

135,456

Columbus

WFRV-TV

146,161

Greenbay

WISN-TV

76,463

Huron

KPRC-TV

81,199

Houston

KHTV

150,071

Indianapolis

WKRC-TV

55,265

Jacksonville

WJXT-TV

40,000

Johnstown

WJAC-TV

105,700

Kalamazoo

WWJ-TELECASTING

146,181

Kansas City

WDAM-TV

122,794

Lensoing

WJYN-TV

109,000

Las Angeles

KRC-AM, KFJY-AM, KLAC-AM, KNBH

1,013,000

KTXL, KMST, KTVI

1,013,000

KTLA, KSL, KTVI

1,013,000

Wave TV South, Dallas, Fort Worth, is this why

AM-FM-AM, Channel 4 is your best buy

The Times Herald Station National Representatives

The Brandman Company

Page 82 • October 8, 1951

Broadcasting • Telecasting
WSB-TV makes no claims for Channel 2 as yet—

BUT...

In the first two days of testing over Channel 2 with 50 K. W. of radiated power from the 1,062-foot tower*

Verified reception already has been noted from distant points including these cities:

SAVANNAH, GA.  
PANAMA CITY, FLA.  
MONTGOMERY, ALA.  
BIRMINGHAM, ALA.  
HUNTSVILLE, ALA.  

CHATTANOOGA, TENN.  
KNOXVILLE, TENN.  
ANDREWS, S. C.  
GREENVILLE, S. C.  
AUGUSTA, GA.

We are as yet without complete information on characteristics of these tremendously powerful new facilities. Thus far we are gratified—and amazed.

Programming over the new facilities began Sept. 30. A more comprehensive report on the extent of the new market opened up will be made soon.

*Check this formula with any qualified TV engineer

FTC Hits Claims For Hadacol

A FORMAL complaint challenging claims made for Hadacol in radio and other advertisements as "false, misleading and deceptive" was served on the LeBlanc Corp. by the government last week.

The Federal Trade Commission—which has been eying Hadacol repre-

than vitamins B1, B2, niacin, B6 and pantothenic acid, plus iron, calcium, manganese and phosphorus—all compounded in a 12% solution of alcohol—

the government charged.

Contrary to claims in radio com-
certificating the public, the FTC lents—of which helped to build the product into a multi-million-
dollar industry—Hadacol is "of no value" in treating cancer, epileptic fits, delirium tremens and a score of other ailments. Vitamin and mineral deficiencies, for which it might have some value, can only be detected by diagnostic tests.

Often, certain symptoms and condi-
tions are not ascribable to these but other causes, FTC argued.

Other Conditions

Turning to other conditions—
nervousness, irritability, fatigue,

etc., FTC said "the dispensation of this advertising may cause persons suffering from the described symptoms . . . to delay obtaining proper treatment, resulting in serious illness and even death."

The complaint also challenged claims that vitamins and minerals must be taken together—as in Hadacol—to obtain the most benefit, and that Hadacol is preferred as a diet supplement.

The commission continued: Hadacol is not, and is not preferred as a diet supplement, first, because it does not contain all the vitamins neces-
sary for human nutrition and, sec-
ond, because there is a deficiency of the vitamins contained in this preparation, better results can be obtained by giving more of those vitamins than contained in the daily dose of Hadacol . . .

The complaint also attacked representations that Hadacol insures good health, brings new hope to those over 50, cures sickness and suffering after all medicines fail, and makes the taking of medicines unnecessary."

The FTC list of ailments, dis-
eses and symptoms, was docu-
mented even to the point made in testimonial letters received by Le-
Blanc Corp. It was the "content and manner" of using these letters that drew the FTC's attention.

"Neither the writers . . . nor the respondents are competent to judge" whether the symptoms were the result of these deficiencies or whether Hadacol relieved or cured them, the complaint held.

The hearing will be held before FTC Trial Examiner Abner E. Lips-
comb. Sen. LeBlanc was president of the corporation before the sale, and is being retained as consultant by the new company now in process of reorganization (see story, page 27).

Hodacol's IIs

(Continued from page 27)

5% of all claims. Others include: Frances S. Levien of New York, who is said to be a member of the syndicate and who holds a note for $244,900, secured by pledge of 85,470 shares of the Louisiana Corporation's capital stock; the Collector of Internal Revenue, who has filed a lien for $665,000; Ein-

son-Freeman Inc., lithographers of Long Island City; L&H Brokerage Co., of Lafayette, La., which holds a note for $104,389.59; the Majes-
tive Agency of Houston and/or the American Credit Indemnity Co. of Baltimore, whose claim is reported to be in excess of $300,000; Owens-Illinois Glass Co. of Toledo, which is said to seek $186,000 for bottles produced and delivered; S. B. Penick Inc., New York; Standard Factors Corp., of New York, which has sued for upwards of $120,000 and attached the LeBlanc bank bal-
ance of $68,000; the Whitney Na-

tional Bank of New Orleans, holder of a $150,000 note; and Televisial Productions.

Creditors' meeting was held in the office of Charles L. Davids, Jr., executive vice president of the New York Credit & Finance Manage-
ment Assn. He announced that a creditors' committee to protect claims against LeBlanc Corp. members—who will deal with LeBlanc officers after reorganization—will be formed at the meeting.

As in the case of bankruptcy, or representa-
tives of J. T. Baker Chemical Co., which has a reputed claim of $1.4 million, creditors will have his public account-
ted; Einson-Freeman Inc.; Senca Watch Co.; Majestic Adv., and the Katz Drug Chain, said to be seeking $40,000 for cooperative advertising.

10,000 Cases a Month

Richard L. Brown, formerly vice president and sales manager of the Louisiana Corp. and announced Wednesday as vice president of both the Maryland and Louisiana Corporations, said that 10,000 cases of Hadacol are still being produced each month, and that he felt the company could make a "reasonable profit" on its own. It is Southern and Southwestern states where it can "best be sold to the emotional type—not to intellec-
tuals." Mr. Brown estimated that hadacol's two million annual opera-
tions, they can sell up to $5 million worth per year and make a "tidy" profit on that amount.

Mr. Lams stated that an action had been filed in New York's Southern District Court in order to get all action co-ordinated under one authority. As president of the corporation, he filed a suit in courts in Denver and Washington, D.C., that he had become aware of.

One of the major points of contention is the alleged violation of the company's charter by the corporation, which could result in the closing of its offices in Denver and Washington, D.C., and that the corporation has a right to be heard in the matter.

Mr. Lams stated that he had asked the corporation to return to court and that the case is now in the hands of a New York lawyer who is handling it for the corporation.

EMPIRE STATE MAST

Bids Get-Deicing Unit

EMPIRE STATE Bldg. television tower will be equipped next month with a special, electronic system to prevent blackening-out of transmis-
sions by ice formations or dust particles on the mast. Manufactured by the P. B. Linsenmeyer & Co. of Chicago, the device will be comparable to having hom-
othermasts which will automatically send heat-producing power when needed, to each transmitting element.

Each of the five transmitting units will have its own system. Thermostats will be located on the tower to avoid the temperature difference, often as much as 1°F, between the ice and the street, 1,472 feet below. Cooled hinging of the transmitting units also will reduce condensa-
tion on the mast, which tends to at-
tract and hold dust particles, there-
by impeding transmission.

Time to stake your claim
in DAYTIME SPOT TELEVISION

The sooner you get there, the bigger the pay-off. That's why advertisers who have already established fran-
chises in daytime spot television can point to most gratifying sales records... built on Blair-represented TV stations. For instance...

What's new?—televised on KDYL-TV South Lake City, consistently pulls some 250 phone requests for a recipe within 3 hours of the broad-
cast, another 250 by mail.

Every Blair-represented TV station has a similar roster of daytime tele-
vision programs, all the facts, call your Blair TV representa-
tive today!
Educational TV

(Continued from page 71)

proposed that Channel 9 be re-signed from Boulder to Denver and that Channel 6 be reclassified from noncommercial to commercial, with Channel 26 reserved for educational TV. He suggested Channel 12 in Boulder be made noncommercial.

As an alternative, he suggested that Channel 12 be reassigned from Colorado Springs to Denver, with the same changes for Channel 6 and 9.

Third alternative involved a number of changes in the Rocky Mountain area: Channel 9 from Boulder to Denver, Channel 12 from Colorado Springs to Boulder as reserved wave length, Channels 11 and 13 from Cheyenne, Wyo., to Colorado Springs, Channels 3 and 5 to Cheyenne, Channel 11 in lieu of Channel 13 at Rawlins, Wyo.

FCC proposes Channels 2, 4, 6, 7, 20 and 26 to Denver, with Channel 6 earmarked for educational use.

NBC Rebuttal to WIP

A national allocation plan should not be based on any consideration of network affiliation, NBC averred in rebuttal to plan of WIP Philadelphia—which, with other Philadelphia stations and applicants, seeks to retain VHF Channel 12 there [BROADCASTING • TELECASTING, Sept. 10].

Part of that plan envisages the continuance of WGAL-TV Lancaster on Channel 4. In its affirmative statement in support of that plan, WIP President Benedict Gimbel Jr. stated interference to NBC's WNBT New York and WNBW Washington, also on Channel 4, was not significant since other NBC affiliates would be carrying the same network programs.

"The NBC affiliations are matters solely of business arrangements," the NBC rebuttal stated. In a footnote, it added:

"The irrelevance of network affiliation as a criterion in formulating an allocation plan is shown by an analysis of programs broadcast by WNBT and WNBW and by NBC affiliates in Philadelphia and Baltimore during the week commencing Sept. 2, 1951. During this period at least 53% of WNBT programs or over 48 hours of programs were not carried by WPTZ, the NBC affiliate in Philadelphia. During the same week about 44% of the programs of WNBW in Washington or approximately 41 hours of programs were not carried by WBAL-TV, the NBC affiliate in Baltimore."

Filings have begun to take on the tinge of the courtroom.

During the last few weeks, motions to strike evidence have been received by the Commission, but last week that legal action was asked by KQV Pittsburgh against the filings of the following stations: WLOA Bradock, WEDO McKeesport, WJPA Washington, PA; WSTV Steubenville, Ohio; WWVA Wheeling, W. Va.

Motions were directed against portions of those filings which KQV claimed lacked judicial standing— hearsay, non-expert opinion, lack of qualification, etc.

Filings this week covered the western states of Colorado, Wyoming, Nebraska, Utah, Idaho, Washington, Oregon and parts of Nevada. Rebuttals were from Pennsylvania, West Virginia, Ohio, Kentucky and parts of Indiana.

SCHOOL RADIO

TV is on Dec. 4-6 Agenda

BECAUSE of the rising interest of educators in television, the medium will assume a more prominent place this year on the agenda of the School Broadcast Conference, Director George Jennings said in Chicago last week.

The 15th annual conference will take place in Chicago's Sherman Hotel Dec. 4-6, and is expected to attract more than 2,000 teachers, school administrators and commercial radio people, he said. Concurrent meetings will be sponsored by the Assn. for Education by Radio, the Parent-Teachers Assn. and the National Society for the Study of Communications, a university group interested in communications research.

Television demonstrations will include origination of public service shows with students viewing them from their homes and participating in test-discussions conducted by educators. Films which assist visual educators in presentation of material on TV also will be shown, including several filmed especially for TV by the U. of Indiana, the U. of Minnesota and the Chicago Board of Education, of which Mr. Jennings is radio council director.

Two leading workshop groups in the broadcast media will be invited to give student productions, and another will be presented by a group from the special schools class, probably with handicapped children.

Bi-aural tape-recording, which reportedly gives depth and another dimension to sound, will be explained and demonstrated by Gene Carrington of Allied Radio Corp., who helped develop the innovation in tape recording.

The conference can be attended by any interested person paying the registration fee, Mr. Jennings said.

New Kinescope

RCA has announced a new 17-inch kinescope utilizing low-voltage, electrostatic focus. The tube represents an engineering achievement in kinescope design which not only eliminates the need for a focusing coil or magnet, but also makes it possible to obtain the voltage for the focusing electrode from the low-voltage dc supply of the receiver.

Pa.; WSTV Steubenville, Ohio; WWVA Wheeling, W. Va.

Motions were directed against portions of those filings which KQV claimed lacked judicial standing—hearsay, non-expert opinion, lack of qualification, etc.

Filings this week covered the western states of Colorado, Wyoming, Nebraska, Utah, Idaho, Washington, Oregon and parts of Nevada. Rebuttals were from Pennsylvania, West Virginia, Ohio, Kentucky and parts of Indiana.

October 8, 1951 • Page 85
EDUCATIONAL TV
Illinois U. Maps Plans

U. OF ILLINOIS plans to use television as an educational and research service "complementary to that of private broadcasters," President George D. Stoddard has reiterated. The University's projected plans for telecasting are opposed unanimously by the Illinois Broadcasters Assn., of which Ray Livesay, WLBH-AM-FM Mattoon, is president. The matter, resulting from a broadcasters resolution opposing the proposed construction of a TV station on the Urbana campus, came up for debate again at NARTB's District 9 meeting. [Broadcasting • Telecasting, Sept. 24]

The University is considering the possibilities of TV for agricultural and other extension programs, for service courses and off-campus groups, and for research in TV programming and the effects of video shows, Mr. Stoddard said. He added that a program exchange with other educational TV outlets may be used to reduce costs, and that the school may make its schedule available to broadcasters.

Mr. Stoddard, who answered broadcasters in a letter to Mr. Livesay, said he wanted to cooperate with them in the planning but that no concrete details had been formulated. A special TV committee, studying all phases of the medium, is now trying to find answers to such questions as these.

DuMONT Color

DuMONT industrial color television system will be used to transmit demonstrations of the latest analog aircraft systems from the supersonic tunnel where they will be held for some 1,200 military and businessmen attending the four-day meeting of the National Advisory Committee for Aircraft in Cleveland, Oct. 9-12. Four tests will be shown each meeting day on 12-inch DuMONT monitors by TA-164-A color equipment, operating by closed circuit. System is the product of the Television Transmitter Div. of the DuMONT Labs., Clifton, N. J.

TIDE WATER-Associated Oil Co., San Francisco, signs for area games on KGO-TV San Francisco under NCAA experimental TV plan. Two live games will be telecast plus 30-minute delayed telecasts weekly of highlights of Stanford-U. of California games. Signing contract is P. E. Allen, company vice president in charge of sales. Stood (8 to 1) are Hal Deal, advertising and promotion manager for all firms; David Stoeck, KGO-TV sales representative, and Gayle V. Grubb, KGO-AM-TV general manager [Broadcasting • Telecasting, Sept. 24]

WEWS TELECOURSES
College Via TV Proving Popular

AUDIENCE response to college telecourse launched by WEWS (TV) Cleveland in collaboration with Western Reserve U. has "exceeded anything we expected," a school official has acknowledged. Other university spokesmen agree that the TV project, which started as an experiment, has turned out to be an effective medium of public relations and goodwill. For concrete results, officials noted that telecourse enrollments reached 396 after the first week of telecasts, with 85 actually registering for the full-credit courses.

No cooperating was necessary to obtain audience reception. The university's switchboard was jammed with calls within 30 minutes after the opening lecture on psychology. During the first hour 50 students signed up.

Many arranged for their home-study kits to be sent out C. O. D. so they wouldn't waste any more time before beginning to follow the telecourse.

WRU classes occupy the 9:30-10 a.m. period. Psychology is seen Monday, Wednesday and Friday. Comparative Literature is seen Tuesday and Thursday. An estimated 30,000 viewers watch TV during the morning hours, according to WEWS.

Registrations were pouring in, all at the regular college tuition fees for these courses—$48 per student for psychology and $35 each for the literature course. In addition, more than 180 of the $5 home-study books for non-credit students have been sold.

Dean John P. Barden, head of the university's school of general studies and administrator of the telecourses, said TV spots, interviews and special shows heralding the start of the telecourses has stirred up "the greatest response we have ever had from any advertising campaign."

The university has been advertised—first to be used by the UN—and has its message sung in folk style with guitar background. Theme expresses the importance of the individual's support of the world organization, emphasizing the slogan, "UN Plus You." Strip has been produced by the American Association for the United Nations and in cooperation with the American Jewish Committee.

Firm Dissolved

WASHINGTON law firm of Fletcher & Midlen has been dissolved, both attorneys continuing practice in the Munsey Bidg., Washington. Frank U. Fletcher continues with National 6008 telephone number; John H. Midlen now has Metropolitan 6006.

HODAPP SPEAKS
On Education Programs

"IF WE can come to educators for advice on specialized subject matter, and they will come to us with concrete suggestions for programs, together we can make television a great force in education," William Hodapp, producer of The American Inventory TV series, said at the 19th annual meeting of the Child Education Foundation.

In planning his radio series, jointly sponsored by the Alfred P. Sloan Foundation and NBC, Mr. Hodapp found that education had failed to help people live or to add to the joy and excitement of living. Educators working on television programming, Mr. Hodapp advised, should recognize the practical aspects of integrating a telecast and continue to provide research help throughout production.

KPRC-TV OFFER
School Postpones Action

KPRC-TV Houston offered Sept. 24 to present a daily telecast on school activities. The school board thanked Jack Harris, KPRC-TV general manager, but voted to postpone action on the offer until the board can present its own case for a TV channel to FCC.

The board chairman said it would jeopardize its chances of getting a channel if shown the school already is telecasting daily. Other board members felt it would aid chances for a channel because it would show that the board is taking advantage of the opportunities it had.

UN Week Spot

A ONE-MINUTE film spot, UN Plus You, or the Hope of Hopeful Herbert, was contributed by UN. Distributed on video outlets nationally by the United Nations for the fifth annual observance of United Nations Week, Oct. 21-27. The film is animated—the first to be used by the UN—and has its message sung in folk style with guitar background. Theme expresses the importance of the individual's support of the world organization, emphasizing the slogan, "UN Plus You." Strip has been produced by the American Association for the United Nations in cooperation with the American Jewish Committee.

for the finest in...
TELEVISION FILM PRODUCTION
PROGRAMS and COMMERCIALS
SCREEN GEMS INCORPORATED
729 7th Ave. N.Y. N.Y. 19, N.Y. Circle 5-5044

Page 86 • October 8, 1951
FOREST FIRE prevention will be stressed in nine one-minute films ordered from the George Fox Organization, Los Angeles, by the California State Forestry Division. Fox recently completed a three-reeler on the causes of forest fires which will be shown on all California TV stations. The nine shorts will also be scheduled for viewing when completed.

Twenty-six half-hour Westerns will be presented on CBS-TV's Gene Autry TV Shows. Autry stars in all of them and his TV production company, Flying-A Pictures, Pioneertown, Calif., did the shooting earlier this year. First film in this series, Ghost Town Raiders, was telecast by CBS-TV Sunday, Oct. 7.

Firebird Theatre TV films produced by Bing Crosby Enterprises last season have been renamed Coronet Theatre Productions and firm will add to the series 44 additional half-hour shows. Program will be distributed through United Television Programs Inc. on a weekly basis. Second run on Royal Playhouse, title under which the old series was released, is also available for distribution according to Everett Crosby, president of BCE.

Sales promotion campaign for King's Crossroads series is being launched by Sterling Television, New York, according to Bernard Schulman, head of agency sales for Sterling. The campaign will include a sales promotion kit, trade advertising, direct mail, etc.

TV ROAD SHOWS

Planned by New Firm

PRODUCTION of live television shows for agencies and stations outside New York has been undertaken by a new firm, Albert- New York independent packaging firm. Major casting, scripts, music and small props will be assembled in New York to produce, in effect, a road company that will travel from city to city doing the same television show with local variations.

Planning to operate as far west as Chicago, the organization has opened additional offices in Philadelphia to handle activities in that city, Baltimore, and Washington.

First account in the Quaker City is for Seiberhagen Inc., and calls for a weekly, hour-long production over WPIL-TV on Thursday nights, sponsored by William Gertz Brewing Co., Philadelphia.

SINGING contract for the $500,000 Brazilian TV station to be built in Belo Horizonte with equipment furnished by RCA International ore (1 to 6): Fernando de Mello, son of the principal owner of Emissoras Associadas, Dr. Antonio Chalw Simon, president de Angelo, J. Walter Thompson Co., advertising agency; Dr. Carlos Pizzano, director of Emissoras Associadas; Dr. Artur Bernardes, president of Itelomoli TV; Dr. Walter Obermuller, RCA International; Perry F. Hedlock, president of RCA Victor Radio S. A., Brazil.

AMA CLINIC OCT. 16

To Study Educational TV

CLINIC will be held Oct. 16 by the Bureau of Health Education of the American Medical Association to show networks, stations, agencies and voluntary organizations how to use television for health education. The one-day clinic will be held in the ballroom of the Biltmore Hotel, New York.

Speakers include Dr. Thomas Coffin, supervisor of NBC television program research division; Dr. Roy K. Marshall, producer -moderator of television's The Nature of Things; Ted Cott, general manager of WNBC and WNBT (TV) New York; and Leo Brown, executive assistant to the AMA's general manager. Dr. Louis H. Bauer, president-elect of AMA, will give the key-note address, and Erik Barnow, editor of communications materials center of the Columbia University Press, will act as discussion leader.

Clinic will study characteristics of the TV audience and how to build television programs, with emphasis on costs, promotion, and evaluation of listener reaction. Knowledge and film health subjects, which have already been presented on television will also be shown.

'HOPALONG' CITED

Named in $180,000 Suit

SUIT for $180,000 was filed last week in Los Angeles Superior Court by John A. Daley, Hollywood publicist, who claims that amount is owed him by William (Hopalong Cassidy) Boyd.

Mr. Daley in his complaint alleged an agreement was made in October 1949 wherein he was to receive 3% of Mr. Boyd's net profits for public relations services. The complainant states Mr. Boyd's 1950 income amounted to $8 million and that his share should be $180,000. Television was described as a major source of Mr. Boyd's income. Mitchell & Gold represent Mr. Daley.

'NEW TV SHOWS'

Presented to SMPTE Meet

LATEST developments in television equipment and techniques, both broadcast TV and theatre TV, will be presented at the 70th semi-annual convention of the Society of Motion Picture & Television Engineers in Hollywood, Oct. 15-19.

One of the opening-day features will be a description, by Otto H. Schade of the RCA Tube Dept., of laboratory work toward ultimate development of a theatre TV system providing picture detail contrast equal to that of motion pictures according to a first-day agenda released by SMPTE president Peter Molemew.

Another first-day feature will be presentation of the first annual David Sarnoff Gold Medal Award in recognition of outstanding achievement in TV engineering.

First-afternoon program will include papers on a new direct-projection theatre TV system and on a TV camera adaptable for theatre network use, the first by F. N. Gillette of General Precision Labs. and the second by Blair Poulda and E. A. Hungerford Jr., also of GPL; and one by Lawrence Sachtileben of the RCA Engineering Products Dept. describing high-speed optics employed in RCA's PT-100 instantaneous theatre TV system.

'BRAZILIAN TV'

Third Outlet Underway

BRAZIL's third TV station will be built in the mining center of Belo Horizonte (pop. 700,000) in the middle of that country. The $500,000 Emissoras Associadas station will be equipped by RCA and will begin operations in Channel 4 in about a year, it was announced last week.

Emissoras Associadas, principally owned by Dr. Laos Chateau briand, already owns TV station PRE-8-TV on Channel 6 in Rio de Janeiro and PRP-3-TV on Channel 3 in Sao Paulo. Firm also operates a chain of radio stations in Brazil. Dr. Chateau briand in addition publishes a number of newspapers in that country.

Only other Brazilian TV is a construction permit held by Radio Televiasso Paulista S. A. on Channel 5 in Sao Paulo.

Next applicant in Brazil is expected to be Sao Baptista do Arma rao, owner of 11 radio stations in the state of Sao Paulo (three of them in the city proper). Sao Arma rao, who publishes the Sao Paulo Recorde, intends to build a TV station in that city as well as one in Rio de Janeiro. He is in the U.S. at the present time.

FREE

Immediate Delivery

first 13 1/2-hour TV films

Adrian Weiss Productions

present

CRAG KENNEDY CRIMINALIST

with

Sydney Mason and Lewis G. Wilson

Available

For National-Regional or Local Sponsorship

LOUIS WEISS & COMPANY

655 N. Fairhoy

Los Angeles 36, California

Phone: Webster 5287

Write-Wire-Phone • Screening Prints Available

October 8, 1951 • Page 87
MOPPET TALENT...

...KEYNOTES D. C. APPLIANCE STORE VIDEO SUCCESS

A ROUND Washington, D. C., and out into several surrounding states, there's no place like Home.

Every Sunday noon, Home comes into its own as the Channel 4 facilities of WNBW (TV) Washington, which carry the friendly messages of Home Appliance Co., to one of the largest audiences reached by any television program going out of the nation's capital.

Inevitably the Home Appliance Co.'s telecast has been centered around the familiar strains of John Howard Payne's classic song, a tune that has brought thousands of customers into the sponsor's showrooms.

A fortnight ago the program celebrated its second anniversary, a ceremony that was marked with cutting of cake and similar trappings. More important, the appliance store a week ago noted its appreciation of the program's appeal and its sales potency by entering its third year as sponsor of Your Junior Revue.

Moppet shows come and go in the video field but Your Junior Revue, which went on the air in September 1949, is going on and on because it is doing a successful full selling job for Home Appliance Co.

How successful?

This 12-year-old neighborhood store has tripled its business in two years and a substantial share of the credit is given Your Junior Revue's store officials and their advertising agency, Robert J. Enders Adv. Inc.

Its ratings have soared to the astonishing peak of 33.3 (American Research Bureau), a larger audience than most network programs enjoy in the nation's capital city.

This has happened in a Class C time period that Washington sponsors spurned until Home Appliance came along with its kid show.


NOBODY is brash enough to claim that Home's tripled business is entirely due to the telecast. The appliance business, especially television, has been good. In recent weeks the program is believed to have done an effective job of cushioning the nationwide decline in demand for major electrical goods.

Of course, there are high spots in the sales history of the program, like the two-program promotion for Thor ironers that sold every piece of this near-$100 item in the Home store and practically cleaned out the stocks of all the retailers in the region. The Thor people ran a piece in their house organ, crediting the Revue with the sale of more than 300 ironers at a time when irons were not moving well.

Perhaps the best evidence that juvenile video can be a merchandiser's best friend is the observation of "Cousin" Joe Burke, manager of Home Appliance and heralded around the TV industry as the man who discovered Sunday noon. Mr. Burke puts it this way:

"Our rising sales during the last year, proper to us beyond all doubt that television can sell, and really do a job. Daytime programming of this ambitious nature was a novelty when we started but we have a formula that drew an audience.

"Having a large and loyal audience, we are consistently obtaining customers from a wide area. We know they are television viewers because they comment, always kindly, about the program. More important, they are buying appliances.

"Your Junior Revue is a permanent part of our advertising plans and we know it will continue to do the job for us under the guidance of the Enders television staff."

HOME Appliance Co. started business in Washington's northeastern section, well outside the downtown business area. It catered to clientele in that residential area. Hence the name "Home," and hence the adoption of "Home Sweet Home" when the telecast was started.

The program opens with a teen-age line of dancers. Superimposed on the video screen is a paraphrase of Payne's poem as the audience in WNBW's Wardman Park Hotel studio chants the special lyrics.

In thousands of homes the viewing groups join this far-flung community sing. More than one disconcerted school teacher has called for classroom singing of "Home Sweet Home" only to hear the TV-minded youngsters eagerly respond with this version:

Let's all get together each Sunday at noon. We'll all have a good time, now join in the fun. Remember Home Appliance wherever you may roam. We're here to tell you there's no place like Home.

Presiding at the Sunday tele-

(Continued on page 93)

FOR SALE

For television micro-wave relay use— one 200 foot "Skyline" double guyed tower complete with required obstruction lighting.

Also: four reflecting screens which permit the mounting of micro-wave dishes on ground.

FOR DETAILS, WRITE—

J. M. McDONALD, Assistant Director of Engineering
crosley Broadcasting Corporation
Crosley Square, Cincinnati 2, Ohio

A MOVIE 'DRY RUN' ON TV

Russell, Brisson to Test Script Before Filming

IN A PRECEDENT move, television will be used as a testing ground for a motion picture in an experiment to be conducted by Rosalind Russell, film star and her movie producer husband, Frederick Brisson.

To get public and trade reaction to Never Wave at a Wave before it goes into production early next year, a 45 minute video version of Independent Artists projected movie first will be presented live on CBS-TV Schlitz Playhouse of the Stars Oct. 19. Miss Russell will star and her husband produce.

Miss Russell and her husband are said to have close to $100,000 already tied up in story and scriptwriting costs on their projected production. They feel that putting it on live TV will definitely enhance its future value as a motion picture for regular theatre release through United Artists. Officials of the latter firm, it was said, have agreed to the experiment.

After watching her video screen for two years, Miss Russell declared she and Mr. Brisson became convinced that not only could this medium be used for a testing ground, but to build greater potential audiences not yet reached. She reasoned:

If 40 or 50 million people view the Schlitz Playhouse version and like what they have seen, they automatically become bona fide potential viewers for the feature film version to be released many months later.

"But think what this could mean to the motion picture industry! Every major studio has millions of dollars in story properties tied up on their shelves for one reason or another, when, by the simple expedient of having it tried out on television, these producers may find solutions for their problems."

Admitting that her motives were "strictly selfish" and that she was in the profession to make money, Miss Russell declared that: "if we have any doubts whatsoever about how a story might be received, television is the way to find out about it and I intend to use it."

A kinescope of the TV show will be available for 60 days on live CBS-TV show. It will be studied by Miss Russell, her husband and other members of the independent film production company, to determine if improvements might be made before actual shooting starts. The movie will not be released until fall of next year, it was said.
NOW...

GPL

Makes TV’s Outstanding Camera Chain

Even Better!

GPL’s 1951 Image Orthicon Chain is delivering even more features—better performance—than the previous model which itself set new industry standards! Compare it for ease of operation, uniform high quality, flexibility in studio or field.

Set this camera up to meet varying requirements...control it remotely if desired...select any of four lenses at the press of a button...adjust focus from right or left side of camera, with the same 300° arc of focus adjustment for all lenses...choose color filters, masks, at the flick of a thumb...control the motor-driven iris from camera or camera control unit. Normal optical focus range automatically adjusts for constant 9” diagonal at close-up, for all lenses except telephoto. Overtravel switch provides extended focus range, obtaining full optical focus on all lenses.

In every way, GPL’s is a "human-engineered" camera chain, built to do a tough job more easily, built to do your specific job best! Arrange to see this great new model at the earliest opportunity.

FINGER-TIP OPERATION

from CAMERA or REMOTE LOCATION

Compare!

THESE FEATURES WITH ANYTHING ON THE MARKET TODAY

- Three Compact Units
- Push-button Lens Change
- Right or Left Hand Focus Knobs
- Right or Left Hand Lens Iris Control Buttons
- Turret, Focus and Iris Controls from remote location if desired
- High Resolution Integral View Finder
- Enclosed I.O. Controls
- Iris Setting Indicator
- Pre-loaded Color Filter Wheel
- Swing-up Chassis
- Focus Range Selector Switch
- Equal Flexibility in Studio or Field

WRITE, WIRE OR PHONE FOR DETAILS

GENERAL PRECISION LABORATORY
Pleasantville, New York
TY TYSO STARTS HIS 28TH Radio Problems Repeat in TV Today

PROGRESS in sports broadcasting through the years was viewed by Ty Tyson, WWJ Detroit, as he signed for his 28th consecutive year of broadcasting U. of Michigan games. He noted early radio troubles in gridcasting seem much like those of television today.

Ty, who has been broadcasting football longer than most radio stations have been in business, stated:

"Back in 1924, when I handled the first football broadcast from Ann Arbor, I was lucky to have one spotter to help me keep the "M" and Wisconsin teams straight. Back then, we had no shelter. It was a wide open broadcast, on a wide open windy day, with a wide open mike. Through that season and later ones, we used to sit huddled through drenching rains and blanket snow storms.

"I will admit, though, that the new high in blizzards came only last year at Columbus, Ohio, when the two spotters and I could hardly see the field in front of us, much less the players, but we were tucked away in nice dry, warm booths.

"I remember the first out-of-town game that WWJ brought to Detroit radio fans. It was from Ohio State in 1926. The line charge for that one broadcast was around $2,200. That would almost take care of a season's schedule now."

The current fear of college athletic departments that television will cut down box office receipts is an old story to Ty Tyson, who went through the same thing in the early days of radio.

"In those early days, too, the college football events, will try to feature and trepidation for their gate receipts. Fielding H. Yost, U. of M. coach, was very unhappy about the first broadcast. But by Wednesday following the game, ticket sales had gone way up, and Yost phoned WWJ to say it would be all right to carry more games.

"I remember he said: 'It seems as though some of those rich alumni heard the broadcast and it sort of stirred up their old school spirit.'"

When asked whether TV has the same effect on the gate as early radio, Mr. Tyson said: "TV will not hurt football receipts if there is a good team with a good schedule and fair weather. If there is a heavy snow storm the day of the game, people will stay home to watch, but that will be balanced off by the extra attendance on days when mornings are fair."

Mr. Tyson opened his 28th year with the Michigan-U-Michigan State game Sept. 29. The series is being sponsored by the 27 Dodge-Plymouth dealers of greater Detroit.
FAIR COVERAGE
KTUL Tulsa, and WFIN Findlay, Ohio, reported last week of their fair coverage of recent weeks. KTUL played records, provided free entertainment and presented many give-aways to large crowds gathered around booth at State Fair at Tulsa. Station reports it gave away over 500 pounds of candy to children and adults attending festivities along with such things as book matches, emory boards, note pads and lipstick tissues. WFIN has already covered three county fairs and is now in progress of reporting coverage of fourth. At all fairs station presents special programming direct from fair grounds using "WFIN Tent" as studios. Station reports crowds from 200 to 300 attend shows. Station utilizes local talent during shows.

THE NEWS
MARGO Wine Co., Phila., in cooperation with WIBG Philadelphia and local advertisers ran full page advertisement based on Radio Free Europe. Ad was headed "And now the news..." translated into Russian. Ad explained that behind the Iron Curtain there are no real news shows like company presents on WIBG. Station and company used window displays at studio and girls collected donations at noon hour on streets. John A. Margolis, president of company was presented Scroll of Appreciation by Brig. Gen. Hugh B. Hester, Philadelphia chairman of Crusade for Freedom, for work done by his radio program on WIBG.

'PERFECT COMBINATION'
WSDU New Orleans sent advertising trade five post cards during last week of September with different symbols and promotion messages saying "...the Perfect Combination..." WDSU New Orleans. Station WDSU is the New Orleans affiliate of the National Broadcasting Company effective Thursday, October 4, 1951." On outside of piece are pictures of all five post cards.

TOP D. J.
WIP Philadelphia sending trade and advertisers large "jumbo mailing" piece featuring stories about Disc Jockey Mac McGuire. Stories from Broadcasting• Telecasting and other journal give inside view of Mr. McGuire's show. Inside follows up heading "twice in one week" saying "two of the nation's leading magazines pick Mac McGuire as Philly's leading disc jockey. This is followed by list of advertisers that "pick him, too."

EDUCATIONAL SHOW
NINETEEN stations through New York State began Oct. 1 carrying Empire State FM School of the Air 1:30-2 p.m., Mon. through Fri. Educational network was opened by Lieut. Gov. Frank E. Moore, speaking from Saranac Lake, N. Y., where the state council of school superintendents were meeting.

FISHING COVERAGE
WTMJ Milwaukee, presented on-spot coverage of its staff musicians fishing contest. Listener who heard "The Grenadiers" band members return from vacations with tales of their fishing abilities invited them to settle their fishing matters. Station used short-wave facilities for pick-up.

FOOTBALL SHOW
KGO-TV San Francisco, Pappy Waldorf's Night Off, Wed. 8:30 p.m., sponsored by Craig Oil Co., Oakland. Features California head coach Lynn "Pappy" Waldorf in home setting on his "night off." Friends, sportswriters, coaches, fans drop in to discuss the California team, prospects, errors and feats of past games and possibilities for scheduled games. Occasional films of play Waldorf is planning to use or is preparing his team to meet are shown.

STATION AUCTIONS
WLIZ Bridgeport, Conn., has started "Auctionbucks" giveaway in which station auctions off list of merchandise items to bidders. Participating merchants give customers "auctionbucks"—one for every dollar spent in store. Several hundred shopkeepers participating in Bridgeport, according to Philip Merryman, WLIZ president. Idea credited to Henry F. Auger, formerly of Bridgeport Post-Telegram, who has organized new firm, Auctionbucks Inc., with Mr. Merryman as president and himself as vice president.

FURTHER IDEAS OR SAMPLES OF THE PROMOTION ITEMS MENTIONED ON THIS PAGE ARE AVAILABLE BY WRITING TO THE INDIVIDUAL COMPANIES.

NO CONTROVERSY
On LBS Congressional Show

GIVE the legislator a microphone, but keep him away from discussing politics and controversial issues. With that unorthodox formula, LBS last week launched its new Luncheon With Congress, taped each day in the dining room of the Congressional Hotel, Washington, D. C. Recorded shows are air-mailed to Dallas and fed to the network each weekday, 1:15-1:30 p.m. E.S.T.

Conductors of the show, Betty Bradley and Arthur Reilly, single out a different legislator for each show and interview him on human interest aspects of his career and Washington—but studiously clear of "hot" issues. Each program also presents a tourist couple, who recount their reactions on meeting their Representative and Senator.

However, in the interests of averting complete frustration, the Congressman or Senator is finally allotted one minute to expound on his favorite political issue. Show is directed by Allan Filips.

FURTHER IDEAS OR SAMPLES OF THE PROMOTION ITEMS MENTIONED ON THIS PAGE ARE AVAILABLE BY WRITING TO THE INDIVIDUAL COMPANIES.

NO CONTROVERSY
On LBS Congressional Show

GIVE the legislator a microphone, but keep him away from discussing politics and controversial issues. With that unorthodox formula, LBS last week launched its new Luncheon With Congress, taped each day in the dining room of the Congressional Hotel, Washington, D. C. Recorded shows are air-mailed to Dallas and fed to the network each weekday, 1:15-1:30 p.m. E.S.T.

Conductors of the show, Betty Bradley and Arthur Reilly, single out a different legislator for each show and interview him on human interest aspects of his career and Washington—but studiously clear of "hot" issues. Each program also presents a tourist couple, who recount their reactions on meeting their Representative and Senator.

However, in the interests of averting complete frustration, the Congressman or Senator is finally allotted one minute to expound on his favorite political issue. Show is directed by Allan Filips.

GIVE the legislator a microphone, but keep him away from discussing politics and controversial issues. With that unorthodox formula, LBS last week launched its new Luncheon With Congress, taped each day in the dining room of the Congressional Hotel, Washington, D. C. Recorded shows are air-mailed to Dallas and fed to the network each weekday, 1:15-1:30 p.m. E.S.T.

Conductors of the show, Betty Bradley and Arthur Reilly, single out a different legislator for each show and interview him on human interest aspects of his career and Washington—but studiously clear of "hot" issues. Each program also presents a tourist couple, who recount their reactions on meeting their Representative and Senator.

However, in the interests of averting complete frustration, the Congressman or Senator is finally allotted one minute to expound on his favorite political issue. Show is directed by Allan Filips.

GIVE the legislator a microphone, but keep him away from discussing politics and controversial issues. With that unorthodox formula, LBS last week launched its new Luncheon With Congress, taped each day in the dining room of the Congressional Hotel, Washington, D. C. Recorded shows are air-mailed to Dallas and fed to the network each weekday, 1:15-1:30 p.m. E.S.T.

Conductors of the show, Betty Bradley and Arthur Reilly, single out a different legislator for each show and interview him on human interest aspects of his career and Washington—but studiously clear of "hot" issues. Each program also presents a tourist couple, who recount their reactions on meeting their Representative and Senator.

However, in the interests of averting complete frustration, the Congressman or Senator is finally allotted one minute to expound on his favorite political issue. Show is directed by Allan Filips.
VILLANOVA GAMES
Are Sponsored on WIP

PHILCO Distributors Inc. has signed to sponsor Villanova foot-
game exclusivity over WIP Philadelphia. Announcement was
made by John Hawkins, general manager of Philco Distributors, at a
luncheon attended by principals.

Jim Leaming, WIP sports di-
rector and former grid star at the
U. of North Carolina, was signed
by Philco Distributors to handle
play-by-play accounts. Mr. Leaming
will travel with the team some
17,000 miles, as eight of nine sche-
duled games are out-of-town.

ORSON WELLES
Interested in TV Production

ORSON WELLES, star of the
transcribed series The Lives of
Harry Lime, was interviewed Sept-
28 by United States press in a
special two-way trans-Atlantic
closed circuited to London.

Mr. Welles, whose radio series is
being offered to U. S. stations by
Langer-Worth feature programs
New York, said that The Lives of
Harry Lime which will soon be
heard on radio stations throughout
the country is “the first leg of my
journey home. I plan to come home
soon after Christmas. I’m home-
sick and want to get back to
American radio, TV, films and
most of all to just America. Just
as soon as I finish the film
“Othello” and complete an engage-
ment at the St. James theatre, I’ll
be homeward bound.”

Mr. Welles also indicated that
although he had not seen Ameri-
can television he was interested in
being a producer in the medium.

L. M. SMITH NAMED
By Blackburn-Hamilton

BLACKBURN- HAMILTON Co.
radio and television
station bro-
er, last week
named Leter M.
Smith to manage
the firm’s San Francisco
office. Mr. Smith has
signed as operat-
ing manager of
the Russ Blvd.,
San Francisco,
and previously
was active in ra-
dio and newspaper work there and
in New York.

Ray V. Hamilton, co-owner of
the firm and former resident man-
ger of the San Francisco office,
has transferred to the Chicago of-
cifice because of “a step-up in radio
and newspaper activity” in the
Midwest. He is working with
Harold R. Murphy, resident par-
tner of the company there. James
W. Blackburn continues to super-
vise activities in Washington.

HAILING WIP Philadelphia’s signing of Villanova football game broad-
casts by Philco Dealers Inc. are (1 to r): Jack Benell, account executive,
Weightman Adv.; William Horn, advertising and promotion director, Vic
Hendler, Mr. Hawkins, general manager, Ed Berg, treasurer, all Philco
Dealers; Rev. Edward B. McKee, O. S. A., moderator of athletics, Vil-
lanova College; James Shalton, sales manager, Philco Dealers; Clyde
Spitzener, WIP Philadelphia local sales manager; Benedict Ginbel Jr.,
president and sales manager WIP and Mr. Leaming.

'SHOW TRAIN' Gets on the Track

SOUTHERN affiliates of NBC have arranged send-off programs for
sections of the “Show Train,” which will carry guests from Dix-
ised to New York for The Big

WDSU New Orleans, which
joins the network Oct. 4, will pro-
duce a half-hour network show—
to celebrate its affiliation as well
as the Show Train—from 10:30-
11 p.m. EST, Oct. 11. Also tele-
cast locally, over WDSU-TV, the
program will feature two Dixie-
land bands, a concert orchestra,
a 93-voice choir, and commentary by
Ben Grauer.

WSB Atlanta is holding a beauty
contest on three of its programs to
select as Miss WSB, who will rep-
resent the station on the north-
bound train. Since Atlanta is the
rallying point for all sections of
the Show Train, the station will
send a brass band to meet each
section as it arrives.

Other stations participating in
the send-off are KTBS Shreveport,
La.; WMBV Natches, Miss.; WFPS Mont-
gomery, Ala.; WKRC Cincinnati,
Ohio; WSM Nashville, WMC Mem-
phis, WAPO Chattanooga, and WROL
Knoxville, Tenn.; and WDAK Colum-
bus, Ga.

COVIDEO, JEWEL CITED
In Actions by FTC

DISTRIBUTOR of coin-operated
TV sets and a supplier of push
cards allegedly used in the lottery
sales of radios and other merchan-
dise figured in actions announced
by the Federal Trade Commission
last week.

Covidoe Inc., New York, was
charged by FTC with false adver-
tising of coin-manipulated sets
which it sells to hotels, motor
courts and other establishments.
Contrary to claims, FTC said,
Covidoe neither owns nor operates
manufacturing plant and does not
maintain a staff of competent engi-
neers and technicians. Hearing is
set for Nov. 8 in New York.

In an initial decision, lottery
schemes would be prohibited in a
proceeding filed against Jewel
Radio and Television Corp. of
America, New York; its sub-
сидиary, Crosby-Paige Industries,
Chicago and Don J. Ferraro, presi-
dent of Jewel. Firm is charged with
supplying dealers with push
cards used in reselling radios and
other items by lot or chance.

CFRG Gravelbourg, Sask., new
French-language 250 w station is to
go on the air late in November, ac-
cording to present plans.
Moppet Talent
(Continued from page 88)

City dress designer. They have three children, Alan R., 9, Gary E., 7, and Gloria Jean, 4.

This happy foursome makes its home in Deerfield, a Chicago North Shore suburb. Five acres around their home give Mr. Mintz ample opportunity to practice flower gardening, through which he finds relaxation. Mr. and Mrs. Mintz also enjoy horseback riding.

Contrary to persistent rumor, he is not related to Herbie Mintz, Chicago NBC-AM-TV pianist and radio veteran of 25 years. If he can be added, they both have the same doctor.

WEARING farm hat to prove it, Frank P. Fogarty, general manager of WOW-AM-TV Omaha, was judged winner of a panel of "city slicker" judges in a district dairy show at Seward, Neb. Mr. Fogarty was said to be well briefed on finer points of judging dairy cattle by Mal Hansen, WOW's farm service director.

BASEBALL AWARDS
Top Sportscasters Picked
First video awards to honor television baseball commentators were announced last week by a baseball weekly newspaper, The Sporting News.

The publication has for years selected outstanding play-by-play sportscasters in each major league. Chosen to receive the first TV awards were Jack Brickhouse, WGN-TV Chicago, telecaster of the home games of the Chicago White Sox; and Russ Hodges, WPIX (TV) New York, who airs New York Giant home games.


This was the sixth consecutive win for Mr. Allen, whose reports are aired by WINS New York and a chain of stations. Mr. Caray previously won similar recognition in 1946, 1948 and 1949. His recordings are aired over the Cardinals' network, originating at WIL St. Louis.

Strictly Business
(Continued from page 16)

New representatives have been announced in 20 markets, giving their clients the benefit of the expertise of this experienced team. Each is dedicated to the highest standards of professional service and to maintaining close relationships with the broadcasting industry.
Open Mike

(Continued from page 20)

they did . . . and we showed one around locally . . . it doesn't phase them.

A local readership study based on "225 interviews" of a 30,000 circulation paper showed the average gains.

[1] The back page used by a department store daily for 29 years at a cost of over $14 million is "hot-hitting" with 97% identification.

[2] Quarter-page ads and national products get as little as 2% readership identification—yet these same people go right back in as a matter of habit and convenience.

In my 25 years in the advertising and radio business I have come to the conclusion that a local newspaper advertiser who gets "specific action on a specific item" cannot be pre-sold on the medium with statistics. Only results will keep him sold and results ought to be determined on equal expenditures under equal conditions.

I think we in radio—in a local level—try to get results for people who cannot be helped by any advertising medium. A concentrated effort to land the fish that have meat on their bones will result in acceptance, eventually ... there has to be a starting point ... why not now?

Let every radio station concentrate on getting the more successful business establishments in its community on the air on an equal footing and equal conditions with other media and the national ac-

NEWSPAPERS

Voice for Radio

EDITOR:

It's always nice to know that we laymen in radio have Broad-
casting to serve as a "loudspeaker to the industry when we want to shout about something . . .

Dave Rodman
WEIM Fitchburg, Mass.

... .

Sight-Seers Invited

EDITOR:

Was most interested to read in OPEN MIKE of Sept 17 that ZNH, in the Bahamas Islands, is now a commercial radio station ... It might also be of interest that ZBM Hamilton, Bermuda, has always been commercial, from its inception in May of 1946. ZBM is a hard-hitting 250 w independent, whose operation could be well copied by quite a few of its American counterparts ...

... anyone in the industry with a Bermuda vacation would find it worthwhile to stop in at ZBM's studios ... I was fortunate enough to be with Radio Bermuda for two years, so I know what I'm recommending.

Eddie Phelan
WNAT Natchez, Miss.

Dream Materializes

HWH Mrs. Mary Lou Pfeif-
er, director of women's activities for WRFD Worthing-
ton, Ohio, saw her dream of a medical hospital at Ken-
ton, Ohio come true, is told in the October issue of Good Housekeeping magazine. The WRFD personality initiated the drive for the hospital several years ago, helped its growth through auctions and other promotion.

and operated station does not want to see the FCC allocate too many channels for educational use.

Judson D. Edwards
6568 Colby Ave.
Des Moines

ADVERTISING CAMPAIGNS. By Ir- 

in Graham. Harper & Bros., 49 E.


This book is primarily a text but it is valuable for the advertis-
ing man who wants greater insight into the methods of coordinating various phases of advertising. The case for selling into the integrated program called a "campaign."

Its thesis is that the residual ef-

fect left by a single commercial announcement on the mind of a listener, for example, is generally diminutive:

"In most cases the prospect is not vitally interested in what the advertiser has to say . . . also he is apt to forget what the adver-
tiser claimed the day before. Con-
sequently a concerted series of advertisements—a campaign—is usually necessary to drive home the trade names, brand names, product names, and many other points considered important by the adver-
tiser."

After the usual definitions of terms, the book discusses problems of launching a campaign. These include charting policies, agency selection and the advertising budget.

The selection and use of media is considered and not only are the well-known media such as radio and television analyzed, but also techniques such as transit radio and storecasting. Case histories are cited.

Coordination of the sales and advertising programs is described and the final section of the book tells how campaign success may be evaluated.

The author is now an account executive with Roberts & Reimers, New York. He formerly was promotion manager for CBS Radio Sales Division.


This paper-covered notebook contains technical information for cir-
cuit engineers, servicemen, and TV experimenters. It describes fundamentals of color television systems, receiver circuitry for the CBS color system and details of the CBS-Columbia receiver and the Tel-E-Tone color companion receiver.

WKY-TV Schedule

REGULAR daytime telecasting has boosted WKY-TV Oklahoma City's weekly schedule from more than 20 hours per week. Effective Oct. 1, the station signs on at 9:30 a.m. every morning, Monday through Friday. It had been signing on at 1 p.m. on those days. Station day never ends before 11 p.m., and on Saturdays, WKY-TV has been operating from 8:45 a.m. to past midnight for some time.
RADIO: OUR PRODIGAL SON

By TOM HOTCHKISS, Mgr.
THE VIKING NETWORK
PORTLAND, ORE.

BROADCASTERS like to get together these days and diagnose the ills of the industry. Coffee or cocktails will get you some of the analytical answers to "What's wrong with broadcasting today?"

It's surprising how often the answer seems to be:
"We've got to SELL radio!"

There's more to the problem than the need for selling. Selling alone won't save radio.

What is more pathetic than the figure of the tired radio salesman, in the market where TV's bright luster illumines the scene, plodding his route from door-to-door, peddling the same dingy wares?

Yes, I said dingy. For, generally, that is what radio has become. It seems about the same, in many cases, as the gramophone did in its last days: ornate, tinny, out-of-place—almost vulgarly passe.

... EXAMINE the average radio today to see just what comes out of its heart and head—the program office. You will be somewhat shocked to discover a frayed and tarnished parade of wheezing and rheumatic "ideas."

You will find, in almost any given large city, two or more stations dishing out practically the same fare—programming based laxily and almost completely upon phonograph records, and news pulled directly off the wire.

You could take literally hundreds of stations and transplant them, jumble them up—from state to state—and no one would know the difference, so little are they identified or concerned with their community lives.

Cut out of a standard pattern, slapped together like a cheap suit, mass produced, they are a far cry from their progeny which faithfully reflected community life and which intrigued with refreshingly new ideas.

"Sell, sell, sell," sounds vigorous and exciting—but when we ask, "Sell what?" it is inclined to have a hollow ring—a long and lonely echo.

True, radio salesmanship is in an ailing state. Gone is the old luster and verve. Half-hearted, weak, and failing fast, radio's one-time lusty confidence has been severely shaken.

Radio's inferiority complex is being reflected more and more in the fluid ranks of its salesmen—men without conviction, resigned to picking up the crumbs. Sales clinics—some of them inspired, others farcical—have all failed to rally the faltering forces.

For there is no quick and easy cure for radio. Its ills are basic and deep-rooted, and salesmanship alone can never do the job.

... ANY blame for radio's crumbling foundation can be fixed squarely upon its programming. Practically every station facing death can logically, step by step, narrow its degeneration down to its diseased programming.

Have enterprise, imagination, and creative writing skill been the requisite of program directors? In successful stations, yes—and some of them can afford to face television with ocky assurance.

But in a large majority of stations—and this is a scandalous fact—the program director is ill-qualified to hold what is certainly the most responsible post in broadcasting.

Program directors have been chosen because they were "the best announcers," a "good sportscaster," a "fine disc jockey," a "capable traffic manager," and for lots of other equally illogical reasons.

Often prima donnas, self-styled executives, mike-happy over-age announcers—all too rarely men of true creative skill—this motley crew of gilt-edged phonies, utterly lacking in vision and with small concern (even in this hour of crisis) for radio's destiny, is now riding the broken-down bandwagon on what may be its last mile.

Jealously containing the station's programs within the confines of their own personal tastes, slamming the door on dozens of fresh outside ideas, doing everything the easy way—this reckless fraternity has gained a stranglehold on a vast segment of the broadcasting industry.

It all happened, of course, because management or ownership was lax or short-sighted or misguided—and it will fall to the men at the top to institute the shake-up and begin the purge that will rid radio of the good-for-nothings without the faith or fortitude to rise to the occasion.

Open the back door for all the weaklings who quake at the challenge of today—turn them out! There's new blood banging at the front door!

It's time for radio to dare! The tape recorder has fired the imagination—given radio a new scope in news, in special events, in all kinds of programming.

... THERE'S talent in your town—talent that would have been on the air before World War II, when radio quit working very hard at its trade. Build it into programs! Surprise your listeners out of the deadly apathy into which radio has lulled them.

Call on industry—radio seldom has. In almost every station's territory there is heavy industry of some kind with public relations dollars to spend on programs of local significance.

Get out of your studios—out into the town and country. Shove the staff out the door, thrust them out into the world. There's more to radio than spinning records or rid-

(Continued from page 101)

WWDC 1st
now in out-of-the-home
Washington audience

WWDC
in the nation's capitals

Sells Goods!

Ask your Blair man for the whole WWDC story

Pulse: July, 1951; 6 A.M. to Midnight

October 8, 1951 • Page 95
CAPT. CLARK NAMED
Succeeds Maj. Meranda
APPOINTMENT of Capt. Chester H. Clark (USAF) to succeed Maj. Mark D. Meranda (USAF) as assistant chief of production for the Defense Dept.'s Radio-TV Branch was announced last Tuesday by Charles Dillon, branch chief. Maj. Meranda has been transferred to the Air University, Maxwell Field, Ala.

Captain Clark was staff announcer at WCAE Pittsburgh from 1938 to 1947 when he resigned to manage WLOG Logan, W. Va. In 1948 he helped put WRYO Rochester, Pa., on the air. Subsequently he served as account executive at WSSW Pittsburgh.

Major Meranda wrote and produced the Air Force Hour on MBS for five years and the Armed Forces Review on MBS since last July.

Foreign Shows
TWICE daily Polish language news broadcasts, first of a series to originate in European studios, was launched in Munich last Monday by the State Dept.

New policy is designed to reduce the time lag in programs emanating from New York and to make available interview-type segments. Broadcasts supplement standard Voice of America language shows from New York and also feature eastern European news.

FCC actions

SEPTEMBER 28 THROUGH OCTOBER 4
CP-construction permit

ant-antenna

D-day

cond-conditional

for extension of completion date.

Voice of

Broadcasts supplement

news.

APPOINTMENT

FITS

New

ibility,

Only

CAPT. CLARK NAMED
Succeeds Maj. Meranda
APPOINTMENT of Capt. Chester H. Clark (USAF) to succeed Maj. Mark D. Meranda (USAF) as assistant chief of production for the Defense Dept.'s Radio-TV Branch was announced last Tuesday by Charles Dillon, branch chief. Maj. Meranda has been transferred to the Air University, Maxwell Field, Ala.

Captain Clark was staff announcer at WCAE Pittsburgh from 1938 to 1947 when he resigned to manage WLOG Logan, W. Va. In 1948 he helped put WRYO Rochester, Pa., on the air. Subsequently he served as account executive at WSSW Pittsburgh.

Major Meranda wrote and produced the Air Force Hour on MBS for five years and the Armed Forces Review on MBS since last July.

Foreign Shows
TWICE daily Polish language news broadcasts, first of a series to originate in European studios, was launched in Munich last Monday by the State Dept.

New policy is designed to reduce the time lag in programs emanating from New York and to make available interview-type segments. Broadcasts supplement standard Voice of America language shows from New York and also feature eastern European news.

FCC actions

SEPTEMBER 28 THROUGH OCTOBER 4
CP-construction permit

ant-antenna

D-day

cond-conditional

for extension of completion date.

Voice of

Broadcasts supplement

news.

APPOINTMENT

FITS

New

ibility,

Only

CAPT. CLARK NAMED
Succeeds Maj. Meranda
APPOINTMENT of Capt. Chester H. Clark (USAF) to succeed Maj. Mark D. Meranda (USAF) as assistant chief of production for the Defense Dept.'s Radio-TV Branch was announced last Tuesday by Charles Dillon, branch chief. Maj. Meranda has been transferred to the Air University, Maxwell Field, Ala.

Captain Clark was staff announcer at WCAE Pittsburgh from 1938 to 1947 when he resigned to manage WLOG Logan, W. Va. In 1948 he helped put WRYO Rochester, Pa., on the air. Subsequently he served as account executive at WSSW Pittsburgh.

Major Meranda wrote and produced the Air Force Hour on MBS for five years and the Armed Forces Review on MBS since last July.

Foreign Shows
TWICE daily Polish language news broadcasts, first of a series to originate in European studios, was launched in Munich last Monday by the State Dept.

New policy is designed to reduce the time lag in programs emanating from New York and to make available interview-type segments. Broadcasts supplement standard Voice of America language shows from New York and also feature eastern European news.

FCC actions

SEPTEMBER 28 THROUGH OCTOBER 4
CP-construction permit

ant-antenna

D-day

cond-conditional

for extension of completion date.

Voice of

Broadcasts supplement

news.

APPOINTMENT

FITS

New

ibility,

Only

CAPT. CLARK NAMED
Succeeds Maj. Meranda
APPOINTMENT of Capt. Chester H. Clark (USAF) to succeed Maj. Mark D. Meranda (USAF) as assistant chief of production for the Defense Dept.'s Radio-TV Branch was announced last Tuesday by Charles Dillon, branch chief. Maj. Meranda has been transferred to the Air University, Maxwell Field, Ala.

Captain Clark was staff announcer at WCAE Pittsburgh from 1938 to 1947 when he resigned to manage WLOG Logan, W. Va. In 1948 he helped put WRYO Rochester, Pa., on the air. Subsequently he served as account executive at WSSW Pittsburgh.

Major Meranda wrote and produced the Air Force Hour on MBS for five years and the Armed Forces Review on MBS since last July.

Foreign Shows
TWICE daily Polish language news broadcasts, first of a series to originate in European studios, was launched in Munich last Monday by the State Dept.

New policy is designed to reduce the time lag in programs emanating from New York and to make available interview-type segments. Broadcasts supplement standard Voice of America language shows from New York and also feature eastern European news.

FCC actions

SEPTEMBER 28 THROUGH OCTOBER 4
CP-construction permit

ant-antenna

D-day

cond-conditional

for extension of completion date.

Voice of

Broadcasts supplement

news.
JANSKY & BAILEY
Executive Offices National Press Building
Offices and Laboratories
1400 Wisconsin Ave., N. W.
Washington, D. C.
A-204 Adams 3414
Member APCCB*

JAMES C. McNARY
Consulting Engineer
National Press Bldg., Wash., 4, D. C.
Telephone District 1305
Member APCCB*

A. D. RING & CO.
26 Years' Experience in Radio Engineering
MUNSEY BLDG., REPUBLIC 3347
WASHINGTON 6, D. C.
Member APCCB*

GEORGE C. DAVIS
501-514 Munsey Bldg.—Sterling 0111
Washington 4, D. C.
Member APCCB*

INTERNATIONAL BLDG. DI. 1319
WASHINGTON, D. C.
P.0. BOX 7937 JACkSON 5302
KANSAS CITY, MO.

Croven, Lohnes & Culver
MUNSEY BUILDING DISTRICT 8215
WASHINGTON 4, D. C.
Member APCCB*

E. C. PAGE
CONSULTING RADIO ENGINEERS
BOND BLDG., EXECUTIVE 5670
WASHINGTON 5, D. C.
Member APCCB*

GEORGE L. FOSS, Inc.
Formerly Colson & Foss, Inc.
927 15th St., N. W. REPUBLIC 3883
WASHINGTON, D. C.

LYNNE C. SBEMBY
"Registered Professional Engineer"
1311 G St., N. W. EX. 8073
Washington 5, D. C.
Member APCCB*

WILLIAM L. FOSS, Inc.
Formerly Colson & Foss, Inc.
927 15th St., N. W. Republic 3883
WASHINGTON, D. C.

MILLARD M. GARRISON
1519 Connecticut Avenue
WASHINGTON 6, D. C.
MICHIGAN 9251
Member APCCB*

KEAR & KENNEDY
1302 18TH ST., N. W.
HUDSON 9000
WASHINGTON 6, D. C.
Member APCCB*

GEORGE P. ADAIR
CONSULTING RADIO ENGINEER
Quarter Century Professional Experience
Radio-Television—Electronics-Communications
188 M St., N. W., Wash., D. C.
Executive 1808—Broadcast 8621
(Member APCCB)*

WALTER F. KEAN
AM-TV BROADCAST ALLOCATION,
FCC & FIELD ENGINEERING
1 Riverside Road—Riverside 7-1515
Riverside, III.
(A Chicago suburb)

A. EARL CULLUM, JR.
CONSULTING RADIO ENGINEERS
HIGHLAND PARK VILLAGE
DALLAS 5, TEXAS
JUSTIN 6108

Weldon & Carr
WASHINGTON, D. C.
1605 Connecticut Ave.
Dallas, Texas Seattle, Wash.
4215 S. Broadway Blvd., 471 W. Burner
Member APCCB*

Robert M. Silliman
1011 New Hampshire Ave., N. W.
Republic 6646
Washington 7, D. C.

Adler Communications Laboratories
Broadcasting, Communication
and Television Systems
One Lafayette Lane, New Rochelle, N. Y.
New Rochelle 6-1620

October 3 Applications...
ACCEPTED FOR FILING
Modification of CP
KAKC-FM Tulsa, Okla.—Mod. CP authorizing new FM station for extension of completion date.
License for CP
KPQD Anchorage, Alaska—License for CP authorizing changes in frequency, etc.
WAMS Wilmington, Del.—License for CP authorizing changes in operating hours, etc.
WLBJ-FM Bowling Green, Ky.—License for CP, as mod., authorizing changes in station.
CP to Replace CP
KNCM Mohrly, Mo.—CP to replace CP authorizing changes in frequency, etc.
WEWO-FM Laurinburg, N. C.—CP to replace CP authorizing new FM station.
APPLICATION RETURNED
Sunshine Network Inc., Delray Beach, Fla.—Returned application for CP new AM station.
(Continued on page 108)

October 8, 1951 • Page 97
Help Wanted

Managerial
Wanted: Commercial manager for Louisiana station. Hard and sincere worker can have progressive position. This station has always operated in black. Box 136L, BROADCASTING.

Salesman
Going increased power, need another salesman. Acceptance account and commission. Excellent section of Idaho. Write references KFI, Idaho Falls, Idaho.

Salesman: If you are a radio time salesman and for sober, reliable person, have been so for vacation land, with unlimited earnings, call; write or wire: Mr. Welch, W3BM, Miami Beach, Florida.

Salesman—male or female, independent sales agent position. 15% commission. $70.00 a week guarantee. Contact Nicoll, WNAW, North Adams, Mass.

Announcers
Morning man. 5000 watt net affiliate. A super-Hopper, personality breakfast, afternoon, evening. Ideal for you if you’ve got what we want. Send auditions, Hooster-radios, business and personal references in first letter. Box 47L, BROADCASTING.

Tea indicator southeastern market has opened for announcer with good voice, quality news, conflict effort. Local salary schedule for responsible man. Good listener. Inexperienced required with good business and personal reference. Send audition with commercial spots, five minute news and disc for replies confidential. Box 91L, BROADCASTING.

Wanted: Combination program and morning announcer. Local independent station with ambition to grow. Interested in family man who want future and lots of hard work, $85 or more per week for right man. Send full information, business, personal references. Man who experienced men need apply, Merle H. Tucker, KGAK, Gallup, N. M.


Announcer—male or female. Versatile announcer. Attractive voice, must be able to do news, sports, weather, commercials and disc for auditions. Address application to Station WDFP, Flint, Michigan.

Aggressive time salesman. Independent, veteran, who knows radio. Good listener. Independent, who has had his time. Good time, time to build a new outlet. Request details from J. E. Williams, WGAT, Utica, N. Y.

Announcer-coprywriter wanted for growing independent. Good working color, must be able to break copy.-eliciting, photo, letter of qualifications immediately. Address application to Station WDFP, Flint, Michigan.

Wanted with first phone license, emphasis on sport and news. Excellent production man with knowledge of disc, very good in sales. No local experience required, but will pay 25% commissions on each sale. Address first letter to Box 135L, BROADCASTING.

Wanted immediately, combination program director and morning announcer. 1000 watt daytime independent located in west. Excellent opportunities. Address applications to Box 135L, BROADCASTING.

Announcer—first phone licenses. Excellent opportunity. Openings on all networks and disc. Box 135L, BROADCASTING.

Central city net affiliate needs versatiles for experienced announcers and disc jockeys, on all networks and commercial. Box 135L, BROADCASTING.

Wanted: Experienced combo man, immediately. $70.00 for hours. Well established 250 watt progressive MBS affiliate. KMBY, Billings, Montana.

Announcer wanted: Good salary for right man. Must be tons on board. Good voice, excellent personality, has full details and disc with first letter. (Please return all calls) Box 135L, BROADCASTING.

Engineer and/or combination for 250 wattter near N. Y. Box 505K, BROADCASTING.

Announcer-engineer. Opportunity for advancement located near Birmingham. $85.00 to start. Overseas experience of 2 years plus as manager, selling not required but will pay 25% of all sales. Box 136L, BROADCASTING.

Help Wanted (Cont’d)

Wanted: Immediate opening for announcer with experience. Must have at least 250 watt experience. Eliminate newest 250 watt auditions. Forty hour week, $250 a month. Must be able to work according to ability. Don’t have time for the hoosier. You must be a successful, intelligent, your name will have a list call contact, Capt. Pat Jeter, Chief Engineer, KFLL, Floyds- ville, Ky.

Wanted, two engineer-announcer. Must be good. One strong on sports, one strong in programming and morning announcing. Local independent station with ambition to grow. Interested in family man who want future and lots of hard work, $85 or more per week for right man. Send full information, business, personal references. Man who experienced men need apply, Merle H. Tucker, KGAK, Gallup, N. M.


Opportunity unlimited for broadcasting manager. Excellent section of a growing area. Owner-manager, excellent living conditions. Address application to Station WDFP, Flint, Michigan.

Salesman: Now in process of making an increase of power, need an experienced skilled man to operate. stellen in a small market. Must be good in sales management. This is a substantial position. I'm the man to make you a partner. Send full information, qualifications, and complete details. Box 1414L, BROADCASTING.

Wanted: Chief engineer and a first class announcer. Combination, permanent. Band A, $800.00 a month. X135L, BROADCASTING.

Modern station in Phila., area has opening for experienced licensed man for wherever possible. Cover present staff is going on to bigger but no higher things. Box 1414L, BROADCASTING.

Wanted combination engineer-announcer for permanent position with solid Missouri station $300 month. Send disc and full info. Station in first letter. KREL, Farmington, Missouri.

Wanted: Transmitter engineer immediately. Experienced, first class ticket and minimum of two years transmitter experience, preferably with 1 kW top frequency. In first letter, please give full particulars of back- ground and photo and references. Reply to General Manager, KRKM, Oklahoma City.

Transmitter engineer. 1000 watt full-time, progressive, network outlet. Good working conditions, good wages. Address: Chief Engineer, KUSM, Fairmont, Minnesota.

Have immediate opening for engineer with first phone. No experience necessary. Write all details first letter. Radio Engineer, Box 134L, BROADCASTING.

Engineer, some announcing. $55.00 for 40 hours. KWAD, Wadena, Minn.

Needed immediately, a man with first class phone ticket to handle combo. Must be willing to work in the five nights, one week rotation. Car needed. Write or wire WCDL, Carbondale, Penna.

Wanted: Engineer-announcer, also announcer. Station WKEU, Griffin, Ga.


Transmitter engineer, 40 hours per week, $55.00 per week. One experience and good knowledge of direction, sky, weather, air. College town. Call or wire collect WLBU, DeKalb, Illinois. Phone 2877.

Immediately, first class engineer, experienced, skilled and reliable. 40 hours weekly $55, ABC affiliate. Communication. 8750 Southlake, New York.

Two first class operators, experience not necessary, car essential. $50.00 per week. Address Chief Engineer, WNBL, Saranac Lake, New York.

Wanted: First class licensed operator, preferably non-smoker, skilled, little experience desired. Auto available. Contact Station WYTM, Biloxi, Mississippi.

Production-Programming, Others
We want a thoroughly experienced radio girl. One who knows traffic, copy and production work. Excellent opportunity with large station. Good salary. No experience necessary. Box 114L, BROADCASTING.

Experienced announcer AM-TV, all phases! Strong commercials. MC. news. Presently employed 50 kW NBC AM-TV, excellent references and disc, photo, particular on request. Call now! Box 114L, BROADCASTING.

Attention station managers. Program directors! Do you need a good man to help your station? Then call, wire or cable, Commercial, DJ. sports, news, selling. Write or wire: Mr. Welch, W3BM, Miami Beach, Florida.

Touchstone the community and you will have your market. Have done work over the years in various areas and have good opinions of people in the community. No contact any form of writing. Send 100% commission when discharged from Navy. Will work any shift. Box 117L, BROADCASTING.

Announcers

Announcer-program director desires first phone position. 6 years experience. 50 kW top broadcast station. Experience with leading independent, prior agency and newspaper experience, has present station, looking for a better opportunity. With understandable reason, will consider account executive at right figure. Box 610, Richmond, Virginia.

Salesmen
Employed time salesman desires new position in New York City. Box 148L, BROADCASTING.

Situations Wanted

Managerial
Capable of managing small operation. Announcer-engineer-salesman. Experienced. Well past 25 years in the business, a practical operator with a background of 12 years newspaper experience and 10 with a managed station. Has run a recognized 5 kW network outlet. Excellent knowledge of the business and student of radio. No wish to be sales-minded. Now in newspaper field, but a broadcasting enthusiast with established station has a man-sized job to be done and an ambition to achieve. Not interested in a miracle man or one-shot wonder. Opportunity unlimited for prominent past employer and industry leaders as well as individuals. Available 30 days notice and available for immediate interview in your office. Box 76L, BROADCASTING.

Station or commercial manager, with 20 years experience, with 50 kw top broadcast station. Experience with leading independent. Prior agency and newspaper experience available. Leaving present position for understandable reason. Will consider account executive at right figure. Box 610, Richmond, Virginia.

Proven executive ability. 14 years sales experience with 50 kw top broadcast station. Experience with leading independent. Prior agency and newspaper experience available. Leaving present position for understandable reason. Will consider account executive at right figure. Box 610, Richmond, Virginia.

Salesmen
Salesman: Now in process of making an increase of power, need an experienced skilled man to operate. stellen in a small market. Must be good in sales management. This is a substantial position. I'm the man to make you a partner. Send full information, qualifications, and complete details. Box 1414L, BROADCASTING.

Non-refundable! No! Several months experience on board, newscasts, DJ, daytime station. Owner-operator, need a man, car, etc. New home, now travel immediately. Box 135L, BROADCASTING.

Experienced announcer AM-TV, all phases! Strong commercials. MC. news. Presently employed 50 kW NBC AM-TV, excellent references and disc, photo, particular on request. Call now! Box 114L, BROADCASTING.

Radio salesmen wanted. 12 years experience. Knowledge of sales, traffic, copy. You can send your ad to the superintendent. No experience necessary. Box 114L, BROADCASTING.
ANNOUNCER - engineer, 1st contact. Will work with program development in view of Midwest presentation. Must have 1 year's college work. Can write clear, take news, commercials, disc jockey, all phases of programing. Box 135L, BROADCASTING.

SITUATIONS WANTED (Cont'd)

Hillbilly DJ. Know, like hillbillies. Seven years experience. Box 150L, BROADCASTING.

Situations Wanted (Cont'd)

WANTED: First contact. Interested in announcing, and sales. Operator. Must be married, have 10 years experience. Box 137L, BROADCASTING.

Situations Wanted (Cont'd)

Wanted: Chief engineer's job. AM, FM, TV. Presently employed in radio engineering. Box 104L, BROADCASTING.

SITUATIONS WANTED (Cont'd)

Situations Wanted (Cont'd)

Technically

Permanent position with larger station. 1st class license, 15 years radio servicing, 11 years service in studios, including studying advanced engineering course. Sincere, congenial and dependable. Box 441L, BROADCASTING.

WANTED: Experienced assistant director of programing. Has 1 year's experience with state college of arts and science. Box 270L, BROADCASTING.

WANTED: Chief engineer-long experience in all phases of construction, and present offices. Presently employed. Box 131L, BROADCASTING.

WANTED: Experienced announcer. Specialty zany voice, sober, stable! Box 150L, BROADCASTING.

Television

ANNOUNCERS

Presently employed as announcer-control operator and enjoying a reputation for superlative work. Has been anything but satisfied with his position. Will seek entrance to TV for audio control operator with TV program production and distribution experience. Ultimate aim. Box 161L, BROADCASTING - TELECASTING.

TECHNICAL


SITUATIONS WANTED (Cont'd)

FOR SALE

WANTED: To sell or trade TV transmitter, model FD-11, Western Electric. 94-A, 8-section cloverleaf antenna 50 ft. 3/4 inch 51.5 ohm transmission line, Communications production, studio aux-iliary, equipment. Does good work. Contact Allen Embury, Radio Station WOSH, Oshkosh, Wisconsin.

HELP WANTED

Largest Radio TV operation in the midwest needs a skilled continu-ously available man who can acclimate himself to the positions and plots to established mystery shows for both radio and TV. Address Box 173L, BROADCASTING.

HELP WANTED

FOR SALE (Cont'd)

Like new, Federal 10 kw FM broadcast transmitter for sale cheap, as junk if not wanted. This model 193-A with modulator 199-B must immediately be used in C-100 antenna consisting of eight 175-foot long 1/2 wave radials with towers for de-icing, elbows, expansion joints, air intake, mounting brackets and 300 feet of 3/4 inch coax (Andrew Company). A lot of good copper, as all equipment used only two years. Kann- sas Daily Journal Company, Kankakee, Illinois.


WANTED TO BUY

STATIONS

Wanted to buy only AM radio station in southeast or one of two in a city over 60,000. Will deal directly with owner. F. F. McNaughton, Peoria, Illinois.

HELP WANTED

An Otis Bell. General Manager.

KLMR, Lamar, Colo.

Production-Programming, Others

HELP WANTED

Creative man for large midwest radio station. Has proven record as one who can operate any segments of music and talk shows and can execute his ideas by working with producers. Address Box 122L, BROADCASTING.

FOR SALE

WANTED: Announcer - engineer, 1st contact. Will work with program development in view of Midwest presentation. Must have 1 year's college work. Can write clear, take news, commercials, disc jockey, all phases of programing. Box 135L, BROADCASTING.

ANNOUNCERS

Presently employed as announcer-control operator and enjoying a reputation for superlative work. Has been anything but satisfied with his position. Will seek entrance to TV for audio control operator with TV program production and distribution experience. Ultimate aim. Box 161L, BROADCASTING - TELECASTING.

TECHNICAL


SITUATIONS WANTED (Cont'd)

FOR SALE

WANTED: To sell or trade TV transmitter, model FD-11, Western Electric. 94-A, 8-section cloverleaf antenna 50 ft. 3/4 inch 51.5 ohm transmission line, Communications production, studio aux-iliary, equipment. Does good work. Contact Allen Embury, Radio Station WOSH, Oshkosh, Wisconsin.

HELP WANTED

Largest Radio TV operation in the midwest needs a skilled continu-ously available man who can acclimate himself to the positions and plots to established mystery shows for both radio and TV. Address Box 173L, BROADCASTING.

HELP WANTED

FOR SALE (Cont'd)

Like new, Federal 10 kw FM broadcast transmitter for sale cheap, as junk if not wanted. This model 193-A with modulator 199-B must immediately be used in C-100 antenna consisting of eight 175-foot long 1/2 wave radials with towers for de-icing, elbows, expansion joints, air intake, mounting brackets and 300 feet of 3/4 inch coax (Andrew Company). A lot of good copper, as all equipment used only two years. Kann- sas Daily Journal Company, Kankakee, Illinois.


WANTED TO BUY

STATIONS

Wanted to buy only AM radio station in southeast or one of two in a city over 60,000. Will deal directly with owner. F. F. McNaughton, Peoria, Illinois.

HELP WANTED

An Otis Bell. General Manager.

KLMR, Lamar, Colo.
NEED AN ANNOUNCER?

- looking for a job
- equipment for sale
- need an engineer
- want to buy a station

The best way to get results from any of the above classifications is to place an ad in Broadcasting • Telecasting... where all the men who make the decisions meet every Monday morning.

Situations wanted, 10¢ per word ($1.00 minimum)
Help wanted, 20¢ per word ($2.00 minimum)
All other classifications 25¢ per word ($4.00 minimum)
Display ads, $12.00 per inch

Please address all correspondence to Classified Advertising Dept., BROADCASTING, 870 National Press Bldg., Washington, D. C.
NEPH AWARD

Cites Radio, TV Efforts

AN AWARD for coordinating four years of national network radio-TV coverage in observance of the President's Committee on National Employ the Physically Handicapped was presented to Carl R. Gray Jr., Veterans Administrator, last Tuesday in the VA's Washington office.

Presentation of the Distinguished Service Certificate, made by Vice Admiral Ross T. McIntire (USN retired), chairman of NEPH Week, drew recognition that radio and television station managers had given nearly $500,000 in free time and talent during the 1950 campaign. It also cited an annual fact sheet and spot announcements prepared by the VA in cooperation with the Advertising Council and NATRB.

The 1951 drive is underway this week, Oct. 7-13. The award to Mr. Gray was "for year around program of public education and information to provide greater employment opportunities and economic security for physically handicapped men and women workers." It covered four years of VA efforts in this field.

NBC Buys Survey

TRENDEX Inc. has announced that NBC has subscribed to its new "TV Report" which will be based on telephone viewing conducted from the 1st through the 7th of each month and issued on the 15th. Designed to eliminate network size from program ratings, it covers only primary markets where the majority of network shows can be seen with equal facility: Atlanta, Baltimore, Cincinnati, Cleveland, Columbus, Detroit, New York, Los Angeles, Philadelphia, San Francisco and Washington.

Los Angeles television programs approved by Los Angeles 10th District Parent Teachers Assn. executive board include KTTV The Living Book; KTLA Frosty Frolic, and KLAG-TV Young Musical America.

WMT Scholarships

WILLIAM B. QUARTON, general manager of WMT Cedar Rapids, has given his personal best wishes for school success to two winners of WMT scholarships. Ted Hutchof, Medadips, Iowa, won the first annual WMT farm scholarship. For him, this will mean $1,000, plus summer employment at the station and additional work during his senior year at Iowa State College, Ames, as WMT's correspondent there. Marge Lala, Marion, Iowa, won the title of Miss Eastern Iowa over 34 other candidates and was awarded one of the four full-tuition scholarships in music and drama which WMT maintains at Coe College in Cedar Rapids.

Disaster Service

WOKZ Alton, Ill., performed valuable public service when an oil plant explosion Sept. 17 killed 13 workers and seriously injured 17 others. The station recruited nurses, blood donors, baby sitters and transportation for blood donors. WOKZ recorded on-the-spot broadcasts of the night of the disaster and enabled the mayor of Alton to keep visitors where the explosion occurred, to make official announcements. Ironically, the Red Cross was to begin its regular appeal the next day over WOKZ. Announcers, salesmen and the entire staff gave all their time to aid victims.

Play Helps Chest

SEATTLE radio men, in addition to their usual support, are aiding the local Community Chest campaign through acting in a playlet, "The Lightest Hand." Details of the comedy have been sought by national Chest officials. Cast includes George Dean, KOMO public relations representative; Sam Pearce, KOMO newscaster; Paul West, director, Housewives Protective League, KIRO; Frederick Lloyd, KOMO announcer. Skit was the idea of the president of the Seattle Gas Co. The company's ad agency, Honig-Cooper Co., liked the idea and Al Amundsen, account executive in charge of radio and TV, wrote and produced the play.

Farm Program Lauded

PUBLIC service tribute was paid Tri-State Farm & Home Hour by Agriculture Secretary Charles F. Brannan on its 15th anniversary, Sept. 28 over WWVA Wheeling, W. Va. Program is station's farm service feature in tri-state area of West Virginia, Ohio and Pennsylvania. WWVA General Manager William E. Rine congratulated farm services for their support. Also on program: J. O. Knapp, director, Agricultural Extension Service, U. of W. Va.; George B. Crane, assistant director, of AES, Ohio State U.; County Agent W. C. Gist; and Home Demonstration Agent Kathleen Stephenson, who started with program 15 years ago.

In the Public Interest

WMC radiomen: Paul West, director, Housewives Protective League, KIRO; Fredrick Lloyd, KOMO announcer. Skit was the idea of the president of the Seattle Gas Co. The company's ad agency, Honig-Cooper Co., liked the idea and Al Amundsen, account executive in charge of radio and TV, wrote and produced the play.

Farmer's Market Lauded

PUBLIC service tribute was paid Tri-State Farm & Home Hour by Agriculture Secretary Charles F. Brannan on its 15th anniversary, Sept. 28 over WWVA Wheeling, W. Va. Program is station's farm service feature in tri-state area of West Virginia, Ohio and Pennsylvania. WWVA General Manager William E. Rine congratulated farm services for their support. Also on program: J. O. Knapp, director, Agricultural Extension Service, U. of W. Va.; George B. Crane, assistant director, of AES, Ohio State U.; County Agent W. C. Gist; and Home Demonstration Agent Kathleen Stephenson, who started with program 15 years ago.

Ziv Show

WGAR Cleveland starts Frederic Ziv Co.'s radio show package, Bright Star, featuring Irene Dunne and Fred MacMurray, for 52-weeks under sponsorship of Cleveland-Sandsinsky Brewing Co., bottlers of Gold Bond Beer. Show is placed on 5:30-6 p.m. segment, John B. Garfield, WGAR sales manager, has announced. Howard L. Order, Adv. is the agency.

VIDEO'S MORALS

Topic of Walker Address

PEEK into the contents of correspondence on radio and TV programs received by the FCC was given Tuesday by Paul A. Walker, speaking to the board of directors of the National Council of Churches of Christ in the United States of America in New York last Tuesday.

Excerpts cited by Mr. Walker, who is vice chairman of the FCC, mainly were concerned with "advertising of alcoholic beverages, indecent or profane programs, false or misleading advertising, crime and horror stories and other types of inferior programs."

One example was the following received from a "distressed woman," said the Oklahoma Commissioner:

My little five-year-old granddaugh-
ter site in utter absorption oblivious to everything else around her, listen-
ing to all the gruesome murder stories, people shooting and being shot, beat-
ing each other up, screaming and dy-
ging. It is just too bad that a little girl has a bad effect upon the kids.

Although some critics advocate government censorship to improve programs, Mr. Walker disavowed that school of thought. "I do not believe that a few officials in Wash-
ington should have the power to tell 150 million people what they may hear and see on radio and television," he said.

Mr. Walker urged the Council to plan and experiment with TV programs. Referring to the opening of the transcontinental TV link, he challenged us to imagine fully the impact of this development upon the thinking and the behavior of our people and the possibilities of its use for religious education and the moral improvement and spiritual awakening of our nation."

KGW carries the weight in the Oregon Market Day or Night

October 8, 1953 * Page 101
PEARSON SUIT
Depositions Taken

ATTORNEYS, taking pre-trial depositions last week in Radio Commentator Drew Pearson's $5,100,000 omnibus assault-libel-conspiracy suit against Sen. Joseph R. McCarthy (R-Wis.) and nearly a score of other defendants, argued freedom of the press and speech.

Among those named are Columnist Westbrook Pegler; Radio Commentator Fulton Lewis jr.; Edward K. Neller, a writer for Mr. Lewis; George Waters, publicity man, Don Sarine, employed in Sen. McCarthy's office; Morris A. Bealle, author; J. B. Matthews, a writer, and two unidentified persons listed as "John Doe" and "Richard Roe."

Another defendant is the Washington Times-Herald, whose attorneys were unsuccessful in having depositions "sealed," closing them to the radio and to the press.

In entering motions for dismissal, defendants claimed violation of freedom of the press and freedom of speech. Mr. Pearson's attorneys argued that the contrary was true, that Mr. Pearson allegedly was being attacked for what he says and writes.

Alleged Argument

Involved among other things in the suit is the argument between Sen. McCarthy and Mr. Pearson in the fashionable Sulgrave Club in Washington, an alleged libel by the Senator against the plaintiff in a speech last year; alleged conspiracy by all defendants to attack and ridicule Mr. Pearson, including the issuing of false statements and urging a boycott of his radio sponsor's products.

Mr. Pearson said derogatory "attacks" by Sen. McCarthy and others cost him $150,000 a year via radio alone. He said incidents including senate speeches and unfavorable publicity caused loss of sponsor, Adam Hats, two prospective TV sponsors and a prospective radio show. He said his news show now is only partly sponsored and income is $100,000 compared with $250,000 received before.

May Battle Bowles

SENATE Republicans last week formed battle lines over nomination by President Truman of Chester Bowles to become Ambassador to India. Decision to fight confirmation came after the full Senate Foreign Relations Committee approved the nomination. Mr. Bowles, former Governor of Connecticut and co-founder of Benton & Bowles, advertising agency, squeaked past a subcommittee in a close vote a fortnight ago.

TAKING part in WCCC Hartford's shortwave trans-Atlantic broadcast in connection with the Cigar Valley Harvest Festival are: Mrs. Daniel Francis Sullivan, mother of "Festival Queen" Shirley Ann Sullivan, who was on the other end of the microphone line in Paris; Paul Martin, station manager, who moderated; Mr. Sullivan, father of the "Queen"; John Rameika, chief engineer; Bob Pear, chief announcer; Basil Savitt, vice president, Connecticut Cigar Valley Tobacco Assoc.; Bill Savitt, show's sponsor; William Alfred Johnson, father of Nancy Johnson, the tobacco "Queen's" companion. Miss Sullivan's trip to Paris was the festival award.

HEAVY SCHEDULE

KDAL Signs Westinghouse

KDAL Duluth, Minn., has made what it describes as the largest package sale in Duluth-Superior, Wis., radio history.

Westinghouse Electric Supply Co. and six local Westinghouse dealers are co-sponsoring a saturation campaign of 17 quarter hours and two half-hours per week for 17 weeks.

Charles Cole, chairman of Pacific Coast AAA, announces registrations for this month's convention at Coronado, Calif., 100% ahead of attendance at 1956's convention.

New CAB List

NEW list of advertising agencies enfranchised by Canadian Assn. of Broadcasters, Ottawa, gives 70 Canadian, American and British agencies. Included were 13 American agencies with branch offices at Toronto or Montreal.

milestones

- KDKA Pittsburgh marked the 30th anniversary of football broadcasting Sept. 20 when it aired the Pitt-Duke game from Pitt Stadium. Oct. 8-12, 1921, KDKA broadcast the Pitt-West Virginia game. That was reportedly the first time a play-by-play gridiron tilt was broadcast.
- The announcer was Harold W. Arin, reportedly the first full-time announcer.
- WDCB Hartford is observing three anniversaries this month. I. A. Martino, chief engineer, has been with the station 28 years. With WDCB President Franklin M. Doolittle, Mr. Martino took part in founding the station. Carlton Brown, transmitter supervisor at WDCB-FM, has been at the station 12 years. Robert Coe, transmitter operator, is chalking up his sixth year.
- Other member of the staff of WABG Cleveland almost since the day the station took the air, is celebrating his 20th anniversary as a studio engineer this month.
- KTV (TV) Los Angeles' Calo Pet Exchange starts its third year. During its two years on the air the program has found over 100 homes.
- The continuous sponsorship of Calo Pet Food Co. show is station's oldest sponsored show.
- Frank Wright is the m.c.
- WIBG Philadelphia's Newswheel of the Air, nightly hour-long newscast, celebrated its eighth anniversary late last month.
- Both the station and the newscast sponsor, The Margo Wine Co., made the anniversary celebration an all-out drive for the Crusade for Freedom. Harold Stassen, U. of Pennsylvania president, was among Crusade leaders heard.
- Open house celebration was held last Wednesday by WEXL (AM)-WOMC (FM) Royal Oak, Mich., on occasion of Royal Oak Broadcasting Co.'s 20th anniversary and dedication of its new studios and enlarged facilities. Open house was held 2-10 p.m. Invitation was mailed to trade by Gordon A. Sparks, Royal Oak secretary-treasurer and WEXL program director.

WBAL Names Wilkes

APPOINTMENT of Arnold Wilkes as public service director for WBAL-AM-TV Baltimore was announced last week. Mr. Wilkes formerly served on the faculty of Middlebury College in Vermont and is now with Johns Hopkins U. in Baltimore teaching television. He had been closely associated with WGY-WRGB Schenectady and WSYR Syracuse. Until his new appointment, Mr. Wilkes had been acting as WBAL-TV program manager. Prior to his work with WBAL, Mr. Wilkes worked for several years in radio. Jerre Wyatt, a Baltimore TV veteran. The station announced that an ambitious program of educational broadcasting is planned.
KALJ Pasadena, Calif.—Assignment of license from John H. Poole to Consolidated Bstg. Co. for $7,720 plus 85% of accounts receivable due on transfer of John H. Poole (20%), executor of estate of John H. Grimes, deceased, for $35,000. Jacobs DeMattos (40%) is sales manager for WNWB. Mr. Day (10%) is owner and manager of Northwood Sanatorium, where Mrs. Jean DeMattos (45%) is wife of Jacobs DeMattos. Filed Oct. 4.

KVER Albuquerque, N.M.—Assignment of license from Westernstar Inc. to Consol. Bstg. Co. Involuntary assignment of license by Mr. and Mrs. Meneghini. The principals in transfer are President and Treasurer Helen A. Price (30.9%), housewife in Atlantic City; Vice President and Secretary Bertha Arnold Jr. (2.8%), former operator of personnel bureau for radio personnel and manager of WFLA Tampa; Treasurer John Poole (4%) and Vice President, special partner in law firm of Roberts & McEnaney, Washington. Filed Oct. 4.

KDDD Dumais, Tex.—Acquisition of control North Plains Bstg. Co. by Fordham Leach, through transfer of 15 shares from Elmo Duke for $3,500. Mr. Crabbe and his wife have signed an agreement to manage the station. Filed Oct. 4.


WNNB Saratoo Lake, N.Y.—Transfer of control Upstate Bstg. Corp. to Jacques DeMattos, Thomas J. Day and Elephantine to Consolidated Bstg. Co. by payment of 100% of Thomas Durkan and Eugene Blasir, Jr., executors of estate of John F. Grimes, deceased, for $35,000. Jacques DeMattos (40%) is sales manager for WNWB. Mr. Day (10%) is owner and manager of Northwood Sanatorium, where Mrs. Jean DeMattos (45%) is wife of Jacques DeMattos. Filed Oct. 4.

Assignment of license of Milton Edge and Edgar J. Korsmeyer d/b/a Edge and Korsmeyer to Jacksonville Radio & Television Bstg. Corp., for $100,000. Transferee is owned 99% by Jacksonville Radio & Television Bstg. Corp., E. S. T. and F. S. T. and 1% by Vice President and General Manager Andrew E. Jones. Transferee is owned by chairman, president and manager of Jacksonville, Ill. Chamber of Commerce. W. A. Fay is president of transferee and 56.5% owner of the Journal-Courier Co. Filed Oct. 2.

Radio: Prodigal Son
(Continued from page 95)

Radio: Prodigal Son
(Continued from page 95)

Stacked up against almost anything else available in program-
ing, features of intensely local or regional interest, handled
by local personalities through whom
the sponsor can promote and mer-
chandise, are your most quickly
salable and longest-term accounts
—and they're exclusive.

Base your programming on some research. Written requests for
musical numbers are not an accur-
ate guide to overall listener tastes.
A telephone survey or question-
naire may reveal valuable new in-
sights to your community's radio
apetite.

Portray your salesmen with some-
thing concrete. Get a program man
who can wrap up his ideas on paper,
who'll work hand in glove with your
account executives. There are
men like that around and they're
well worth the extra wages they
should command. Some of
these men aren't even in radio be-
cause you haven't made it worth
their while—but they're working
somewhere in your area.

Radio's a big boy now—better
to do a man-sized job than be
realized. He's out of the errand
boy stage, and if he'll just stop
the frenzied quest for the fast buck
and buckle down to the adult busi-
ness of doing a grown-up job, he'll
gain a new stature in the world.

Lying before radio are dozens of
unexplored hours per week that
no other medium can devour.
Limited only by the thinking of
its program department that pro-
duces the commodity AM-FM sales-
men sell, radio can still be the
strong man.

But radio must stop looking for
the Prince Charming to come riding
up on a white charger and solve
all its fretful problems.

When the weekly newspaper
thought it had found the perfect
formula in "boiler plate" and be-
gan to buy its inside pages already
printed up—letting the "national
advertising" get by free-of-cost—
its fiber soon weakened and it
crumbled fast.

Men who claim to offer the pan-
acea are on the radio scene today,
but the real answer for most will
not be found in haggling up to a
cross-country telephone line or buy-
ing a big inventory of transcrip-
tions, because unless a radio sta-
tion is a mirror of the area it
serves, a chronicle of the life and
times of its own people, it will not
be greatly missed when it passes.

There is a very simple truth that
has become apparent about radio:
The station that dies in never
missed—the station that would
be missed never dies.

I live in your town—but be as
different from your competitor as
Life is from the Saturday Evening
Post, and both of you will get along
as prosperously in a competitive
market as those two magazines do.

There is no set formula. No
monthly subscription fee will
buy it. No handbook will ever pro-
vide it. No network can give it to
you. A good program department
that thinks and feels and lives the
way your territory does is the only
answer.

It's not simple. The industry's
condition is serious and the re-
cover cannot be fast. If radio is
to regain its stature, it will be a
slow process of again schooling
and developing personnel in cre-
ative programming and production.

We can be thankful that within
the industry there seems to be an
awakening to the urgent need for a
whole new concept of programming,
on a localized or regionalized basis,
initiated by individual stations.

The showdown looms near. It
takes courage to start the tortuous
road to creative, colorful, com-
pletely fresh home-town program-
ing—to embark on the steep trail
that leads to the loftiest peak. But,
some are doing it now—and others
will.

Americans love a "come-back.")

There is no nation in the world so
ready to embrace again a prodigal
son—so willing to support the
underdog and lionize the ex-champ
returned. They make only one
stipulation: Guts!

WEATHER HOBBY

WFBF's Wizard Forecaster

HOBBY of predicting the weather
graphic to his chores and pains
practiced by Rufus Banks, WFBF
Baltimore janitor, now has become
a regular feature of Jim and Phil
Christ's Morning in Maryland
show.

Mr. Banks was first heard on the
program when he got into an
open mike conversation with Jim
Christ. He was asked what the
weather looked like outside since
the disc jockey was concerned
about his convertible that had
its top down. Mr. Banks said the
weather looked very good. He was
right.

The mail the following day de-
manded that Mr. Banks predict
the weather every morning and
invariably he has been correct. As
Bill Roche, station's promotion di-
rector, emphasizes: "He's a man
you can bet your umbrella on."

TRANSMITTERS WANTED

used, in good operating
conditions and appearance

- TV TRANSMITTERS
  Studio equipment, cameras

- AM BROADCAST
  TRANSMITTERS and studio equipment

- SHORT WAVE
  TRANSMITTERS

For immediate or future delivery.
Substantial cash binder available.
Negotiations strictly confidential.
Write Box 170
Crawford Advertising Agency, Inc.
175 Fifth Ave., New York 10

WICHITA WAS focal point for NARTB District 12 members. In above
group (seated, l to r): J. I. Myerson, KOME Tulsa; John Esau, KTUL Tulsa;
Jack Todd, KAKE Wichita, district director; Dr. Forrest Whon, U. of
Wichita; Frank V. Webb, KFH Wichita. Standing, Richard P. Doherty,
NARTB; Robert B. Jones Jr., KRGV Tulsa; Grover C. Cobb, KVGB Great
Bend; Fred L. Conger, WREN Topeka; Robert L. Pratt, KGFG Coffeyville.

TEN-MAN DELEGATION at NARTB District 12 meeting includes (seated,
1 to r?): Richard Holloway and Poul Lego, Lago & Whitehead, Wichita agency;
Hale BondEUR, KFBJ Wichita; William Hoover, KADA Ada, Okla.; Francis
McDonough, Dow, Lohnes & Albertson, Washington. Standing, Ken
Parker, SESAC; Frank J. Lynch, KYBE Oklahoma City; Joe Bernard, KOMA
Oklahoma City; Pat Murphy, KSMI Seminole, Okla.; Walter Turner, KWBW
Hutchinson, Kan. Dist. met Sept. 28-29 [BROADCASTING • TELECASTING, Oct. 1].

Sometimes when the aches and pains fail, the crystal ball helps
Mr. Banks (r.), who paces for
Jim Christ.
“NEW YORK’s First Station,” the identification phrase used by WJZ, could be interpreted literally since the station—which quietly noted its 30th anniversary Oct. 1—has been on the air since 1921. Only WJZ mention of the event came on local shows during the day and in station break announcements throughout the week.

Unruffled deference to Oct. 1, 1921, date of its first broadcast, was one indication of how much WJZ has changed since its institution—the station’s start was a hurried one. The operating license was granted June 1, 1921, to the Westminster Electric & Mfg. Co., and just four months later the first program was on the air, using a small shack built on the Westminster factory roof in Newark to house the 600 watt transmitter.

WJZ was not a commercial station in the current meaning of the term. With only 29 other stations licensed in the country, it operated free of having to fill the airwaves and thus create a use, if not a demand, for the radio sets which Westminster was beginning to produce.

Staff of Five

The staff consisted of four people in addition to the late Charles B. Popenoe, who headed the group, Thomas J. Cowan, senior announcer for New York’s municipal station WNYC today, was engineer as well as announcer, M. C. program supervisor, general utility man and in charge of contacting artists.

One contact, a singer he inveigled to go to Newark to appear on radio free since the station paid no fees, was Milton Cross, who became the outlet’s second announcer. The others who joined the payroll for $45 per week was a man with a resonant voice, Norman Brokenshire, and an erstwhile dancer, furniture salesman, and Florida real estate promoter named Ted Husing.

Listeners in those days were essentially hobbyists who, with earphones clamped tightly over their heads, searched the airwaves to pick up the WJZ signal. “WJZ has come a long way in the past 30 years,” General Manager Ted Oberfelder recalls, “and we are proud of its record of service to the community. I would like to predict that during the next 30 years, WJZ will continue to be ‘New York’s First Station’ in terms of service and entertainment as well as historical fact.”

When radio caught on, Westminster sold its outlet to RCA, which moved the facilities across the river to New York in 1923, with quarters on the sixth floor of the Aeolian Hall on 42nd St. The station then had such ambitious programing features as a live broadcast of the New York Philharmonic orchestra and a stage program from the Capitol Theatre.

In 1923, WJZ joined one of the first networks—four stations were affiliated—and the first broadcast from an airplane was carried the next year when station engineers pieced up, by means of a special portable transmitting equipment, the voice of an aviator flying over Central Park. In 1925, a concert broadcast from London was received and rebroadcast by WJZ. That was also the time of the Coolidge inauguration, the broadcast of which was caged, after four hours of ad-lib description by Mr. Brokenshire, by Mr. Coolidge’s terse, “I do.”

In 1925 the WJZ transmitter moved from the roof of the Aeolian Hall to Bound Brook, N. J., and the station was granted June 1921, moved to 711 Fifth Ave., where the AT&T station WEAF shared space.

WJZ headquarters now are at 30 Rockefeller Plaza.

When the Blue Network of NBC became a separate and independent organization in January 1942, WJZ was taken over by that station, a position it retained when the Blue Network became the American Broadcasting Co. after Edward J. Noble purchased it in 1943.

MULL TAX BILL

Adjournment Seen Oct. 20

SENATE and House conferences huddled on the revenue bill last week. The legislation, as passed by the Senate 10 days ago, contains provisions affording the radio-TV industry excess profits tax relief (Broadcasting • Telecasting, Oct. 1). The bill (HR 447), as passed by the House, did not provide for excess profits tax relief. If the House accepts the Senate version in conference, and the measure is approved by both chambers, the relief provisions would go into effect after the President signs the bill.

Action on tax legislation came as Senate Majority Leader Ernest McFarland (D-Ariz.) predicted Congress would adjourn not later than Oct. 20, perhaps earlier.
PLUMMER, COTTON TEAR RICHARDS’ ANSWER EVASIVE

ANSWER of Mrs. G. A. Richards to FCC’s request for clarification of Goodwill stations’ public service project (TELECASTING, Sept. 24, 10) was termed evasive last week by FCC Broadcast Bureau Chief Curtis Plummer and General Counsel Benedict Cotton.

In “Comments” on Mrs. Richards’ answers, Messrs. Plummer and Cotton again urged FCC to instruct examiner to issue regular decision on news-slaughtering charges against KMPC Los Angeles, WJR Detroit and WAGC Cleveland. Examiner had recommended dismissal of charges after death of G. A. Richards.

Mrs. Richards told the Commission that stations were and would in future abide by statement of principles, also had detailed specifics regarding bias, news-slaughtering, etc. FCC had asked her to clarify her response to a question regarding program plans in her application for involuntary transfer. She had answered that there would be no change in such policies.

CANADA DRY STARTS BIG PROMOTION DRIVE

CONTEST offering 255 pedigree puppies as prizes—said to be biggest advertising campaign company has ever placed behind single promotion—will be launched by Canada Dry Ginger Ale, New York, through J. M. Mathes Inc., the house responsible throughout October and November with closing date Nov. 20.

In addition to live “dog” commercials to be seen on Super Circus (alternating Sundays, ABC-TV, 5-6 p.m.) starting Oct. 7, company will launch nationwide dealer co-op campaign on both radio and TV in every major and minor market, according to agency spokesman.

FANCHON & MARCO DENIED

FANCHON & MARCO request for permission to intervene in ABC-United Broadcasting case [BROADCASTING • TELECASTING, Aug. 13, 6] was denied Friday by FCC Comr. Sterling on ground that there was no standing as party in interest. However, that does not mean that Fanchon & Marco could not or will not testify—it can do so upon request by FCC or on its own.

Howell Urges Comparative Media Data

ASSERTING broadcasters have forged weapons to “cut each other’s throats through support of measurement and rating services,” Rex Howell, president-general manager of KFXJ Grand Junction, Colo., served notice Friday at the NARTB District 14 meeting in Salt Lake City he would offer resolution Saturday devoted to placing radio on equal footing with other media, notably newspapers.

His resolution read as follows: Whereas, the broadcasting industry has long felt the necessity for “the same technical measurement” that would properly reflect radio’s circulation in comparison with the printed media, and Whereas, broadcasters are interested in and support a common standard of audience measurement while providing useful information such as program ratings and share of audience do not give radio a fair basis of consideration in comparison with other media, and Whereas, the use of the highly definitive studies such as the ratings services are demanded by advertisers in the absence of any other method of measurement, resulting in a generally confused evaluation of radio against other media, and Whereas, broadcasters have unwittingly contributed to intramedial conflicts by reliance solely upon a system which merely compares one broadcaster’s service against another’s rather than giving useful information on advertising coverage as a whole, therefore,

Be It Resolved that the 14th District members of NARTB in convention assembled do recommend the establishment of a new nationwide form of audience study incorporating the useful aspects of the comparable circulation surveys made in Louisville by Dr. Raymond A. Kemper as reported on page 15 of the Oct. 1 issue of BROADCASTING • TELECASTING, titled “Impact,” and

Be It Further Resolved that the District 14 broadcasters hereby go on record as opposing the further extension of ratings except on such basis as will properly provide comparisons such as cost-per-thousand when compared to costs achieved by the application of readership to the printed media.

P E O P L E . . .

CARINO, BARON

LOUIS J. CARINO, WMGM New York program supervisor, has resigned to manage newly formed Cue Personnel Agency, New York. He will continue in clerical help for radio and TV stations. Mr. Carino has more than decade service with WMGM. Paul Baron, WMGM night management staff and formerly with KFMB San Diego, WHUC Hudson, N. Y., and WQO (Albany) succeeds Mr. Carino as WMGM program supervisor. Ray Lapolla, of WMGM news editing staff and former news editor of WGNR New Rochelle and WLNA Peeskkill, N. Y., replaces Mr. Baron.

JOHN W. PACEY

JOHN W. PACEY has been named director of Public Affairs Department of ABC, Pres. Robert E. Kintner revealed Friday. Mr. Pacey was appointed acting director of the department in mid-August when Robert Saudek was assigned to join Ford Foundation [BROADCASTING • TELECASTING, Aug. 20]. Prior to that, Mr. Pacey had served since May, 1950, as assistant to Mr. Saudek, vice president in charge of public relations. The new director joined ABC as trade news editor in 1945.

FRANK B. ROGERS JR.

APPOINTMENT of Frank B. Rogers Jr. as vice president in charge of sales for Reeves Soundcraft Corp., Long Island City, N. Y., was announced Friday. Former vice president and assistant general sales manager for Ampcor Corp., Chicago, he receives his post as part of company’s current expansion program.

ROBERT McKEE

ROBERT McKEE, formerly sales manager for Network Radio Sales in ABC’s central division, has joined NBC Radio Network Sales in Chicago as account executive. Mr. McKeen, for the first 15 years of his advertising career, was vice president, treasurer and part owner of the Homer McKeen Co. Inc., which had headquarters in Indianapolis and offices in New York and Chicago. He joined NBC’s blue network in 1940 as account executive, remaining in network sales when ABC was established shortly thereafter.

ROBERT E. WILLIAMS

ROBERT E. WILLIAMS, treasurer and director of Doremmus & Co., New York, since 1920, was elected vice president.

WARREN COX

WARREN COX promoted to director of public relations and publicity for J. M. Mathes Agency, New York, to succeed Arthur F. Monroe, who becomes executive for Capheart-Farnsworth Corp. account. Mr. Monroe, who will cover the next year, will retain overall supervision of public relations and publicity.

BRITISH ELECTION COVERAGE

GENERAL election in Great Britain will receive special coverage by ABC Radio beginning with British elections program Tuesday, Oct. 28 (8-8:30 p.m. EST) and continuing through election day, Thursday, Oct. 25. On-the-spot reports of climactic portions will be included in schedule under direct supervision of Frederick B. Oppen, manager of ABC’s London newswire.

BROADCASTING • TELECASTING
Wholehearted

On The Air — or In Person!

Program organization and the wide coverage of The KMBC-KFRM Team provides an important daily link between the trade capital, Kansas City, and thousands of rural homes in Kansas, Missouri, and portions of the surrounding states which comprise Kansas City's Primary Trade Area.

Just as important, however, is the wholehearted personal link between the Team personalities and the listeners. During the Missouri State Fair, the Kansas State Fair, and the American Royal, thousands of folks met and visited with Phil Evans—with Hiram Higby and other KMBC-KFRM personalities. Similarly, every Saturday night hundreds more attend the "Brush Creek Follies" and during the course of the year, countless contacts are made through the sports, news and special events departments.

Evidence of the success of this "on-the-air or in-person" technique is that it is in part responsible for the fact that in urban, rural and metropolitan areas alike, The Team is on top by a margin of 3 to 2.

This advantage of more loyal listeners means more impacts for the advertiser, less cost per thousand and more product or service sales. Write, wire or phone KMBC-KFRM or your nearest Free & Peters Colonel.

To put it simply, to sell the Whole Heart of America, Wholeheartedly, use . . . .

The KMBC-KFRM Team

OWNED AND OPERATED BY MIDLAND BROADCASTING COMPANY
Since the formation of the NBC network 25 years ago, WWJ has been Detroit's receiving end for the sales pitches made by NBC advertisers. WWJ has done a league-leading job of batting-in billions of dollars worth of business for these advertisers, in an era which has seen Detroit's radio audience soar from 100,000 to over two million!