Sportiest Station in Town!

Baltimore sports fans by the thousands stick to WITH the year round. Reason why: WITH carries more sports programs and events than any other station in town! Orioles baseball games in the summer... University of Maryland football games and Bullets basketball games in the winter... late results of all contests every day in the year... just this season, a great new feature was added: the high school football game of the week, broadcast play-by-play from Baltimore Stadium. WITH is a sports fan's dream!

These thousands of sports fans make up part of WITH's huge loyal audience. They are one reason why WITH regularly delivers more listeners-per-dollar than any other radio or TV station in Baltimore... one reason why WITH is the BIG BARGAIN BUY! Get all the facts from your Headley-Reed man.

The Results Station
Baltimore, Md. W-I-T-H

Tom Tinsley, President—Represented by Headley-Reed
The popular WHAS-TV sports team of Jimmy Finegan and Phil Sutterfield has made “Sportraits” the top-rated strip sports show in Louisville. With Finegan and Sutterfield alternating before the cameras, Louisville viewers get first and foremost a rundown of all the late sports news... then, such plus features as film briefs of top national sports attractions... films of local sports events taken by the WHAS-TV cameramen... and interesting interviews with a steady parade of local and national sports personalities such as Pee Wee Reese, Princeton Football coach Charlie Caldwell, Happy Chandler, Strangler Lewis, Bill Corum and others. Tops in sports... tops in audience, that’s “Sportraits.” See your Petry man today.

More than twice the power
of Louisville's second station

Serving a market of more than 100,000 television homes
RIDE A COCK HORSE?

You can’t get very far in this part of the Northeast without WTRY—the NUMBER ONE MEDIUM in the Albany-Troy-Schenectady market, morning, afternoon and evening.*

You can go along just for the ride on the Number Two station. Failing to deliver the WTRY-size audience in the market, the Number Two station boasts outside coverage—in secondary markets where 21 other radio stations bid for and win audiences.

When you put your money on WTRY, you’re not on a cock horse to nowhere. You’re on the best station in the Nation’s 27th market—at one-half the cost of station Number Two!

WTRY

5000 w day and night at 980 kc

The CBS Radio Network

*Oct '50 - Jan '51 Hooper
Owners and Operators of KRLD
50,000 Watts
The CBS Station for Dallas and Fort Worth

John W. Runyon
President
Clyde W. Rembert
Managing Director
The Branham Company
Exclusive Representatives

KRLD-TV
Channel 4

VEDIO 27,300 Watts
AUDIO 13,600 Watts
TEXAS' MOST POWERFUL TELEVISION STATION.

NORTH TEXAS TELEVISION and SERVICE DEALERS

RATE KRLD-TV
(Channel 4, DALLAS)
The First Station IN NORTH TEXAS

OF 196 DEALERS SAY KRLD-TV'S PICTURE
AND AUDIO BEST....

Here are the RESULTS of a New Dealer Survey!

A direct survey addressed to 750 Television Sales and Service Dealers in the North Texas Area produced a 33% return; analysis of which furnished an insight to TV station performance and coverage. Here's the breakdown of usable returns:

**FIRST:**

<table>
<thead>
<tr>
<th>KRLD-TV</th>
<th>STATION A</th>
<th>STATION B</th>
</tr>
</thead>
<tbody>
<tr>
<td>133 or 61.9%</td>
<td>62 or 31.6%</td>
<td>1 or 0.5%</td>
</tr>
</tbody>
</table>

Combined **FIRST** and **SECOND:**

<table>
<thead>
<tr>
<th>KRLD-TV</th>
<th>STATION A</th>
<th>STATION B</th>
</tr>
</thead>
<tbody>
<tr>
<td>191 or 49.6%</td>
<td>135 or 35.1%</td>
<td>59 or 15.3%</td>
</tr>
</tbody>
</table>

108 DEALERS REPORT KRLD-TV RECEPTION IMPROVED WITH NEW INCREASED POWER...

133

October 15, 1951
WHO ORLANDO, FLA., BOUGHT BY EDWARD LAMB

WHO Orlando, Fla., was purchased last week by Edward Lamb, Toledo attorney and broadcasteer, for $200,000 subject to FCC approval. Mr. Lamb acquires property from Martin Andersen, publisher of Orlando Sentinel-Star.

WHO operates on 990 kc with 10 kw day and 5 kw night. Its FM transmitter operates with the AM station.

Mr. Lamb is owner of WOTD Toledo and two TV stations, WICU (TV) Erie, Pa., and WTVN (TV) Columbus, Ohio. He said he plans to carry on WHOO's community service policies. No particular changes in personnel or operating schedules are planned, he added. WHOO is an ABC affiliate.

With purchase Mr. Lamb takes over WHOO TV application. Negotiations for sale were handled by J. W. Blackburn, of Blackburn-Hamilton Co., Washington.

SENATE KILLS DEFENSE ADS

IN FIRST PIECE of anti-broadcasting legislation passed by 82d Congress, Senate Friday passed and sent to White House defense funds bill including specific prohibition against use of military money for recruiting advertising in any medium. This will mean broadcast licenses $736,000, which Dept. of Defense had earmarked for recruiting spot campaign next spring, although present commitments for advertising are not affected. Recruiting advertising appropriations had been cut from defense funds bill by House fortnight ago. (See early story page 25.)

SCHREIBER PLEASED

FRANK SCHREIBER, general manager of WGN Chicago, said in regard to the Don Lee, Yankee, MOR merger: "I think General Tire's purchase will certainly be the best advantage of Mutual Broadcasting System. The new direction of the WOR properties will further strengthen Mutual and facilitate the operation of the network." (See story page 23.)

FCC Majority Blasts Benton Video Bill

MAJORITY on FCC are not in favor of Sen. William Benton's (D-Conn.) plan to create National Citizens Advisory Board for Radio and Television because of censorship dangers involved.

Comments filed with Senate Interstate & Foreign Commerce Committee, which has Benton Plan before it, says study. "Renderring separate views were Chairman Wayne W. Cochrane and Comr. Paul A. Walker."

Letter, signed on behalf of Commission by Chairman Coid, says majority of FCC believes creation of board of type contemplated by Benton Bill (S 1709) to be "undesirable."

Referring to majority on Commission, Chairman Coid says: "They believe that the functions of the board as contemplated by the bill involve dangers of censorship."

Under Benton Plan, both radio and TV programs would be subject to review by citizens group. As described by Sen. Benton, board's duties would perform "annual Blue Book.

Referring to "investigative" functions bill proposes to assign board, majority asserted those functions are under FCC and should be abolished. (Continued on page 108.)

BUSINESS BRIEFLY

PROPRIETARY ACCOUNT • H-B Cough Syrup, Boston, Nov. 1 placing radio spot announcement campaign in six major markets, 13 weeks. Agency, Chambers & Wiswell, Boston.

GEM TEST • American Safety Razor Co., New York (Gem blades), planning spot radio tests in several Missouri markets. Agency, Federal Adv., N. Y.

CHICK SERIES • ABC Chicks, Columbia, Pa., starting spot radio campaign in rural markets in December. Campaign usually runs about 26 weeks. Agency, Cox & Tanz, Philadephia.

FALSTAFF BASEBALL PLANS • Falstaff Brewing Co., St. Louis (Falstaff beer), signed Dizzy Dean to broadcast baseball games next season in its series, carried this year on Liberty with Gordon McLendon announcing. It is understood that Mutual, which had its own daily game this year with sponsorship partially by Gillette and partially on co-op basis, is negotiating with Falstaff agency, Dancer-Fitzgerald-Sample, N. Y., for brewing company games next year.

AMERICAN VITAMIN DIFFICULTIES

ADMITTING "over-extending" itself and "financial difficulties," American Vitamin Assoc. Inc., Hollywood, reportedly spending around $500,000 a month to promote Thyavals, Orvita, Formula 621 (see earlier story, 101), cancelled all advertising late last Thursday. Last May company announced it was spending $5 million for TV to end of year.

Firm hopes to solve financial difficulties through realignment and "retrenchment," officials said. Jack Scott, president, Schimmer & Scott, Chicago, which took over account Aug. 1, flew into Hollywood Friday morning, conferred with George S. Johnston, AYA president. Mr. Johnston is striving to get additional lines of credit to carry on operations, does not intend to go into bankruptcy. All bills will be paid, but over a period of time, it was reported.
LEGISLATIVE RADIO-TV BAN IN CALIFORNIA PROTESTED

STRONG condemnation of radio-TV ban imposed by California State Legislature and Criminal Amendment Commission by broadcasters and telecasters "from enjoying the same privileges as other press or information services with respect to news coverage of public meetings" was voiced Friday by NARTB District 15 at San Francisco meeting (early story page 32). Seventy-five delegates were registered.

The resolution contended this was "open discrimination against radio and television" and denied public full and complete news coverage guaranteed by the U. S. Constitution. The resolution was adopted after considerable floor discussion led by Paul R. Bartlett, KFRE Fresno, Resolution Committee chairman.

Also adopted, but without unanimous vote, was resolution denouncing the legislative proposals of Sen. William Benton (D-Conn.). President Truman's Government gag rule was protested by delegates.

For first time at current series of district meetings no resolutions endorsing BAB and BMI were adopted. However, district endorsed administration of NARTB President: Harold E. Fellows and stewardship of Glenn Shaw KKL Oakland, district director.

Richard P. Doherty, NARTB employee-employer relations director, predicted during question-answer session that next five years will present radio with most difficult labor and union situation in its history. Unfreezing of TV with additional hundreds of stations going into operation, will contribute to problem, he said. He urged broadcasters to avoid labor pitfalls that have created havoc in motion picture industry.

UTILITY'S BIG SPOT DRIVE

ELECTRIC ASSN. of Kansas City, in cooperation with 15 TV set distributors and the Kansas City Power & Light Co., has embarked on what is described as heaviest concentration of radio spot announcements ever undertaken by utility advertiser in Kansas City area.

Four-week schedule of 608 one-minute announcements on five Kansas City radio stations began Sept. 27. Campaign costs $11,750 and is designed to sell TV sets by publicizing TV programs. Primacy for campaign is R. J. Potts Calkins & Holden Inc.

TV SET OUTPUT TO DROP

OUTPUT of TV sets during fourth quarter to run between 1,000,000 and 1,250,000 units due to controls and shortages, Glen McDaniel, president of Radio-Television Mfrs. Assn., said Friday in talk to International Assn. of Electrical Leagues at New Orleans. Shortages rapidly becoming more acute because of delay in orders, he said, adding that set sales are rising. RTMA estimated 2,744,831 sets shipped to dealers in first eight months of 1951.

FTC SETS HEARING

FEDERAL Trade Commission Friday set Oct. 15 for final phase of hearings at Buffalo on complaints charging Rhodes Pharmacal Co. (Indirin) with failing to list drug with U. S. Circuit Court of Appeals (7th District) denied firm's plea for injunction stay. Hearing will be devoted to government rebuttal of Rhodes testimony.

In this issue—


The new NBC economic plan is liked by some, disliked by others. Affiliates will hold rum pitch meeting in Chicago this week to talk about what it means, and there's evidence the network won't have smooth sailing in forcing its adoption by affiliates. Page 28.

Sports broadcasting gets new lease on life as American and National Baseball Leagues revoke territorial limitations on baseball broadcasts and Dept. of Justice files suit against National Football League charging restraint of trade in granting rights to radio and TV broadcasts. Page 25.

For the past 11 years, broadcasting has anted up more than half of all the measurable advertising in the five major media on behalf of U.S. Savings Bonds drives. Page 25.

All-Industry Affiliates Committee meets Thursday in Chicago to see what can be done about equalizing media research. Page 26.

Tax relief for radio-TV broadcasters is passed by Senate-House conference. Page 27.

Edward Peron's television station, first in Argentina, will go on the air to celebrate the counter-revolution that sprang her husband from jail and into the limelight. A special report. Page 28.

NARTB television members meet Friday in Chicago to wrestle with their consciences. The tough question: Will they adopt the stiff code an NARTB committee has endorsed? Page 71.

RCA calls in the public and Washington brass for a look at its color TV system. Page 71.

Employment is on the rise in Hollywood, the movie capital, but the enterprise doing the hiring is television. Page 73. The Lawrence tri-color tube is "in process of production," the Paramount subsidiary, Chromatic Television Labs, reports. Page 80.

Upcoming

Oct. 15-16: NARTB District 16 meeting, Beverly Hills Hotel, Los Angeles.

Oct. 15: NBC Affiliate Group meeting, Hotel Stevens, Chicago.

Oct. 18-19: North Carolina Assn. of Broadcasters, Berry Park Hotel, Asheville, N. C.

Oct. 19: NARTB Television membership meeting, Hotel Stevens, Chicago.


Closed Circuit

(Continued from page 5)

mentioning AMP so far thwarted only by intercession of NARTB officials.

AT LEAST one TV station will go to NARTB's video code meeting next Friday prepared to vote "no" or pull out of proceedings if effort is made to adopt weak set of standards or pull teeth out of enforcement clause.

LIGGETT & MYERS, N. Y. ( Chesterfield Cigarettes), adding spot announcement campaign in 34 to market over networks through Cunningham & Walsh, N. Y., starting immediately.

PROJECT LAUNCHED in West for award of plaques to radio advertisers who have used medium for five years or longer without hiatuses [B • T, Sept. 24], may be picked up as national project under auspices of Broadcast Advertising Bureau and Radio Pioneers. Ed Craney in marketing involves XL stations of Pacific Northwest; former Sen. C. C. Dill, of Washington, co-author of Radio Act; William B. Ryan, BAB president, and Carl Haverlin, BMI and Radio Pioneers president, last week discussed national expansion.

CROSLEY TV SETS, Division of Avco Mfg. Corp., Cincinnati, through Benton & Bowles, N. Y., planning another TV spot campaign Nov. 18 through Dec. 7 on stations used in October drive.

GATES RADIO CO., independent transmitter manufacturer, shortly may announce introduction of VHF television transmitter line. It has been testing two units, but has made no public announcements.

CHRYSLER CORP., Dodge cars, Detroit, through Ruthrauff & Ryan, N. Y., on single dealer basis placing three-week spot announcement radio campaign to start in November in the 8 a.m. and after 6 p.m. time periods.

DENTISTRY ON COLOR TV

DENTAL techniques to be demonstrated via CBS color in American Dental Assn. meeting in Washington, Oct. 25-27, through Thursday, in cooperation with E. R. Squibb & Sons (dental products) and Remington Rand, whose Vericolor equipment will be used. Pickups at Mt. Alto Veterans Administration Hospital will be microwaved to convention site at National Guard Armory. John Martin, CBS Labs. Division, in charge of production.

HALSEY LAUDS CRUSADE

ADM. WILLIAM F. (Bull) Halsey, retired hero of Pacific war, sanctioned work of Crusade for Freedom's Radio Free Europe in Chicago speech, saying effectiveness of broadcasts has been proved by specific results. He pointed out that RFE, because it is subsidized privately and not by government, is not restricted in its air messages by diplomacy and protocol. Adm. Halsey spoke on behalf of Crusade, which hopes to raise $3.5 million nationally for construction of two more radio stations in Europe and similar psychological warfare by radio in Pacific.
The successful WCFL "Sports-Music-News" Formula—now brought to fullest realization! Here is proved and constantly improved 3-Power Programming that captures, holds, and builds potent listenership. It makes this independent station a major factor in your Chicago Market strategy.

**SPORTS** that command the DOMINANT audience!
Sensational White Sox baseball—the complete schedule for '52 ... Notre Dame football Classics ... Chicago Cardinal football (a WCFL exclusive) ... outstanding hockey, tennis, and basketball events, race results ... all identify WCFL to masses of listeners!

**NEWS** of DOMINANT interest—timely, most complete!
The only station in Chicago that presents hourly newscasts, all of them especially edited and written by the newscasters themselves: crack newsmen John Vandercook, John T. Flynn, Vic Barnes, Bill Hamilton and others ... 

**MUSIC** —the Common Denominator of every listening mood!
Star disc-jockeys Bill Evans, Mal Bellairs, Marty Hagan, Howard Miller ... balanced by such vastly-popular symphonic shows as the Music Lovers Hour, one of radio's oldest, best-loved classical programs.

WE PLANNED IT THAT WAY—to achieve ever-greater

**WCFL LISTENER-PULL!**
PUT the pull of "DOMINANT-THREE" programming effectiveness to work for you! Call George Isaac at WCFL, or contact your Bolling Company representative.

---

The Voice of Labor
666 Lake Shore Drive, Chicago, Ill.
Represented by the Bolling Company, Inc.

Now affiliated with the Liberty Broadcasting System

October 15, 1951 • Page 7
WFBR FAMILY PROMOTION!

25,000 PACK LOCAL AMUSEMENT PARK!

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

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

Family after family stormed the park!

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

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

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

ABC BASIC NETWORK • 5000 WATTS IN BALTIMORE MD.
REPRESENTED NATIONALLY BY JOHN BLAIR & COMPANY
"Madam, how do you spend your time?"

In the WAVE area, people spend 5,141,760 home hours per week listening to radio — against 2,582,573 for television and 1,751,925 for newspapers.

WAVE radio reaches more people, for more hours, for less money. Ask Free & Peters!

Facts above are from scientific, authoritative survey made by Dr. Raymond A. Kemper (head of the Psychological Services Center, University of Louisville) in WAVE area, July, 1951. Copy on request.

WAVE
5000 WATTS • NBC • LOUISVILLE

Free & Peters, Inc., Exclusive National Representatives
Reliable estimates indicate that above 90% of all national spot radio business is "placed" by agencies in New York, Chicago, Detroit, Atlanta, Fort Worth, Hollywood and San Francisco.

This heavy concentration would obviously make it pretty easy for any representative to rely almost entirely on "sit-at-home selling," if he wished. Thus the amount of traveling done by F&P becomes a rather good index of our willingness to work—to spend time and money to keep in touch with the realities of radio advertising, to know our markets, and thus to render better service to you agencies and advertisers who buy our products.

Even though Free & Peters maintains offices in all the cities mentioned above, there is hardly a business day in the year when we are all at our home offices. During 1950, for example, our Colonels spent 737 working days in "outside" cities—made literally thousands of sales and service calls (on jobbers and dealers as well as on agencies, advertisers, and the stations we represent). . . .

In other words, F&P is interested in the sale of your goods and ours, and proves it with work instead of words. That's one of the "secrets" of our success, here in this pioneer group of radio and television station representatives.
Calls

HOLLYWOOD   SAN FRANCISCO

Photo Courtesy American Air Lines

REPRESENTING RADIO STATIONS:

EAST, SOUTHEAST
Boston-Springfield WBZ-WBZA
Buffalo WGR
New York WMCA
Philadelphia KYW
Pittsburgh KDKA
Syracuse WFBL
Charleston, S. C. WCSC
Columbia, S. C. WIS
Norfolk WGH
Raleigh-Durham WPTF
Roanoke WDBJ

MIDWEST, SOUTHWEST
Des Moines WHO
Davenport WOC
Duluth-Superior WDSM
Fargo WDAY
Fort Wayne WOWO
Kansas City KMBC-KFRM
Louisville WAVE
Minneapolis-St. Paul WTCN
Omaha KFAB
Peoria WMBD
St. Louis KSD
Beaumont KFDM
Corpus Christi KRIS
Ft. Worth-Dallas WBAP
Houston KXYZ
San Antonio KTSA

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

October 15, 1951 • Page 11
Here's Archer!

GENE ARCHER

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

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

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

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

IN THE NATION'S CAPITAL
YOUR BEST BUY IS

FIRST in WASHINGTON

WRC

5,000 Watts - 980 KC

---

strictly business

PETER FOLGER learned to sell coffee by first learning about coffee itself.

In the learning process, he did not neglect such important questions as who buys coffee, when, how and why.

By the time he was ready to step into an executive position with the western coffee firm bearing his family name—organized more than 100 years ago by his grandfather, James A. Folger—he had the answers to these questions firmly in his mind.

Coffee is bought, as it is used, every day of the year. It is bought mostly (85%) by housewives and it is bought for its flavor.

With these facts dictating his sales promotion and merchandising approach, Mr. Folger decided radio (Continued on page 68)

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LOOK HERE!

THE POWER OF THE LARGEST LISTENING AUDIENCE IN WILKES-BARRE... WYOMING VALLEY AREA.

A recent Conlon Audience Survey showed WBRE programs ranked FIRST in the morning...FIRST in the afternoon and FIRST in the evening. Aside from the fact that WBRE's listenership to nearly every NBC program stood far above the national average for the same shows, it was proven that WBRE had the TOP THIRTEEN daytime programs in listener popularity and THREE of the top TEN were our own local shows. You just can't go wrong on WBRE.
It's impossible...

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

Call your shots in the Beeline! That one market... inland California plus western Nevada... has a 3-billion-dollar "pool" of buying power... a 2 1/3-billion-dollar stake in retail sales.

But you're behind the eight ball on outside stations - even far-reaching Los Angeles and San Francisco stations. Because Beeline people are independent inlanders who prefer to listen to their own strong stations.

So take this cue: Do your Beeline shooting on the five on-the-spot BEELINE stations.

With all five, you rack-up the whole market. With each one, you pocket a major Beeline trading area. For example...

KERN BAKERSFIELD
It's the CBS station for 59,000 radio families in oil-rich Kern County - with a BMB home-city total weekly audience of 84% daytime, 92% at night. Hoopers 60% more audience than next best station, weekday mornings; 70% more, weekday afternoons; 31% more, weekday evenings!

Sales Management's 1951 Copyrighted Survey

McClatchy Broadcasting Company

SACRAMENTO, CALIFORNIA  •  PAUL H. RAYMER CO., National Representative

KFBK  •  KOH  •  KERN  •  KWG  •  KMJ
Sacramento (ABC)  •  Reno (NBC)  •  Bakersfield (CBS)  •  Stockton (ABC)  •  Fresno (NBC)
50,000 watts 1530 kc.  •  5000 watts, day; 1000 watts, night 630 kc.  •  1000 watts 1410 kc.  •  250 watts 1230 kc.  •  5000 watts 580 kc.
WWL, the South's Greatest Salesman, can help send your food sales Up—Up—Up! No tricks. It's simple arithmetic: With WWL, you get more reach, more audience, more advertising extras than any other medium in the Deep South has to offer.

Coverage unsurpassed in the Deep South—intensive coverage over a 4-state market, rich with new industry and still unquestionably radio-dominated. That's WWL!

Highest Ratings—built up over a period of 25 years through excellent programming, featuring CBS and Southern stars, the finest news coverage, outstanding special events. That's WWL!

All-out advertising support—with liberal use of store displays, 24-sheet posters, streetcar and bus dash signs, newspaper ads, and personal calls on jobbers and distributors. Product push no other station South gives advertisers. That's WWL!

Let WWL, THE SOUTH'S GREATEST SALESMAN, Sell the South for YOU!

50,000 WATTS CLEAR CHANNEL CBS AFFILIATE
A Department of Loyola University • Represented Nationally by The Katz Agency
in West Virginia... your dollar goes farther with “personality”

More than a million West Virginians, (with a half-billion dollars to spend annually) can hear your sales story when you put this potent pair of “Personality” Stations to work for you. And WKNA and WJLS are yours at a combination rate that is about the same as you would pay for any single comparable station in either locality. Make us prove it!

JULES MONTENIER Inc., Chicago, testing its new product, Secure Stick Deodorant, in Portland, Ore., and South Bend. (Continued on page 18)
Leading Independent Radio Stations are Pushing Sales Curves UP!

It Will Pay You to do some INDEPENDENT THINKING

If you have been hearing dire predictions about the fate of radio in general, just cast an eye at the leading independent radio stations! Competition has kept them toughened up, made them today's best buy when you really want profitable results. You owe it to yourself to get the facts. Just write to any AIMS member listed below.

THESE ARE THE LEADING INDEPENDENT RADIO STATIONS:

WCUE - Akron, Ohio
WBMD - Baltimore, Maryland
WBNY - Buffalo, New York
WJMO - Cleveland, Ohio
KMYR - Denver, Colorado
KCBC - Des Moines, Iowa
WIRY - Evansville, Indiana
WCCM - Hartford, Connecticut
WKLS - Indianapolis, Indiana
WXJN - Jackson, Mississippi
KLMS - Lincoln, Nebraska
WKTY - Louisville, Kentucky
WHIM - Memphis, Tennessee

WMEI - Miami, Florida
WMIL - Milwaukee, Wisconsin
WKDA - Nashville, Tennessee
WWSW - Pittsburgh, Pennsylvania
KXL - Portland, Oregon
WHIM - Providence, Rhode Island
WXGI - Richmond, Virginia
KSTL - St. Louis, Missouri
WMIN - Minneapolis-St. Paul
KNAX - Salt Lake City, Utah
KITE - San Antonio, Texas

They are all members of AIMS—Association of Independent Metropolitan Stations—each the outstanding independent station in a city.

Aim for BULL'S-EYE results...with the AIMS GROUP
Questions... Questions... from broadcasters all over the nation. All of them about those remarkable new APS Specialized Libraries. And here are the answers:

Q. These new Specialized Libraries sound terrific. But none of the five you describe exactly fits our needs. Can you build a special library for us?
A. Certainly. Tell us what you want. We have the music—the best in the business. We've just finished building a special concert library for one station... cost $32.50 per disc.

Q. What's in these Special Libraries? Different music? Are they old discs?
A. These Specialized APS Libraries are built from the full, basic AP Library. The selections are from that library. The music is the same. And every disc is brand new.

Q. I'm ordering two of your APS Specialized Libraries, and I'd like a cabinet. Yours seems to be perfect for our Library, but since we don't get a cabinet with these small libraries, how can I arrange for one?
A. We'll sell you a brand new APS Custom-Built Cabinet, designed by broadcasters for broadcasters, for $125, FOB New York. Then it's yours for all time, to use as you wish.

Q. I'm using these APS Specials, and my staff is wild about them. Now I wonder whether I made a mistake in not ordering the full Library. Can I still do this without penalty?
A. Certainly. You can convert to the full APS Library any time during the life of your APS Special Library contract, simply by signing a full Library agreement.

Q. Can you let us see the list of titles and artists comprising these Special Libraries before we decide?
A. On request we'll send you condensed catalogues for the APS Commercial Library ($22.50 per month); Production Library ($19.50); Show Medley Library ($22.50); Popular Library ($39.50); and Radio Music Library ($47.50). We'll have catalogues on the newest units, a Concert Library and a Novelty Library, shortly. Just write for them.

Q. We're subscribing to the APS Commercial Library. Do we get the eight half-hour sales meetings and instructions already issued or do we just get one new meeting a month from now on?
A. Both. We ship you all eight meetings already released right away... the others come along monthly at no extra cost.

Q. What about these APS Christmas Shows everybody's talking about? Who gets those?
A. The APS Jumbo Christmas Program Release—biggest in our history—goes to APS Full Library subscribers only.

Coverage Note
EDITOR: ... I would no more like to start out on my weekly itinerary without having read your current magazine than I would to start out without my pants on.

William G. Broughton
District Sales Mgr.
Broadcast Equipment
General Electric Co.
Syracuse

Kudos for Kemper
EDITOR: Dr. Raymond Kemper's article on impact [Vol. 3, No. 10] is one of the most convincing pieces of research I have seen in a long time. Everyone who has a responsibility of buying advertising should read this convincing report....

C. H. Topmiller
Sales Mgr. & Chief Engnr.
WCKY Cincinnati

Duped by Duplication
EDITOR: The time has come for a showdown with AM operators who gyp the public with six hours of FM duplication. WMGM [New York] pulled the stunt of the year by interrupting the Dodgers' games at the climax of the baseball season each evening at nine o'clock to tell listeners to re-tune to AM. Owners of FM-only sets (like my Zenith Major) and TV sets with FM bands are thus deprived of a broadcast service which had been started and not completed.

In areas where FM channels are at a premium, the FCC should tell these AM-FM'ers to put up or shut up; either broadcast full FM services or get off the FM air and let other broadcasters in who will utilize the ether in the public service.

George K. Thompson
Staten Island, N. Y.

Two Yearbooks
EDITOR: Congratulations on your excellent idea of publishing two separate YEARBOOKS. Since radio and television are two separate mediums of communication, they should be treated as such. Each new YEARBOOK should be received with great enthusiasm in its respective field.

Ed Calhoun
104 S. Green St.
Statesville, N. C.

Gloomy Sunday
EDITOR: Your publication is of little interest to me. I understand that I am one of four who takes an air-mail edition. I go to the post office at 6:30 a.m. each Sunday; if it has not arrived, I ignore the whole matter until about 8:30 a.m. I check again at 11:30 and today at 1:30, 4:30, 5:30. It still is not here. Usually it arrives sometime in the early afternoon or morning.

Never before in my business experience have I known any publication to compare with BROADCASTING... Telecasting. Your complete coverage of all details of our industry and your editorial opinions are of such great value to broadcasters that it is difficult to compare with any other trade journal.

William T. Kemp
President
KVER Albuquerque

New Business
(Continued from page 16)

nurse, and Art Gilmore as announcer. All three have been with program since its inception, as has Dorothy B. McCann, program producer for agency, McCann-Erickson, N. Y.

EKCO PRODUCTS CO., Chicago (Flint cutlery, kitchen tools) is sponsoring first quarter-hour of Frank Sinatra Show on CBS-TV Tues., 7 to 8 p.m., CT. Agency: Earle Ludgin Agency, same city.

PHILIP MORRIS & CO., N. Y., sponsoring new Eddie Cantor Show, starting yesterday (Sunday), 9:30-10 p.m. over NBC Radio. Agency: Bow Co., N. Y.

LEWIS-HOWE Co., St. Louis (Toms) Sept. 18 starts Hollywood Theatre on 26 Trans-Canada network stations, Tues. 8:30-9 p.m. Contract runs through March 11. Agency: Dancer-Fitzgerald-Sample, N. Y.


NORTH AMERICAN VAN LINES Inc., Fort Wayne, Ind., Oct. 14

(Continued on page 67)
Judging by ratings, film programs on television have millions of fans. Some of the most enthusiastic are the advertisers who sponsor them. And for good reason.

Advertisers and agencies know that film programs assure uniform and pleasing picture quality which is too often lacking in kinescope recordings. And even more important, film opens the door to a better way to TV coverage—through Spot program advertising.

Spot program advertising gives you a station line-up custom-fitted to your specific selling plans. You use as few or as many markets as you need. If you're "feeling your way" in television, Spot program advertising relieves you of any "must" stations or minimum group requirements.

If you're going "all out," Spot program advertising allows you to cut across network affiliations (such as they are in television) to develop the broadest coverage for your program. In the greatest number of markets...on the best stations...with the best adjacencies...and at the lowest rates.

All this extra selling power—at no extra cost! For Spot rates are generally lower than network rates for the same time periods, over the same stations. Enough lower to cover the film prints needed, their handling and distribution. There's a saving which Spot program advertisers can apply to promotion...or to merchandising...or to the addition of more time...or more markets.

Spot program television makes good sense—to more and more advertisers. If you'd like to get more sell out of your television dollar, you should get the full story on Spot program advertising. You can get it from any Katz representative. It shows, in detailed close-up, that in television...

you can do better with Spot. Much better.

THE KATZ AGENCY, INC. Station Representatives

NEW YORK • CHICAGO • DETROIT • LOS ANGELES • SAN FRANCISCO • ATLANTA • DALLAS • KANSAS CITY
The "St. Louis Ballroom" plus is promotion! Bigger, better than ever! 24 sheets, exterior bus and streetcar cards, interior bus and streetcar announcements on Transit Radio, newspaper display ads, special mail promotions and personal appearances, promotion announcements on KXOK are scoring a wide plus for "St. Louis Ballroom" advertisers. Get details from your John Blair man or from KXOK today.

ST. LOUIS' ABC STATION
126 & DELMAR • CHESTNUT 3700
4900K • 5000 WATTS • FULL TIME

Represented by John Blair & Co.

WILLIAM W. WILSON Jr., associate radio-TV director Young & Rubicam, Chicago, named manager of radio-TV department, and PHIL BOWMAN, formerly in charge of department, appointed director.

ALEX EVANS, vice president and manager of Botsford, Wheeler & Staff, L. A., to Botford, Constantine & Gardner, S. F., as account executive.

RICHARD E. WILLIAMS, treasurer and director Doremus & Co., N. Y., elected vice president.


FREDERICK N. POLANGIN, vice president in charge of Los Angeles offices for Buchanan & Co., to Hutchins Adv. Co., Phila., to work on all creative and merchandising phases of Philco account.

L. H. MARTINEAU, director of radio and TV Standish Adv. Inc., Providence, to Cunningham & Walsh, N. Y.


JAMES CAMPBELL DOUGLASS, vice president in charge of radio and television for Erwin, Wasey & Co., New York, is not a man to whom to apply traditional standards. He is the fellow who went down under to reach the top; just as he is the person who will never be investigated for having joined the Russian navy.

The latter juncture occurred during the closing seven months of the war when, as a lieutenant commander with the American fleet, he travelled to the Aleutians to serve as liaison with the Soviet sea force there; the trip down under was to Australia and New Zealand directly after the war to represent Colgate-Palmolive-Perf on its radio campaign in that area.

It was as a result of his civilian successes in the South Pacific that he was recalled to the states by the parent company to function as co-ordinator of its radio advertising. In that capacity he helped launch the company on its impressive sail into television. Among the TV projects he helped inaugurate were the Colgate Comedy Hour, the early sponsorship of the Howdy Doody show, the Miss Susan program and Strike It Rich. In radio he was instrumental in buying the Our Miss Brooks and Mr. and Mrs. North for the company.

On Sept. 17 he joined the Erwin, Wasey company as vice president and manager of the radio-television department, to handle all creative and merchandising phases of Colgate-Palmolive-Perf's radio and television accounts. Among the radio and TV accounts he now handles are Admiral Radio, Pertussin, Barbasol, Musterol, and Kreml.

Born in Washington, Ind., Mr. Douglass was educated at Hastings College of Conservatory Music and the U. of Nebraska. He received his A. B. degree majoring in fine arts and business administration in 1933. He worked his way through school as a conductor of orchestras and a leader of his own dance band.

When he was graduated from the university he taught music at an Omaha high school for one year and then returned to the entertainment field conducting everything from jazz bands to grand opera throughout the country. In 1938 he returned to Omaha and joined WAAW there as assistant manager. One year later he moved to Central State Broadcasting System as director of programs for its stations.

Two years later he went to St. Louis as traffic manager (Continued on page 100)
GERRY MARTIN, vice president in charge of television, Duane Jones Co., N. Y., to Geyer, Newell & Ganger, N. Y., as vice president and account executive.

THOMAS CADDEN, continuity director WIL St. Louis, Mo., to Smith, Taylor & Jenkins Adv., Pittsburgh, as radio-TV writer.

HOWARD S. FOLEY, J. Walter Thompson, N. Y., to Doherty, Clifford & Shenfield, N. Y., as copy supervisor.

KENDALL J. MAU, west coast publicity director Ross Roy Inc., L. A., to Buchanan & Co., that city, as account executive.

GORE-DIAMOND EWING Adv., S. F., changes name to The Sam Ewing Agency, following purchase by SAM EWING of firm's major accounts.

ALBERT F. VISKANT named director of mechanical productions for Chicago office Fuller & Smith & Ross. He was with Standard Rate & Data, Chicago.

MYRON KIRK, vice president Kudner Agency, N. Y., appointed chairman of radio division for 1951 Travelers Aid Society.

RUTHRAUFF & RYAN, St. Louis, appointed by KXOK St. Louis, to handle advertising.

THOMAS R. COOPER rejoins J. Walter Thompson Co., S. F., as account representative.

BILL COLDREN, N. W. Ayer & Son, Phila., transfers to agency's San Francisco office, as account executive.

PHILIP M. BOTTFELD, assistant director of publicity Benton & Bowles, N. Y., named associate director of publicity.

CHARLES P. GRAVES, Grant Adv., Washington, to Federal Adv., N. Y., as radio and TV copywriter.

JIM EVANS, program director WICC Bridgeport, Conn., appointed account executive Moore & Beckham Adv., Greenwich, Conn. RALPH KLEIN, program director WONS Hartford, succeeds Mr. Evans at WICC.

LYLE T. SMITH, advertising manager of Borden's Dairy Delivery Co., S. F., to Sidney Garfield & Assoc., S. F., as account executive.

THOMAS H. CALHOUN Jr., sales staff WEEI Boston, to N. W. Ayer & Sons, N. Y.

JOHN P. (Pat) COLIHAN, western states promotion manager C. D. Beck Co., Sidney, Ohio, (inter-city motor coaches), to creative department Brisacher, Wheeler & Staff, S. F.

TOM MONAHAN, copy writer Walter McCready Inc., Beverly Hills, and FRED H. COMSTOCK, newspaperman, to Yambert, Prochnow, McHugh & Macaulay Inc., that city, as copy chief and public relations director respectively.

MAURY BAKER, assistant radio-television director BBD&O, S. F., named head of radio-TV department. He succeeds JAMES A. BARNES, who retires to travel and free-lance.


JEAN SHEPHARD, office manager and media buyer Will Grant Adv., L. A., to Don Jenner Adv., that city, as production manager and media buyer.

JAMES DEAN and ROBERT CULBERTSON, account executives Yam- bert, Prochnow, McHugh & Macaulay and The Irwin Co., both Beverly Hills, join Anderson-McConnell Adv., L. A., in similar capacity.


ROBERT W. TANNEHILL, Benton & Bowles, N. Y., to Compton Adv., same city, as account executive.

Mr. Martin

Frontier Theater is one of the most-viewed local TV programs in the Nation's Capital. Featuring a top-flight Western film thriller, it is the only early evening film show available six nights a week in the rich Washington market! With consistently high ratings in a choice time period—Frontier Theater not only offers the spot advertiser MAXIMUM results, but at LOWER COST!

*ARB TV Survey, July 14-21, 1951

Get the Facts From—
THE KATZ AGENCY, INC.

WMAL-TV
WMAL-FM

The Evening Star Stations
WASHINGTON, D. C.
...So he spends the bulk of his radio advertising dollar with KTSA.

PIGGLY WIGGLY
San Antonio Company
E. A. Basse, Owner

San Antonio's largest chain of self-service markets with 29 outlets uses KTSA exclusively to SELL their merchandise. 100% of the Piggly Wiggly radio budget is spent on two daily quarter hour programs with outstanding results.

Ask your F & P Colonel for the full KTSA-les story.

5000 WATTS AT 550
OWNED AND OPERATED BY THE EXPRESS PUBLISHING CO
AVENUE E AT THIRD ST. • SAN ANTONIO 6, TEXAS

Represented Nationally by FREE and PETERS

BROADCASTING • Telecasting
WHAT HAPPENS TO MBS?

Don Lee, Yankee, WOR Merge

By RUPFUS CRATER

A MOVE toward unification of the ownership of Mutual Broadcasting System, raising the prospect of potentially far-reaching effects upon the network's position in both radio and TV, came suddenly last week with announcement of plans for merger of the radio and TV properties of General Tire & Rubber Co. and those of New York's R. H. Macy & Co.

The new company, with General Tire owning "a substantial majority" of the stock, would have approximately 58% interest in Mutual.

It would also own and operate the owned stations of Don Lee and Yankee networks, currently owned by General Tire, as well as WOR-AM-FM-TV owned by the Macy company through its subsidiary, General Teleradio Inc., and would operate the Don Lee and Yankee regional networks.

Long-range effects and possible changes which might result with Mutual under the control of a single entity were not mentioned except for a short assertion of belief that Mutual "would be further strengthened and be able to render great public service." But there was immediate speculation that in the long run the effects might be sweeping, perhaps extending to conversion of the network to "old line" standard type of network operation, and that it may herald Mutual's entry into TV networking on a major scale.

O'Neil Would Head

With General Tire holding substantial controlling interests in the new company, Thomas F. O'Neil, vice president of General Tire and president of its Thomas S. Lee Enterprises Inc. (Yankee and Don Lee), would head the new organization. He already is board chairman of Mutual.

Details of the merger plan were not disclosed, but it is not, in fact, been finally set, pending final determinations of values and inventories. But it is implicit in the transaction that General Tire will hold more than 75% of the stock of the merged companies. It was thought probable that in addition to a minority stock interest in the new company, Macy's would also receive cash or like consideration. New firm's name is not set.

Spokesmen for the negotiators said they hoped to have final details worked out in time to file for the necessary FCC approval in less than 60 days.

Mr. O'Neil told Broadcasting & Telecasting that no changes in Mutual operation are planned at present. Mutual's TV plans also are "status quo," he said. The merger itself, he made clear, does not involve Mutual but only the respective radio and television properties of the two companies.

This did little, however, to still industry speculation as to the ultimate results. Assuming FCC approval of the merger, it was pointed out, the unified Mutual ownership will control three TV stations—Don Lee's KHJ-TV Los Angeles, Yankee's WNAC-TV Boston, and Macy's WOR-TV—and may have available WGN-TV Chicago via the 19.3% interest in Mutual held by the Chicago Tribune, owner of the WGN properties.

With four TV outlets, Mutual would be only one short of the FCC set maximum held by NBC and ABC, and even with only three would be ahead of CBS-TV, which currently owns two outright and has a 45% non-voting interest in a third. (CBS-TV also has bought WBKB-TV Chicago, though this acquisition currently awaits FCC approval as a corollary to the proposed merger of ABC and United Paramount Theatres.)

General Tire Holds 38.6%

The new General Tire-Macy company's stock control of Mutual would derive from General Tire's present 38.6% interest (19.3% via Yankee and 19.3% via Don Lee) and the Macy 19.3% holdings.

A provision of Mutual's by-laws prohibits any single entity from acquiring more than 30%, but authorities appeared confident that this provision could be removed, perhaps by several methods, through the courts of controlling stockholders.

Announcement of the merger plan was issued Thursday by Mr. O'Neil and Jack I. Strauss, president of Macy and chairman of General Teleradio (WOR-AM-FM-TV).

Due to FCC's policy limiting multiple ownership in AM to seven stations, addition of WOR would require General Tire to dispose of one of the seven AM outlets it currently owns. The one designated for sale is WICC Bridgeport, Conn., in the Yankee group.

The merger, O'Neil and Strauss said "the ultimate purpose [of the merger] is to vest in one operating company the following radio and television properties:"

"Radio stations WOR New York, WNAC Boston, WEAN Providence, WINN Hartford, KHJ Los Angeles, KFRC San Francisco, and KGB San Diego.

"Television stations WOR-TV New York, WNAC-TV Boston, and KHJ-7 Los Angeles, and the Yankee and Don Lee regional radio networks."

The announcement said "no change in present operations or personnel of the constituent companies."

(Continued on page 88)

ABC PLAN REACTION

May Stir Storm

A FEW RUMBLINGS were audible in the background, but for the most part, quiet prevailed last week as all elements of the radio broadcast field studied the far-reaching NBC blueprint which may affect their operating policies and their futures (B * T, Oct. 8).

Some early reverberations suggested it may have been the calm that precedes a storm.

Industry officials almost unanimously pleaded for more time to study the NBC plan before commenting publicly and directly, but the week saw these developments in the wake of its release:

The plan was slated for scrutiny in an NBC affiliates meeting called for Thursday in Chicago—a meeting to which NBC officials were not invited. That some complaints would be aired at this meeting was considered inevitable in view of the vehement opposition already expressed by some affiliates (see below).

The National Assn. of Radio and Television Station Representatives called a membership session for today (Monday) to explore the implications of the plan.

ABC, without referring specifically to the NBC blueprint, circulated a letter to advertisers and agencies noting that ABC has had "flexibility" for some time and inviting suggestions as to new ways it may serve advertisers.

With a few exceptions, NBC Radio affiliates were reluctant to comment at all. They have not been advised what their individual situations are with respect to proposed adjustments in their respective network rates—one of the most provocative features of the overall plan.

Double Response

Those who devised the plan—affiliate representatives and network officials—conceded that stations for which a downward rate adjustment is indicated undoubtedly will set up a protest, "just as those which get boosts will applaud." But they were equally confident that in the long run the principles employed in the rate plan will be accepted as realistic, and that the overall blueprint will be welcomed as a realistic approach to radio's present-day problems.

NBC officials said the reaction they have received thus far from affiliates has been "very good." Advertisers and agencies also "showed great interest" in the new policy which henceforth will permit them to designate which stations they use, rather than force purchase of "must buy" stations.

Agencies and advertisers already have been notified of this change and it is now in effect, though no new sales have been made.

This new policy could not be expected to set well, it was felt, with some of the 29 "must buy" affiliates. The same would be true of those who lose rank in another feature of the blueprint—reclassification of affiliates.

For instance, three of the 29 stations formerly classified as "basic," which were also must buys, will not be in the group—40 to 50—which will be designated as "primary.

But NBC Executive Vice President Charles R. Denny, in announcing the new plan, emphasized (Continued on page 84)
SIGNIFYING a continuing trend in creating autonomous radio and television operations, three broadcast licensees have announced separation of these functions. Operators of Jefferson Standard Broadcasting Co. (WBT-AM-FM, WBTW, Charlotte, N. C.), Stromberg Carlson Co. (WHAM-AM-FM-TV Rochester, N. Y.) and WAVE Inc. (WAVE-AM-TV Louisville, Ky.),

A division in the sales department of WBT-AM-TV was announced by Larry Walker, acting general manager. Keith S. Byerly continues as general sales manager for all operations, coordinating all spot sales and establishing policy. He will also act as sales manager of WBT-AM-FM, concentrating on radio.

Wallace J. Jorgenson has been named sales manager of WBTB, handling regional, national and local sales for television. He formerly was local sales manager for AM and video operations. Bennett K. McKinney will serve under Mr. Byerly as radio sales representative. John D. Veller has been

...
By J. FRANK BEATTY
WIDE-OPEN bidding for rights to broadcast and telecast baseball games will develop this winter as networks and stations once again enjoy the right to bargain without the handicap of organized restrictions.

It was apparent at the weekend that artificial "territorial" barriers imposed on baseball, football and other organized sports were on the way out, if the Dept. of Justice can obtain court support of its theory that the public is entitled to enjoy coverage by any network.

The sports world was turned upside down last week as:

- Major league baseball teams decided Monday to drop their "territorial" rules cramping radio-TV rights.
- The Dept. of Justice went to court in an effort to break down professional football's "bans.

Some of these developments completely changed the radio-TV side of the sports universe. Of greatest impact was the baseball ruling, voluntarily adopted by major league clubs without consulting the minor leagues.

The baseball ruling means that the matter of granting radio and TV rights was reverted to the individual major league clubs instead of the leagues.

League officials insisted they did not act last Monday because they might have to file a complaint filed Tuesday by the Dept. of Justice.

Heading the baseball negotiation parade this winter will be Mutual and Liberty networks, each of which has featured daily networking of major league games to the entire nation outside major league territory.

MBS, LBS Proposals

Because of last week's developments, Mutual and Liberty are proposing to carry daily major league games to the Midwest, East and Northeast. Major league teams are centered in these areas and stations within their borders have been generally out-of-bounds for the two networks because of territorial rules. Liberty already has acquired rights to games of the Chicago White Sox.

Gordon B. McLendon, president of Liberty, predicted that the networks will be able to enter major league territory and said he did not believe minor leagues would suffer from the baseball ruling.

Liberty is bidding for one high-placed major league team, the Boston Red Sox.

MBS officials weren't ready to comment on the Liberty proposal, but one high-placed executive said, "We would like to have baseball again next year. We want it and we plan to have it."

Liberty is bidding for professional football games every Sunday, having contracts with two clubs.

The football action from the Dept. of Justice was announced Tuesday by Pennsylvania Sen. Clement V. Byrd (D-Va.), chairman of the Senate Commerce Committee.

A civil suit charging the National Football League and its member clubs with entering into an agreement to restrain trade in broadcasting and televising of games was filed in federal court in an effort to clarify radio-TV rights in relation to the sports world.

One of the strongest monopolies in all sports, the National Collegiate Athletic Assn. college football telecasting monopoly, will continue despite the government suggestion that monopolies are in the doghouse.

Ralph Furey, Columbia U. athletic director and a member of NCAA's Television Committee, told Broadcasting: "Television has changed the way we view sports. We used to think of the TV audience as being passive, but now we know they are active. They are making themselves at the remote controls and turning on and off the games."

The Dept. of Justice action grew out of an inquiry that has lasted several years. First formal action to fight the sports monopolies was taken in 1947 by Frank U. Fletcher, radio attorney, at that time part owner of WARL, Arlington, Va., and later a member of the NARTB board.

The prosecution was held by the Dept. of Justice in 1949 and the major clubs relaxed their Rule 1-D, enabling MBS to start its game of the day and Liberty to start a sports network that later developed into the present nationwide hookup.

Major leagues are interested in several bills now pending in Congress, designed mainly to protect the "reserve clause" governing player contracts.

Broadcasters themselves have been anxious to obtain freedom of contract negotiation with major league baseball clubs and at the same time to protect minor league clubs in what to them is a declining economy.

Last year NARTB cooperated with the minors by promoting attendance at games, with Robert K. Richards, public affairs director, coordinating the project. Mr. Richards is NARTB liaison in a new joint radio-TV committee that will work with the clubs next season.

NARTB Position Not Defined

As of Thursday night NARTB officials had not formally discussed their baseball position next year but it appeared the wide-open baseball negotiations would stimulate industry cooperation with both major and minor league clubs in an effort to promote attendance as well as good relations between club owners and the industry.

The original Rule 1-D of the major league clubs flatly banned broadcasting or telecasting of any big league game by stations without the consent of major and minor league clubs in that city and within 50 miles. When the Dept. of Justice threatened suit in 1949, Rule 1-D was softened to give the clubs power during periods when they played at home or, in the case of TV, also during periods when their road games were being telecast at home. This softened rule was revealed last week.

Consequently those desiring to broadcast games must nowicker with the home team in each case instead of with the respective leagues.

The major league clubs must decide to what extent they wish to protect minor leagues from impact of their game broadcasts.

"We'll be in there bidding for rights, just as we have other years," Mr. McLendon told Broadcasting. "At this point the rule is that we don't know how we will approach the situation."

"I think the new baseball rules will have a salutary influence on the public and the broadcasting industry, and we believe in the first chance to carry major league baseball and changes the whole structure of baseball broadcasting."

"For the first time Liberty will be able to bring games into the Midwest, East and Northeast."

Asked what effect the new situation might have on minor league teams, Mr. McLendon said they will not be hurt. He recalled that, when Liberty started broadcasting (Continued on page 105)
TWO broadcast advertising clinics—one each for radio and television—are programmed for the Eighth Annual Advertising conference to be given by Ohio State U. at Columbus, Oct. 19 and 20.

Radio clinic, conducted by L. A. Flocke, president of WCOL Columbus and of the Ohio Assn. of Broadcasters, will start at 10 a.m., Fri., Oct. 19 with a speech on "Adjusting Radio Advertising to Today's Conditions" delivered by John Karol, Vice President in charge of sales for CBS Radio, New York.

Ten-minute spot analyses will include: "How We Intend to Use Radio Advertising," with John H. Hosch Jr., vice president of J. Walter Thompson, New York, and Ray Wunderlich, president of Cusins and Fearn Co., Columbus; "Best Buys in Radio Advertising Time Today," with Fred C. Brockaw, vice president of Paul H. Raymond Co., Chicago; "Importance of Quantifying Advertising Audience," by Dr. Kenneth H. Baker, president of Standard Audit and Measurement Services Inc., New York; The radio clinic will close after panel and open-forum discussion.

Television clinic will start at

ETHICS REVIEW
Solons New Report Bill
PROPOSED "Commission on Ethics” in government got up some steaks last week in the waning days of this session of Congress.

Authored by Sen. J. William Fulbright (D-Ark.), the measure (S. J. Res 107) was given favorable report by the Senate Labor and Public Welfare Committee. Hearings were held before a subcommittee headed by Sen. Paul H. Douglas (D-Ill.)

It would set up a 15-member commission that would study the "problem of morals and ethics in government" and recommend legislation to maintain high moral standards.

Among those who testified before the committee were Sen. Fulbright, Sen. William Benton (D-Conn.), author of the so-called Benton Plan to create an advisory board to review radio and TV programs, and Chair- man Wayne Coy of FCC.

Chairman Coy had testified on the practice of leaving the employ of the government for a job in the industry, when the firm involved may have had dealings with the agency and with which the employee was familiar.

Meanwhile, Sen. Richard M. Nixon (R-Calif.) introduced a bill (S 2335) to make it a federal offense for an officer or employee of the government to accept compensation or gratuity from any officer or member of the committee of a political party. Committee measure in the House (HR 5668) was dropped in the hopper by Rep. Patrick J. Hillings (R-Calif.).

SOLUTION to one of radio's worst headaches—unfair research position in inter-media competition—will be sought next Thursday in Chicago by the all-industry Affiliates Committee headed by Paul W. Morency, WTIC Hartford.

The committee has been conducting negotiations with Assn. of National Advertisers in an effort to halt ANA's pressure tactics designed to beat down radio rates on the unsupported theory that people in TV cities don't listen to radio in the evening.

Meet With ANA Group
Committee representatives met in New York last Monday with an ANA group. Findings will be reported to the full affiliate group in Chicago.

The committee was organized last April during the NARTB convention when CBS started the rate-cutting trend among radio networks. It is an all-industry operation entirely outside the NARTB structure and under Chairman Morency has led the radio effort to protect rates from ANA's onslaughts. Its future place in the radio picture will be discussed at the Thursday meeting.

Main strategy of the committee has been to find out the basic area of agreement on radio's actual performance and to analyze the elements involved in rate attacks. Considerable progress has been made, committee members said.

There still remains a basic headache—the fact that radio supplies the very research information with which advertisers, agencies and competing media use in crucifying broadcasters. Agencies and advertisers insist on having all the specific audience and program data now supplied, yet they do not require comparable information about other media, the committee contends.

ANA members have been told by the committee that it has only sketchy information on readership of printed media, since publications promote circulation times the number of readers per copy. This general information, unsupported by actual readership data in most cases, is widely accepted by buyers of space whereas buyers of time use Nielsen's, Hooper, Pulse, American Research Bureau and others.

ANA has been asked by the Affiliates Committee if it doesn't leave radio studies in the hands of its sponsored Advertising Research Foundation, instead of leaving the job to a special advertiser group. Affiliates committee members who met last Monday with ANA representatives included Mr. Morency; Edgar Kobak, consultant; and Mr. Lohrengel, department manager, Chicago, becomes sales supervisor under Mr. Harbur, and P. T. O'Connor, formerly Chicago division manager, will succeed Mr. Lohrengel.

L&M Sales Staff
REORGANIZATION in sales staff was announced last week by Liggett & Myers Tobacco Co. E. S. Peters, a member of the board of directors and Midwest sales manager headquartered in St. Louis, has been named general sales manager under G. W. Thompson, vice president in charge of sales, New York. Mr. Peters will transfer from St. Louis to New York.

E. C. Harbur, supervisor of sales in St. Louis, succeeds Mr. Peters as Midwest sales manager. O. A. Lohrengel, department manager, Chicago, becomes sales supervisor under Mr. Harbur, and P. T. O'Connor, formerly Chicago division manager, will succeed Mr. Lohrengel.

UNFAIR "Comparison" Tops Chicago Agenda

Include Leading Ad Speakers

Among Speakers at OSU Meet . . .

Mr. Reuschle  Mr. Hosch  Mr. Matthews

Mr. Dailey  Mr. Brokaw  Mr. Bolas

Erickson, Cleveland, with "New Developments in TV Commercials"; Leonard Matthews, time buying supervisor for L. C. Burnett Co. Inc., Chicago, "Where Are We Going in TV Rates and Production costs?"; and Franklin Snyder, general manager of WEXL Cleveland, who will discuss "Is Television Overrated Today?"

Theme of the conference is "Adjusting Advertising to Today's Conditions." Co-sponsors of the event with Ohio State are the Fifth District of Advertising Federation of America, member advertising clubs, and Ohio trade associations.

Other convention meetings include retail and newspaper advertising clinics and a luncheon speech by Secretary of Commerce Charles Sawyer, who will discuss "Government Economy—Its Prospects and Possibilities." Conference will end after a reception, banquet, and entertainment Friday night and a breakfast business meeting Saturday morning.

Research
A SINGULAR tax victory for the radio-TV industry was chalked up on Capitol Hill last week.

Conferences meeting on the 1961 revenue bill where Members of Congress have approved a formula that is designed to provide excess profits tax relief to the industry.

Section approved by the conference is Senate Amendment 237, section 519 of the bill (HR 4473), which specifically relates to television broadcasting companies.

It would permit radio-TV broadcasters to use their own earnings in the industry rate of return for computing their tax. The longer established broadcaster would benefit from the first method, that is, using his firm's earnings as the base.

The relief section is patterned after that contained in the bill (S 316), introduced by Sen. J. Allen Frear (D-De.). It was the Senator's measure upon which the Senate Finance Committee based the new relief provision [B 2, Oct. 7].

Agreement on the relief provision was announced last Tuesday following a session of the conferences. Work on all sections of the revenue bill was completed last Thursday.

Following the release of a conference report, both branches of Congress must concur. Then, the bill will be sent to the White House for President Truman's signature.

The new revenue bill will raise $5.7 billion, the second-largest increase in history. President Truman announced Congress had agreed to $10 billion in tax relief. Increased is the regular corporation income tax, some $2.3 billion, retroactive to last April 1. Excess profits tax rates are effective for 1961.

Can Gain 2%?

In computing the excess profits tax, corporations will be given credit on 83% of earnings in the best three years of the 1946-49 period, thus lopping off two percentage points of the current 85% credit. The conferences did not change the capital gains tax which stays at 25%, but cooperatives would be entitled to pay taxes at the regular corporate rates on earnings not paid to members.

Last week's action seemed to broadcasters like the ship coming in out of the storm. The case of the TV broadcaster, who suffered losses while attempting to get established in the new medium, was repeated both in the House Ways & Means Committee and the Senate Finance Committee this session, and also last year, so much so that it began to resemble an old wives' tale.

The relief boat could not get out of dock in the House, where the Ways & Means Committee ignored the pioneer telecaster.

But in the Senate, the arguments hammered home by NARTB andди another organization last quarter seemed to gather steam. When Sen. Frear introduced his bill, the boat entered port, after weathering its greatest storm during Senate debate [B 2, Oct. 1].

Highlighting the debate was the about-face taken by Sen. Hubert H. Humphrey (D-Minn.), who while supporting the Administration's battle to put up revenue, aligned himself with the TV forces.

Also aiding were Sens. Walter F. George (D-Ga.), chairman of the Senate Finance Committee, and Eugene D. Millkin (R-Col). It was their appeal which scattered Administration forces led by Sens. Joseph C. O'Mahoney (D-Wyo.), Paul H. Douglas (D-Ill.) and Herbert H. Lehman (D-N.Y.).

Judis-Herbert Nuptials

BERNICE JUDIS, vice president and general manager of WNEW New York, and Ira M. Herbert, WNEW vice president and sales manager, were married in Reno, Nev., in a nuptial service by a station spokesman confirmed last week.

In Conferences' Plan

DAYTIME scheduling of 3½ hours daily by Philip Morris over ABC gets sendoff by (1 to r) O. Parker McComas, president of cigarette firm; John E. McMillin, Cecil & Presbrey account executive for the firm; and Robert E. Kintner, ABC president. Scans. McComas and Kintner were guests at special premiere Sept. 30 of FM sponsored Against the Storm, one of the daytime segments.

NCAB MEETING

‘Selling Radio’ Is Theme

“SELLING RADIO” will be the theme of the North Carolina Assn. of Broadcasters’ fall convention Oct. 16-19 at the Battery Park Hotel, Asheville.

First day's agenda includes addresses by Ralph Hardy, director of government relations, NARTB, on “Selling Radio to the Listener”; Oliver Gramling, assistant general manager of AP, who also will present a film, “Your News”; and Ken Spannorn, BMI. On Friday, Maurice Mitchell, vice president of Associated Program Service, will speak on “Selling Radio to the Advertiser.” The two-day schedule is rounded out with several panel discussions on current industry topics and a business session of the NCAB.

Wednesday evening 8 p.m., as a preliminary to the convention, North Carolina FM broadcasters will meet at the Battery Park.

AFRA DRIVE

Continues in San Diego

WEST COAST chapter of AFRA last week started its drive to organize the two remaining non-AFRA stations in San Diego—KSON and KRDG—and negotiated $5 weekly increases for announcers at the city’s four other member stations.

Claude McCue, executive secretary of AFRA, this week expects to start talks with the two non-AFRA independents.

Other four stations, network affiliates KFSF, KGB, KFMB and KCBQ, approached by AFRA for cost-of-living increase on the contract expiring May 1952, agreed in a $5 weekly increase for announcers effective Oct. 1 for two years. Increase brings present salaries from $85 to $70 for new announcers; $75 to $80, after first year.

MBS ADDS FOUR

New Station Affiliates

FOUR more stations have signed affiliation contracts with Mutual, Earl Johnson, MBS vice president in charge of station relations, announced.

They are: WCFA Florida, 260 w, 1400 kc, owned and operated by the Blamfox Radio Co.; KOSY Texaskana, Texas, 600 w day and 1 kw night, 700 kc, owned and operated by Gateway Broadcasting Co.; WKHM Plymouth, Ohio, 250 w, 1250 kc, owned by G. W. L. Merrill.

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CONTROL OF TSN

MAJORITY control of Texas State Network is transferred in a $900,000 transaction filed for approval with the FCC last week. The network, 71% of the outstanding stock, is sold to a group of stockholders, paying $118,000 in cash plus long-term notes.

Remainder of the stock will be held by Sid Richardson, Texas oil man and TSN director, 900 shares; Gene L. Cagle, TSN president as well as president-general manager of the TSN-owned KP29 Fort Worth, and the Roeser-Dillard family, of Wichita Falls, 50 shares. TSN owns KABC San Antonio, WACO Waco and KRKO McAllen, all as well as the Fort Worth outlet.

Rearrange Capitalization

Purpose of the transaction, it was explained, is to permit redemption of a portion of the capital stock on a fair and reasonable basis and to rearrange capitalization. The network is paying $250 a share for the stock.

Selling their stock to TSN, according to the FCC filing, are Ruth Roosevelt Eldon, former wife of Elliott Roosevelt who was an official of the network, 800 shares; Emily Roesser Truet, 650 shares (the late Charles Roesser was in partnership with Mr. Richardson); Ellen Roesser trust, 650 shares; Ellen Roesser, 175 shares; Ruth Packett (Emily Roesser), 175 shares; Vivienne Hanger Laughlin, 260 shares; Charles Roesser estate, 50 shares.

Interest in the TSN headquarters building in Fort Worth is transferred to those selling stock, with the network to rent back the building from them.

TSN was founded in 1958. It has 17 affiliates plus the four owned stations and is sold to advertisers as a unit. Elliott Roesser, former TSN president, left the network in the early '40s.

The transfer application was filed for TSN by Eugene L. Burke, attorney.
PERON-STYLE VIDEO TO BOW LIKE RADIO, TV WILL BE PERONISTA MOUTHPiece

By HERBERT M. CLARK
BUENOS AIRES, (Special) — Television was to come to Argentina Oct. 17, just in time to highlight the celebration of "Loyalty Day." Occasion is the anniversary of the day in 1945 when demonstrating "descamisados" (shirtless ones) forced a shortlived counter-revolutionary coalition to release Juan Peron (then a colonel), Vice President and Secretary of Labor, from prison and restore him to rank and office.

Peron went on to become a general and Argentina's president, and, barring a more serious accident than the abortive revolutionary bid of late September, is likely to win a second term in elections scheduled Nov. 11.

Like radio broadcasting, television will be a "free and private enterprise." TV was brought here by Radio Belgrano, ostensibly headed by Jaime Yankelevich those actually forming part of the tremendous holdings of Madame Eva Peron, Argentina's glamorous and now-sailing "first lady." Partial admission of the actual ownership was contained in the announcement from the Presidential press office which, confirming a date long rumored, has been picked for the TV premiere, added that Radio Belgrano was in this instance "acting as the agent of the Ministry of Telecommunications." The latter is headed by Oscar Nicolini, some-time escort of Senora Juana Duarte, Eva's mother, and Yankelevich's partner in a new news agency, Agencia Periodistica Argentina, which has become the exclusive processor of news for radio in the six weeks since it was opened on Aug. 17.

"Best in the World"

Argentina's TV will be "the best in the world, far clearer than that in the United States, because of the competence of Argentine technicenicians," the Presidential Under Secretariat of Information said in its announcement. Both transmitting and receiving equipment are entirely American, of course, while Peron's press spokesmen ignored the fact, four Standard Electric Company engineers have been retained for the installation of the transmitter, a 5 kw Standard Electric job expected to have 42 kw in modulation from a 150-foot tower built on top of the Ministry of Public Works building in midtown Buenos Aires.

At its outset the bulk of the TV audience will be furnished by those watching the 1088 receivers (Capehart tabletops) which rounded out the initial purchase from Standard Electric. They will be spotted in schools and political clubs belonging to the Peronista Party, the president's own supporting unit.

Private Sets Few

Purchases of sets by private citizens have been few. Only important importer today is, again, Yankelevich, who got the concession in return for his cooperation in the original deal.

He has brought in several Capehart models, the bulk of them the tabletop set priced in the $200-$300 brackets in the U. S. but retailing here at 13,500 pesos, $945 at the government's nominal "official" exchange.

UNDER FIRM CONTROL of Evita Peron, television goes on the air in Buenos Aires to celebrate the anniversary of the counter-revolution that swept her husband out of jail and on his way toward iron-fisted rule of Argentina. The new TV station, like Argentinian radio, will be exclusively reserved for pro-Peron campaigning in his rigged bid for reelection Nov. 11. This report from our special correspondent, Herbert M. Clark, shows how broadcasting can be corrupted by a strong man.

Mr. Clark

rate of peso-dollar exchange and $485 even to a man with dollars able to sell them on the black market.

Further bar to sale is that terms are cash: Dealers must pay in full within eight days, and despite a constantly increasing supply of money pouring from government presses, Argentina is so short of credit facilities that it is impossible to finance time payments.

Argentina's off-again, on-again restrictions on broadcasting by non-Argentines — incoming programs sponsored by foreign governments, out-going news shows by foreign correspondents — seemed definitely and permanently on this week, with only the United States Information Service out of scores of closing of most anti-Peron organs by government forces, and are even restricted in billboard propaganda because they cannot get sufficient paper stock for posters from government-controlled supplies.

Present restrictions date from early February and March. Earlier prohibitions against broadcasts by foreign correspondents had been lifted in February in order to permit newscasts dealing with the Pan-American Olympic games. The sports events coincided, however, with the trumped-up strike against the once-great morning paper La Prensa and the gun battle in which pro-Peron labor forces shot a printer to death when the paper's staff tried to force picket lines. Last broadcast on general news to get

out of Argentina, so far as is known, was one (for ABC) for which an ordinary French telephone set was used from a studio improvised out of rugs and blankets on a living-room floor.

The clamps were tightened in March after BBC had short-ained a program for retransmission over long wave for domestic Argentine listeners which criticized Peron sharply for his handling of the case of La Prensa. Next day all programs under similar foreign sponsorship, including two United States Information Service news-and-comment shows and others put on by such South American neighbors as Venezuela and Peru were taken off the air. The measure was ostensibly taken by individual stations, with the government denying intervention.

A new amendment to the "Manual de Instrucciones para las Estaciones de Radiodifusion" (Instruction Manual for Radio Broadcasting Stations) issued by the Ministry of Communications says, however, that before Argentine stations sell time for programs sponsored by foreign governments or institutions, "they shall require guarantees of reciprocity—amount of time, program hours, costs, etc. —in the country concerned." Bbc Ban Remains

After the American Embassy, to which USIS was attached, had taken such a stand, the American news were reinstated. BBC and others are still off the air, however.

The case was similar to that over wire services, which the State Department had prohibited to the Argentine Foreign Office two years ago. Argentina's reply in that instance asserted that "broadcasting is a private industry," despite evidence of Banco de la Nacion annual reports for 1947 and 1948 which shows the purchase of every station in the country by the government or top-level officials.

Prohibitions against newscasts by foreign correspondents for retransmission in their home countries was reinforced at the same time. The Ministry of Communications insists that it has issued no directive to stations to refuse studio and microphone facilities to foreign reporters, but the text of the order posted in each station is identical. The Ministry insists that it would be glad to have anyone broadcast from Argentina, but has refused to authorize use of one recording studio which has the proper facilities to feed international voice circuits for newscasts.
SECURITY ORDER

INDICATION that broadcasters and telecasters are disturbed over President Truman's mandate extending military security to all federal agencies continued to appear as two NARTB districts adopted strong resolutions protesting the order.

The two districts, 14 (Mountain) and 17 (Northwest), also were concerned over news conference statements by the President which called on broadcasters and publishers to exercise voluntary censorship. [8 * T, Oct. 8).

District 17, meeting at Spokane, Wash., endorsed the opposition of the newspaper industry to the new rules [District 17 story page 32).

 Destruction of basic American freedoms is feared in view of the fact that no official safeguards have been set up to prevent bureaucrats from becoming individual and all-powerful censors.

On Capitol Hill Republican legislators continued to condemn the Presidential mandate. Forty-four of the 46 Republican Senators denounced the order and signed a manifesto calling it "a new and dangerous departure in American history."

The manifesto pledged its signers "to rally to the defense of any person or establishment against which censors are directed as a result of the exercise of his Constitutional right of freedom of speech."

Secretary of Commerce Charles Sawyer last Tuesday called on publishers to adopt a voluntary security code to prevent vital defense information from reaching potential enemies. Traditional freedom of the press "does not mean freedom to print everything we know or can find out," he told the Poor Richard Club in Philadelphia.

Advocates Self-Censorship

While advocating a self-censoring system for the newspaper industry, Mr. Sawyer declared there have been "emotional outbursts" about the President's order designed to bring about uniform security practices in all governmental agencies [8 * T, Oct. 8].

Secretary Sawyer envisioned "a changing panel" of publishers and top-ranking government officials to consider national censorship policies. He advised that this "would alleviate fear on the part of the press that anything unreasonable is being done. I would like to see responsibility assumed by the press on what should and what should not be published. If they don't, then maybe the government should go ahead with the plan."

He did not support a plan to form a separate government information service to control and censor "there are too many publicity men in the government now."

Walter J. Mahoney, New York State senator, chairman of the State Senate Finance Committee, attacked the Truman security order. He said, "The national government, long riddled by the subtle activities of communists and their allies, daily sinking more and more to the degrading standards of British society, will be sunk by this tremendous leader urges a system of newspaper censorship of governmental affairs."

Charges Data Gone

He charged the President "has discovered that the anti-American terrors in his Administration already have given away 95% of the so-called top security information."

Arthur Krock, writing in the New York Times, said the President's Oct. 4 observations "have created a mystery. He said that while repudiating the "wish to impose censorship in any form, including the voluntary kind," the burden of his remarks was that the press and radio should act as voluntary censors of his own administration."

Ernest B. Vaccaro, Associated Press White House reporter, said Washington newsmen are now confronted by a greatly expanded censorship at the source of government news along with a lack of a complete system to make it work, and an absence of specific guides for security officers to follow in doing what is within the term of office.

Mr. Vaccaro observed that the President, while saying he was not asking the press and radio to impose voluntary censorship, at the same time called on them to use good judgment for the safety of the United States.

EDWARD R. MURROW, CBS commentator (13), gets some opinion from Aluminum Co. of America officials at WNOX Knoxville, Tenn., where the commentator broadcast reports from the Governors Conference in nearby Gatlinburg. WNOX gave a party in Mr. Murrow's honor, attended by 135 Tennessee business and industrial leaders. Officials are R. M. Ferry, Tennessee manager, ALCOA (13), and A. D. Huddleston, regional manager for ALCOA public relations.

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PRATT TAKES POST

Executive Order Lists Duties

HARADEN PRATT, 60-year-old vice president of American Cable & Radio Corp., last Friday was sworn in as telecommunications advisor to the President.

Earlier, President Truman had issued an executive order formalizing the appointment of the communications executive, which the White House announced last August [8 * T, Aug. 6].

Swearing-in ceremonies were to be presided over by Matthew J. Connelly, Presidential assistant. Mr. Pratt will serve with an annual compensation of $15,000 under the jurisdiction of the Executive Office of the President.

To Aid President

According to the executive order, issued by Mr. Truman last Tuesday, Mr. Pratt "shall assist and advise the President" on these and other telecommunications functions which the Chief Executive may designate:

- Coordinating development of telecommunications "policies and standards applying to the Executive Branch of the government."

- Assuring "high standards of telecommunications management" within that branch.

- Coordinating development by several agencies of executive telecommunications plans and programs "designed to assure maximum security to the U.S. in time of national emergency with a minimum interference to continuing non-governmental requirements."

- Controlling radio frequencies to government agencies under Sec. 305 of the Federal Communications Act (as amended), and "establishing policies and procedures governing such assignments and their continuation."

- Developing U.S. government frequency requirements.

Of prime importance to broadcasters, he pointed out in the executive order that Mr. Pratt is the potentiality of the government resting valuable spectrum space to the use for emergency purposes.

He will work with personnel of the National Security Resources Board, which is charged with long-range mobilization planning and particularly censorship and wartime activities.

Mr. Pratt assumed his duties this past week and is in the process of gathering a professional staff. He will headquarters in Room 4 of the old State Dept. Bldg., which now houses the NSRB. His appointment was not subject to Senate confirmation. It stems from a set of recommendations laid out by the now-defunct President's Temporary Communications Policy Board under the chairmanship of Dr. Irvin Stewart, former FCC Commissioner and president of the U. of West Virginia [8 * T, March 12].

Will Have Small Staff

The communications executive, who has an outstanding background in engineering and science, as well as in international radio conferences, expects to function with a small professional and secretarial staff.

Already set to assist Mr. Pratt—though not officially designated with titles—are Fred C. Alexander and William E. Plummer, both of whom collaborated with the Stewart committee on its report.

Mr. Alexander organized and directed the technical studies leading up to the report, especially on frequency utilization.

Mr. Plummer had been with Glenn D. Gillett & Assoc., Washington consulting radio engineering firm, until early this year when he left to assist the communications board as a senior member. He had been with the firm from 1933 to 1941, served with the U. S. Army and returned to Gillett where he was named a partner in April 1946. After his work with the Stewart group, he was assigned to classified work for the U. S. government.
GAMBLING DATA
Reports on Bills Issued
TIME ELEMENT in the Senate bill which would prohibit interstate radio transmission of gambling information before a contest is held was put there to avoid legal or constitutional entanglements.
That's what the Senate Interstate & Foreign Commerce Committee said last week in releasing its report on the measure (S 2116), one of four anti-gambling bills it has cleared for Senate action [B T, Oct 11].
However, radio or TV pickup of an event after it gets underway would be permitted under S 2116.
In its report, the committee pointed out that FCC in its original proposal, placed before Congress last year, asked for an outright ban—which, "absolutely and permanently prohibited the interstate transmission or reception of wagering bets or odds on horse races ..."
Purpose of S 2116, the only one of the four bills authored by Sen. Ed C. Johnson (D-Col.), chairman of the Senate Commerce group, was outlined by the committee. The other bills were drawn up by the Senate Crime Investigating Committee.
The bill, the committee said, is designed to "aid the respective states in coping with off-track horse and dog-race betting carried on illegally by bookmakers by denying or hampering the use of interstate communications facilities to furnish information and news essential to such operations."
The measure would achieve this by providing for a $1,000 fine or a $1,000 fine or both for violators, the committee said.
Explaining further, the committee said the bills bar transmission of "bets, wagers, scratches, jockey checks, game sheets, game odds, betting odds, and changes in the betting odds" before a race starts, but may be sent as soon as the race starts.
The three bills (S 1563, S 1564 and S 1565) specifically concern the licensing of wire services, sending information obtained without consent of person conducting the sporting event, and the transmission of gambling information "knowingly" by a licensee or a person over a licensed broadcast station. All three bills have been explained by the Senate committee in the past [B T, Oct. 1, Sept. 24, June 18, 11].

Tigers Name Patrick
Van Patrick, sports director of WJR Detroit, will broadcast Detroit Tigers baseball games on both radio and TV during 1952, it was announced last week by Charles L. Gehlinger, vice president and general manager of the Detroit Baseball Co. Under the club's new management, Mr. Patrick will be employed by the Tigers rather than by the sponsor.

COMR. HENNOCK
Action Seen Deferred
HEARINGS on the nomination of FCC Comr. Frieda B. Hennock to be a federal judge in New York's southern district were slated to draw to a close over the weekend, amid these developments:
- Senate Judiciary Committee Chairman Pat McCarran (D-Nev.) announced Thursday that this meeting probably would be the committee's last.
- An unidentified member of the committee said action by the Judiciary committee might be deferred until next year [B T, Oct. 11].
- Proponents of Miss Hennock's nomination, all of them from New York, testified last Thursday with others expected to appear Oct. 13 (last Saturday).
At his Thursday news conference President Truman was asked if he planned to make an interim appointment in view of the delay in confirmation of Comr. Hennock's nomination. The President replied that he would take the matter under consideration when the time came.
Heard Thursday were Judge Agnes Craig of the New York Municipal Court in the Bronx; Jacob L. Holtzmann of the New York Stock Exchange; Judge Doris I. Meyers of the New York Court of Special Sessions; and David Schenker, New York attorney.
A fortnight ago, hearings were interrupted because of an illness suffered by Miss Hennock. However, they were resumed last Thursday.
The committee refused to reveal last week whether Miss Hennock had asked to take the stand to testify on her behalf. Chairman McCarran has stated that she may testify if she so wishes.

GODFREY GRANT
Gift to American U.
FINANCIAL grant by Arthur Godfrey of CBS Radio and Television will be used to augment academic courses in aviation with actual flight training at American U., Washington, D. C.
The Godfrey Foundation grant will support 30 scholarships for 35 hours flying by beginning and advanced students enrolled in the university's air transportation institute.
Announcement of the grant was made Friday at a luncheon marking the 60th anniversary of the university's first flight, at a meeting held in New York during the World Series last week. Mr. Smith has been engaged in radio-TV and sports commentary for 11 years.

Lou Smith Named
LOU SMITH, sports writer for the Cincinnati Enquirer and commentator on WCPO-AM-TV Cincinnati, was elected president of the Baseball Writers Assn. at a meeting held in New York during the World Series last week. Mr. Smith has been engaged in radio-TV and sports commentary for 11 years.

EXECUTIVES chatting at the Columbus Affiliates Advisory Board meeting in New York last week were the members represented.

ALBERT G. WADE, 82, founder of Wade Ad. Agency which operated under that name in Chicago 42 years ago, died at his home in White Pigeon, Mich., last Wednesday. Services were to take place there Saturday.
Mr. Wade was sole owner of Wade Advertising from 1909 until March of this year, when the company was reorganized under the name of Geoffrey Wade Advertising and his grandson, Albert G. II, assumed control.
The elder Mr. Wade was born in Leeds, England, Oct. 31, 1868 and came to this country, with his parents and brother, to Mongo, Ind., when he was 12. A year later they moved to White Pigeon.
Entered Advertising in 1902
Mr. Wade was married to the former Claudia Weatherwash in 1899 and a year later moved to Elkhart, Ind. where he subsequently employed by the Elkhart Truth newspaper and Miles Labs., which later became his biggest account. He entered the advertising business in 1902 with W. N. Ayer and Son, Philadelphia, where he prepared copy in early campaigns for such clients as National Biscuit Co., American Tobacco, Diamond Crystal salt, Ferry seeds, Karon Corn syrup, Ponds Extract, Resinol Soap, Dixon Pencils, Diamond Matches.
- In August 1909 he organized his own company, Wade Advertising Agency. Among his clients were Miles Labs., Murphy Products Co. (livestock, poultry feeds), Encyclopaedia Britannica, and Brown Fence and Wire.
- Mr. Wade was one of the first agents to use radio advertising on a national advertising scale, and for many years his agency was among the top 10 in radio business.
- He and his wife lived 25 years in suburban Oak Park.
- In 1935 he retired from daily activity at the agency and returned with his wife to White Pigeon, where they owned two nearby farms. He was a member of the Presbyterian Church there, an elder and a member of the board. For a time he was the main stockholder and bought control of the Illinois Bottled Gas Co., dealing in gas and portable tanks to be used beyond the limits of gas mains. He sold it later.
- Mr. Wade was a 32nd Degree Free Mason, a Knight Templar and a Shriner, a member of the Order of the Eastern Star, The Grange and the White Pigeon businessmen's club.
- He is survived by two daughters, Mrs. Lois Nelson and Mrs. Mary Niderman, and a brother, Arthur, along with his wife. His son, Walter Wade, former general manager of the agency, died last January.

1868 Albert G. Wade 1951
Dear Mr. Shelley:

I received a copy of news mention of my husband, Marine Lieutenant Donald Houge's survival of his fourth plane accident as reported on your 10:15 news broadcast on April 6th.

I'm sure that in instituting this service from your station you fully appreciate the great kindness you are performing to many war-burdened people.

In this instance I had three days of mental anguish trying to trace a report appearing in an Omaha paper on April 3rd. And to this date I have never had any acknowledgment of a wire sent to this paper requesting information.

There are times when civilian reserves, such as my husband was up to August 1, 1939, have occasion to feel embarrassed by the turn of their lives and fortunes, but such actions as this from your station makes things much easier to face knowing that there are persons concerned with the welfare of affected families.

Thank you for your kindness.

Sincerely,

MRS. DON HOUGE
Aberdeen, S. D.

Editor's Note: Shortly after the outbreak of the Korean War, WHO began making copies of all broadcast news items concerning Iowa-Plus personnel in Korea. We mail these copies to the Postmaster in the serviceman's home town with the request that they be delivered to his nearest relatives.

Dear Mr. Loyet:

I appreciate the thanks of the National Safety Council for the cooperation of your station and Messrs. Kenneth Gerlier, Del Donahoe, and Jack Kergin in connection with a “Green Cross Song Festival” broadcast from your city on April 21.

The National Safety Council has long since learned that it can depend upon WHO for full-hearted public interest support of its nation-wide campaign to prevent accidents. Your cooperation in connection with the Festival series is just another example of this continuing service to safety.

Very truly yours,

NED H. DEARBORN
President
National Safety Council
Chicago

Dear Sir:

I appreciate your 8:00 a.m. Weather Report. Believe it is best report on air. A real help to farmers. Keep it on the air.

Yours truly,

JOHN C. CAMERON
Wayland, Mo.

To the News Staff of Radio WHO:

Few professional advertising men, we suppose, have ever written a personal letter to a radio station. Therefore it may be difficult for you to realize why WHO gets mailbags of personal letters—to understand the feelings of friendship and inter-dependence that exist between WHO and its listeners.

Read these few typical letters, and we believe you'll get some new ideas of what WHO means in Iowa Plus—what WHO can mean to advertisers, too.

JOHN F. DEARBERG
President
National Safety Council
Chicago

Festival broadcast from your station you fully appreciate the value of time allowed to feel knowing that there are persons concerned with the welfare of affected families.

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WHO
+ for Iowa PLUS +

Des Moines . . . 50,000 Watts

Col. B. J. Palmer, President
P. A. Loyet, Resident Manager
FREE & PETERS, INC., National Representatives
Warned of Inroads on Radio

Mr. Fellows reiterated his plan to recommend to the December meeting of the board that a basic bill could be undertaken of rate-making. Responding to John C. Cohen of KSFW Salinas, he said NARTB could do nothing directly except the question of rate cuts, which falls in the category of segment against segment. These are matters for individual negotiation between network and affiliates, he said.

Network Encroachment

Pressed by Mr. Cohen on network activities, Mr. Fellows said it was his personal view that networks should not encroach upon the national spot field.

Declaring the industry needs a "standard measurement yardstick," Mr. Fellows added, however, that it could not endorse any methods, notably at this time.

In one of the most spirited question-answer sessions of the "Flea Circus" swing thus far, Mr. Fellows was tossed a wide range of questions covering almost every facet of station operation. He agreed that the networks should "get back on the truck" in support of AM and alluded to studies now being made, in which the networks are footing the bill.

At a regional business session, Director Shaw raised the question of cooperation among broadcasters and public service organizations. A situation raised involved the California Institute of Social Welfare, opposing free time to the California State Chamber of Commerce, local chambers and other private groups in receiving tax monies. George McLain, chairman of the institute, asked that if they are given time, then his organization should be accorded the same privilege. No answer can be made until this case has been determined.

Spirited discussion animated consideration of the state legislature's action in receiving tax money. George McLain, chairman of the institute, asked that if they are given time, then his organization should be accorded the same privilege. No answer can be made until this case has been determined.

Cooperative Promotion

On the matter of cooperative radio promotion, William B. Ryan, president of BAB, said his organization is moving in three directions in that sphere. He said he had not been able to register the "Flea Circus" swing in a way to make it available all information not implying on national security.

Can't Take Sides

If the NARTB took an official position on such matters as the clear channel issue, involving segment against segment in the industry, it would be "out of business in three years," in the opinion of Mr. Fellows.

D. J. 'PROBE'

AN ALLEGED feud between WMCA New York's nighttime disc jockey, Barry Gray, and a Greenwich, Conn., newspaper editor, reached the sensitive ear of a Congressmen last week.

The dispute was revealed when Rep. Albert P. Morano (R-Conn.) sent a stinging letter to FCC Chairman W. Charles Cohan, involving what Rep. Morano called a "disc jockey investigation.

Outlining the situation, brought to a head by a letter he received from Bernie Yudain, managing editor of the Greenwich Time, Rep. Morano said he asked the inquiry "into the situation wherein Mr. Barry Gray and other record commentators are allowed free reign to make not only the subject of music but delve into political harangues and personal attacks on individuals."

According to Rep. Morano the BendelROWN OF THE GM Broadcasting Agreement, Mr. Fellows told the 15th District meeting in San Francisco last Thursday that the NARTB had no position on this matter. He pointed out that NARTB has had observers at NARBA sessions, but that the association itself took no side.

Following his practice of forthright response to all questions.

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BROADCASTING • Telemarking

WKBZ SALE

Shaw Buys for $150,000

NAME famous in broadcasting legal annals is involved in station sale, reported last week.

Sale of WKBZ-AM-FM Muskogon, Mich., by Grant F. Ashbacker to Arch Shaw of Detroit, Mich., for $150,000 has been filed for FCC approval. Arch Shaw, who has been identified with the management of WTOL Toledo and WJR Detroit, among other midwest radio stations.

WKBZ's name is widely quoted in radio legal circles. It stems from a 1945 Supreme Court decision which held that the FCC could not deny an application without giving the applicant notice. Mr. Ashbacker's application in 1943 for a new AM station in Muskogon, which was denied on engineering grounds while a competing application for the same facilities was granted without hearing.

WKYY Lauds WAVE

ENDORSEMENT of the Kemper survey in Louisville, showing radio's impact in comparison with other media [B T, Oct. 1], was given by the Kentucky Ass'n of Broadcasters at its recent meeting. The resolution endorsing the survey, sponsored by WAVE Louisville, was introduced by S. A. Clafler, vice president of a WAVE local competitor, WYKY. The resolution commended WAVE and Dr. Ransford for their contribution to the effective use of radio.
Morning and Afternoon

...Your best bet's WJZ!

6:00  Phil Alampi
6:30  Listen to Sheldon
7:00  Don Gardiner
7:10  Weather Report
7:15  Listen to Sheldon
7:45  Don Gardiner
8:00  Listen to Sheldon
8:15  The Fitzgeralds
8:30  Inside News from Hollywood
9:00  The Breakfast Club
10:00  My True Story
10:25  Edward Arnold
10:30  Betty Crocker Magazine of the Air
10:45  Against the Storm
11:00  Lone Journey
11:15  When a Girl Marries
11:30  Break the Bank
12:00  Jack Berch
12:15  Victor H. Lindlahr
12:30  Herb Sheldon
1:00  Mary Margaret McBride
2:00  Ilka Chase
2:30  Family Circle
3:30  Mary Marlin
3:45  The Strange Romance of Evelyn Winters
4:00  Valiant Lady
4:15  Marriage for Two
4:30  Dean Cameron
5:00  Big Jon and Sparkie
5:30  Mark Trail
5:55  Victor Borge

"It's one o'clock... and here's Mary Margaret!" Famous words introducing radio's most famous lady—Mary Margaret McBride. Millions love the warmth and cordiality of this charming and gracious lady... love her celebrated and informative program, which has made Mary Margaret the greatest single selling force in the history of advertising and marketing.

WJZ is proud of Mary Margaret... proud of her accomplishments... of the strength and loyalty of her following... proud, too, of the credit she brings to this station and the American Broadcasting Company. WJZ, too, is celebrating an anniversary—its 30th—with radio's greatest line-up of daytime entertainment. Top dramatic programs, audience participation, comedy, music and news are yours on New York's first station. Today and every day tune to WJZ first... and stay tuned for the best in daytime radio.

Listen to Radio's First Lady on New York's First Station
Every Weekday at 1 O'clock

WJZ RADIO
770 On Your Dial

American Broadcasting Company

Broadcasting • Telecasting

October 15, 1951 • Page 33
MONITORING FUNDS
Congress Still Withholds

ADMINISTRATION'S request for additional funds to bulwark the FCC's monitoring activities in the interest of national defense planning drew a blank on Capitol Hill last week.

The Senate Appropriations Committee backed House action by refusing to allow any part of the $1,340,000 requested by President Truman for this project. No effort was made to restore the monies by the Senate in passing an omnibus funds bill (HR 2515) for emergency agencies last Monday. The measure was referred to a joint Senate-House conference committee.

The Senate committee did not even bother to cite reasons in its report for turning down the request. It merely ignored it despite pleas by FCC Chairman Wayne Coy and Commission staff members during hearings last month [B.T., Sept. 7].

After the upper chamber had pursued this course, the White House received the signal control bill (S 587) designed to implement the President's authority to seize facilities under the Communications Act.

Defense Objective

The measure ties in with the object of the Defense Dept. to control all electromagnetic radiations through the FCC in the event of emergency, including non-broadcast devices and illegal radio transmissions for which the FCC sought additional monitoring monies. Radio-television stations already are covered under the Control Act.

The Senate concurred Thursday on major House amendments which prescribe more stringent regulations under Sec. 606 of the Communications Act for violations stemming from concealment or the intent to injure "the United States" [B.T., Oct. 8].

House-Senate failure to allot additional monitoring money came as a surprise in some quarters and was viewed with confusion in others. Industry generally had favored expansion of monitoring activities as exemplified by NARTRB's stand during Congressional hearings on the radiations control measure.

NARTRB put it this way: Of what avail is signal control and FCC's broadcast alert plan to the U.S. if spurious transmitters can be set up without detection to serve as navigational aids to enemy craft?

There had been reports that some Senate Appropriations Committee members had favored allocation of at least part of those funds in view of the security aspect of the Commission's work. Instead, the group made no provision for extra expenditures. Since the Senate agreed with the House, there was little chance for restoration of the funds.

The Commission's request was carefully screened by the Senate committee during hearings, which were released last Monday. It was revealed that the FCC had asked $1,763,281, a sum scaled down by President Truman to $1,340,000 and revised to $1,081,402 for field engineering and monitoring by the Commission itself.

The Commission, in its introductory statement, explained the funds were necessary because of the "effects of the defense effort upon communications."

The statement continued:

Specifically, in numerous cases the Commission has not been able to take the necessary steps to forestall the use of radio transmissions and other electronic devices where the use is incidental to the national interest. And it cannot, with the present 1952 budget ($6,116,650), perform its function in controlling such uncontrolled electromagnetic radiation to prevent enemy planes from "homming" on them and presetting precise radio frequencies in the civilian-defense effort.

FCC listed these present monitoring deficiencies: (1) Gaps in the monitoring network, notably in the southwestern U.S. and in Alaska and Puerto Rico; (2) inadequate staff to police the "wireless" frequency, short distance communications parts of the spectrum, in which radio has expanded tremendously in the past few years; (3) impossibility of maintaining 24-hour, 7-day-a-week stations and monitors; (4) lack of concentrated charge by the investigatory staff, and (5) need for new and modernized equipment.

Part of the supplemental aid was earmarked for the electromagnetic radiation control program presented in action with FCC's alert system for broadcast stations. Nineteen persons from FCC now are working on the plan from an Air Force working fund, it was explained. An additional staff must be provided to "ferret out any emissions" that may be used as navigational aids.

The Commission said it requested money to increase its manpower and monitoring stations, improve coverage with respect to both VHF and UHF ranges, and to install equipment for remote control of direction finders at all monitoring outlets.

Unlicensed Stations

With respect to the need for more investigation personnel, FCC explained that the unlicensed type of violation, "though not large in number, is the operation of unlicensed broadcasting stations, either for the purpose of selling advertising, or for profit or self-advertisement by misguided individuals."

Another was the "wire-wired" type which operates frequently as a radio-broadcasting station. Operation of unlicensed stations on amateur bands is "very common," it was observed.

"If this activity is permitted to proceed unchecked, there would grow up in a very short time a chaotic situation," the Commission's statement warned. It continued:

"With the public and industry more radio and television conscious than ever, a climax (in clandestine station operation) cases is inevitable. To take care of each item more effort must be and properly manned. A total of 1,107 major investigative cases has taxed present manpower and offices, and it is only as a result of the contribution of more than 10,000 hours of voluntary broadcast service, that it has been possible to keep reasonably current..."

Turning to the enforcement of its broadcast alert plan, the Commission said its monitoring system must "be alert and in case of an air raid see that the licensed radio stations comply with the FCC orders and institute a forward-looking program for gaining close acquaintance with stations on the air and the control of all incidental

(Continued on page 36)

AD COSTS

House Group Rejects Capehart Plan

A MID CHARGES that government plans to discount advertising costs in formulation of new price ceilings, the House Banking & Currency Committee last Thursday sustained the Administration by spurning the so-called Capehart formula in the present economic control law.

The committee voted 15-7 to uphold the Administration position, after receiving a sharply-worded protest from American Newspaper Publishers Assn. The group held hearings last week on the bill (S 2170) already passed by the Senate. Early action by the lower chamber was indicated.

The advertising issue arose on the heels of a letter from Cranston Williams, ANPA executive, urging the committee to set "the record clear on where advertising may find itself."

"I am concerned about the drive in Washington to eliminate advertising as a specific factor in costs," Mr. Cranston had advised Rep. Paul Brown (D-Ohio), a committee member. "I am skeptical about leaving too much authority with the bureaucrats because we know they have a large number who are making plans to limit or cripple or to eliminate advertising in every way possible."

DiSalle Denies

Price Stabilizer Michael DiSalle, who described himself as anything but a "bureaucrat," categorically denied any such plans were afoot. The proposed legislation, he stated during hearings last Tuesday, provides for "reasonable allowances" for advertising in computing price ceilings.

Inquiries on advertising's phase in the economies control law were pursued by Rep. Brown on the basis of Mr. Cranston's letter. Similar charges had been raised by newspaper and other groups in recent weeks. Some groups charged an attempt to cripple advertising and control all media.

The control bill was slated to be reported by the House committee in substantially the same form as it passed the Senate. There appeared to be some doubt, however, whether the House Rules Committee would clear it for floor debate. Group is controlled by a coalition of GOP and Southern Democratic members.

Actually, Mr. DiSalle's testimony threw very little light on just how the new proposal would work out in actual practice. Of chief concern in many quarters are the allegedly vague and loose definitions contained in the Administration bill. Latter is an alternative to the formula sponsored by Sen. Homer Capehart (R-Ind.).

Another frontal attack was delivered by the National Assn. of Manufacturers, which claimed it would give the Office of Price (Continued on page 104)
amazing revelations
about the Pacific Coast

28 Stories in One! If you need effective* penetration in Northern California at the lowest possible cost, KNBC will deliver all 28 of the key markets as compared to 14 for the largest magazine, 8 for the area's leading newspaper, and only 1 for the leading television station.

Tender Love Story! KNBC has the largest weekly BMB audience of any S.F. station — in the city, the entire Metropolitan area and the whole state of California. In fact KNBC reaches 50% more people daily than the next best station.

Blazing Passion! Even in TV peak viewing time (6-10 PM) radio has 69% of the S.F. broadcast audience. There are 9 times more radio homes (1,885,000) in San Francisco than television homes (210,000).

Treasure Chest! KNBC literally poured gold into the coffers of a national book-publisher, delivered the lowest cost-per-order of any of the other 78 stations he used across the country, 20% lower than the next best station. One year later KNBC delivered sales for the same advertiser at a 30% lower cost-per-order than he had expected.

Thrilling Characters! KNBC's own top favorites, backed by stars of NBC's big network shows, help station's Hooper and popularity outstrip all other S.F. stations — such as Judy Deane (9-10 am), Jane Lee's 'Woman's Magazine of the Air (10-10:30 am since 1932), Bob Letts (10:15-10:30 pm WJAF), Jimmy Lyons 'Discapades (midnight -1 am, Mon-Sat).

You can't afford to miss this story
These are some of the reasons on the books why KNBC is your best media buy in San Francisco and Northern California. Just so all seven major market stations represented by NBC Spot Sales are the best buys in their areas. And that’s only one reason why first calls just naturally are put in to NBC Spot Sales. Serving only seven key radio stations, your NBC Spot Salesman has the time to devote to your account... the knowledge, organization and research service to show what Spot can deliver for you in the nation’s key markets...

via Radio, America’s No. 1 mass medium

From the NBC Spot Sales Best-seller Group

Here are the Authors of the 7 NBC Spot Best-sellers:

WNBC New York
WMAQ Chicago
WTAM Cleveland
WRC Washington
KOA Denver
KNBC San Francisco
WGY Schenectady-Albany-Troy

Represeneted by

NBC Spot Sales
New York Chicago Cleveland San Francisco Hollywood

*"Effective penetration" is defined as delivering 25% or more of the total families in each market.
'Radio Free' America?

P.L. Agents Touting Their Christmas Wares

RADIO advertising can be obtained "free" on 400 stations, according to an advertisement in The October issue of Popular Mechanics.

An advertising agency—Lents Advertisers, Frankfort, Ill.—boasts that it can supply a list of perhaps 18 stations for the modest sum of $5.

This novel wrinkle in the P.L. market gives advertisers access to stations that "will advertise your product for just a small percent of each sale, instead of a set fee."

While stations scan the usual pre-Christmas rush of mail order propositions, they have an opportunity to accept more business from National Radio Advertising Co., Seattle, whose advertising techniques match those of Hadacon in their time-buying ingenuity though operated on a less spectacular scale.

Hundreds of stations are bravely hoping to salvage some of the luster of the Hadacon "reorganization" proceeding (B • T, Oct. 8). Large numbers of stations are reported to have been uninterested in the advertising organizations as Dun & Bradstreet to have made inquiries about the Seattle firm.

National Radio Adv. Co. is currently placing "two very active accounts," Designs for Living (home decorating book) and a tuxedo offer for Mt. Baker Bulb Co., Seattle. Writing to stations, Edwin A. Kraft, National manufacturer, offers to buy 12 five-minute periods per week "at the published one-hour rate."

This letter offers "to pay cash in advance on this basis" with the accounts to run "for about eight weeks."

William V. Stewart, general manager of WPBC Minneapolis, offers "fellow broadcasters" a Christmas greeting package to sell for $2, out of which the station gets a fee. He adds: "Join WPBC in this very successful Merry Christmas campaign!" Mr. Stewart writes.

Paley Reception

RECEPTION was held in Washington last Wednesday for Mr. and Mrs. William Paley, with W. Stuart Symington, Reconstruction Finance Corp. director, as host. Mr. Paley, board chairman of CBS, has been dividing his time between New York and Washington, where he serves as chairman of the President's Materials Policy Commission.

At dinner, Mr. Paley, the former chief of the Army Legal Service in World War II, presided over a dinner attended by 50 guests at the 1925 F St. Club.

Lauds 'Youth Forum'

REMINDing his colleagues, "We hear a lot about the wrong type of program on television," Sen. Alexander Wiley (R-Wis.) hailed the American Youth Forum (NBC-TV) conducted by Theodore Granik, founder and moderator of the American Forum of the Air, as "the type of program which merits commercial sponsorship and backing from the American free enterprise system." He said, "to my way of thinking the program is one of the most constructive uses of television on any network."

INVITATION TO LEARNING, Sunday feature of CBS Radio, 11:35 a.m.-12 noon, EST, introducing a new series of informal discussions on still-living books from last half of 19th century titled Grandfather's Bookshelf. New series will run through remainder of year.
## HOOPER RADIO AUDIENCE INDEX

**CITY—Scranton**  
**MONTH—December 1950 through April 1951**  
**SHARE OF RADIO AUDIENCE—Individual Evenings 6:00 P.M. - 10:30 P.M.**

<table>
<thead>
<tr>
<th></th>
<th>Radio Sets in Use</th>
<th>WGBI</th>
<th>Station B</th>
<th>Station C</th>
<th>Station D</th>
<th>Other FM AM</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sunday</td>
<td>40.3</td>
<td>66.4</td>
<td>26.7</td>
<td>1.3</td>
<td>1.1</td>
<td>4.1</td>
</tr>
<tr>
<td>Monday</td>
<td>37.2</td>
<td>80.3</td>
<td>15.4</td>
<td>0.4</td>
<td>0.2</td>
<td>3.4</td>
</tr>
<tr>
<td>Tuesday</td>
<td>34.6</td>
<td>79.1</td>
<td>11.0</td>
<td>1.3</td>
<td>0.7</td>
<td>4.9</td>
</tr>
<tr>
<td>Wednesday</td>
<td>37.5</td>
<td>71.8</td>
<td>20.2</td>
<td>1.8</td>
<td>0.4</td>
<td>5.8</td>
</tr>
<tr>
<td>Thursday</td>
<td>33.0</td>
<td>69.5</td>
<td>25.1</td>
<td>0.5</td>
<td>1.5</td>
<td>3.4</td>
</tr>
<tr>
<td>Friday</td>
<td>34.4</td>
<td>58.0</td>
<td>35.0</td>
<td>0.8</td>
<td>0.7</td>
<td>5.4</td>
</tr>
<tr>
<td>Saturday</td>
<td>33.2</td>
<td>78.5</td>
<td>10.6</td>
<td>2.3</td>
<td>1.1</td>
<td>7.4</td>
</tr>
</tbody>
</table>

### Ratings are People...and People buy Things

That’s why WGBI’s audience figures add up to one of the nation’s best buys—day or night!

Hooper gives WGBI 61.1% of the listeners in the Scranton area in the morning, 53.6% in the afternoon and 71.6% in the evening. To add an exclamation point to this story of intensive radio listening, WGBI heads all CBS stations in the morning, afternoon, evening for the March-April 1951 period.

When you consider that these percentages pile up in Scranton, which is part of the Scranton-Wilkes-Barre Metropolitan Market—comprised of 674,000 spending people—it makes sense to investigate such facts as extremely reasonable time costs. Your John Blair man has all the data—call him today!

---

**WGBI**

MRS. M. E. MEGARGEE, President  
GEORGE D. COLEMAN, General Manager  
CBS Affiliate • 910 KC • 1000 Watts Day • 500 Watts Night  

**JOHN BLAIR & COMPANY, NATIONAL REPRESENTATIVES**
What Happens
(Continued from page 23)

panies is contemplated by the plan."
In Los Angeles, Mr. O'Neil ex-
pressed the hope that Theodore C.
Streibert, president of General
Teledram, will remain in charge of
the New York operations under
the fusion. One of the nation's
outstanding broadcasters, Mr.
Streibert is a charter member and
former chairman of the board of
Mutual, and has been identified in
the leadership of industry affaires
for almost two decades.

Affiliates Told

Text of the O'Neil-Straus an-
nouncement of the merger plans
was read to Mutual affiliates Thur-
day morning on a conference call
by E. M. Johnson, MBS vice presi-
dent in charge of station relations
and engineering, who acted on be-
half of Mutual President Frank
White, who was out of the city. Mr.
Johnson told the affiliates that he
and Mr. White were confident, with
Messrs. O'Neil and Straus, that
the plan would strengthen the net-
work.

Mr. O'Neil has been involved in
a half-dozen major radio-TV trans-
actions in recent years.
The 36-year-old son of General
Tire's principal owner was instru-
mental in the acquisition of Yan-
kee from the Shepard family some
five years ago for $2,100,000.

Last December, General Tire ac-
quired the Don Lee radio and TV
properties from the Thomas S. Lee
estate for a record $12,800,000, at
the same time selling Don Lee's
KTRL (TV) Los Angeles to new
KNX-TV) to CBS for $333,766 plus
long-term lease arrangements for
studios, transmitter site, and other
facilities for a total rental of $5,-
155,000. At the same time, to meet
FCC's multiple-ownership policy,
Don Lee's KDB Santa Barbara was
sold to Lincoln Dellar (owner of
KXOA - AM - FM Sacramento,  
KXOB Stockton, and KXOC Chico,
Calif., for $25,000.

Just a few months ago KFI-TV
Los Angeles (now KHJ-TV) was
added to the General Tire owner-
ship group by purchase from Earle
C. Anthony Inc. for $2,500,000.

Father Heads General Tire

Head of the General Tire opera-
tions in Mr. O'Neil's father, Wil-
liam, but the son as vice president
of the tire company and president
of Thomas S. Lee Enterprises (Yan-
kee and Don Lee) directs the ra-
dio-TV operations from New York
headquarters. William M. O'Neil,
brother of Thomas, is owner and
operator of WJW Cleveland but is
not connected with the General Tire
radio-TV enterprises excep that
through participation in the O'Neil
family's ownership of about 20% of
General Tire's stock. Willet Brown,
president of Don Lee for the past
several years, directs the West
Coast operations while Linus Trav-
ers, executive vice president of
Yankee, has supervised Yankee
operations since the retirement of
the late John Shepard 3d several
years ago.

Messrs. Brown and Travers both
held comparable positions with the
original ownerships, underscoring
the O'Neil policy of continuing
competent management personnel.

Stockholders of Mutual, in addi-
tion to General Tire's 38.6% and
WOR's 19.3%, are WGN Chicago
(Chicago Tribune) 19.3%; United
Broadcasting Co. (WHK Cleveland,
WHKK Akron), 10.4%; Pennsyl-
vania Broadcasting Co. (WIP Phil-
adelphia), 6.1% and Western On-
tario Broadcasting Co. (CKLW Wind-
so-Detroit), 6.1%. These fig-
ures are carried to the nearest
tenth and do not total exactly
100%.

In Los Angeles with Mr. O'Neil
last week was W. Theodore Pierson
of the Washington law firm of
Pierson & Ball, chief counsel for
Don Lee-Yankee, who had partici-
pated in the negotiations almost
from their inception some eight
months ago. Blythe & Co. acted as
consultant to both parties during
negotiations.

MBS and Metro-Goldwyn-Mayer
have worked out a plan, subject to
affiliate endorsement, calling for
MGM Radio Attractions to provide
six hours of star entertainment a
week for the Mutual evening sched-
ule, starting in November and con-
inuing at least through 1952 [B •
T, Sept. 24].

Conroy Names W&S

THE THOMAS F. CONROY Ad-
vertising Agency, San Antonio,
Tex., has appointed Wyatt &
Schuebel, N. Y., as its New York
office television and radio depart-
ment, Mr. Conroy, head of the firm
announced in New York last week.
The prominent Southwest agency
is a member of the 4 A's. Mr.
Conroy has been active in the as-
sociation for many years.

Folsom Returns

FRANK M. FOLSOM, president
of RCA, returned to New York
Wednesday from a business trip
to Europe which he started Sept.
21 with a flight to Paris. After
three days in the French capital,
he flew to Rome, where he re-
mained until Oct. 2. Mr. Folsom
spent his last week abroad in
Madrid.

NEW CORPORATION formed by
Bing Crosby under the name of Bing's
Things for merchandising and dis-
tributing approximately 20 different
articles including children's and adults'
wearing apparel, toys and games. Offi-
cers of new organization are Bing
Crosby, president; Everett N. and
Larry E. Crosby, vice presidents; Basil
Grillin, secretary-treasurer; Bing Cros-
by Enterprises, secretary; Larry Shea,
general manager; Ray Fahn, produc-
tion manager; Jim Fahn, sales man-
ger.
The facts about radio in California's $660 million Fresno Market

IN THE CITY OF FRESNO

for example...

AND IN THE WHOLE 4-COUNTY FRESNO MARKET —

KMJ is again the top station — with a BMB penetration of 92% daytime, 91% at night. In fact, KMJ's "day after day" audience (72% of the market's 143,030 radio families) is ¾ths larger than that of second best station!


### HOOPER FOR CITY ZONE

OCT. 1950 THROUGH FEB. 1951

<table>
<thead>
<tr>
<th>SHARE OF AUDIENCE</th>
<th>TIME</th>
<th>KMJ</th>
<th>SECOND STATION</th>
</tr>
</thead>
<tbody>
<tr>
<td>MON. THROUGH FRI.</td>
<td>8:00 AM - 12:00 NOON</td>
<td>30.4</td>
<td>29.7</td>
</tr>
<tr>
<td>MON. THROUGH FRI.</td>
<td>12:00 NOON - 6:00 PM</td>
<td>39.6</td>
<td>23.1</td>
</tr>
<tr>
<td>SUNDAY</td>
<td>12:00 NOON - 6:00 PM</td>
<td>31.5</td>
<td>22.8</td>
</tr>
<tr>
<td>SUN., THROUGH SAT.</td>
<td>6:00 PM - 10:30 PM</td>
<td>35.1</td>
<td>34.5</td>
</tr>
</tbody>
</table>

Note that in each of the 4 segments reported by Hooper, KMJ is the top station. KMJ also leads in 5 out of the 7 individual evenings rated. Of the 115 quarter and half hours rated (morning, afternoon and evening, throughout whole week) KMJ rates highest in 69. That's a 76% lead over next closest station!

NUMBER 1 STATION IN THE $660 MILLION FRESNO MARKET

580 KC NBC 5,000 WATTS

One of the Bonanza Beeline Stations ... McClatchy Broadcasting Company
Paul H. Raymer, National Representative
Radio-TV Funds Pass Senate

SUM of $3 million was approved by the Senate last Monday for communications, “the nerve system of civil defense,” together with a $1,545,000 outlay for educating the “man on the street” to civil defense through radio, TV and other media.

These funds were recommended by the Senate Appropriations Committee with the proviso that “no part” of the $3 million be used “for duplicating existing communications facilities” but be retained for any emergency.

The Senate also allotted another $2.5 million to be expended as federal contributions to the states in their communications planning. The government’s attack warning system of air raid sirens was allocated $240,000 for operations and an additional $3 million in contributions to be matched by the states.

The Federal Civil Defense Administration was assured the full amount of money requested in the budget for preparation of materials for radio and TV stations, previously approved by the House.

The House Appropriations Committee had recommended greater emphasis on the public information drives through all advertising media as an alternative to lavish expenditures for construction of certain facilities.

Thus, while President Truman failed to obtain $555 million for overall FCDA operations, communications and media came through the Congressional mill relatively untouched. FCDA received a total of $97,626,000 in appropriations, including provision for a $5 million procurement fund for matching contributions among the various states.

The federal agency’s public information campaign is handled through the Audio-Visual Division, which prepares radio scripts and transcriptions, television films, kinescopes and other material. Allotment of funds also will make possible continuation of FCDA’s theatre TV project to train volunteer workers [B • T, Sept. 24, 17].

The communications outlay comprises fixed radio equipment, enabling control centers to communicate with district command posts, and is part of the overall plan involving participation of broadcast stations in the event of enemy attack (also see story this issue).

Additionally, various sections of FCDA are turning out technical manuals for use by state and city CD groups. Among those slated for early release is one on communications—common carrier and broadcast—spelling out plans for national civil defense. Role of radio in defense was explored as a followup to the President’s handbook released last year [B • T, Sept. 25, 1950].

FCDA Administrator Millard F. Caldwell Jr. told the House Appropriations Committee, as he had told the counterpart House group, that radio, TV and other media “have contributed more to civil defense, space-wise and time-wise, measurable in dollars and cents, than the federal and all other governments combined.” He described their efforts as “magnificent.” FCDA is making the fullest use of these media, he noted.

Paint That Station!

WTTM Trenton, N. J., demonstrated radio’s ability to exist even when it joined the two-year crusade of local residents to have the Pennsylvania Railroad repaint its Trenton station and install escalators. The WTTM campaign—led by News Commentator George Taylor—paid off last week when the railroad agreed to the plan. City Councilman Louis Josephson said, “I want to thank the local Chamber of Commerce, the local press, and particularly WTTM for its aid and support which greatly assisted in bringing about the result.”

HERE’S REAL WITCHCRAFT

This “witcher” tells Kansans where to dig their wells. When he walks across the land, this forked twig mysteriously turns downward—despite all efforts to hold it—and points to a supply of water underground.

You don’t risk much when you “witch” for water, but you can’t afford such unscientific methods when you’re looking for more sales in Kansas.

Study Dr. Whan’s independent, house-to-house survey, Kansas Radio Audience, 1951. Notice the outstanding, state-wide preference for WIBW. Then, make the listener’s choice your choice and you’ll see some modern “sales witchcraft” with results that will amaze you.

WIBW
Serving and Selling
"THE MAGIC CIRCLE"
Rep.: Capper Publications, Inc. • BEN LUDY, Gen. Mgr. • WIBW • KCKN

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LAB Meets Oct. 24

THE LOUISIANA Assn. of Broadcasters will hold its business meeting and election of officers on Oct. 24, the day preceding NABRT District 6 meeting in New Orleans’ St. Charles Hotel, President Tom Gibbons, who is WABT Baton Rouge general manager, announced last week.
TWO MILLION PEOPLE have paid their way to see The Midday Merry-Go-Round in a 15-year whirl on WNOX Knoxville, and uncounted millions more have heard it on the air.

AND THERE'S A WAITING LINE of audience and sponsors for a radio show that is a Tennessee phenomenon.

A HAPPY RIDE
FOR ADVERTISER!

MORE
POTENT
THAN
EVER!

NEWS STORY from
Sept. 3, 1951
BROADCASTING • Telecasting

WNOX
KNOXVILLE, TENN. - 10,000 WATTS - 990KC - CBS

WNOX is a better buy today than ever and is getting better all the time with

• More listeners than ever (no television competition) • Better service and programs than ever • Higher hoopers than ever • Bigger market than ever • More advertisers than ever

Representatives: THE BRANHAM COMPANY
4-A MEET

PLANS for the eastern annual conference of the American Assn. of Advertising Agencies, to be held at the Hotel Roosevelt, New York, on the theme of "Advertising Under the Microscope," were announced last week by Fletcher D. Richards Inc. and conference chairman.

A radio and TV production group meeting will be held Tuesday afternoon, Oct. 30, under the chairmanship of Adrian Samish, vice president of Dancer-Fitzgerald-Sample, as one of nine group sessions to be conducted during the two-day meeting. Total attendance at the conference is expected to exceed last year's record of 3,000-plus, Mr. Richards said.

The final conference session on Wednesday afternoon, open to all 4-A agency personnel, will hear speeches by 4-A Board Chairman Louis Brockway and President Frederic R. Gamble, along with summaries of the various group meetings. Those group sessions, and their respective chairmen, are:

Copy and Art—Elwood Whitney, Foote, Cone & Belding, New York.
Marketing and Merchandising—H. W. Welch, McCann-Erickson, New York.
Radio and TV Production—Adrian Samish, Dancer-Fitzgerald-Sample, New York.
Agency Library—Delphine V. Humphrey, McCann-Erickson, New York.
Research—Fred B. Manchek, BBDO, New York.

"This year," Chairman Richards said, "we anticipate that more people will attend several meetings on their own and other fields. More copywriters and artists, for instance, will attend the radio and television meeting. There's great stress today in agencies for better teamwork and many specialists want to increase their overall knowledge of the agency business. In keeping with this, the conference theme will be 'Advertising Under the Microscope,' and specific day-to-day problems of agency operation will be discussed at these group meetings."

The Copy and Art, Marketing and Merchandising, and Media group sessions will run concurrently Tuesday morning, Oct. 30; the Radio and TV Production, Trade and Industrial Advertising, and Agency Library sessions, concurrently Tuesday afternoon; and the three management sessions (divided according to agency billing size) and the Mechanical Production and Research group meetings, Wednesday morning.

AMA AGENDA

Weiss Among Speakers

LEWIS ALLEN WEISS, former president of Don Lee Broadcasting System and MBS board chairman, now assistant administrator for civilian requirement of the National Production Authority, will be one of the speakers at a one-day conference sponsored by the New York Chapter of American Marketing Assn. Oct. 30 at the Waldorf-Astor, New York.

Plans call for a morning session at which business and government officials will participate in panel discussions on the Fair Trade Act and "Unfair Sales Act" or loss leader laws. During the afternoon panelists will discuss the Robinson-Patman Act and the anti-trust laws. Luncheon session will be addressed by George Sokolsky, author of nationally syndicated newspaper column, on the subject "The Effect of Government Regulations on Marketing Practices."

Other officials to date who have agreed to participate in the panel discussions include J. W. Hubbell, vice president in charge of merchandising and advertising, Simon Co., and Joseph Kolodny, managing director, National Assn. of Tobacco Distributors.

WGN Chicago has completed construction of a 250-foot vertical antenna for emergency operations. Tower is 900 feet from station's 750-foot primary antenna on transmitter site near Roselle, Ill. Test transmissions will begin mid-October.
In Northern California

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

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

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

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

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

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

KNBC
Northern California’s NO. 1 Advertising Medium
50,000 Watts — 680 K.C. San Francisco
Represented by NBC Spot Sales

PLUS-Market Case History
Santa Cruz-Monterey

- Population — 195,831, an increase of 65.8% from 1940-1950
- Effective buying income*: — $279,411,000, an increase of 151.5%
- Retail Sales*: — $205,017,000, up 194%
- KNBC Audience: — Week after week, over 4/5 of the radio families listen regularly
to KNBC

*Sales Management’s 1951 Survey of Buying Power
SET MAKERS
Third Practice Parley Set
SPADE work for a third industry-government conference on proposed trade practice rules for radio-TV set manufacturers will get under way under auspices of Radio-Television Mfrs. Assn. in New York next week.

RTMA’s Trade Practices Conference Committee is scheduled to meet at association headquarters under the chairmanship of Benjamin Abrams, Emerson Radio & Phonograph Corp. Preliminary session Monday will be used to brief RTMA members who were unable to attend second general conference held by Federal Trade Commission Sept. 26-28.

At that time, following conclusion of a three-day meeting, FTC authorities suggested formation of a broad all-industry committee to discuss its proposed rules. Both the Commission and RTMA suggested a third meeting, to be held later this year [B & T, Oct. 1].

Because of the complexity of problems posed by the new trade rules, it appears that the third industry-government session may be delayed until early 1952.

The RTMA meeting next week will be the forerunner to an over-all industry conference of RTMA members, wholesalers, retailers, and better business bureau groups. A committee is to be set up under the tentative chairmanship of Louis B. Calamara, representing the National Electronic Distributors Assn.

FTC authorities have offered to confer with the group after initial meetings later this year.

Immediate objective of the RTMA Fair Trade Practices Committee is to obtain an adequate consensus of association membership on various facets of FTC’s proposed code. Meeting will be held in the engineering room of RTMA’s New York headquarters.

Auction Aids Crusade
THE BONUS baseball fans enjoyed with the Giants-Dodgers playoff in New York proved to be a bonus for the Crusade for Freedom drive in Florida. WFTL Fort Lauderdale auctioned off sponsorship of the series to local merchants and turned over all proceeds to the Crusade.

General Manager R. L. Bowles reported that the proceeds from the three games helped put the Crusade over the top in Broward County and “also created a great amount of good will for the station.”

The committee was active in preparing suggested revisions in the current standards which cover only radio set practices. Subsequent discussions probably will be necessary before RTMA members meet with other industry segments.

Who talks to this Guy?

Well over 250,000 automobiles in WGR’s Western New York listening range are radio-equipped.

WGR’s top-rated programming catches this extra listenerhip...a big plus to WGR’s established coverage of the 360,000 radio-equipped homes in this rich market.

Columbia Network

Broadcasting Corporation

RAND BUILDING, BUFFALO 3, N. Y.

National Representatives: Free & Peters, Inc.
Leo J. (“Fitz”) Fitzpatrick
L. R. (“Ike”) Lounsberry

RINE ELECTED
At W. Va. AP Radio Meet
WILLIAM E. RINE, vice president and general manager of WWVA Wheeling, was elected president of the West Virginia Associated Press Radio Assn., succeeding John T. Gelder, manager of WCHS Charleston. Group named its new slate at a full meeting and news clinic in Huntington Oct. 6.

Mr. Gelder was named to one of the three vice presidencies, along with Pat Beaum, manager of WMMN Fairmont, and Ellis Landreth, manager of WBW Welch.

Flem Evans, manager of WLPH Huntington, was elected treasurer, and Richard X. Boyd, Huntington AP correspondent, was reelected secretary. Mr. Evans also remains chairman of the association’s news study committee.

An illustrated talk, “Your News—and its Revenue Potential,” was presented by Oliver Gramling, assistant general manager of AP. Clinic speakers included Paul A. Myers of WWVA; Ross Edwards, WCHS; Joe Farris, WGKV Charleston; and Ted Eliand, WSZZ Huntington.

“The Local Newsroom Operation” was the subject of a talk by William R. Barrett, news, sports and special events director for WJLS Beckley. The attendance of 65 was the largest in the eight-year history of the organization.

BOB HAWK PACT
Camels Pays $1 Million
DETAILS of Bob Hawk-R. J. Reynolds Co. (Camel Cigarettes) contract signed last month and just made available reveals that over a million dollars are involved in the three-year contract. The pact assures the OBS Bob Hawk Show being on the air 39 weeks a year for each of the three years, with a definite 13-week vacation each summer. Overall salary goes over the $1 million mark.

According to the terms, Mr. Hawk is given the sole right for approval of material used on his programs, as well as complete non-exclusivity of those for radio and television. Sole reservation is that he not broadcast for competitive products.

‘Touchdown Tips’ Gains
INCREASE for 1951 of 250% in dollar volume over 1950 of RCA’s syndicated, 13-quarter-hour football program series, Touchdown Tips With Sam Hayes, has been reported by A. B. Sambrook, manager, RCA Recorded Program Services Sales. "After an intensive six-weeks' sales effort . . . enthusiastic stations and sponsors are already picking up options on Touchdown Tips for 1952," Mr. Sambrook stated.
DEPENDABLE GATES SPEECH INPUT EQUIPMENT

Meets Your Requirements Today - and Tomorrow!

Whether for video or standard broadcasting, Engineers, with an eye to the future, will appreciate the exceptional versatility of GATES Speech Input Equipment. Here is equipment with unusual adaptability to the ever-changing demands of programming techniques. If you are planning a studio installation today — think of tomorrow, and consider the flexibility, the expandability of GATES Speech Input Equipment.

Space prevents fully describing the circuit handling capabilities of the three consoles shown. You are invited to write for the GATES SPEECH INPUT CATALOG where functional block diagrams and additional data will better acquaint you with these versatile GATES Consoles — truly, Speech Input Equipment With A Future.

GATES SA-50 DUAL SPEECH CONSOLE

Typical of a comprehensive GATES Speech Input system is the SA-50 Dual Speech Console, illustrated above.

Consisting of the main console and power supply unit, the SA-50 provides almost unlimited facilities for smooth uninterrupted studio operation of the most complex nature. Nine mixing channels: five for microphones, two for turntables and one each for remote and network service. Separate PBX type keys allow selection of any mixing channel into one of two program amplifiers.

NINE AMPLIFIERS

Five 2-stage preamplifiers and two 4-stage high gain program amplifiers are contained within the console. A ten watt low distortion monitoring amplifier, and a two watt cueing amplifier are part of the separate power supply unit. Space is provided in console for two additional preamplifiers if needed. Sub-assembly units are individually removable for servicing without disrupting operation of balance of console.

SA-40 SPEECH INPUT CONSOLE

Similar in size and general to the SA-50, the SA-40 Console is characterized by its extreme flexibility of operation. Of modern design, it is generously equipped for a most comprehensive installation.

Nine channels are provided: five for preamplifiers, three for turntables and one for network. Seven amplifiers include five 2-stage preamplifiers, one 4-stage program amplifier and one 3-stage monitoring amplifier. Provision is made for connecting external cueing amplifiers. Cabinet construction follows that of the SA-50 and features easy accessibility of all components.

GATES RADIO COMPANY • MANUFACTURING ENGINEERS • QUINCY, ILLINOIS, U. S. A.
2700 Polk Avenue, Houston, Texas • Warner Building, Washington, D. C. • International Division, 13 E. 40th St., New York City
Canadian Marconi Company, Montreal, Quebec

October 15, 1951 • Page 45
IN BETWEEN 17th NARTB district sessions in Spokane Oct. 8-9, the Oregon State Broadcasters convened for consideration of interstate problems. Seated (1 to r): Frank Coffin, KGW Portland; Chet Wheeler, KWIL Albany; Lee Bishop, KORE Eugene; Irwin Adams, KGON Oregon City; H Quenton Cox, KGW Portland; Ted Cooke, KOIN Portland; OSBA President Richard M. Brown, KPOJ Portland; John Birel, KWIL Albany. Standing (1 to r): Harry Buckendahl, KOIN; John Jones, KLBM LaGrande; Gordon Capps, KSRV Ontario; S. W. McCready, KUGN Eugene; Al Bishop, Multnomah College, Portland; Al Barnard, consulting engineer, Portland; Lee Jacobs, KBKR-KLBM Baker and LaGrande; L. W. Tommellits, KERG Eugene; Gordon Sabine, U. of Oregon, Eugene; Mike Miksche, KRCO Prineville.

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NARTB TO STUDY RATES

THE WHOLE question of radio rate structures, looking toward use of standard methods in fixing station rates for all classes of time, will be placed before the NARTB board of directors at its Dec. 5-6 meeting with the recommendation that the association institute a basic revaluation study.

This was disclosed by NARTB President Harold E. Fellows last Monday at the opening session of the 17th District meeting. Presiding at the sessions was H Quenton Cox, KGW Portland, district director.

After Loren Stone, general manager of KIRO Seattle, had commented that there was "no rhyme or reason" to existing rate structures, Mr. Fellows said he felt the topic was within the board's purview, and that he would recommend the study wholeheartedly.

Drawing upon his two decades as a station operator before he assumed the NARTB presidency four months ago, Mr. Fellows said station rates originally were set arbitrarily more or less by following the network pattern. The question to be probed, he said, is what factors should be considered in fixing station rates. He observed that the tradition of fixing the daytime rate at one-half night rates is outmoded.

While it has been standard practice to fix the spot announcement rate at 10% of the hour rate, Mr. Fellows pointed out that perhaps 60 to 90% of station revenue is derived from announcements and participations, with the balance from "program time." He said one station group, which he did not identify, fixed its 1 minute announcement rate at 18% of the hour rate; station breaks at 10% of the hour rate. This group also uses the rule-of-thumb of a 50% increase in overall rates from every 100% increase in circulation.

After a discussion of the part NARTB should play in the overall rate controversy, R. M. Brown, general manager of KPOJ Portland, commented that the question of basic rate structure was in the sphere of management and therefore should fall within the purview of NARTB rather than BAB, which is sales and promotion. On a showing of hands, the district voted practically unanimously in favor of the undertaking. It was pointed out that network rates for affiliated stations should not be the criterion, since the networks themselves have stated there's no real relationship.

In adopting resolutions the district pointed to the research data and lack of equitable comparison with other media. The delegates recommended to all segments of the industry the development of research "that brings radio into focus with other media on a scientific and comparable basis."

A second resolution condemned rate pressures from inside or outside the industry as well as network or program service action which undermine the basic economy of broadcast stations by competing with them for sources of revenue on which the stations rely for economic stability. "District urged BAB, NARTB and the Affiliates' Committee to do all they can to stabilize the phase of the broadcasting industry." NARTB was urged to develop ideas for uniform rate formulas.

The recent Presidential order extending security censorship to all federal agencies was in proof from District 17 on the ground that no machinery was set up to safeguard basic rights (see censorship story on this issue).

Benton Plan Assailed

Other resolutions condemned the Benton legislation to set up a radio-television program review board; endorsed administration of President Fellows and key staff officials; commended William B. Ryan, BAB president, for efforts to aid broadcast sales; approved BMI's clinics and general operations; praised administration of Director Cox and thanked local broadcasters for convention arrangements.

Members of the Resolutions Committee were Mr. Brown; Arch Morton, KJR Seattle; John Jones, KLBD LaGrande, Ore., and Tom Olsen, KGY Olympia.

In discussion of the basic broadcast research problem, with the need of bringing media data to a comparable basis, Mr. Jones said the action was inspired by an article in the Oct. 1 issue of Broadcast Country, titled "Impact!"

Techniques in radio selling and steps taken by BAB were reviewed by Mr. Ryan in a half-day clinic. Operations of the new NARTB headquarters organization under President Fellows were described by Robert K. Richards, public affairs director, who used his "black magic" board to illustrate the set-up. Mr. Richards called on broadcasters to develop their local and regional news operations as a public service and as a means of rais-

(Continued on page 50)
**MR. SPONSOR:**

**LOOK AT THESE HOOVERS!**

WJBK is 1st on Sunday afternoon with a whopping 57.4 Hooper! ... 1st on Wednesday and Friday evenings ... and 2nd (only to a 50,000 watt net) in Total Rated Time Periods with a thumping 24.7! These Hoopers show that WJBK has the audience in Detroit ...

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### HOOPER RADIO AUDIENCE INDEX

**CITY: DETROIT, MICH.**

**MONTH: JULY, 1951**

#### SHARE OF AUDIENCE

<table>
<thead>
<tr>
<th>TIME</th>
<th>AM</th>
<th>B</th>
<th>WJBK</th>
<th>C</th>
<th>D</th>
<th>E</th>
<th>F</th>
<th>OTHER</th>
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<tbody>
<tr>
<td>MON. THRU FRI. 9:00 A.M.-12:00 NOON</td>
<td>9.1</td>
<td>4.7</td>
<td>0.5</td>
<td>10.7</td>
<td>1.6</td>
<td>42.2</td>
<td>3.8</td>
<td>12.3</td>
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<td>MON. THRU FRI. 2:00 NOON-6:00 P.M.</td>
<td>8.6</td>
<td>5.1</td>
<td>2.3</td>
<td>25.5</td>
<td>4.2</td>
<td>33.3</td>
<td>6.5</td>
<td>14.9</td>
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<tr>
<td>SATURDAY 8:00 A.M.-6:00 P.M.</td>
<td>NOT RATED</td>
<td>IN DETROIT</td>
<td></td>
<td></td>
<td></td>
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<td>SUN. THRU SAT. EVE. 6:00 P.M.-10:30 P.M.</td>
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<td>8.4</td>
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<td>21.9</td>
<td>2.5</td>
<td>24.9</td>
<td>3.1</td>
<td>21.5</td>
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#### INDIVIDUAL EVENINGS 6:00 P.M.-10:30 P.M.

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<th>WJBK</th>
<th>C</th>
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<td>13.6</td>
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<tr>
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<td>11.5</td>
<td>11.0</td>
<td>1.1</td>
<td>22.0</td>
<td>0.5</td>
<td>38.5</td>
<td>16.5</td>
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<td>0.7</td>
<td>4.9</td>
<td>21.1</td>
<td>28.2</td>
<td>1.4</td>
<td>34.5</td>
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<td>9.6</td>
<td>6.1</td>
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<td>31.5</td>
<td>0.7</td>
<td>16.3</td>
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<td>10.3</td>
<td>1.3</td>
<td>19.4</td>
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<td>16.4</td>
<td>27.7</td>
<td>9.7</td>
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<tr>
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<td>10.9</td>
<td>4.6</td>
<td>0.7</td>
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<td>13.8</td>
<td>5.2</td>
<td>17.8</td>
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<tr>
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<td>5.7</td>
<td>8.2</td>
<td>2.4</td>
<td>16.5</td>
<td>7.1</td>
<td>29.4</td>
<td>9.4</td>
<td>14.1</td>
</tr>
<tr>
<td>TOTAL RATED TIME PERIODS</td>
<td>9.7</td>
<td>6.2</td>
<td>1.1</td>
<td>24.7</td>
<td>2.9</td>
<td>29.5</td>
<td>4.9</td>
<td>15.3</td>
</tr>
</tbody>
</table>

@ No listeners found in sample.

Yes, Sir! And you can reach more of the 5 billion dollar Detroit market, more effectively, at less cost, when WJBK delivers your sales message with the punch that pays off. Call your KATZ man today.

---

**WJBK - DETROIT**

The Station with a Million Friends

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

Represented Nationally by THE KATZ AGENCY, INC.
Radio-TV Materials Status

According to Mr. Fleischmann, allied to manufacturers who produce civilian radio-TV receivers and who are required to file for materials on Application Form CMP-4B. Conceivably, output of station equipment (transmitters, etc.) could be seriously affected, too, if these manufacturers fail to obtain materials for these commercial products. Both categories are subject to the government's Controlled Materials Plan.

A number of electronic manufacturers have cited growing unemployment in their plants. Aside from the normal inventory backlog, the problem is chiefly one of cutbacks on the one hand, and lagging defense orders on the other.

Broadcasters Fare Well

On the construction front, NPA has taken an increasingly dim view of requests for authorization to build or alter present commercial structures. Broadcasters have fared surprisingly well, considering government rejection of over 2,000 bids, though the pinch on scarce materials continues.

In cases involving projects already launched, shortage of steel, copper and aluminum has taken some toll, despite small coast estimates in applications filed with NPA. Two most recent examples are those of Pennwire TV Co., Lewisville, Tex., which proposed to set up a community TV antenna system; Neely Broadcasting Co. (WJAM Marion, Ala.), and KABR Abbe- deen, S. D. The two radio stations have received construction permits from the FCC but are not yet on the air.

There was little ground for fear, however, that both radio stations would be unable eventually to take the air because of the denials.

Lester M. Neely, licensee for WJAM, told NARTB in a statement that he had started construction Aug. 15 and had set a target date of Oct. 1 for completion. Under FCC Rules & Regulations, CP holders must complete construction within three months of the grant. Neely Broadcasting was rejected in a bid for materials totaling $12,600. Percent of completion of project was not indicated.

Because building already has started and FCC had issued a CP, it was believed that Mr. Neely could establish his case for more materials to complete the plant, and enable the station to go on the air. NPA stressed again that denials are not tantamount to final rejection and pointed out the applications "are still in the 'subsequent quarters.'" Authorities conceded that WJAM may prove a hardship case in this instance.

In the case of KABR, construction began Aug. 16 and is 60% toward completion. Target date was set by KABR for Sept. 15. Project was placed at $4,465.

Pennwire TV Co. started work in August on a project designed "to supply TV signals to a number of communities in an area where individual reception is impractical," the counties of Lewistown, Burnham and Derry in Pennsylvania. Its deadline was set for June 1952, with the TV antenna project estimated at $85,000. Construction would consume over 10 tons of steel and some 1,800 pounds of copper.

Allen B. DuMont Labs was turned down on TV studio project for its WABD (TV) New York at an estimated cost of $1,150,000, as was CBS Television for similar work at $350,000. CBS was fortunate on another front, however, receiving authority to proceed with construction on its Gilmore Stadium TV studios valued at $500,000. Applicant was Vine Street Realty Corp., Los Angeles. NPA originally had rejected this bid, as reported in BROADCASTING • TELECASTING, but reconsidered the denial last week.

The firm reported its project, begun on Dec. 29, 1950, at 5% completed. Its target date was Sept. 30 this year, but additional materials will be needed to speed construction.

In such cases as those of KABR and WJAM, authorities pointed out, FCC grant of a CP is not necessarily a primary factor in any consideration of requests. Principal yardstick is availability of materials during any one quarter, with provision for refiling.

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NPA STUDIES

PROSPECT that the radio-TV industry may be granted relief from certain building limitations by allowing broadcasters to self-authorize larger quantities of scarce materials was under consideration by the government last week.

This possibility arose following a conference between NARTB representatives and officials of the National Production Authority. A decision was expected by week's end.

NRTB had sought the meeting on the basis of an NPA order which shifted newspapers and other printing establishments from the commercial to the industrial category. The new order would, in effect, enable newspapers to claim larger amounts of steel, copper and aluminum for projects than are now provided under the commercial classification.

According to the government order, issued last Monday, publishing enterprises would be permitted to secure 25 tons of steel, 3,000 pounds of copper and 1,000 pounds of aluminum each quarter without NPA authorization. Broadcasters still are bound by the two-tons-of-steel, 200 pounds-of-copper ceiling in going ahead with construction, alteration or remodeling projects.

NARTB branded the action "highly discriminatory" and reminded NPA authorities of past assurances that neither media would be given "preferential treatment."

The issue originally cropped up earlier this year, with the result that the agency rescinded an identical order.

The meeting was held in the office of Richardson Bronson, NPA assistant general counsel. Representing NARTB were Ralph Hardy, government relations director; Vincent T. Wasilewski, attorney; Neil McNaughten, engineering director; Thad H. Brown Jr., television manager and counsel; and Oscar Elder, assistant director, NARTB Public Affairs Dept.

The new reclassification, Mr. Bronson said, stems from a reconsideration of "basic criteria." Radio-TV broadcasting is not considered to come under the "industrial plant, factory or facility" category, he explained, since it is not an industry which produces an "end product" like newspapers, books, magazines, etc.

NARTB countered that the end products of radio-televison and newspapers actually are comparable in terms of public consumption of news and other vital information.

Peter Black, special assistant to Production Administrator Manly Fleischmann, said this line of reasoning had been under study by NPA and that reclassification would be considered. NPA officials frankly acknowledged the matter of definition has been a thorny problem in recent months.

Other NPA officials present were Rufe B. Newman Jr., director of NPA's Construction Controls Division, and Henry Badoux, its assistant.

The Government last Monday also warned radio-TV set and other manufacturers they will face "serious difficulties" in obtaining steel, copper and aluminum for the first quarter of 1952 if they failed to file applications prior to the Oct. 1 deadline.

The warning was sounded by Mr. Fleischmann in a statement pointing up the evils of plant shutdowns which would result for lack of materials.

By inference, Mr. Fleischmann alluded to manufacturers who produce civilian radio-TV receivers and who are required to file for materials on Application Form CMP-4B. Conceivably, output of station equipment (transmitters, etc.) could be seriously affected, too, if these manufacturers fail to obtain materials for these commercial products. Both categories are subject to the government's Controlled Materials Plan.

A number of electronic manufacturers have cited growing unemployment in their plants. Aside from the normal inventory backlog, the problem is chiefly one of cutbacks on the one hand, and lagging defense orders on the other.

Broadcasters Fare Well

On the construction front, NPA has taken an increasingly dim view of requests for authorization to build or alter present commercial structures. Broadcasters have fared surprisingly well, considering government rejection of over 2,000 bids, though the pinch on scarce materials continues.

In cases involving projects already launched, shortage of steel, copper and aluminum has taken some toll, despite small coast estimates in applications filed with NPA. Two most recent examples are those of Pennwire TV Co., Lewisville, Tex., which proposed to set up a community TV antenna system; Neely Broadcasting Co. (WJAM Marion, Ala.), and KABR Aberdeen, S. D. The two radio stations have received construction permits from the FCC but are not yet on the air.

There was little ground for fear, however, that both radio stations would be unable eventually to take the air because of the denials.

Lester M. Neely, licensee for WJAM, told NARTB in a statement that he had started construction Aug. 15 and had set a target date of Oct. 1 for completion. Under FCC Rules & Regulations, CP holders must complete construction within three months of the grant. Neely Broadcasting was rejected in a bid for materials totaling $12,600. Percent of completion of project was not indicated.

Because building already has started and FCC had issued a CP, it was believed that Mr. Neely could establish his case for more materials to complete the plant, and enable the station to go on the air. NPA stressed again that denials are not tantamount to final rejection and pointed out the applications "are still in the 'subsequent quarters.'" Authorities conceded that WJAM may prove a hardship case in this instance.

In the case of KABR, construction began Aug. 16 and is 60% toward completion. Target date was set by KABR for Sept. 15. Project was placed at $4,465.

Pennwire TV Co. started work in August on a project designed "to supply TV signals to a number of communities in an area where individual reception is impractical," the counties of Lewistown, Burnham and Derry in Pennsylvania. Its deadline was set for June 1952, with the TV antenna project estimated at $85,000. Construction would consume over 10 tons of steel and some 1,800 pounds of copper.

Allen B. DuMont Labs was turned down on TV studio project for its WABD (TV) New York at an estimated cost of $1,150,000, as was CBS Television for similar work at $350,000. CBS was fortunate on another front, however, receiving authority to proceed with construction on its Gilmore Stadium TV studios valued at $500,000. Applicant was Vine Street Realty Corp., Los Angeles. NPA originally had rejected this bid, as reported in BROADCASTING • TELECASTING, but reconsidered the denial last week.

The firm reported its project, begun on Dec. 29, 1950, at 5% completed. Its target date was Sept. 30 this year, but additional materials will be needed to speed construction.

In such cases as those of KABR and WJAM, authorities pointed out, FCC grant of a CP is not necessarily a primary factor in any consideration of requests. Principal yardstick is availability of materials during any one quarter, with provision for refiling.
The VOICE that SELLS on TULSA'S MAIN STREET!

KTUL carries twice as many locally-sponsored quarter-hours as its nearest competitor. Tulsa merchants know where to spend their advertising dollars for DAY BY DAY RESULTS!

Not only do local merchants prefer to spend their advertising dollars on KTUL—they STAY on KTUL year after year: (Globe Clothiers—17 years; Clarke's Clothiers—15 years; Brown-Dunkin—16 years; Vandever's—15 years; S. G. Holmes & Sons—12 years; Walkover Shoe Store—12 years; Talbot Theatres—12 years; Gray's Jewelers—12 years; Midwest Chevrolet Co.—12 years; George Fuller Chevrolet Co.—9 years; etc.)

KTUL produces SALES for local advertisers—IT CAN DO THE SAME FOR YOU!

JOHN ESAU, Vice Pres.-Gen. Mgr.  •  AVERY-KNODEL, Inc., Radio Representative  
Affiliated with KFPW, Fort Smith, Ark., and KOMA, Oklahoma City
NARTB to Study

(Continued from page 46)

ing revenue as well as building community prestige.

Richard P. Doherty, NARTB employee-employer relations director, discussed sound management practices and reviewed trends in the labor situation. He took part in discussions dealing with operating costs and television problems.

Attending the District 17 meeting:

Edwin Barnard, Engineering Consultant, Portland; John Birrel, New York; Lee Jones, Olympia, Wash.; Irwin 41 Bishop, Multnomah College, Portland; Ted Coke, KQUN Eugene, Ore.; Bob Fisher, Pullman; Bob Watson, Seattle; Jim Haverlin, KWSC Pullman; John Keating, KSRV Pullman; Lt. Robert Finley, KBKR Pullman; Bob West, WSD, Portland; Bill Wiltse, KOSC Seattle; Bruce Bartley, KBOB Brothers, Anchorage, Alaska; Carl K. Kiferling, KPNJ Cortland, Ohio; Charles C. Cheesnut, Army public information office, Seattle.

FRONT ROW at meeting of Washington State Assn. of Broadcasters, held during NARTB District 17 session in Spokane. Left to right: Comdr. R. E. Thompson, USN, formerly KGW Portland; Soul Haas, KIRO Seattle; Burt Harrison, Col Watson, Allen Miller, KWSC Pullman; Lt. Col. James C. Cheesnut, Army public information office, Seattle.

CORRIDOR huddle Monday morning (Oct. 8) at Spokane NARTB District 17 meeting to discuss Broadcasting * Telecasting's comprehensive story on NBC's new affiliation project. (1 to r) Bob Wesson KHG Spokane; J. Arch Morton, KJR Seattle; H Quentin Cox, KGW Portland, District Director; Otto Brandt, KING-AM-TV Seattle; Paul Moore KJR.

Mister PLUS needs diving gear,
Complete with pump and hawser,
To make our low costs crystal clear:
Lowest you ever saw, sir!

ROCKBOTTOM COSTS, our rate card shows,
Par thousand folks who listen,
In urban markets or in those
Where other nets are missing!

THE difference is MUTUAL!

++ + + + + + + FOR DETAILS: THE MUTUAL BROADCASTING SYSTEM • NEW YORK '51, N.Y. + + + + + + +

BROADCASTING • Teletasting

STOCKHOLDERS of Broadcast Music Inc. were informed in a letter from President Carl Havlin that the company's net profits for fiscal year ending July 31 were $135,257.09 with some $133,500 reserved for tax payments.

Increased gross receipts of the broadcasting and television industries during the year, Mr. Havlin reported, resulted in increased income for BMI which was counterbalanced in part by higher payments for performing rights and a 25% reduction in broadcasters fees during the last three months of the fiscal year.

BMI has a total of 2,680 broadcast- ing licensees in the United States and Canada, he noted, with 3,488 licensees in fields other than radio.

Performances of BMI music increased throughout the year, with two of the big song hits, "Because of You" and "Jesubel," originating in the company's own publishing department. The writer plan, the president reported, has also been successful with the writer of "I Get Ideas" having been a participant in the arrangement.

Field Clinics Draw

Field program clinics have been held for 2,400 people in 27 states, Mr. Havlin said, and have received broad praise from participants. The concert music project—designed to make it easier for broadcasters to satisfy the increasing public appetite for classical music—has also received high commendation from broadcasters. BMI has planned and will shortly launch, he revealed, a series of radio awards for young composers of concert music and a series of book review scripts which will focus the attention of teen-agers on good literature.

The Association Sept. 28, also announced the annual stockholders' meeting for tomorrow (Tuesday) at BMI New York offices.
The case of the missing warehouse!

For many alert businessmen, the big, overcrowded warehouse is virtually disappearing.

The reason? It's because they've found a way to cut their inventory to a minimum!

No huge stock ties up their capital.
No sudden price-drop hits them hard.
No big storage bills cut their profit.

For they have a "warehouse" in the sky!
Whenever they need parts to keep production lines moving, or merchandise to keep shelves stocked, they get them overnight or sooner—with Air Express!

Whatever your business, you can profit by inventory control via the world's fastest shipping service. Here are its unique advantages:

IT'S FASTEST—Air Express gives the fastest, most complete door-to-door pick-up and delivery service in all cities and principal towns, at no extra cost.

IT'S MORE CONVENIENT—One call to Air Express Division of the Railway Express Agency arranges everything.

IT'S DEPENDABLE—Air Express provides one-carrier responsibility all the way and gets a receipt upon delivery.

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

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

Competitors Charged
In FCC Complaint

CHARGES that a conspiracy among Mississippi interests forced WSKB McComb, Miss., off the air after 13 years of operation have been filed with the FCC by Julia D. and George Blumenstock, directors and officers of McComb Broadcasting Corp.

Named in the complaint are Louis Alford, president and manager of WAPF McComb, and des-

cribed as attorney for the First National Bank and Kramer Service Inc., of McComb; Southwest Broadcasting Co., operating WAPF and WGLC Centerville, Miss., and applicant for a 250-w daytime station on 1200 kc at Hazelhurst, Miss., the First National Bank and Kramer Service Inc., McComb.

WSKB charges that the parties cited planned for two years “to obtain control of WSKB—or destroy it and obtain its frequency 1200 kc on 5000 w power.”

The defunct station claims the First National Bank obtained a one-fourth interest in WAPF by a foreclosure and delivered this to Mr. Alford as its attorney. WSKB was banking at First National, it claims, with the bank carrying $10,000 in short-term notes.

Mr. Alford also was attorney for Kramer Service Inc., owning Hotel McColgan in which WSKB studios have been located, it is charged.

Recites Rent Troubles

First, WSKB says in reciting its
tory, the hotel raised its rent from $50 a month to $75, and then without 60 days’ notice to $100. With
two months rent past due, WSKB
charges, the hotel through Mr. Alford padlocked WSKB’s studios and had sheriff’s notices posted on the doors and around city and county offices, “all without due process or notice to the McComb Broad-
casting Corp.” This destroyed
WSKB’s business and credit, ac-
cording to the complaint.

Next, the station charges, the bank refused to renew its notes though there was no mortgage on any properties or equipment and despite the fact that it previously had agreed to give a $25,000 mortgage on the $150,000 property.

However, WSKB continues, the bank reduced the mortgage to $20,
000 at the last minute and included a clause that it could take over the station if additional security was not supplied in 24 hours. Besides, Mr. Alford was named as trustee for WSKB, the station contends, adding that it refused to sign for such a loan.

WSKB claims the bank and Mr. Alford blocked its efforts to obtain outside financial aid so it went off the air last Feb. 17 because its electric bill was so high. FCC three times granted 30-day periods of silence, the station says, but “every effort was made to frustrate each plan.”

The station came back on the air last June 3, with a group of local churches subscribing $28,000 in stock, it is stated. At that point, the complaint continues, ministers and others were notified that a

*music copyright firm was planning a big suit against WSKB.” The station contends Mr. Alford loaned recording equipment to permit a check on WSKB music but “nothing was found.” The ministers were driven away from the station in WSKB stock, it is claimed.

Finally, WSKB charges, WAPF “under Mr. Alford’s management directed his salesmen to undersell WSKB accounts. In many cases they gave time free, all to drive WSKB off the air. Today WSKB is off the air—in bankruptcy. On July 2 Louis Alford through his associate attorney applied for the WSKB frequency.”

STERLING DRUG
Reports on Radio-TV

STERLING DRUG Inc., N. Y., again is issuing “accountings” of its business with wholesalers—including a bookletWhere You Can See and Hear the Advertising of Sterling Drug Inc.—to members of the National Wholesale Druggists Assn. when it convenes this week in Houston.

This advertising booklet, with coverage broken down by city, state and media, identifies Sterling with “the world’s largest drug advertising budget that is truly effective because it’s local.”

Network radio programs sponsored by Sterling include My True Story and Mystery Theatre over 212 and 291 stations, respectively, of the ABC network; Pursuit on 141 CBS stations; Stella Dallas and Young Widder Brown both on 146 NBC outlets; and Ladies Fair on 336 Mutual stations. The drug concern also has radio spots on 473 stations throughout the country.

Television programs are Songs for Sale on 12 stations of CBS-TV and Mystery Theatre on 21 ABC-TV outlets.

NEW NEVADA AM
KORK to Take Air With NBC

KORK Las Vegas, Nev., announced last week that it was scheduled to go into regular operation “within a few days.” KORK is the new NBC affiliate in Las Vegas, re-

placing KRAM. The new station will operate on 1340 kc with 250 w fulltime.

KORK is located on the grounds of the Hotel Thunderbird. David McKay, president of the new sta-
tion, is also president of KOLO Reno and KGYW Vallejo, Calif. Manager Jack Kehoe is former sales manager of KOLO. Chief Engineer is Bill Binford.

From where I sit
by Joe Marsh

Sign of a Nice Guy

Got so around these parts that every-
where a hunter went this fall, he came
up against signs saying “PRIVATE
PROPERTY, NO HUNTING, KEEP OFF.”
But not out at Happy Preston’s place!

Happy’s signs say “PRIVATE PRO-
PERTY, GOOD HUNTING, BUT BE CARE-
FUL.”

“Don’t hunt myself,” Happy says,
“but there’s plenty of game on my
property. I tell the hunters where the
best spots are likely to be—away from
where I’m working and where nobody
else is hunting. It works out pretty
well all-around.”

From where I sit, Happy has once
again shown why he gets along with
everyone and why everyone respects
him. Happy’s likes and dislikes might
not be the same as his neighbours’, but
that doesn’t stop him from under-
standing. When it comes to opinions
on hunting, fishing, politics, ways of
farming, or whether your favorite
beverage is beer or cider, try to be
like Happy and the chances are you’ll
be really happy!

Joe Marsh

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Page 52 • October 15, 1951
for low-cost coverage—
the WOWO pattern
is the Midwest's best!

Want economical circulation in the Midwest? You'll get it when you put your program on WOWO. Not only does WOWO deliver listeners in 3 of the Midwest's most populous states... but WOWO produces top ratings in morning, afternoon and evening periods. No matter when your program goes on the air, you can count on an active, established following!

At 7:00 AM, for example, WOWO's rating* is 4 times as high as that of the nearest competitor. At 7:30 AM, 4.6 times as high. At 8:00 AM, 5 times as high. At 5:30 PM, 2.2 times as high. At 10:00 PM, 1.6 times as high.

A comprehensive data book on the WOWO area gives full information on population (almost 2 million), geographical extent, effective buying power (almost $2½ billion), retail sales, and listening habits in cities and on farms. If you haven't a copy, get it from Paul Mills at WOWO or from Free & Peters.

* Survey by Edward G. Doody and Company, St. Louis
NOW
Ready-to-use plans

NOTE -
ALL WEIGHTS ARE APPROX.
...for any TV power up to 200 kw!

The drawings spread across these pages are layouts of typical TV transmitter rooms using RCA equipment. They are prepared expressly for TV station planners in accordance with the best engineering practice known today. Each plan represents the basic or minimum TV transmitter room equipment needed to get "on the air" for a specific power. Each indicates the approximate space needed for the equipment—including approximate weights of individual units. Each provides wide flexibility for equipment rearrangements to meet the special or future requirements of individual stations.

"Ready-to-use" plans like these are just one of RCA's many television services now available to you—through your RCA Sales Representative. For a complete engineering analysis of your station requirements, call this expert. He can show you exactly what you will need to get "on the air" for a minimum investment.

*Effective radiated power
Where Credit Is Due

ANOTHER SESSION of Congress is about to end. In toting up the radio tallies, the records show that while an unprecedented number of bills and resolutions dealing with the broadcast media were introduced, not a single piece of legislation adversely affecting their welfare was passed. The same goes for beneficial legislation, such as the McFarland Bill to reform FCC procedures which appears sticky in the House for the fourth time.

The legislative record, then, must be regarded as favorable. Beyond that, broadcasters are more respected on Capitol Hill than was the case in several past sessions. There's greater sympathy for their problem.

Credit must go to those who operated on the Washington front during the session. The new command at the NARTB was of immeasurable help. Ralph Hardy, who now works full time as the legislative contact for NARTB, has figured importantly. He talked as a practical broadcaster (having been associated with KSL Salt Lake City before joining NARTB two years ago). There has been excellent coordination between the NARTB, ABC, and the group of vigilantes who, at their own expense, converged on Washington when their talents were needed.

And while credit is being handed out, the network vice presidents on the scene shouldn't be overlooked. In order of seniority in Washington radio they are: F. M. (Scop) Russell, on the firing line for NBC since 1929; Earl H. Gammons, the ubiquitous CBW vice president since 1942 and now in Chicago; ABC's stalwart since 1946, but whose distinguished Washington background began in the thirties when he served the late President Roosevelt in many high capacities.

Nine knows better than these men, however, that the legislative task (call it lobbying if you will) is a continuing one, in which all broadcasters should participate. There can be no o.j.-running during the recession—particularly in the election year. The locale is simply transferred from Capitol Hill to the grass-roots habitats of the legislators. Every Congressman, every Senator must be inculcated with the truth about unscrupulous proposals as the Benton censorship bill, the O'Mahoney onslaughts against government use of radio commercially while paid newspaper space is bought, and against the continuing flood of legislative proposals that would inundate radio's free charter.

Back in Business

THE GOVERNMENT'S suit against the National Football League and the not unrelated decision of the major baseball leagues to eliminate restrictions against broadcasting come as welcome news.

They may encourage the abandonment by all major sports of the artificial and arbitrary rules limiting the granting of broadcasting rights. Like most broadcasters, this publication has always argued that broadcasting arrangements should be treated no differently from any other business transaction in which sports enterprises engage.

Let every team make its best bargain with radio and television without the encumbrance of phony league rules. It's the sporting as well as businesslike thing to do.

On the Firing Line

RADIO has been tapped so often for donations to protective movements and causes, all based on the rate card, that such propositions these days—if they do not fall on deaf ears—meet with understandable resistance.

There is one such proposal—for one time—the highest half-hour rate from every broadcaster—made at the 14th NARTB district meeting in the fastness of the Rockies—that has laudable emotion and, to us, great merit. The funds would be earmarked for Radio Free Europe and for the purchase of a transmitter. George Cory, KUBC Montrose, Col., who saw his resolution passed by acclamation, wants free radio to play its part in freeing "the minds of the people behind the Iron Curtain."

The NARTB board will have to authorize the trade association to become the repository for such a fund. We hope it does.

No Easy Job

FROM ALL INDICATIONS the meeting of television members of the NARTB this Friday in Chicago may not be among the most harmonious on record, since their purpose is to consider the adoption of standards of self-discipline somewhat more rigorous than some have been practicing.

Harmonious or not, the meeting must not end without positive action—unless telecasters wish to deliver their futures to the likes of Senator Benton and his proposed government-sponsored censorship board.

We have not had access to the full text that will be submitted to the membership, but we have been told enough about it to cause us to believe that Robert D. Swezy's committee has done a uniquely competent job in assembling it.

It contains measures that are stiffer than those in any other broadcasting code. Among other innovations, it prescribes penalties for violations, a provision that alone elevates it measurably above the NAB radio code which was adopted in 1948 and, theoretically at least, is still in existence.

It also requires administration by a board of, among other things, three members who hold seniority.

We suggest that the NARTB TV members give their most serious consideration to establishing this board as more than a mere review body.

The board should act as a spokesman agency for television when questions about program standards are raised. It should maintain a complete and timely reservoir of information about what is on the air, in short be a central authority for television program and commercial practices.

The only question we reserve as to the proposed code cannot be answered until its details have been disclosed. That is the question of whether it is so stringently composed as to discourage artistry.

Codes can too easily be written with such strictures that they lead to mediocrity, particularly if a penalty system exists. The creative mind can be so unfortunately distracted by worrying over trifling prohibitions in an unsound code that it turns hopelessly to routine production, a consequence of which is the inevitable deterioration of the medium.

Whatever is done in Chicago must be done well or television in this country as a whole will be endangered. The code that emerges must be stiff enough to banish smut and discourage such offensive material as over-commercialism but flexible enough to let the artist thrive. It won't be an easy job.

Our respects to:

EDWARD ANDERSON WHEELER

URING the summer months, Ed Wheeler is careful to remain seated behind a big desk at WEAW (FM) Evanston, Ill., while talking to VIPs about the sales and program view of FM.

Visitors are surprised enough at his age (he'll be 29 Oct. 24) and bedrock knowledge of the industry, but would probably be thrown completely off stride if they discovered he frequently wears tennis shorts at work. Many a balmy day he slips out during lunch time for a fast game and then adds a white shirt and striped tie for work.

An accomplished FM broadcaster as well as athlete, Ed Wheeler has been a leading proponent of FM since 1945. He has put WEAW (FM) Evanston on the air and operates WOKZ-AM-FM Alton, Ill.

North Shore Broadcasting Co. of which he is president, three years ago introduced experimental multiplex facsimile reportedly for the first time beyond the banks of the Hudson.

The company pioneered also in store broadcast and has a winning daily-doube on WEAW in music programming to 164 Jewel stores through Consumer Aid Inc. and 54 I.G.A. supermarkets in the Chicago metropolitan area as half-owner of Store Broadcasting.

Mr. Wheeler went to Washington in 1945 to apply for an AM station in Evanston, the rich, North Shore Chicago suburb with a lot of business and buying power but then with no radio station.

He switched from AM to FM for two reasons: (1) "The first people I met there were Leonard Marks and Everett Dillard, which is enough said," and (2) "I found out shortly there was no AM channel available in Evanston at that time."

His initial exposure to broadcasting occurred when he was an engineering student at the California Institute of Technology in Pasadena, where he announced, without pay, for KPCC, a 100 w spare-time church station. Visits to broadcast operations in Washington state owned by a friend's father also netted him knowledge.

A native of Washington state, Edward Anderson Wheeler was born in Tacoma on Oct. 24, 1922. He moved to Pasadena when he was 10, but revisited Tacoma frequently because his parents had extensive real estate interests there. He learned the pattern of the business ("I was a lousy rent collector") between terms at Shawnnigan, a prep school in British Columbia and Cal Tech.

He transferred to Stanford U., getting a B.A. (Continued on page 90)
HOW BIG is Tremendous? Stupendous? Colossal?

Under the shadow of the big tent the Barker for the side show glibly employs all the superlatives.

But the big show is under the big top! Imagine a tremendous tent covering 116,000 square miles, ringing 171 counties of big, rich Texas, Oklahoma and Arkansas!

That's Radio Southwest, the stupendous primary coverage area of WFAA! And the show is yours, your product and your story, selling in 1,148,500 high income radio homes! That's colossal!

What about television? Drawing enthusiastic, capacity crowds in 130,000 homes, WFAA-TV is a great show, too! BUT the big show is Radio — the biggest show on earth — and in Radio Southwest it's WFAA, showing to and selling millions with billions to spend. It's the spot for your spot if you want to play BIG TIME!

Radio Southwest
The Only Mass Medium Covering This Great Southwest Market...
Martin B. Campbell, General Manager
Radio Service of The Dallas Morning News

EDWARD PETRY & CO., Representatives
Front Office

RICHARD G. CAHILL, sales staff WNBQ (TV) Chicago, named supervisor of Midwest Div. NBC Syndicated Films for TV, newly created position.

WILLIAM W. FIRMAN and CHARLES M. ADELL to CBS Network Radio Sales in Chicago. Mr. Adell was with MBS, and Mr. Firman at WOR's Chicago sales office.

JOHN T. ROGERS, commercial manager WCVA Culpeper, Va., appointed general manager. He will also continue duties as commercial manager.

DONALD N. MANN, sales manager WKNK Muskegon, Mich., and CLEM LOWDEN, WMTR Norristown, N. J., appointed to sales staff WBBM Chicago.

TOM MASTERSO, sales staff Dallas Times-Herald, appointed account executive KEYL (TV) San Antonio.

J. NUGENT LOPES, consultant with Carl Byoir & Assoc., Inc., N. Y., to sales department WOW-TV New York, as account executive.

E. SAWYER SMITH transfers from work as sales service manager CBS Radio Chicago, to the network's central division sales staff. CARL GYLF, former special agent with Continental Casualty Co., named sales service manager.

THOMAS M. PEDEN, announcer and assistant program director WIRE Indianapolis, to WAOV Vincennes, Ind. as general manager. He succeeds HOWARD ZINN, resigned.

CHARLES E. BURGE appointed assistant sales manager KBOK St. Louis.

WILLIAM DALLMAN appointed head of Grocery Div., merchandising operation, Crosley Broadcasting Corp. (WLW, WLWA-FM), WLWT (TV) Cincinnati, WINS New York, WLWB-FM, WLWD (TV) Dayton WLWF (FM) and WLWC (TV) Columbus. Mr. Dallman has been TV salesman for company's specialty sales force. He succeeds JAMES SANDNER, resigned.

QUENTIN W. WELTY, program manager WMVO (FM) Mount Vernon, Ohio, appointed general manager.

JOHN F. CONBOY, sales staff WDVA Danville, Va., appointed to sales staff KTIS El Paso, Texas.

GILMA MARTINSON named administrative assistant to FRANK C. MINTYRE, vice president and general manager KLIX Twin Falls, Idaho. Miss Martinson was with the Cowles Publications in Des Moines. DAVID HILTY appointed to sales staff KLIX.

WALTER (Wally) GREEN, sales manager Treasure Master Corp., Minneapolis-St. Paul (greeting card), appointed to sales staff WTCN-AM-TV Minneapolis.

Mr. Conboye

ALAN MILLER, program director KBEC Mt. Vernon, Wash., appointed manager KSEM Moses Lake, Wash.

FREE & PETERS, S. F., moves to suite 1226 in Russ Bldg., S. F. New telephone number is Sutter 1-3798.

ALISTAIR MacKENZIE, commercial manager CFAC Calgary, named general manager CKY Winnipeg.

HOMER GRIFFITH, commercial manager KBIS Bakersfield, Calif., named national sales manager for San Joaquin Valley Group of stations comprising, KYNO Fresno, KCKO Tulare, KAFY Bakersfield.

TOM SLOAN, assistant Canadian representative of British Broadcasting Corp., Toronto, appointed Canadian representative succeeding BASIL THORNTON who has been moved to New York, as North American representative of BBC. MARY PEMBERTON, appointed assistant Canadian BBC representative at Toronto.

PAUL W. COLLIN, sales staff WROK Rockford, III., to Humphrey Cadillac and Olds Co., Rockford General Motors midwest distributor, as radio and TV director on business in Rockford area.

BRANHAM Co., N. Y., announces opening of offices in San Francisco and Los Angeles. San Francisco offices will be located at 703 Market St. Telephone YUkon 2-1582. WALTER F. PATZLAFF directs office. Los Angeles offices are located at 6387 Wilshire Blvd. Telephone WEBster 1-1661. NORMAN E. NOYES and ROY BRISCOE DAVIS will head Los Angeles office.

HAROLD F. MATHews, promotion department Duncan Hines, N. Y., appointed to sales department WDSU New Orleans.

ADAM J. YOUNG Jr., appointed national representative for WKXL Concord, N. H., effective immediately.

Personal...

JOHN WHITE, sales staff KXOK St. Louis, father of boy, Sept. 27... HENRY A. CURTH, sales department WSB-AM-TV Atlanta, appointed chairman of radio-TV group for local 1951 Community Chest Campaign. ...TOM McCRAE, director NBC Western Div. Radio Network Operations, named radio-TV director on public relations committee of local 1951 Community Chest campaign. ...MURRAY B. GRABHORN, managing director of NARSTF, will speak on "The Importance of Audience Research to National Spot" on Oct. 24 at the Tenth annual luncheon given by Pulse Inc., Audience Research organization, at the Biltmore, New York. ...RALPH E. MCKINNIE, sales manager PAUL H-Rayner Co., N. Y., appointed instructor in division of general education at New York U.

WILLIAM T. KEMP, president and owner KVER Albuquerque, N. M., father of boy, William Thomas Jr., Sept. 28... ALLEN WANNA MAKER, general manager WGMT Wilson, N. C., father of daughter, Mildred Morris, Sept. 22...ELZIE M. ROBERTS Jr., vice president KXOX St. Louis, elected to board of governors of St. Louis Advertising Club.
THE EXPANDING UNIVERSE OF STEEL

When you studied geography, did your book tell about the “inexhaustible” store of high grade ore in the Mesabi Range of Minnesota? Millions of tons are still there, but we now know that this store of ore is not “inexhaustible”. The enormous growth of the steel companies of America has forced them to develop new iron mines thousands of miles from home.

NORTH: WORKMAN WAITS FOR PLANE to fly to Ungava iron ore fields in wilderness of northern Quebec. Several hundred million dollars are being invested in Quebec and Labrador ore fields by American companies. It is estimated that hundreds of millions of tons of high grade ore will be made available by this new development.

EAST: NATIVE OF LIBERIA casts off mooring lines as first shipload of iron ore leaves for the States. An American steel company built a railroad into the back-country of Africa to serve its new mines.

FINDING ORE, mining it in the wilderness, transporting it thousands of miles is an adventure story, having its source in the growing need of American steel companies for more ore. Behind the struggle of men against geography is the planning and building of tremendous new production capacity. These stories make interesting reading. Write for reprints from Steelways Magazine, “Iron Boom In Liberia” and “Case History Of Expansion.” Excellent for schools and study groups. American Iron and Steel Institute, 350 Fifth Avenue, New York 1, New York.

SOUTH: THE WHOLE FREE WORLD has been searched by American iron ore prospectors. In South America they turned up a mountain made of high grade ore, plus other rich deposits. This picture shows road-building in Venezuela, to reach new ore fields being opened up by American steel companies.
Respects

(Continued from page 56)

in industrial relations in 1943 after an active life as member of Chi Psi social fraternity and a multiple-sport athlete.

Still interested in athletics, he continues himself nowadays to flying (renting a Cessna to commute to his Alton station), speed-boating at Lake Geneva, Wis., playing tennis and badminton and water-skiing. He's eliminated rugby from his efforts, nostalgically describing the Shawngan sport as "a violent form of football which allows no replacements for injured players."

This summer he played golf for the first time since he was 14, shooting the same score of 87 for 18 holes.

His business score is even better. WEAW, which took the air Feb. 1947 with 225 w, now has 36,000 w. Daytime hours are sold out with double commercials sent to Jewel and I.G.A. stores—and available to 500,000 FM homes from 9 a.m. until 6 p.m. Monday through Saturday. He has petitioned the FCC for a daytime directional AM in Evanston, which makes his own program appear from the FM outlet and promote the latter's evening shows.

"We've nothing left to sell on FM during the day, so want to concentrate on AM," Mr. Wheeler says.

Plans for Facsimile

He still plans to put facsimile to profitable use some day.

Mr. Wheeler says a million persons shop each week in stores which carry WEAW broadcasts. He says WEAW's commercials affect 14% of every food dollar spent in Chicago.

The client's advertising money for store broadcasting, he reports, far more comes from the merchanting rather than the broadcast budget because the medium "is a point-of-sale activity."

The Jewel network reportedly makes 800,000 impressions weekly at a cost of 69 cents per thousand, while the I.G.A. network makes 120,000 impressions weekly for $1.76 per thousand. Combined, they get 920,000 impressions at 72 cents per thousand, or 1/14 cent each.

Ed Wheeler has translated efficiency methods and industrial relations learned with American Can Co., Clayton-Mark and Western Felt Works, all Chicago, to his radio stations. Convinced that FM "and all of its services" are legal as long as they operate in the public interest, Mr. Wheeler believes the Communications Act should be clarified so there is "no question of legality within reasonable standards" for FM services.

"It's too late now, but networks missed their biggest bet in cutting rates. They would more than have made up what may have been lost to TV by measuring FM in the larger cities," he charges.

Another conviction: "Hardship cases excluded, AM stations with FM affiliates should be required to broadcast the same number of hours daily as does the AM station, whether duplicated wholly, partially or not at all."

Inventive in manual arts as well as broadcasting concepts, Wheeler has a workshop in the basement of his Wilmette house, where he has built everything from radios to outboard racing boats. His wife is the former Barbara Wakeley of Kenilworth, Ill. Their children are Beth, 6, and Robert, 1½.

The head of the house is home every night, despite membership in the Indian Hill Country Club, Evanston Chamber of Commerce, Stanford Alumni Club, Radio Management Club, California Institute of Technology Alumni Club, NARTB and BAB. The most distinctive membership, in one way, is that in the Evanston Rotary Club. He's the only member who had to register for the last draft.

Women in Radio

INDEPENDENT Canadian stations are being urged by the Canadian Assn. of Broadcasters to employ more women commentators for both better programming and for station promotion work among women's clubs. Not enough Canadian stations are doing this, CBS believes.

Components

Canadian Shortage Cited

CRITICAL SHORTAGES are looming in components for radio and television receivers in Canada, according to R. A. Hackbusch, president of the Radio-Television Mfrs. Assn. of Canada. The association is undertaking a program to conserve critical materials and stretch existing supplies in order to make available as many radio and TV receivers as possible before the industry is converted to an even greater extent for the production of electronic equipment for the armed services.

Dominion Bureau of Statistics, Ottawa, shows that in the first six months of 1951 a total of 390,000 radio receivers and 23,300 TV receivers were manufactured in Canada, while 22,300 radio and TV sets were imported in the first six months of 1951, mostly from the U. S.
ONCE upon a time (namely, now), a lot of gasoline pumps were trying to win the affection of the same motorist.

They led each other a merry chase indeed.

Every time a pump developed something New and Improved, other pumps would come along with something Newer and even more Improved.

Let one pump turn up with a Super gasoline, and the others would get busy on a Super-Duper gasoline. Soon every pump would be obliged to dash back to his laboratories to be the first out with a Super-Super-Duper gasoline.

And so it went, without rest.

Now, while it cannot be denied that every pump sometimes secretly wished that its rivals would go jump in a lake, the competition was a fine thing for all of them.

It kept them from becoming fat and lazy.
It kept them constantly improving their products.
It kept them offering better values all the time.

Of course, the real gainers from all this were Mr. Public and the country he lived in.

This particular Mr. Public, whose front initials are U. S., gets more fuel, better fuel, and cheaper fuel, for his car, home, railroads, ships, airplanes and industries, than any other Mr. Public in the world...simply because the many oil companies in his country keep each other hopping day and night.

The reason why we are telling you this story is that we want you to think well of us. Competition for your approval is behind all the progress our industry has ever made.

To keep everything hopping is the American way to get ahead. We are proud to be one of the hoppers.

ESSO STANDARD OIL COMPANY

This is an advertisement appearing during Oil Progress Week, Oct. 14-20, in newspapers in the 18 states and the District of Columbia where Esso Products are marketed.
FOREIGN MARKETS

Mestre Advises Exporters

AMERICAN EXPORTERS are faced with a weakened position in the international marketing scene, Goar Mestre, president of the Pan-American Broadcasters Assn., warned the Export Advertising Assn. fortnight ago as he received the association's first annual award for distinguished services in international advertising [B * T, Oct. 8]

Mr. Mestre, central figure in Cuban radio and television, spoke from London via facilities of NBC. He said an increasing number of American exporters seem to be deviating from aggressive and progressive advertising methods, thus relinquishing business to "that handful of local firms" abroad which are displaying the alertness "generally associated with Americans."

Fears Trend

"This is a trend that worries us," he explained. "We would not like to see all business in Cuba concentrated in a few hands the same way that we would not like to see CMQ [Mr. Mestre's Havana station] without strong, alert competition."

"We do not think that a small number of very large firms is conducive to greater general industrialization," he continued. "We want those of you who have small businesses in Cuba today to achieve a large volume of business that would make it worth your while to manufacture your products in Cuba tomorrow."

Arturo Chaban, sales manager of CMQ-TV Havana, accepted the plaque award for Mr. Mestre at the EAA third annual convention held in New York's Plaza Hotel

JUNGLE DAZE

Bird, Beast Invade Fla.

REPORTS from Florida last week indicate that at least two stations in the state are competing for zoological honors.

A racing pigeon released in Georgia by WDAK Columbus got its signals crossed and was sighted circling around the transmitter tower of WTAL Tallahassee. Inexperienced engineers captured the bird and found the WDAK identification band on its leg. The pigeon has been shipped back to Georgia prepaid by WTAL.

WALT Tampa Manager Walter Tilson looked out of his office window one morning and sighted a monkey. A spot news announcement was made on the jungle beast's presence and a telephone call from the other end of the city soon followed. Yes, a female voice answered, it was her monkey all right, but before she hung up the only thing she wanted to know was how far it had ventured, "It's been gone 30 days!"

Pass the Milk

MEMBERS of the new Advertising Club of Chicago are boasting they are the only advertising people who really face the facts of business life realistically. The name of their new club publication is The Ulcer.

CONSTRUCTION RECORD

Is Claimed by WIRO

RECORD time in station construction from ground-breaking to going on the air is claimed by WIRO Iron City, Ohio. On July 28, trees were removed from the studio and transmitter building site and 57 days later the 250 w station was broadcasting.

Glasco G. Merrill, who owns W. H. A. R. Clarksburg, W. Va., is also the owner of WIRO. He supervised station construction. WIRO is affiliated with MBS.

NEW SERIES, entitled Save Your Trousers, giving stories of members of the Armed Forces who have received Medal of Honor is being produced for and distributed by Armed Forces Radio Service to APRS stations overseas.

VA TRAINEES

Appeal Right Desired

A VETERAN, who is a broadcast trainee, should have recourse or appeal to an agency, to the General Accounting Office or to the courts if there is disagreement with the Veterans Administration's classification of his broadcast school.

That is a recommendation expected to be presented by a select House committee that has been investigating alleged abuses of the veterans' educational and training program [Closed Circuit, Aug. 13, B * T, Aug. 8].

The committee last week was engaged in drafting a report for release before Congress adjourns.

Points to be made in the report, it was learned, are:

1. VA decision—such as placing radio broadcasting schooling in the same category as dancing and bartending—was taken without consulting people in the field, without studying the various factors involved and without asking views of regional offices which must carry out the VA rulings.

2. Decisions of the Administrator are final. No school or industry can challenge this ruling. Committee feels that this authority in an unusual grant to a government official.

Chief Says:

"Chief Station puts on heap big show. Good medicine for building sales; Chief's advertisers sure do know it's 'network plus' the listener haits?"

TOWN'S TOP TALENT

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

CLEVELAND'S CHIEF STATION

WJW

5000 W.

BASIC ABC

CLEVELAND 15, OHIO

REPRESENTED NATIONALLY BY H.R. REPRESENTATIVES, INC.
PRESTO has been a byword of discriminating broadcast and recording engineers for almost two decades. Recognized as the designer and builder of the finest tape recorders available today, PRESTO stands behind this reputation with a complete guarantee of satisfaction on every instrument sold. For smooth operation, for minimum maintenance, for best results...tape it with PRESTO, the best buy in tape recorders today.

**PRESTO AMPLIFIER 900-A2**
The recommended amplifier for the RC-10/24 tape recorder, has a frequency response of 50 to 15,000 cps., a low level three mike mixer and a bridging input. Five-way switch for recording, playback, remote, erase current and bias current.

**PRESTO MODEL RC-10/24**
World favorite for relay rack mounting. Accommodates 10½" reels, three magnetic heads, push-button controls, response up to 15,000 cps. Panel size 19" x 24½". Also available in console unit.

**PRESTO PORTABLE PT-920**
Brand new and improved successor to the famous PT-900. Three motors, no friction clutch or tension adjustments. Fast forward and rewind speeds, instantaneous monitoring from tape. Compact case contains 10 watt amplifier, two speakers, power supply.

**PRESTO PORTABLE RC-10/14**
Portable version of the RC-10/24 with smaller panel size (19" x 14") and rotary switch selector. Weighs only 68 lbs. Superb audio quality, speed control and reliability.
"PIRATING" Discussed at Ad Meet

"ACCOUNT Pirating and What Agencies Can Do About It" was the subject of an address by Milton J. Simon, Philadelphia attorney, at the League of Advertising Agencies meeting Oct. 4 in the Ben Franklin Room of the Advertising Club of New York.

"The time for agency principals to protect themselves against pirating is yesterday," Mr. Simon asserted. If at the time an account man is hired he is asked to sign an agreement satisfactory to both sides, Mr. Simon added, then under law the principal is protected not only during the length of employment but for two or three years after the account man leaves his agency. When no agreement has been drawn, the employee is free to take his accounts with him at the time of his termination, provided no soliciting has been done during his employ."

Mr. Simon noted that such agreements are and should be tailor-made to fill requirements of individual agencies. The attorney stated that although he was not citing any specific example, it would be wise for all agency principals to protect themselves at the outset.

The group plans to hold regular meetings the first Thursday of every month. Tentatively slated for the next session will be a discussion on television and how it affects printed media, according to an AAA spokesman.

Chairmen of various units of the league were also announced at the Oct. 4 meeting as follows: Credit Bureau-Bertram W. Frensee, Will Burgess & Co. Ethics—Sam Mitchell, Samuel Mitchell Agency; Government Relations—Kenneth Radey, Kenneth Radey Co.; Membership—S. Duane Lyon, S. Duane Lyon Inc.; Programs—Harry Waterson, Waterson & Fried Inc.; Publicity—Ben Smith, Ben Smith Adv. Inc.

WCTT CEREMONIES

New Building Dedicated

CEREMONIES held jointly by WCTT Corbin, Ky., and its parent company, Corbin Times- Transcript, marked the dedication of a new two-story brick newspaper-radio building. WCTT at the same time changed facilties from 250 w. to 1400 kw at 1 kw on 680 kc, directional night. More than 1600 persons attended the ceremonies held Sept. 29.

WCTT went on the air in 1947. John L. Crawford is the publisher of the newspaper and general manager of the station. Kenneth Z. Turner is station manager and S. G. Hembree is commercial manager.

DEDICATION ceremonies of new Mack Trucks Inc. plant at Bridge water, N. J., was carried by WNJR Newark in a special broadcast recently.

On the dotted line...

KING MIDAS Feed Mills, Minneapolis, buys Harvest Hens, Mon.-Fri., 12:45-1 p.m., 52 weeks, on WDGY there, plus personal appearances and half-hour broadcast at different Minn.-Wis. store each Saturday. Sale approximates $30,000. Seated is Frank Heffelfinger, sponsor gen. mgr. Standing (1 to r): Bob Mullen, King Midas, adv. mgr.; Harry D. Pock, WDGY v. p.-gen. mgr.; Bill Sandberg, station acct. exec.; Jim McGillic, radio-TV dir.; Olmsted-Foley Adv.; Carl Hagen, King Midas sls. mgr.


HARLEY'S, Worcester dept. store, signs for year of news and spots on WTAG there as part of plan to put 20-25% advertising into local radio. Seated are Harry Blofeld (l), Har ley's mgr., and WTAG sales mgr. Richard L. Grevel, standing; Mario Baratta (l), Baratta-Wardell Agency, and Bernard S. Morley, WTAG.

PEPSI-COLA Bottling Co. of Cleveland vice pres. Urban H. Benderman affirms renewal of Bill Gordon (l) morning show on WHK Cleveland Watching is WHK acct. exec. Bill Brusman.

ITALIAN Swiss Colony Wines buys weekly Rogues Gallery on KGO San Francisco. L to r: Jack Davis, Honig Cooper media dir.; Paul Jones, KGO sls rep.; William Honig, agency acct. exec.; Gayle V. Grubb, KGO gen. mgr.

TRU-FRUIT Co., bottler Virginia Dare soft drinks, takes daily participation on Bob Lynn Show of WWPB Miami, Fla. Concluding pact (l to r): WWPB sls mgr. Bernard Neary; George Branch, mgr., Tru-Fruit; Mr. Lynn.

WILDROOT Co., Buffalo, sponsorship of The Shadow on MBS is set by Alan D. Lehman, BBDO act. exec.; Jack Overall, MBS eastern sls mgr.; J. Ward Maurer, Wildroot adv. dir.

Leaves Falling? Trees Getting Bare!

New shoots are busting out all over...we look better than ever this fall.

We had a good Summer. More tourists, business and building than in any other Summer in our history.

We had a good Summer at WIOD, too. Local accounts were up (And, those local boys are your best barometer. Their cash registers total the results every day!)

Yep, our "grass" is getting greener every day! To find out how we do it...Call our Rep, The Bolling Company.

Established January 18, 1926

JAMES H. LEWIS, General Manager

5,000 WATTS • 610 KC • NBC

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FAITHFUL SERVANTS of AM Broadcasting

By faithfully serving the important requirements of AM broadcasting, RCA tubes have won an unqualified reputation for engineering excellence, dependability, and true operating economy.

In the future, as in the past, AM broadcasters can look to RCA for the finest in power tubes. RCA consistently follows a program of developing new AM tube types and of improving earlier AM types. For example:

RCA 892-R—The forerunner of a group of RCA-designed air-cooled power amplifier tubes that simplified transmitter construction and introduced new operating and maintenance economies. Today, hundreds of these tubes are demonstrating their long life and dependability in the nation’s leading 5- and 50-kw AM transmitters.

RCA 833-A—Originally designed by RCA engineers, this power triode features a giant zirconium-coated anode for greater dissipation, shielding that eliminates bulb bombardment, and a husky filament that has tremendous emission reserve for peak loads. These features have contributed to more dependable operation, longer service life, and greater operating economy.

RCA 5671—A recent addition to the RCA line, this power triode with its thoriated-tungsten filament draws 60 per cent less filament power than the previous pure-tungsten-filament type ... making possible a saving of $1200 or more a year in filament power in standard 50-kw AM transmitters. Performance-proved in the field.

A REMINDER—RCA tubes for all types of broadcast service are available from your local RCA Tube Distributor or direct from RCA.

RCA LABORATORIES
PRINCETON, N.J.
THE FOUNTAINHEAD OF MODERN TUBE DEVELOPMENT IS RCA

RADIO CORPORATION of AMERICA
ELECTRON TUBES
HARRISON, N.J.
MARK WADDELL, advertising director program DON and succeeds ROBERT EL on ABC.

RAY A. LIUZZA appointed promotion and merchandising manager WWL New Orleans.

DONALD K. ALLEN, chief announcer KLX Twin Falls, Idaho, appointed program director. EDNIE GISH, announcer-writer, appointed production manager.

RUTH THOMPSON, sales promotion department WOW New York, appointed publicist director. She succeeds ANNE C. BALDWIN, resigned.

MARK GERSTLE, staff announcer KLX-AM-FM Oakland, Calif., appointed production manager.

DANA CLARK, guest relations supervisor KECA-AM-TV Los Angeles, named general service supervisor for ABC AM and TV operations, Hollywood.

ERNE ST. SIMON, promotion manager WRTM Cortland, N.Y., appointed promotion manager WAGE Syracuse.

BOB LEE appointed program director WPEO Peoria, III.

J. A. HICKS, program manager KEEP El Paso, appointed film director. He succeeds ROBERT DALCUHA, who enters Army.

Good Morning you bet!

Marilyn Rohan, continuity department WILL St. Louis, Mo., appointed continuity director. She succeeds THOMAS CADDEN (see Agency Beat). SUE ETTNER, graduate of Washington U. St. Louis, appointed to continuity staff.

JIM PURVIS named promotion manager CHAB Moose Jaw. EDDIE GUEST, public relations director GEOY Ottawa, to CKEX Toronto, in similar position.

NORMAN LEE, KBGC Galveston, Texas, appointed to announcing staff KGB San Diego, Calif.

ALLIS RICE named director of South Dakota School of the Air for KUSD, U. of S. D. station in Vermillion. She was with KUOM Minneapolis.

JEAN HERSHOLT, CBS Radio Dr. Christian Show, named first honorary staff member of Los Angeles Cancer Detection Clinic.

DAN TORINE, actor CBS Television Network, and JEAN HOLLOWAY, writer CBS Television, married.

JIM MCKIBBEN, program director KIDO Boise, Idaho, father of boy, DENNIS SEAN. MARILYN PEARSON, continuity writer, resigns.

PATTI JENKINS, traffic manager KJAY Tepaka, resigns. RITA RAE OVERBEY, record librarian, succeeds Miss Jenkins.

MONTE DEVON and GEORGE FENCE, graduates Northwest Broadcasting School, Washington, D.C., to KODL, The Dailies, Ore., as announcer-operators. BILL HANNING, graduate, appointed announcer-operator EYA Radio Wash., SHINNY ROACH, graduate, to KECO Prineville, Ore., as announcer-operator. GORDON MASON, graduate, named announcer-operator KFPQ Portland, Ore., to MAN DAYTON, graduate, to KWRC Pendleton, Ore., as announcer-operator. DICK BRATTIN, graduate, appointed staff announcer WRC Richlands, Va.

HERBERT O. PHILLIPS, art director KECAS-TV Los Angeles, elected chairman of TV Section Society of Motion Picture Art Directors GEOYM KATE, art director KTTV-TV Los Angeles, elected vice-chairman; CARL R. J. CAULEY, art director KFTH Los Angeles, named secretary.

ART COLLINS, librarian CKEX Toronto, to CHUM Toronto, in same capacity.

LARRY MANN, announcer CHUM Toronto, to WBAR-AM-TV Rochester, as announcer.

Dyer S. HUSTON, writer-producer, KFI Los Angeles, father of boy, Oct. 5.

DICK THOMAS, former staff announcer disc jockey WCBA Corning, N.Y., now stationed in Korea.

BOB ANTHONY, emcee of Tulia Ballroom on KRMG Tulsa, father of boy, Christopher.

ALAN COURTNEY and CHARLES HAMILTON, public service directors NBC Western Division and KFI Los Angeles, respectively, represent Southern California Broadcasters Assn. Education Committee on discussion panels at Gear. Warren's Conference on Problems of the Aging at Sacramento, Oct. 15-16.


WILLIAM M. PETTY, director of Home & School on the Air on CFCF Montreal, appointed supervisor of public service broadcasts.

CARLTON FREDERICKS, health and nutrition commentator WMGM New York, author of new book, Eat, Live and Be Merry.

ANNE C. BALDWIN, publicity director WOW New York, resigns to marry Philip A. Perkins, Boston banker.

RUTH M. CRAWFORD, librarian ABC, named chairman of 1962 convention of Special Libraries Assn., to be held in New York, May 26-29.

BOB BOLLEN, production assistant WDTV (TV) Pittsburgh, father of daughter, Patricia Lynn.

PFC J. L. DACEY, formerly on announcing staff WCLI Corning, N.Y., appointed to announcing staff Radio Tokyo, which is operated by Armed Forces Radio Service.

ROBERT DE GRASSE, cameraman RKO, to Amoco 'n' Andy show, CBS Television Network, as director of cinematography. IRVING SCHONENBERG, named assistant editor of TV series.

JOHN ARCHER, announcer and news director WWPA Williamsport, Pa., appointed program director WCBM Baltimore, father of daughter, Oct. 6.

CAROLINE BUREE, producer-director NBC-TV, named chairman of the theatrical, radio, and theatrical committee for National Bible Week, Oct. 15-21.

EDWARD A. DALLY, George B. Hough Co., N.Y., to NBC Television station relations department, as contact representative.

News...

JESSE MASS, news writer ABC, appointed news editor of radio news department ABC. He replaces JOHN H. DUNN, who transfers to newly created television news department.

GEORGE BETCHER, news director WAND Canton, Ohio, appointed to newly named staff WMYQ(FM) Mount Vernon, Ohio, as news director and sportsman.

HAL HALVORSON, KDAL Duluth, Minn., appointed to newly named staff WCOY(PR) San Diego, Calif. Mr. Halvorson replaces BILL BROWNING, who will handle news shows and production.

JOHN FORD, newscaster WCIN-TV Minneapolis, appointed secretary of Associated Press News Broadcasters in area.


RULON BRADLEY, news editor KIDO Boise, Idaho, resigns to return to college.

CHUCK LAMBERT, music director WQGJ Kalamazoo, Mich., appointed assistant news editor and special events man WEZK Kalamazoo.

JOHN HANLON, publicity and public relations director WQAM-TV Chicago, elected first vice president of Publicity Club.

MERRILL MIELLER, NBC commentator in San Francisco, is taking five month leave of absence starting Oct. 10 to enter Navy. He is stationed in Rochester, Minn., for surgery. Mr. Mielller is heard over NBC Pacific Coast Network for Fisher Flouring Mills. No replacement has been named.
New Business
(Continued from page 18)


Agency Appointments

NATIONAL ANILINE Div. of ALLIED CHEMICAL & DYE Corp., Chicago (Swerl), appoints Price, Robinson & Frank Inc., Chicago, to handle advertising.

PEPSI-COLA BOTTLING Co., Chicago, appoints Chicago office of Buchanan & Co., to handle advertising. Radio and TV will be used.

NARRAGANSETT BREWING Co., Providence, appoints Cunningham & Walsh, N. Y., to handle advertising.

HELENE CURTIS INDUSTRIES, Chicago, names Russell M. Seeds Agency, same city, to handle shampoo advertising of company's retail division. Agency will supervise several new products, and GORDON BEST Co., same city, continues with portion of account. 

SToppers Inc., N. Y., (Stoppers chlorophyl deodorant tablets), names Donahue & Co Inc., same city, to handle advertising.

HOME FEDERAL SAVINGS & LOAN Assn., Kansas City, Mo., appoints Merrit Owens Adv., Kansas City, Mo., to handle advertising.

LUCIEN LELONG Inc., Chicago, names Weiss and Geller, same city, to handle its advertising. Howard Sobel is account executive.

CHICAGO, ROCK ISLAND and PACIFIC RAILROAD names Henri, Hurst & McDonald, same city, to handle its advertising from Jan. 1. Radio and TV will be used. Herb Carlson, agency vice president, will supervise account.

URBANA WINE Co., Hammondsport, N. Y., appoints Comstock & Co., Buffalo, N. Y., to handle advertising.

POTOSI BREWING Co., Potosi, Wis., appoints W. D. Lyons Co., Cedar Rapids, Iowa, to handle advertising. Radio will be used. ROBERT H. SCHUBERT is account executive.

C. S. HAMMOND Co., N. Y., (map and atlas publishers), names Grant & Wadsworth Inc., N. Y., to handle advertising.

REDDI DISTRIBUTORS Inc., N. Y., (Reddi sliced bacon), names The Wexton Co., same city, to handle advertising. Spot radio campaign is contemplated, but no details available at present.

LADY ESTHER Ltd., N. Y. and Chicago, names The BLOW Co., N. Y., to handle advertising on all its products effective Nov. 1.

LEO'S STORES Inc., Cincinnati (auto supply and appliance chain), appoints Guenther, Brown & Berne Inc., same city, to handle advertising in Ohio, Indiana and Kentucky.

Adpeople

THOMAS PAYTON, test flight engineer Douglas Aircraft, Park Ridge, Ill., appointed assistant sales manager for commercial equipment division Corg Corp., Chicago (household appliances). WALTER W. ROGERS, assistant service manager, appointed national service manager of newly consolidated service department.

ROBERT M. STEVENS, sales manager, Servel New York Corp., distributing subsidiary for Servel Inc., Evansville, Ind., appointed advertising manager for Servel Inc. CLIFFORD A. STOCKHOF, district sales manager in Columbus, Ohio, succeeds Mr. Stevens in New York.

NAT KALECH, general sales manager Tintair Div., Bymart Inc., N. Y., named second vice president for field sales management. LOUIS LERNER, research director for Tintair, appointed second vice president for product department. HENRY PYT, plant manager Tintair, appointed second vice president, for manufacturing.

You Can Cover the Rich Central New York Market with

BMM Nighttime Audience Families

WSYR — 214,960
Station A — 164,720
Station B — 148,340
Station C — 76,920
Station D — 68,970

WSYR-ACUSE
570 KC

WSYR — AM-FM-TV — The Only Complete Broadcast Institution in Central New York

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Strictly Business

(Continued from page 18)

was the best medium through which to sell his product and he backed this decision with approximately 65% of his total advertising and promotion budget.

"With radio—daytime radio exclusively—we sell coffee to the people who buy it on the same basis that they buy it—six days a week, 52 weeks a year. And our commercial messages stress the quality for which they buy it: Flavor," he said.

Expanding this approach, he explained the pattern for coffee advertising in newspapers is a weekly ad over a 13-week period in the spring and in the fall.

"This adds up to 26 impressions a year on your prospective coffee customer. Through radio we make 312 impressions a year with each of our two daily programs, plus many more with our spot schedule. That makes sense with a product that is being used everyday and bought every day."

This makes so much sense to Pete Folger he has never paid much attention to radio surveys as a check on the effectiveness of his favorable use. (His company does, however, conduct occasional telephone surveys of its own to check certain merchandising approaches.) The fact, he says, that his company in recent years has shown a greater dollar and percentage increase in sales than any of its competition is proof enough of the soundness of its sales techniques.

The assurance with which Mr. Folger approaches his job as vice president in charge of sales and advertising for his company is partly the result of an aggressive enthusiasm innate in his personality and partly the result of the thorough background he developed before entering the executive levels of his family firm.

Born in San Francisco in 1906, Mr. Folger attended private schools in Santa Barbara, Calif., and then went on to Yale. He was graduated in 1929. As a graduation present his family gave him a round-the-world trip, which he characteristically made mostly on a motorcycle.

Learn All The Rudiments

Returning to San Francisco to enter business, he first went to the waterfront and got a job as a stevedore on the docks. This wasn't a lack to see how the working-man lives. His purpose was to learn about coffee, how it is shipped and how it is handled.

When he entered the family business in 1931, he started at the bottom, as a clerk, moving in this capacity through all departments in the firm. He also worked on the production line in the factory, processing, packing and shipping. Later, he put in a tour on the road as an outside salesman. Then he worked as an assistant department head in each department. Next he moved to Los Angeles as assistant sales supervisor for Southern California and later became district sales manager there.

In 1940 he returned to the San Francisco headquarters to assume the vice presidency for which he had been training and took over direction of all sales and advertising for the firm.

Mr. Folger's Coffee is sold as far east as Ohio, the midwestern operation is handled by a separate corporation in Kansas City. The western firm covers only the nine western states.

His use of radio as the company's primary advertising medium never since has been slackened. The backbone of the company's radio advertising is Frank Hemingway's twice daily newscasts on 71 Mutual-Dan Lee and Inter-Mountain Network stations in the company's market area.

Sees Value of News Shows

Mr. Folger believes a news show captures the largest audience at the least cost of any radio offerings. Though regularly heard by WCPO-AM-FM, Cincinnati, has signed a contract with 35 independent operators to promote neighborhood theater attendance through radio and television. The 35 operators represent about 70% of the local theatres.

Core of the exhibitors' promotion campaign is a mystery identification contest of movie personalities. There are to be 12 such weekly contests. For this drive, the operators have bought 10% hours on WCPO-AM-FM and 5% hours on WOL. Contract was signed through the Julian Behr Adv. Agency, Cincinnati.

MOVIE OPERATORS

Promote Films by Radio-TV

IN REGARD to television, some movie exhibitors apparently believe in the adage: "If you can't lick 'em, join 'em."

Harry Hartman, account executive for WCPO-AM-FM, Cincinnati, has signed a contract with 35 independent operators to promote neighborhood theatre attendance through radio and television. The 35 operators represent about 70% of the local theatres.

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SPOT TELEVISION . . . .

Its sight-and-sound impact means both eye and ear selling.

Its complete flexibility lets you pick the markets, the stations, the time periods you want.

Its home-town programming with local talent gives your product important community identity... at costs far below any network production.

And Spot Television Advertising works best for you on these twelve leading stations...

WSB-TV .......... Atlanta
WBAL-TV .......... Baltimore
WFAA-TV .......... Dallas
KPRC-TV .......... Houston
KHJ-TV .......... Los Angeles
WHAS-TV .......... Louisville
KSTP-TV .......... M'p'i's-St. Paul
WSM-TV .......... Nashville
WTAR-TV .......... Norfolk
KPHO-TV .......... Phoenix
WOAI-TV .......... San Antonio
KOTV .......... Tulsa

REPRESENTED BY

EDWARD PETRY & CO., INC.

NEW YORK • CHICAGO • LOS ANGELES
DETROIT • ST. LOUIS • SAN FRANCISCO • DALLAS
To inspire and further
inter-religious understanding . . .

"Sanctuary Time"
is presented on
WGAL-TV
every Sunday night at six o'clock

An awareness of broad responsibilities to the
communities it serves led WGAL-TV to originate
a series of inter-religious telecasts, "Sanctuary Time." The photograph shows the
Reverend Robert C. Batchelder with his organ-
ist and choir conducting a devotional service.

A permanent committee of three, consisting of a man from each of the three major faiths,
worked out the details of the series on a rotating schedule: Protestant, Catholic, Jewish.

Each Protestant program features a member of the Ministerial Association conducting an
abbreviated service. The Catholic and Jewish programs are of a nature covering the various
rituals and symbols of these religions.

Through this pioneering in inter-religious tele-
casts, WGAL-TV seeks to further and inspire
inter-religious tolerance and understanding. The complimentary mail response indicates this ob-
jective is being achieved.

WGAL · TV
LANCASTER, PENNA.

A Steinman Station
Clair R. McCollough, President

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THE SECRET CODE

NAB's member television stations face a critical problem in Chicago next Friday: Whether to sign — or reject — a stiff self-disciplinary code of advertising and program ethics.

With the Congressional spotlight pointed at them, some 60 odd TV station delegates will try to reach a decision in the space of a few hours.

They will try to evaluate a document they know nothing about—officially, at least—though it affects their viability of station and network operation and might even mean the difference between success and bankruptcy.

Extensive precautions have been taken by NAB to prevent any news of the code provisions from leaking out. (Summary of the code was carried in the Oct. 8 BROADCASTING • TELECASTING.)

First official information to be given delegates will be copies of the code to be handed out as they enter the Tower auditorium of the Stevens Hotel Friday morning.

Individual delegates, NAB's self and the entire television industry will find nationwide attention focused on the Stevens Tower as they try to perform a one-day miracle. These delegates must decide within a brief interval if they care to commit their million-dollar investments to a set of regulations topped by a review board with extensive disciplinary powers.

Should serious opposition to the proposed code develop at the Friday meeting, which will be held behind locked doors, final membership action may be postponed.

On the other hand, if the draft drawn up after eight weeks of hard work by NAB's Television Program Standards Committee is received favorably, it may quickly become a living set of TV ethics.

All NAB TV board members will attend the Chicago meeting or be represented. If the membership approves the committee code, or an amended version, during the day it would be possible for the board to call a quick meeting and promulgate the document with due formality.

NAB's top officials will be on hand Friday, including President Harold E. Fellows, Judge Justin Miller, chairman of the board, and C. E. Arney, Jr., secretary-treasurer. Judge Miller led discussions of the radio Standards of Practice when they were discussed by the NAB membership at Atlantic City in 1947 and at Los Angeles in 1948.

Others scheduled to attend are Eugene S. Thomas, WOR-TV New York, chairman of the NAB TV board; Thad Brown Jr., operating head of the NAB TV organization, and Robert K. Richards, NAB's public affairs director.

49 Stations Register

As of last Friday 56 delegates representing 49 stations and two networks had registered in advance for the Chicago meeting. Stations may send more than one delegate but each member will have only one vote.

NAB's membership includes 69 stations and two networks (NBC and DuMont). A new member joined the ranks last week, KOTV (TV). The big job of writing the code in committee was directed by Robert D. Sweezy, WDSU-TV New Orleans, chairman of the drafting group and an NAB TV director. Aiding him in the preparation were four subcommittees that met in August and September. The committee completed its drafting job in Washington Oct. 10.

Special meeting of the code committee is scheduled at 8 a.m. Friday, prior to the membership meeting. TV station affiliates of the NBC Television Network will meet Thursday in an all-day session at the Stevens. While the affiliates are understood to be planning discussion of such network problems as rates and option time, it was thought the NAB code might come up for discussion before the meeting concludes.

PARAMOUNT CASE

FCC Hearing Jan. 15

HEARING on Paramount and related cases was set to begin Jan. 18, the FCC announced last week.

Involved are a whole series of questions regarding the qualifications of Paramount Pictures to hold TV licenses, its relationship with DuMont and the United Paramount Theatres-ABC merger [B • T, Sept. 5, Aug. 20, 15].

Still due to be named is the hearing examiner.

Counsel for FCC is expected to be Fred Ford, chief of the Broadcast Bureau's Hearing Division. Representing Paramount Pictures is the law firm of Arnold, Fortas and Porter (Paul Porter is ex-Chairman of FCC and ex-OPA Administrator). Representing DuMont is Roberts & McInnis. Counsel for United Paramount Theatres is Hogan & Hartson. To appear for ABC is Haley, McKenna & Wilkinson.

RCA COLOR

D. C., N. Y. Tests Held Success

RCA took its color TV system to the public last week in three-day showings in New York and Washington.

In Washington, top government officials, including two FCC members, saw the improved system.

Consensus of those viewing the improved compatible, all-electronic color was: It's excellent.

One newsmen who has seen both CBS and RCA color demonstrations during the 1949-50 hearings and thereafter, exclaimed: "That's the best color TV I've seen yet."

But, to the main question now — when it would go to the FCC, ask for commercial authorization — RCA was not saying.

"We are working with the industry committee, the NTSC," Dr. E. W. Engstrom, vice president in charge of the RCA laboratories at Princeton, told the first Washington audience of newsmen Oct. 9.

"First we have to set numerical values for the system. Then we have to test it out in conjunction with other members of the industry.

"After that we can tell when we'll go to the Commission."

But, he added in response to a question:

"The RCA system is ready for commercial authorization now."

The Washington and New York showings started Oct. 9 and will continue through Oct. 19. They run at 10 a.m., off-the-air; at 2:15 and 4 p.m., closed circuit.

The Washington demonstrations take place in the NBC studios in the Trans Lux Building in downtown Washington. Shown are three color sets—one 21-inch, two 15-inch. To show compatibility, two 14-inch, black-and-white table models are also on view.

New York tests are being viewed in the lounge of the Center Theatre in Radio City on six color sets.

At the first day's showing in Washington, the half-hour program was carried from New York via coaxial cable and microwave relay. The interconnection was switched continuously throughout the program. Only noticeable difference in the color pictures was a lowering of detail when they were being brought down through the 2.7 mc band of the cable.

But that was also true of the black-and-white pictures.

Only critical comments referred to pastel shades of the color pictures. RCA engineers claimed, however, that each set has a control permitting the viewer to set his own hue.

Pictures on the smaller 16-inch color sets seemed to be less sharp than on the large 21-inch picture. This was explained as due to the fact that there are 20% more dots on the larger picture tube than on the smaller tubes.

Tricky reception of black-and-white on the color sets proved successful, observers noted.

Black-and-white pictures of the color transmissions, as they have always done, continued to impress viewers with their better than normal quality.

In addition to Dr. Engstrom, also present at the first Washington showing were: Dr. C. B. Joliffe, RCA technical director; Dr. George Brown, RCA Labs; Niles Trammell, NBC chairman; Orrin E. Dunlap Jr., RCA vice president in charge of advertising and publicity; Emanuel Sacks, staff vice president, RCA.

On Thursday, FCC Chairman Wayne Coy and Sen. Edwin C. Johnson (D-Col.) were guest view-

(Continued on page 85)

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ILLEGAL SIGNALS

**Arrest Made; Other FCC Cases Pendl**

**BROADCASTING**

**COMMUNITY TV**

**Legality Issue Before FCC**

PEG ON WHICH the FCC can hang its long-pending policy decision regarding community-TV installations seems to be at hand.

Application by J. E. Belknap & Assoc. of Poplar Bluff, Mo., for common carrier microwave links between Memphis and the Missouri cities of Kennett and Poplar Bluff for the purpose of relaying TV signals has been filed with the Commission.

FCC for a long time has been looking into the community-type TV installation—which has extended TV coverage notwithstanding the three-year-old freeze on new TV stations.

Since all use coaxial cable to deliver TV signals to individual subscribers, it was believed that they were outside the scope of FCC regulation.

However, the Belknap application now gives FCC a definite case. It involves the use of radio frequencies and a tariff of charges.

Application is for a microwave relay station using 58925-64555 mc. These frequencies are assigned for common carrier purposes.

RCA microwave equipment is to be used, according to the application. The new man will cost the Belknap firm $1500.

Firm states it intends to put a two-channel pickup outside Memphis, feed the WMCT (TV) signal from there 75 miles north west to Kennett, Mo. At that point another relay would boost the signal another 40 miles to Poplar Bluff, Mo.

Will Expand Service

If the FCC grants permission, the Missouri group intends to extend the Memphis-Kennett-Poplar Bluff service out ward to Dexter, Malden, Silkeston, Jackson, Cape Girardeau, Mo.; Cairo, Ill., and Paducah, Ky.

After that, firm intends to start service in St. Louis, feed the KSDK-TV signal southeast to the following Illinois cities: Mt. Vernon, Benton, DuQuoin, West Frankfort, Johnston City, Marion and Carbondale.

The Belknap firm intends to operate its own distribution service in its hometown of Poplar Bluff and has made arrangements with a distributing organization in Kennett.

J. E. Belknap & Assoc. comprises in addition to Mr. Belknap who is a druggist; one microwave, hardware store owner; William L. Cohen, merchant; Ernest C. Dunn, hotel owner; John S. Davis, insurance agent. Each owns 20% of the partnership.

Tariff calls for the following charges to customer distributing companies: Upon installation of 100 sets, $70 per set up to 500 sets; $10 per set between 500 and 1,000 sets; no further installation charges above 1,000 sets. Also a service charge of $10 per month plus set for the first 500 sets, $1 for 500 to 1,000 sets, 75¢ thereafter. What the distributing companies charge the consumer would, of course, be up to them individually.

**McANDREW NAMED To New NBC-TV Post**

**McAndrew Duties**

Reporting in his new capacity to Davidson Taylor, general production executive, Mr. McAndrew will supervise and administer all television broadcasts of news, special events, sports, politics, education, religion, special causes, discussions and talks, both live and on film. His directorship is a new post.

**McAndrew Named**

**To New NBC-TV Post**

**APPPOINTMENT** of William R. McAndrew, general manager of WRC and WNBW (TV), NBC-owned and operated stations in Washington, as a director of public affairs for the full television network [Closed Circuit, Oct. 8] was announced by Frederic W. Wile Jr., NBC vice president and director of television production, last Monday.

Eugene E. Juster will become station manager and Charles M. De Losier, assistant station manager, will be named manager for the Washington stations.

Mr. McAndrew first joined NBC in 1931, leaving the Washington United Press staff to become news editor. He later served as executive news editor of Broadcast- ing • Telecasting, director for the Board of Economic Warfare, and producer of the news program, Watch Over America. He returned to NBC as director of news and special events in Washington in 1944 and was made assistant to the vice president of NBC Washington in 1946. He became general manager of WRC and WNBW two years later.

**McAndrew Duties**

Reporting in his new capacity to Davidson Taylor, general production executive, Mr. McAndrew will supervise and administer all television broadcasts of news, special events, sports, politics, education, religion, special causes, discussions and talks, both live on film. His directorship is a new post.

**Francis C. McCall remains director** of news and special events, reporting to Mr. McAndrew.

**Mr. Juster's most recent position** has been director of integrated services and director of public service for WRC and WNBW (TV) as well as the NBC radio and television networks. He joined the network in 1941 as member of the continuity acceptance department and was transferred to Washington in 1943. He was later named as director of continuity acceptance, assistant to the general manager, assistant program manager, program manager for WRC, and director of programs for both WRC and WNBW.

**Mr. De Losier joined the sales staff** of the Washington stations in 1945, and was named sales manager of WNBW in January, 1950.
HOLLYWOOD BOOM

Video Spurs Employment

By DAVE Glickman

TELEVISION will eventually prove a great boon to artisans of the Hollywood motion picture industry, giving jobs to thousands.

With some 80 TV film production units now in action and others being added to the list almost weekly, employment continues to increase.

Several hundred are already working in video and new jobs are being found almost daily in the various motion picture and union industries. Some are on permanent basis, while others are on casual or picture-to-picture assignment.

Although prediction has been made that the move-in of TV will make Hollywood another ghost town as far as movie production is concerned, the increasing number of unemployed among film industry craftsmen, there is no panic-stricken dash for the hills.

With video, TV is so modern that there is plenty of work to be done. The TV film production units are sharing studio lots with motion picture production companies. In some instances they aid and cooperate with each other. There is no fear that Hollywood will simply crumble into the dust.

Hal Roach Studios, for example, humanizing TV film production, is giving permanent employment to motion picture crews and has increased personnel 35% during the past year.

Planned Shows

Some 84 half-hour TV shows will be filmed at that studio during the next 90 days, with others on the planning board, according to Hal Roach Jr., vice-president in charge of production.

Mr. Storer is the eldest son of Fort Industry Co. He has been assistant managing director of WAGA-AM-FM-TV Atlanta since 1948 and supervised the construction of the TV station. Mr. Storer attended Fort Industry Co.

Some 15 members of the Society of Motion Picture Art Directors and other TV film producers and directors have been reporting that 80% of TV production is concerned, the figure is considerably higher, with more than 25% of TV film artists employed on a television-to-television basis, an SMPAD official said.

Screen writers are also deriving benefit from video. Scripts are being bought on a free lance basis in many instances with average price said to be around $500 for a half hour story. Some writers get as much as $700 per half hour story and they also hold re-run rights in many cases.

Checkup with video film producers shows that at least 50% of the writer contributors are Screen Writers Guild members. A goodly percentage of the scripts are also contributed by Radio Writers Guild members, it was pointed out.

Increased use of voice-overs and animation for TV commercials has created a field day for top animators. Screen Cartoonists Guild reported that employment of its membership is higher than a year ago when many started switching over to video.

Commercial studios turning out animated spots have been competing for services of the cartoonists. As result, many are getting heavy increase over wages received in the regular cartoon field.

Motion Picture Field

The key to the rise in employment lies in the fact that 75% of the active membership are employed in Hollywood TV film production. They include various classifications: Feature editors, assistant editors, sound effects editors, music film editors and apprentice editors. Some are on steady basis, with others handling casual assignments.

Recent survey made by American Cinema Editors shows that 38 feature film editors or 25% of its membership are working regular in Hollywood TV films. It was further pointed out that most of these feature film editors have assistant or two on each assignment, thus further swelling the employed ranks. More than 90% of these film editors are ACE members.

Struggling with an unemployment problem for years, Musicians Mutual Protective Assn. Local 47, AFM, sees a bonanza in television as the industry expands and grows.

Other Employment

Added employment will come from three separate sources—live Hollywood originating network TV shows, rerouting of old theatrical real movies for video showing and new TV film programs. Then of course there is work for sidemen on the studio stages.

There are more choir singers working than ever before in Hollywood and because of television. That’s the opinion of Norman Luboff, voice coach, singing director and arranger at Warner Bros. Studio. He also is choir director of NBC Railroad Hour.

With the westward trek of television’s big name shows he predicts there will be a serious shortage in the future. At present, according to Mr. Luboff, the number of trained choir singers in Southern California is extremely low. One studio, he pointed out, recently issued a call for 50 women singers and was barely able to fill the quota.

BLAIR MOVES

JOHN BLAIR & Co., station representative, and its subsidiary Blair Films, will move their offices into the new Chrysler Bldg. East, 169 East 42d St., New York, effective Jan. 1. Phone numbers are expected to remain the same.

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DuMONT OPERATION

Witting Speaks in Phila.

"PROBLEMS of television have their roots in inexorable economic and financial factors," Chris J. Witting, president and general manager of the DuMont Network, said Wednesday at the Television Society of Philadelphia.

Financing public service programs, he said, could be accomplished if television were permitted to seek sponsorship of special events—as it did, though unsuccessfully, for the San Francisco Convention. "First, if the networks, a mong themselves, rotated the coverage that did not lend itself to sponsorship.

Pointing out that the industry, with a maximum of 300 stations, has been operating nevertheless in this regard, Mr. Witting conceded that it is time "to set down to do some intelligent living" in the future. In the present, he said, "it is hard to believe that DuMont and DuMont alone have felt that while set distribution was limited—"that is, while the freeze was on—we'd be wise not to go into this business."
The result, he said, is that of the $10 million loss that TV suffered in 1950, our share was only 10%.

Anticipating a new deal for TV when 300 or 500 stations are in operation, he said, "we think spending ourselves into a merger in which strangers take control isn't good business."

Mr. Witting added, "we concluded that if it [television] was going to grow and prosper, it needed a broad base of hundreds of advertisers—national, regional, and local. Radio may have got by through the support of a hundred blue chip advertisers, nationally, but television can't; it needs thousands of sponsors.

"In the years prior to DuMont's network development to its willingness to experiment with Saturday night audiences, new talent, multiple sponsorship contracts, and low-cost production techniques. "We believe," he testified, "that over the years and once its novelty has worn off, television will prosper only so long as it remains competitive. We believe that at heart sponsors are businessmen—not showmen—that they will buy TV only so long as it will sell their merchandise and services at a cost less than any other medium.

And so we have specialized, you might say, in low-cost production." DuMont billing is, as a result, 186% ahead of last fall's business, he revealed.

Not Enough Markets

Mr. Witting added that sponsors, willing to invest vast sums in their programs, cannot get into enough markets to make the investment pay out. "During the last several months," he pointed out, "stations have come to occupy such a strategic position that every sort of pressure has been brought to bear on them by networks, agencies, and advertisers themselves, in an attempt to get a program into a good market. At this stage of television's development, the network-operator can sell practically all the time he can clear, but the trouble lies in the fact that he cannot clear much. There is only one solution to the problem, namely, a thawing of the freeze."

"Someone in New York," he joked, "has put the nub of the situation pretty succinctly and exactly in the statement, there is only one network in television—the AT&T's—but there are four ways of getting to it, through NBC, CBS, ABC, and DuMont."

Attracting local advertisers to a network station in Manhattan is just about the toughest job in television, Mr. Witting observed, because of competition for audience attention. The top network has shown the existence of seven channels "with consequent division of an audience already under the pressure of show business, sporting events, and the greatest concentration of radio stations anywhere in the world."

Citing DuMont's lead in introducing daytime programming on a national and local level, Mr. Witting said, "but in New York, we've found, telecasters can't stop with programming alone. So, effective Nov. 1, we are reclassifying our time for the sake of making attractive periods available at more attractive prices."

Valuable to News

Turning to the problem of improving TV fare, he observed, "during this last year, electronic journalism has become a reality. Television has added a new dimension to the honored Fourth Estate, and there is nothing either in newspaper or video more significant than candid recognition of this fact by publishers and editors everywhere."

He continued, "if we in the industry required proof that the country wouldn't settle for entertainment as TV's sole fare, we certainly had it in the State Department's request for coverage of the San Francisco Peace Treaty."

In conclusion, Mr. Witting pointed up that "we—all of us—are part of a group that has within a few years made up and started rolling a vast and promising industry, and we have done this within a perimeter artificially created by factors over which we have no control: the freeze; outlandishly high wages, salary, and talent costs; and a public that expects from us what it has been getting from Broadway and Hollywood with decades of experience and organization behind them."

SMPTE SESSIONS

Tatum, Wald to Speak

DONN TATUM, director of television, ABC Western Division, and Jerry Wald, Wald-Krasna Productions, Hollywood, will be principal speakers at the opening luncheon today (Monday) of the 70th semi-annual convention of the Society of Motion Picture and Television Engineers. Sessions will run Oct. 15-19 at the Hollywood-Roosevelt Hotel, Hollywood.

A feature of the luncheon, according to Peter Mole, SMPTE president, will be the first presentation of the David Sarnoff Gold Medal, established earlier this year by RCA as a recognition for exceptional achievement in TV engineering.

Other awards by the Society will be presented at the banquet Wednesday night.

Major topics of the technical sessions include theatre television, use of films in video programming, color TV, and related subjects in television and motion picture work.

DuMONT SALES UP

Banking Group Told

ALLEN B. DuMont Labs, sales year will be up 25% over any previous year in the company's history, according to Dr. Allen B. DuMont, who attributed the increase to heavy defense orders for electronic equipment in addition to radio and TV projects.

The company president also revealed that TV set sales are on the upswing again. Responsible factors, he said, were the linking of electrical and electronic devices, and the relaxation of regulatory controls which also enables people at greater distances from transmitters to join television audiences.

Production of TV sets will drop from the 7,476 million of last year to about 5 million for 1951, Dr. DuMont said, because of the shortage of necessary materials and the need for greater defense production.

Addressing members of Robert Morris Assoc, banking and credit association, which met in New York last week, Dr. DuMont reiterated the belief that television's biggest problems today are the result of the construction freeze, and explained the DuMont alternative plan for allocating new channels.

He emphasized the importance of predicting that it will be some time before wide-spread public use of color television is affected.

NEW TREND in regional TV timebuying was reported last week by Gerald King, president of United Television Programs, New York, when his organization sold Old American Barn Dance to WWJ-TV Detroit for sponsorship by the Eisch Beer Co.

Significance of the sale, Mr. King felt, is that the brewer plans to present two half-hours weekly rather than following the usual, once-weekly schedule. This is but a forerunner of many similar purchases which Mr. King anticipated since his sales representatives reported that local sponsors in particular seem to want more pin-point saturation than weekly programs can give them.

Another indication of the doubling-up trend, United TV officials say, is Chicago sponsorship for the De Met Pontiac Co., of Royal Playhouse film series. Two of the half-hour dramas have been shown in succession for the past several weeks, rather than separating the shows over a longer span.

Royal Playhouse also, has been sold to WOW-TV Omaha for the Dexter Washing Machine Co., through Dancer-Fitzgerald-Sample, Mr. King announced. Series started in Omaha last week.

WEB FESLER, Jr., new head football coach at U. of Minnesota, makes his debut with his full four Football With Fesler show over WTCN-TV Minneapolis-St. Paul. Alumni opens its first show Sept. 17 are John S. Pills- bury, retired Pillsbury Mills chairman of the board, and Charles Johnson, executive sports editor, Minneapolis Star & Tribune. Show is sponsored by the Dayton Co., department store.

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750,000 folks stood on their because of WOAI-TV!

* was the best polish in the it made scratch-proof... even on the if you put it on all over! You could change the color of your by just using a different color of It put a brand-new on your every time you used it! But advertising was so small that hardly anybody had ever heard of it... only the manufacturer of and a few close friends! But one day, the had a bright idea he put that little to work buying a couple of on WOAI-TV! Soon, 750,000 folks in the San Antonio** trade area were so conscious, that they practically stood on their with joy over this wonderful new idea in ! No more worry about scratches... your could match ANY ... red one day, green the next! NOW, the of has a BIG advertising ... and a much bigger BANK ACCOUNT!...
AND SO CAN YOU! WOAI-TV does it BEST!

* Of Course, Shine-M-Up is fictional, but it happens every day with OTHER good products on WOAI-TV!
**America's fastest-growing major city!
**Weekly Television Summary**

**City**

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<tr>
<td>Raleigh</td>
<td>288,450</td>
</tr>
<tr>
<td>Milwaukee</td>
<td>80,877</td>
</tr>
</tbody>
</table>

**Total Markets on Air 64* **

<table>
<thead>
<tr>
<th>Total Stations on Air 109*</th>
</tr>
</thead>
<tbody>
<tr>
<td>1,022,899</td>
</tr>
</tbody>
</table>

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**NT Board Screens Programs' Content**

**Report 185**

**Sinatra Show Chips Berle's Block**

FRANK SINATRA knocked nine points off Milton Berle's rating Tuesday night at a cost to him a 16% loss of audience when the singer resumed his CBS-TV show for the 1951-52 season. CBS-TV reported last week on the basis of a Trendex survey.

Trendex made a special survey of the 10 largest TV markets, all multi-station cities with Chicago as the western-most area, and reported that their rating for the NBC-TV comedian had dropped from 54.4 with 87.2% of the audience for Oct. 2 to 45.4 and 71.2% for Oct. 9. The Frank Sinatra Show received a 13.4 rating with 21% of the TV-owners dialed to the latter show.

Hoopering for New York City indicated that the Sinatra show cost Mr. Berle $21.1 points when the singer got an 18.2 rating with a 31.1% share of the audience as compared with the comedian's 35.0 rating and 60.9% of the audience. The Berle Hoopering in New York for the previous week was 57.1 with 90.2% for his share of audience.

**Texas Cable Will Be Ready in 1952**

NEW CABLE of eight coaxial tubes was opened last week between Dallas and Houston, according to an announcement from the Long Lines department of AT&T.

Four of the tubes will be used for intercity television channels, scheduled for service late in 1952. The cable's construction cost was $6,800,000, including one main and 33 auxiliary repeater stations along the 281-mile route.

---

**TOLEDO TV TUNERS**

...but we don't stop there. We toss in as bonus coverage viewers in Northwestern Ohio and Southern Michigan.

Our advertisers are as faithful as our viewers. We've got 'em by the scads, but there's always room for "just one more." Room for you, for instance.

---

**Just say the word...**

**Bless our busy little channel!**

---

**TELECASTING**

**TV SHOWS Howdy Doody and Captain Video have been ranked as "objectionable" program fare for children, with Bride and Groom and Juvenile Jury the same for adults by the National Television Bureau Board, which meets in Chicago in cooperation with Television Forecast, fan magazine.**

The board in its third report listed objectionable programs for the first time. Heretofore, it listed only those TV shows which it approved in two classes, children and adult.

"Variable" programs, which fluctuate between "approved" and "objectionable," were cited as, for youngsters, Ciao!; Cliff Norton; comedy circus film, Foodini the Great; Space Cadet Tom Corbett. Those for adults were Charlie Wild, Comedy Hour, Crime Photographer, Danger, Ellery Queen, Eloise Salutes the Stars, Front Page Detective, Ken Murray, Lights Out, Man Against Crime, Martin Khan, Milton Berle, Show Goes On, Stork Club, Suspense, Talent Scouts, This Is Show Business, Two Girls Named Smith, Web, What's My Line, Wrestling From Margioli, Wrestling From Roberto and Your Show of Shows.

Martin O. Shaughnessy, managing editor of Forecast and a member of the board, said the Star-Telegram's Teacher Assembly is sending copies of the show ratings to 2,400 "key people." The reviewing group has "many requests" for the report from educators, he said.

The board, organized a year ago, is comprised of business and clergy-men, sports leaders, club workers and family heads, he said. Its function is "to view current shows, rate them, and make recommendations to families owning sets and to issue reports of their findings to program managers, sponsors and agencies nationally."
DO YOU WANT 90,581 (OR 58,560) TV HOMES IN WESTERN MICHIGAN AND NORTHERN INDIANA?

There are two television stations serving the 24-county area of Western Michigan and Northern Indiana; WKZO-TV, Channel 3 and Station “B”. The respective transmitters are located 25 miles apart. There is an approximate coverage duplication of 40% in the high intensity area.

When two stations serve substantially the same area, it becomes important to determine who covers what, and how much. Under these circumstances, the .1 MV contour method is an outdated device. Most people in the business agree that BMB developed the only satisfactory yardstick to determine circulation in radio. That method, we believe, is the only solution to audience measurement in TV.

During May and June, Jay & Graham Research, Inc. conducted a Videodex diary study using the BMB method covering television homes in 18 Western Michigan and 6 Northern Indiana counties. Fifty or more diaries were tabulated in every county except one; one hundred and twenty-five were distributed in Kent County (Grand Rapids). The result was smashing proof of the WKZO-TV audience area showing all counties wherein 15% or more television families view WKZO-TV at least 6 nighttime hours a week!

The chart at the right shows the results: 90,581 TV families in the 24-county area view WKZO-TV; 58,560 families view Station “B”. Thus WKZO-TV delivers 32,021, or 54.7%, more Western Michigan and Northern Indiana television homes than Station “B”!

This Videodex Survey, using the time-tested BMB technique, is a must for anyone interested in television. Write direct or ask Avery-Knodel for your free copy, today!

*TV set figures supplied by dealers and distributors as compiled by Fetzer Broadcasting Company and confirmed by Jay & Graham Research, Inc., who maintains access to the warranty cards showing delivery of television sets by major manufacturers.

**Measures less than 5%. In three counties, Michigan television Station “C” showed viewing greater than 5%; however, since its degree of penetration was of little value to the pertinence of this study, detailed figures were not included.

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**videodex report**

Percent of Viewing in TV Homes

<table>
<thead>
<tr>
<th>County</th>
<th>TV Families</th>
<th>WKZO-TV Nighttime Audience</th>
<th>Station “B” Nighttime Audience</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>Families</td>
<td>%</td>
</tr>
<tr>
<td>MICHIGAN</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Allegan</td>
<td>6,594</td>
<td>5,071</td>
<td>76.9</td>
</tr>
<tr>
<td>Barry</td>
<td>3,512</td>
<td>2,564</td>
<td>73.0</td>
</tr>
<tr>
<td>Branch</td>
<td>8,231</td>
<td>3,770</td>
<td>45.8</td>
</tr>
<tr>
<td>Branch</td>
<td>2,064</td>
<td>1,406</td>
<td>68.1</td>
</tr>
<tr>
<td>Calhoun</td>
<td>15,504</td>
<td>12,775</td>
<td>82.4</td>
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<tr>
<td>Cass</td>
<td>3,261</td>
<td>2,462</td>
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<td>Eaton</td>
<td>5,290</td>
<td>3,333</td>
<td>63.0</td>
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<tr>
<td>Hillsdale</td>
<td>1,984</td>
<td>1,436</td>
<td>72.4</td>
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<tr>
<td>Ionica</td>
<td>5,813</td>
<td>2,133</td>
<td>36.7</td>
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<tr>
<td>Jackson</td>
<td>8,690</td>
<td>1,529</td>
<td>17.6</td>
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<td>Kalamazoo</td>
<td>16,473</td>
<td>12,733</td>
<td>77.3</td>
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<tr>
<td>Kent</td>
<td>36,355</td>
<td>13,560</td>
<td>37.3</td>
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<tr>
<td>Montcalm</td>
<td>3,917</td>
<td>1,066</td>
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<td>Muskegon</td>
<td>12,360</td>
<td>6,007</td>
<td>48.6</td>
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<tr>
<td>Newaygo</td>
<td>2,845</td>
<td>964</td>
<td>33.9</td>
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<tr>
<td>Ottawa</td>
<td>7,940</td>
<td>4,763</td>
<td>62.8</td>
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<tr>
<td>St. Joseph</td>
<td>3,367</td>
<td>2,391</td>
<td>71.0</td>
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<tr>
<td>Van Busen</td>
<td>4,916</td>
<td>2,773</td>
<td>56.4</td>
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<tr>
<td>INDIANA</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>DeKalb</td>
<td>1,969</td>
<td>1,266</td>
<td>64.3</td>
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<tr>
<td>Elkhart</td>
<td>9,162</td>
<td>2,978</td>
<td>32.5</td>
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<tr>
<td>Kosciusko</td>
<td>2,149</td>
<td>1,117</td>
<td>52.0</td>
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<tr>
<td>LeGrange</td>
<td>1,434</td>
<td>981</td>
<td>68.4</td>
</tr>
<tr>
<td>Noble</td>
<td>1,945</td>
<td>1,437</td>
<td>73.9</td>
</tr>
<tr>
<td>Steuben</td>
<td>1,809</td>
<td>1,326</td>
<td>73.3</td>
</tr>
<tr>
<td>TOTAL</td>
<td>167,584</td>
<td>90,581</td>
<td></td>
</tr>
</tbody>
</table>

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**WKZO-TV**

Top 4 in Grand Rapids and Kent County (CBS)

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**WKZO**

Top 4 in Kalamazoo and Greater Western Michigan (CBS)

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All three owned and operated by

**FETZER BROADCASTING COMPANY**

**AVERY.KNODEL, INC., EXCLUSIVE NATIONAL REPRESENTATIVES**
RADKO'S Lonesome Gal, Jean King, will be the subject of a full-length feature film to be produced by MGM. The film will be based on the story of Miss King's success with her transcribed series, introduced to radio audiences four years ago via WING Dayton, Ohio, and now heard on approximately 50 stations throughout the country on a local sponsorship basis. Sam Zimbalist is producing the film.

Rights to a syndicated science-fiction comic strip, Rick Kane, Space Marshal, were bought by George Poley and Richard Gordon Inc., New York TV production firm. Films will run five times weekly for 15 minutes.

Science fiction also enters into Kid Magic, a new TV series being produced by Afladdin TeleVision Productions, Hollywood. Other major elements in the series of 13 films are "magic and adventure." David Kasday stars in the title role. Scripts were written by Arthur Brown and Betty Helvenston.

The adventurous life of Dick Tracy goes into its second series of seven episodes at P. R. Palmer Productions under supervision of Snader Telescriptions Corp. Snader recently completed re-filming the first six episodes, originally produced by Palmer. Bob Snader and Herb Moulton will directly supervise the second group. Art director is Rudi Field.

Illustrate Inc. is the new name of Telecomm Inc, Hollywood offices are at 1532 Cahuenga Blvd. and New York offices were recently opened at 270 Park Ave. TeleComm is now showing in five markets—WKY-TV Oklahoma City, KOTV (TV) Tulsa, KTTV (TV) Los Angeles, KRLD (TV) Dallas, and KPIX (TV) San Francisco.

New headquarters for Gene Autry's various enterprises at 6220 Sunset Blvd., Los Angeles, will house Flying A Productions from now on. Firm was formerly located at 6800 Sunset Blvd. Mr. Autry's motion picture outfit, Gene Autry Productions, will remain at Columbia Studios, 1438 N. Gower St.

SALES & PRODUCTION


BING CROSSBY Enterprises, Los Angeles, completed second group of six TV films in Rebound dramatic series. Next group goes into production Oct 23.

SNADER Telescriptions Corp., Beverly Hills, completed series of tele- scripts featuring the Bobcats, local instrumentalists.

JERRY FAIRBANKS Productions, Hollywood, purchased Alibi, original TV play by Monroe Manning and John Kohn, for Hollywood Theatre.

DUDLEY TV Corp., Hollywood, signed Lloyd Bridges for lead in International Detective series.

FIRST-RUN FILMS

WLWT Reports Response AUDIENCE and station reaction to WLWT (TV) Cincinnati's newly launched Family Theatre of first-run television films has proved highly gratifying, Croxley Broadcasting Corp. executives revealed last week.

Films aired on WLWT and other Croxley outlets—WLWD (TV) Dayton and WLWC (TV) Columbus—have drawn inquiries from TV outlets in New Orleans, Louisville, Minneapolis, Omaha, Philadelphia, and Syracuse. Inquiries sought out format used by Croxley. According to a survey by the Croxley research department, 82% of the Cincinnati audience, watch late-hour movies. Hollywood-style premiere of "The Story of G. I. Joe," on Family Theatre compiled a 35.6 rating, compared with a 28.9% for Your Show of Shows on NBC-TV. Total of 88% of the audience reported they were aware that WLWT was showing first-run films. Station held a party after premiere the first in series of 66 films to be shown, with Actor Burgess Meredith as guest of honor.
THE BIG GAME HUNT. A package of twenty-six half hour subjects featuring Osa Johnson. Packed with thrills and adventure aimed at every member of the family. Also available in four full length features...

Congorilla, Baboon, I Married Adventure, Borneo.

Explorers Pictures
45 West 45th Street
New York, N.Y.
Julius B. Weil, Pres.

DREAMING OUT LOUD, starring LUM 'N' ABNER, FRANCES LANGFORD, FRANK CRAVEN, and PHIL HARRIS, is just one of 6 BIG features in our success-tested LUM 'N' ABNER series. On radio for 17 years, LUM 'N' ABNER have a ready-made audience just waiting to see 'em. Clients, Agencies, and Stations will think they're all DREAMING OUT LOUD when they see this "natural" on film!

Post Pictures Corp.
115 W. 45th Street
New York 19, N.Y.
Ludlow 2-4870

A SERIES OF HISTORICAL ACTION DRAMAS, starring Tom Keene, Rita Hayworth and others. This is a group of costume plays that will please all audiences. Each story has a background of historical fact and is dramatized in a most entertaining manner. Stirring passages from the pages of the colorful past.

Telecast Films, Inc.
112 West 48th Street
New York 19, N.Y.
Judson 6-2480

NEW TV FIRST... these 10 Hollywood Features with well known stars are now available for showing. Caged Fury... Fear in The Night... Shuggy... Take It Big... Swamp Fire... Tornado... Wrecking Crew... Wildcat... Follow That Woman. Also ready and recently produced are Man In Black, Room To Let, What The Butler Saw.

Specialty Television Films, Inc.
45 West 45th Street
New York City
P.O. Box 6674

KING'S CROSSROADS—26 half hour programs on film... Features Carl King, popular TV host, with his selection of unusual film subjects... More than $2,000,000 in film production programmed properly for TV for the first time. Tailor-made for commercial insertion—never a break in program continuity. Special programs available for screening.

Sterling Television Co., Inc.
Produced by: Saul J. Turell
316 West 57th Street
New York 19, N.Y.
JU 6-3750

A SERIES OF HISTORICAL ACTION DRAMAS, starring Tom Keene, Rita Hayworth and others. This is a group of costume plays that will please all audiences. Each story has a background of historical fact and is dramatized in a most entertaining manner. Stirring passages from the pages of the colorful past.

Unity Television Corp.
1301 Broadway,
New York 36, N.Y.
Longacre 4-8234

MARLENE DIETRICH and ROBERT DONAT in "KNIGHT WITHOUT ARMOR"... An Alexander Korda Production

For more information please write direct to the distributors.
LAURENCE TUBE

LAURENCE tri-color TV tubes are "in process of production" and new sets utilizing them for black-and-white as well as color reception should be on the market by the first of the year.

The announcement came Tuesday from Richard Hodgson, president of Paramount Pictures' subsidiary, Chromatic Television Labs., whose recently acquired plant at Stamford, Conn., is being converted to manufacture the new color tubes [B • T, Sept. 24]. Complaining that his offices have been "deluged with requests" for fuller information about the Lawrence tube ever since word of it was issued, Mr. Hodgson issued a summary of what he considered its salient points.

The Lawrence tube, he explained, or rather any presently proposed color system and automatically can receive either black and white or color telescasts. Any "good quality" TV receiver now on the market can be made to receive both black-and-white and CBS color by insertion of the tube, the addition of an adapter, and by making minor circuity adjustments. The tube stage eliminates need for the mechanical drum or disc currently used in receivers for the CBS system.

Costs Compared

Cost of producing the tube, which has been described as uniquely simple, will not be substantially higher than production costs for standard black and white tubes of comparable size. Mr. Hodgson said it was "impossible," at this date, to estimate accurately the ultimate price list of one tube, however.

New sets incorporating the tube will cost, Mr. Hodgson estimates, about 15% more to produce than the same size black-and-white receivers. Each color system added to commercial standards will require additional circuit changes in the receiver, and costs will increase proportionately.

The Stamford plant of Chromatic Labs. has been producing the black-and-white tubes and is now only in the process of conversion to color-tube manufacture. Although mass production will involve a normal number of operating problems, Mr. Hodgson believes the facility the Lawrence tube will minimize delays and result in quantity production by January. He estimates that new color sets using the Lawrence tube should, as a result, be available to the public in early 1952.

The Lawrence model is a single gun tube, which allows for comparatively inexpensive addition of other guns because of the acceleration lens structure, it was explained. Unlike other color tubes, it has no masking, thus allowing the tube to utilize all the available power of the lamp rather than the loss—which mounts to 80 percent in some tubes—of electrons and resulting problems with brightness. There is no problem of mechanical registration of colors within the tube, he explained, since it has a unique manufacturing tolerance of 10 to 1, which permits simplicity of manufacture and use of conventional production tooling techniques.

Another economy inherent in the design—besides low production costs—is produced by post deflection acceleration and focusing principles which, in turn, make possible design simplifications and economies in the standard television deflection circuits.

The tube applies, for the first time, a new concept of electron optics and permits precise control and direction over the electrons in the tube, operating on a post deflection acceleration principle, he said. The post deflection acceleration voltages are applied to a grid located behind the viewing field of the tube which accelerate and direct the electrons to intercept the appropriate color phosphors deposited on the viewing face.

In the present tube, the color phosphors are laid down on the viewing face in narrow parallel strips—red, green, and blue. The strips and associated wire grid can run together horizontally or vertically; they do not necessarily have to be laid down in strips.

The only tube in existence at this time is in the television laboratories at the Paramount building, New York. This tube is a hand-built, open-ended prototype constructed in Dr. Lawrence's garage-workshop by the inventor.

In size, it is equivalent to a 19-inch black-and-white tube. The color structure is at present housed in a demountable laboratory-type test set-up. Because it is not, at present, in a sealed-off vacuum type shell, functional inefficiencies are introduced in the phosphors and electron guns. Obviously, Mr. Hodgson said, the sealed-off tube will result in much brighter pictures and improve the color saturation. It is expected that sealed-off tubes will be available in November.

No purpose served, Mr. Hodgson said, in comparing a laboratory open-pump tube with the sealed vacuum tubes which have been demonstrated by others at their advanced stage of development. The color fidelity and registration of the Lawrence tube is "substantially superior to other tubes in a similar stage of laboratory development," he added.

CROSLEY BID

FCC Refuses Test

FOR THE THIRD time the FCC has turned down a TV station which wanted to broadcast non-authorized color signals during its broadcast day.

In denying permission to do just that to Crosley Broadcasting Corp., for its WLWT (TV) Cincinnati [B • T, Sept. 24], the Commission has ruled that it is not its policy that it has consistently turned down such requests.

It referred to its refusal to permit NBC to telecast the dot sequential system of compatible color TV over WNSW (TV) Washington in October 1950 and also its refusal to permit Philco Corp.'s WPTZ (TV) Philadelphia to do the same in August 1951.

Crosley had obtained permission to telecast what the Commission calls "non-standard color" outside broadcast hours. It wanted permission to transmit the NTSC composite system during its 7:30-1:30 a.m. broadcast day in order to get public reaction.

Fri., 4:30-5 p.m.; New Horizons, a natural history program featuring Ivan Sanderson, which started Oct. 6 and is seen Saturday 10-11 a.m. and Sunday 9-10 a.m. On Saturday afternoon football games; and Mike and Buff, carried Monday through Friday, 10:30-11 p.m.
The maximum of everything important in radio towers

Complete TV and FM service through the air waves to Louisville and surrounding territory—Kentucky's biggest and most prosperous metropolitan market—is achieved by the outstanding combination of WAVE-TV and WRXW-FM. The most popular network and local audio and video shows are broadcast from these stations by means of a Truscon Self-Supporting Tower 569 feet high, of which 69 feet is an RCA FM-TV antenna.

The maximum of everything important in tower construction is embodied in this Truscon job. Lessons learned through experience, observation, and co-ordination with leading tower erectors during construction of hundreds of towers since 1934, are reflected in the design, detail, and safe, simple field assembly and erection of all Truscon Steel Radio Towers.

Your phone call or letter to any convenient Truscon district office, or to our home office in Youngstown, will bring you immediate, capable engineering assistance on your tower problems. Call or write today.

TRUSCON® STEEL COMPANY Youngstown 1, Ohio
Subsidiary of Republic Steel Corporation
TELEMETER TV
ON-THE-AIR tests of Paramount Pictures' Telemeter system of subscription-TV were approved by the FCC last week [B * T, Sept. 24, 31].

Non-public tests will be made from producer-owned KTLA (TV) Los Angeles during midnight to 9 a.m. for a period of 90 days. Only six TV receivers will be used to test out the technicalities of the coin-operated system.

This will make the third subscription-TV system that has been tested since the beginning of this year—Zenith's Phonevision in Chicago and Skiatron's Subscriber-Vision in New York are the other two.

Phonevision uses telephone lines to send the impulse that clears up the "scrambled" picture transmitted from the station. Subscriber-Vision uses coded cards, similar to IBM cards, but no telephone signal, for the same purposes. The cards would be purchased through local retail establishments or by mail. Telemeter system consists of a coin box on the set; when the correct amount of money is deposited, the scrambled transmitted picture is cleared up.

Zenith has been reported ready to petition the FCC for commercial authorization of its system [B * T, Sept. 24].

Only other subscription-TV system reported is one by RCA. Details were never announced.

As it has for the other tests, the FCC qualified its approval of the Telemeter tests to insure that Paramount did not: (1) Publicize the tests to give the public the idea that the Telemeter system had been accepted as official; (2) consider the test authorization as meaning that the FCC accepted the principle of subscription-TV in the broadcast bands or on the frequencies involved.

WHUM REPLY
FCC Sets Deadline
FCC gave WHUM Reading, Pa., until Oct. 22 to reply to the protest by WEEU of the same city against granting WHUM an experimental TV station in Reading.

WHUM had applied for an experimental TV authorization on the UHF band in September and proposed to spend $500,000 on the station [B * T, Aug. 29]. WEEU protested that a grant would give WHUM a "foot in the door" for commercial operation, thus circumventing the three-year-old TV freeze [B * T, Sept. 24].

WTVN Doubles Space
DOUBLING its floor space, WTVN (TV) Columbus, Ohio, has leased the entire fifth floor of the LeVeque Lincoln Tower in Columbus for offices. The programming, sales, publicity and promotion, art and traffic departments will be located there. The main office, studios and executive office will remain on the 23rd floor of the same building.

Paramount's Test Gets FCC Grant
Go, Go Ekco
COMMERCIAL organization for a TV show can be completed in a fast week, officials of Ekco Products Co., Chicago, learned recently when they purchased the first quarter-hour of the CBS-TV Frank Sinatra Show. Their agency, Earl Ludgin Co., Chicago, presented the purchase idea to Ekco on a Wednesday.

Two days later, Ekco ordered the purchase and the agency started preparing the commercials Saturday. Monday, CBS-TV started clearing stations. Last Tuesday CBS-TV completed clearing New York, Dallas, Atlanta, Los Angeles and San Francisco on the West Coast to the lineup three hours before the show went on the air.

CBS TV CENTER
Construction Continues
REPORTS that the proposed CBS Television Center in Los Angeles has been stymied by a National Production Authority turnaround for materials were branded as erroneous last week by Austin Joscelyn, the network's West Coast director of operations. (Story page 48.)

Mr. Joscelyn declared that inclusion of CBS on this turnaround list is purely an NPA clerical error. Materials requested for the last quarter of 1951 had been approved by NPA several weeks ago and work on the project is continuing without interruption, he said. When completed, the TV center will represent an investment exceeding $36 million. One set of TV studios are expected to be ready for use by fall of next year.

Garden Bouts
WPX (TV) New York will start its winter coverage of Madison Square Garden events today (Monday) with the world's championship rodeo. The independent outlet will provide television with more than 115 Garden events on a five-nightly weekly schedule. Sponsor for half the sports coverage, after Oct. 15 to March 30, is P. Lorillard (Old Gold cigarettes) through Lemen & Kelly, New York. WPX has assigned six announcers and 19 technicians to the project, to be headed by Jack Murphy, director of sports.

FILM EDITORS
Jobs Loom in TV
(Also see story page 73)
APPROXIMATELY 400 hours of filmed television programs weekly or 20,800 annually will be produced by the TV film industry "in the not-too-distant future," Sid Rogell, vice president, Jerry Fairbanks Productions, Hollywood, Old American Cinema Editors last Wednesday.

He compared these figures with 776 hours total turned out last year by Hollywood studios for theatrical release. The figures, he pointed out, are based on the prediction of Brig. Gen. David Sarnoff, RCA board chairman, who saw ultimate possibility of 70-80% of TV programming on film.

Turning to another phase of the television film industry, Mr. Rogell emphasized the "major role" film editors will play in the industry because of their knowledge of speed and quality in production. This knowledge of "tailoring and doctoring a scene to a skillful and creativeness in ensuring fluidity of visual progression" makes the film editor, in fact, the natural choice for the effects phase.

Although established directors would be recruited from film studios, he pointed out, the tremendous potentialities in the field would provide room for creation of many new directors from editors' ranks, as well.

Mr. Rogell spoke at the first in a series of bi-monthly screenings of information films at California Studios, Hollywood. Meetings are designed to acquaint ACE with new film and TV developments.

PRODUCER TALKS
Underway on Coast
FOLLOWING the lead of the National Society of Television Producers, whose existence it otherwise is ignoring, the newly-formed Alliance of Television Film Producers, affiliated with IAFF, has sent representatives in the first of a projected series of fact-finding meetings with labor unions and guilds (see early story page 87).

Results of the meetings, planned preliminary to later contract negotiations between producers and unions, are to be presented to an ATPF membership at an expected to be held this week.

Open to all television film producers, ATPF organized because of the need felt for "truly representative" TV film producers group.

The other producers group, NSTP, in the meantime was reported preparing to start negotiations with labor unions and guilds for new film-finding seasons during the past several weeks. Suggestions made at earlier meeting with representatives of the AFL Film Council are to be presented at the next meeting, probably next week.

RECIPE FOR SUCCESS
Take Mary Lou Humphreys and Jean Slade. Mix in a half hour of women's news, fashion trends, menu planning and best buys for housewives, and you'll come up with a best buy for the advertiser who wants to reach the great homemakers audience. It's "WHAT'S NEW" daily from 11:00 to 11:30 on WHEN.

WHEN TELEVISION
SYRACUSE
CBS * ABC * DUMONT
OWNED BY THE
MEREDITH PUBLISHING CO.
Page 82 * October 15, 1951
ANOTHER request for oral hearing was filed with the FCC last week, when KROW Oakland, Calif., put in its affirmative case regarding the proposed San Francisco allocations.

Only others asking for oral hearing thus far are WHCU 11 and the State of New Jersey [B • T, Sept. 24].

KROW also questioned the legality of FCC's proposal for San Francisco channels on the ground that it and other Bay area applicants have a prior right in VHF Channels 9 and 11.

The Oakland station, together with Paramount Pictures, CBS and Television California (Edwin Pauley, et al.), went through a TV hearing in 1948 for the then two remaining channels in the San Francisco market.

Under the FCC proposal, Channel 9 has been reserved for educational TV and Channel 11 has been removed from the area. The remaining Channel 2 has been reserved for Don Lee Broadcasting System since before the hearing. That reservation is under dispute by the

Good Timing

WAY BACK in mid-August when the New York Giants were trailing the Brooklyn Dodgers by 13½ games, Oscar M. Lazard, president of Benrus Watch Co., decided that despite the record the Giants might win the National League pennant. He signified his faith by suggesting the signing of Lorraine Day, wife of Giant's Manager Leo Durocher and a movie star in her own right, for a Benrus TV commercial. Benrus and J. D. Tarcher produced the film and with the World Series at fever pitch last week, Miss Day, pride of the Giants, was pitching on commercials seen all over the country for the Benrus Embraceable Watch.

Bay area applicants.

In making its legal argument against the reservation of Channel 9 for noncommercial, educational TV, KROW pointed out that the TV freeze was imposed for engineering reasons to modify existing separation standards to overcome interference—but that there is no engineering reason requiring the reservation of Channel 9 for educational. The public would be better served by making Channel 9 a commercial facility, KROW said.

Reasoning in KROW's brief pointed up the virtue of having a "multi-purpose" station in the area as distinguished from a "single purpose" educational station.

KROW concluded educators should be given a UHF reservation.

The KROW brief was one of 200 filed during the past week in the "paper" allocations hearing. Total number filed as of Oct. 12 was 933.

Affirmative filings involved western cities like Reno, Las Vegas, Fresno, Stockton, Sacramento, San Diego; other areas asking for such cities as Indianapolis, Flint, Lansing, Detroit, Toledo, Chicago.

Back for Sen. Edwin C. John-

son's (D-Col.) idea that educational needs could be served by requiring commercial stations to devote a percentage of their time to such programs [B • T, Oct. 8] has come from broadcasters-telecaster Edward Lamb, who owns WTOD Toledo, WTVM (TV) Columbus, Ohio, and WICU (TV) Erie, Pa.

Mr. Lamb, writing in the Oct. 13 Nation magazine, recommends that stations allocate time for educational use, but educator permittees be required to build within a specified time.

UHF PROMOTION

WAVZ Plan to FCC

A PLAN for community-wide promotion of UHF telecasting was submitted to the FCC last week by WAVZ-AM-FM New Haven, Conn., which has announced its intention of applying for a UHF station in that city.

The report, which was requested by FCC Vice Chairman Paul A. Walker, stemmed from a conference held fortnight ago among regional TV distributors and representatives of the local Chamber of Commerce. Glen McDaniel, president of Radio-Television Mfrs. Assn., also attended.

Inherent in the plan is a 10-point course of action outlined for prospective licensees and a summary of joint activity which may be undertaken by area distributors.

Its objective is to point the way for building up the VHF audience, with a view to a large potential for both VHF and UHF, according to Daniel W. Kops, WAVZ vice president and general manager.

Highlights of the plan are these recommendations:

(1) Use AM facilities for aggressive promotion of the TV service;

(2) Inform the public that present TV receivers can be fitted inexpensively to receive upper VHF channels and, when UHF stations take the air, urge public to convert sets or exchange them for UHF-VHF receivers;

(3) Use station's merchandising department to speed up conversion of UHF through institutional and personal contacts; (4) use newspaper, billboard and car card advertising; (5) organize a content to dramatize conversion to UHF based on an offer to refund to every 50th buyer of a converter the full cost of the changeover; (6) supply dealers and serviced men and also to devote to salesmen with posters plugging UHF; (7) print and display logs for display in stores; and (8) evolve "special creative solution" based on No. 5—UHF channel expected to be allocated to New Haven.

Distributors are asked jointly to take part in public demonstrations of UHF reception through use of converters, exchange of information on UHF developments, full-page newspaper advertisements when the new station goes on the air and in a reporting system on converter sales.

BROADCASTING • Telecasting

KROW Asks Oral Hearing

4,000 NEW TV Families Every Month!

That's the big

BONUS AUDIENCE

You get when you buy

WOW-TV OMAHA

One of the nation's fastest growing TV markets!

35,000 sets sold this year, making a total of more than 88,000 NOW! This will reach 100,000 by year's end!

It pays to buy in a rising MARKET!

WOW-TV

Telephone 33400

Frank P. Fogarty, Gen'l Mgr.

Lyle DeMoss, Assist'Gen'l Mgr.

ANY JOHN BLAIR-TV OFFICE

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NBC Plan Reaction
(Continued from page 28)

NBC's belief that values offered by NBC affiliates are such that they need no "must buy" requirement for protection, and that reclassification—that is, putting "primary," "supplementary" and "premium" (or bonus) stations—provides "logical, functional" groupings "which reflect their relative values to the network advertisers."

He also noted that stations were put into various new classifications on the basis of their ranking on some 80 different factors—not including the penetration of television. Further, he pointed out, the 29 stations which formerly comprised the "basic" group did not constitute a truly national network, whereas the new "primary" group will consist of top audience—outlets which will give reasonably good national coverage.

As two of NBC's innovations are deemed certain to win affiliates' approval—the network's "Minute Man" plan of offering sustaining stations which the stations may record and sell locally either on a sponsorship or spot announcement basis, paying NBC a set fee only when sales are made; and the lengthening of the chainbreak on a number of evening sustaining's to 60 seconds, also for local selling.

Mr. Denny frankly conceded that the Minute Man plan puts NBC into competition with transmitted program companies. Announcing it, NBC pointed out that stations may use the Minute Man programs as sustaining if they aren't sold and will be assessed, upon sale, fixed charges which "will be at levels designed to provide a much more economical service than the available from any other source."

John L. Sinn, executive vice president of Frederic W. Ziv Co., said: "It was no surprise that NBC has taken this step, as this whole trend in radio during the past four or five years has been toward sales at the local level. "ZIV is delighted that NBC has taken this step," he continued, "because better programming is good for the entire industry. As for ZIV's plans for the future, it is of course to continue producing the finest possible transmitted syndication programs, and to sell them."

Nor did NARTSIR have formal comment, other than the statement that a membership meeting would be held in New York today. Mr. Denny, however, said NARTSIR should welcome the Minute Man project because it opens new possibilities for station revenues.

Thus far, it was reported late last week, only the half-hour afternoons, i.e., Super Saturday morning radio version of Hoody Doody have been definitely set as Minute Man programs. Several others will be added in the total of 40 per-hours a week is contemplated.

NBC's plan to add new affiliates—estimated at 100 to 200—did not appear to be in conflict with concern for the largest of all, Mutual (545 affiliates). MBS officials would not comment formally but left the impressions they felt the financial value of their cooperative programs, as well as other MBS attractions, plus difficulties they foresee in NBC's implementing its expansion program, would operate against the wholesaling of the Mutual affiliate list.

No CBS Comment

Nor did CBS have any comment.

On the subject of "flexibility," however, it was pointed out that CBS feels little though it does not make a "group buy" plan, does not have a provision corresponding to the new policy NBC set up in eliminating its "must buys." This new NBC provision, while giving the advertiser free rein in designating which particular stations he wants to use, requires that the minimum purchase charter with network option the fact that a combination of stations representing 75% of the gross cost of the total continental NBC network for the time period involved.

NBC has estimated that an advertiser buying only the 40 to 50 "primary" stations would be spending only 80% of this minimum.

In view of the latter, NBC is putting into effect a plan adopted by CBS Radio a few weeks ago—offering specific programs to sponsors on a one-time-or-more basis. The proposition was set forth in a letter sent by Charles T. Ayers, vice president in charge of radio sales, to advertisers and agencies. It said: "It has been our prime ob-

FIRST TV show for Dinah Shore will be carried by NBC-TV twice weekly (Tuesday and Thursday) from 4 to 4:45 p.m., starting Nov. 27, under spon-

In announcing their pyramid operation last March, he explained that ABC pointed out an advertiser could buy one participation one time in one program, or he could buy all four participations in all four programs for 52 weeks, or any combination thereof. An advertiser could, in addition, select whatever markets he wanted for coordination with his sales and promotion plans.

A specific example of this flexibility, Mr. Ayres offered, is the American Chicle Co. for Clorets which started on some 100 eastern stations the first of last July. Clorets is now using some 250 NBC stations coast to coast.

"On Sept. 15," Mr. Ayres continued, "we announced a radical de-

The plan was presented at a time when the network rates of specific affiliates has not been disclosed to the sta-

The method in which NBC's new evolved rate formula will affect the network rates of specific affiliates has not been disclosed to the stations as yet. This will be done on a station-by-station basis through personal visits by members of the network's station relations department, under Station Relations Vice President John L. G. Smith. New rates may be based on a network by the network with the stations individu-

Look at

SPOT TV
in the light of DAY

Daytime TV does more than build big audiences—it delivers the kind that look, listen and buy. Success stories from Blair-repre-

For facts and figures, call your Blair TV representative today!

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RCA Color

(Continued from page 71)

ers. Also present was Brig. General David Sarnoff, RCA chairman. Senator Johnson is chairman of the Senate Committee on Interstate & Foreign Commerce, has taken a leading role in the color fight. FCC Comr. Paul A. Walker viewed the test Friday.

Congressmen saw the demonstrations Oct. 10. Diplomatic representatives and other high government officials were in Oct. 11. Armed Forces representatives saw the tests Oct. 12 and 13.

This week's schedule calls for: Additional government officials, Oct. 15; Washington radio attorneys and consulting engineers, Oct. 16 and 17. RCA dealers, distributors, local clients, etc., Oct. 17. Other government officials and leading citizens, Oct. 18 and 19.

NTSC Group to View

On Oct. 17, NTSC Panel 17 (networking) will view the Washington showings. Frank Marx, ABC chief engineer, is chairman of that panel. FCC Commissioners and staff members have been invited to attend.

Host at the first Washington showing was Dr. Engstrom. In answer to newsmen's questions he reported:

1. No one at RCA has seen the Paramont-Chromatic tri-color tube [Oct. 7, Sept. 24]. However, RCA experimented with the method used—that of changing voltages on a grid up to 4,000,000 times a second to change the colors on the face of the tube—but turned it down in favor of the present three-gun tri-color tube.

2. All color TV receiver plans are based on the three-gun tri-color tube. In two or three years, RCA may get into color tube production, but at the moment it is awaiting the outcome of its fight to have its color system approved by FCC.

3. Coaxial cable holds no fears for RCA "dot sequential" color system. A single rack of equipment with which RCA is able to compress its 3.56 mc color video frequency carrier down to 2.4 mc to get the color through the coaxial cable was exhibited.

4. Charge of $280 for each tricolor tube, quoted by CBS-Columbia Sales Manager R. D. Payne last month [Oct. 7, Oct. 14], is the price for a sample tube. It is not the regular commercial price, which will not be set until the tubes are mass produced.

NBC in Washington received up to 250 responses from the public during first three days of tests. All were highly complimentary, NBC reported.

It was also obvious, NBC said, that some respondents did not understand the nature of the tests. For example, some wanted to know why they weren't receiving color pictures on their home black-and-white sets.

Substantial number of respondents mentioned the improved black-and-white pictures resulting from the three-colors.

Full-page advertisements in New York and Washington newspapers asked the public to tune in, let RCA know how it likes the compa-

bility factor.

New York Tests

In New York, RCA officials confirmed reports that enough pictures have been requested to "more than fill" available seats during the test period [Closed Circuit, Oct. 17].

Public reaction to the tests was obtained through printed questionnaires issued to the audience after the show by Opinion Research Corp., Princeton, N. J.

Atmosphere of the first New York demonstration was somewhat reserved, a fact that may be attributed to the morning hour, separation of audience into six groups, heavy carpeting and low lighting of the Center Theatre lounge.

Most viewers watched interestedly, but without animation.

An art student, who expressed a particular interest in color in his own field, said after the demonstration: "It was almost true to life, but at times the blue hue seemed a bit too strong so that the reds and yellows, in particular, lost fidelity . . . Closeups were very good, but in the overall picture some color was lost . . . It was superior to technicolor films, a bit clearer and truer to nature . . . far superior to CBS color."

Program had songstress Nanette Fabray as mistress of ceremonies, included novelty dancers Dorothy Keller and pictoral Burgess, vocalists Gail Manners and Arthur Maxwell, George Burton's lovebird, fashion models, etc. Ben Grauer acted as commentator.

Transmissions were from WNBT New York studios. A remote pick-up from Palisades Amusement Park across the Hudson River in New Jersey featured a Scotch bagpipe band in bright red uniforms, tar-
stans, kilts, etc.

This was the third series of color demonstrations conducted by RCA in the New York area. First showing was held July 9 for the public and representatives of the radio and TV industry. The second group of tests in September was open only to broadcasters, advertisers, distributors and dealers.

Color Theatre-TV

COLOR theatre-TV will be demonstrated by RCA Oct. 16 in the Colonial Theatre, New York. Show-
ing will be the first New York public demonstration of the large-
screen theatre-TV potentialities of RCA's compatible, all-electronic color TV system. Tests will be held at 9:45 a.m., and at 2 and 4:45 p.m. [Oct. 17, Aug. 30].

TRY POST FOR BETTER TV FILMS

Dramas • Mysteries
Musicals • Comedies
and others

Send to Dept. BT-51 for our free list of 16mm sound features and shorts available for television.
He "hoped that the formula does not overlook the enormous influence of station personalities upon a local congregation of listeners.

"Listener response, and not the slide rule, determine station value to non-network advertisers," said Mr. Havens. "It is in the local and national spot advertisers who provide the basic—even the essential—support for affiliate operation, and this fact must be recognized in any discussion of station rates or option hours."

George M. Burbach, general manager of KSD St. Louis, said: "Radio stations are very favorably impressed with NBC's proposed com- peting policies. Several innovations, such as the 'Minute Man Plan,' one-minute spots and other services, add value to radio advertising even more attractive to advertisers and affiliates."

The most fervent opposition to the plan came from Wilbur M. Havens, president and general man- ager of NBC. Havens said that if NBC makes its new policies stick, it "appears that the simplest solution for all stations would be to say, 'We want no NBC contracts.'"

Sees No Free Hours

"That way," said Mr. Havens, "stations would then pay NBC for what programs they took from the network and NBC would be required to pay the affiliates spot rates at a reasonable discount or not more than those the station's promoter is charging for all programs it required for its advertisers, with no free hours."

Mr. Havens said he believed that if 100 premium stations were added to NBC, "present affiliates should insist upon the removal of all option hours from NBC contracts."

"If NBC network future rates will be determined upon a juggled, manipulated or so-called weighted basis by economics and market data," he continued, "stations should insist that FM circulation be included, based upon the affiliates' weighted, manipulated or juggled formulas."

In Mr. Havens' opinion, "NBC doesn't give a hoot how badly it hurts the revenue of existing affiliates or how much it dilutes the spot revenue of present affiliates by adding 100 or 200 bonus stations which, after becoming network affiliates and by virtue of their network program service, will become serious competitors to the present affiliates."

If all affiliates cancelled their NBC contracts and took NBC program service on the basis he suggested, Mr. Havens said, it would mean that "affiliates would have competing for bonus stations programs and getting competition from those stations in return."

The majority of NBC affiliates reacted favorably. Broadcasting TELECASTING preferred to withhold comment on the network's economic plan until they knew more about it—more specifically until they could find out what it would mean in dol-
UNITED EXPANDS
King Reports on Status

UNITED Television Programs is expanding operations and is "in business to stay, with the future looking especially bright," the firm’s president, Gerald King, has told BROADCASTING • TELECASTING.

Mr. King said Dick Dorson, vice president of the TV film distribution company who has sold his stock interest in UTP to take on other outside business activities, will continue to work with the firm on some properties.

The company, now solely owned by Standard Radio Transcription Services and Edward Petry & Co., currently handles distribution and sales for eight TV film production companies.

ROYAL VISIT
NBC, ABC to Cover Events

FIRST international network telecasts are being scheduled by NBC and ABC when Princess Elizabeth and the Duke of Edinburgh speak at Windsor, Ont., today (Monday).

NBC network will carry the event from 10:45 to 11:15 a.m. (EST) with mobile pickup to be made through its Detroit affiliate, WWJ-TV.

ABC planned last week to carry the ceremonies 10:45-11:15 a.m. Telecast will be transmitted from Canada by microwave relay to ABC’s WXYZ-TV Detroit, which will then retransmit it to Detroit.

Events planned for the Windsor reception of the royal couple include presentation to them of G. Mennen Williams of Michigan and Detroit’s Mayor Alfred E. Cobo.

After the ceremonies, the heirress presumptive to the British throne and her consort will be televised as they inspect a series of soft-fortified international boundary on a visit arranged at the request of Princess Elizabeth.

WOR-TV Extends Time

EXPANSION of WOR-TV New York daytime schedule to start at 10:30 a.m. Monday through Friday, was announced by the station last week. On the new schedule, only one program—Letter To Lee Graham (Tues. at 9 a.m.—was listed as a new entry. Others are shows returning from summer hiatus or re-scheduled into new time slots. During the summer WOR-TV commenced programming at 12:15 p.m., but last winter returned at 9 a.m.

TELEFILM, INC.
COMPLETE FILM PRODUCTION
TV SPOTS-PROGRAMES
All Production Steps
In One Organization


Hollywood 6-7308

BROADCASTING • Telecasting

TV IN THE CLASSROOM

Fall Semester Sees Increased Use

MANY commercial TV stations are increasing their educational programming for the fall semester.

Among reports reaching BROADCASTING • TELECASTING last week were the following:

WFIL-TV Philadelphia will expand its schedule of in-school telecasts from 30 minutes to one hour and 15 minutes. Thirty-five 25-minute programs will be directed at the elementary and junior high pupils—on Tuesday, Wednesday and Thursday at 9:20 a.m. beginning Oct. 16.

Man and His World will be a weekly quarter-hour educational show on WFIL-TV. The program begins Oct. 15, featuring Dr. Wiltton M. Krogman.

WFIL-TV’s adult educational programs will be built around WFIL-TV University of the Air, which resumed Oct. 8, 11:30 a.m., Monday through Friday. A full roster of programs is planned by Dr. Roy K. Marshall, educational director of the Philadelphia Juvenile station. Each show will be conducted by faculty members from colleges and universities in the area. A schedule of the first semester’s University of the Air follows:

Monday, 11:10 a.m. “Play Production for Community Teacher”; 11:30 a.m., “Face the Music.”

Tuesday, 11:10 a.m. “Your Government—Federal, State and Local”; 11:30 a.m., “Fine Arts.”

Wednesday, 11:10 a.m. “It’s Your Language”; 11:30 a.m., “Imprint of a Million Years of Human Affairs.”

Thursday, 11:10 a.m., “Chemistry of Living”; 11:30 a.m., “Conservation of Natural Resources.”

Friday, 11:10 a.m., “Botany”; 11:30 a.m., “How To Get the English Bible,” and 11:45 a.m., “Ancient Books and Libraries.”

U. of Michigan Series

The U. of Michigan will present a new series of telecourses on WWJ-TV Detroit starting Sunday, Oct. 21, at 1 p.m. Courses for the first 15 weeks include: “Man in His World: Human Behavior;” “Democracy in Action: Parliamentary Procedure,” and “Understanding the Child: Growth and Development at Home and School.”

An assistant professor of psychology, Wilbert J. McKeachie, will teach the human behavior course using basic principles of psychology. Winston H. Beaven, assistant professor of speech, will teach “Parliamentary Procedure.”

He pointed out that such knowledge is a cornerstone of democratic action and can often prevent subversive elements from gaining control of an organization.

The child development course will be taught by Dr. Willard Olson, national authority on the subject. His course begins Dec. 16. Understanding children and their mental, physical and social development will be stressed.

Registration for telecourses started Oct. 8 at Michigan U.’s Extension Center in Detroit and the Extension Service at Ann Arbor. Last year’s series of 28 TV hours, on which six courses were offered, won WWJ-TV two national awards for public service.

In New York, The Living Blackboard will be presented three times weekly on WPIX-TV (Monday, 11:30 a.m.; Tuesday and Friday, 11:30 a.m. New York’s Board of Education is conducting the series of programs on liberal arts, science and vocational guidance.

The WPIX telecasts will be seen by 80% of the city’s “homebound pupils” known to have TV sets, as well as hospitalized children and war veterans who are completing high school educations, according to Superintendent of Schools William Jansen.

WATV’s Programs

In cooperation with the Newark, N. J., Board of Education, WATV (TV) Newark started two series of educational TV programs Oct. 5. Titled Science Lesson (Monday, 1-1:30 p.m.) and Report to Parents (Wednesday, 12:30-1 p.m.), the programs are prepared by the Newark Museum, Dept. of Libraries, and Visual Aids and Radio Division of the Board of Education for telecasting during the present school term.

According to figures issued by the Newark board, 71.2% of local school children have TV receivers in their homes.

With emphasis on entertainment first and education second, two Boston U. professors are conducting popular weekly shows on WGB-TV Boston.

Informality is the keynote, as the shows make liberal use of stylized backgrounds, freehand sketches, moveable sets, and other props having little to do with traditional classroom techniques.

The professors are Dr. James A. Wylie, associate professor of education, and Prof. Donald Born, college of general education, Bos ton U.

Dr. Wylie in his show, Away From It All, explains and demonstrates with equipment constructed before the camera ways in which families can have fun together. His program guests are experts in recreation who help explain how to have fun with little or no expense at home, in the backyard or out-of-doors.

Prof. Born, for his program, From Adam to Atom, explains the development of our nation and the world from the ancient to the ultra-modern. He sketches a backdrop of the time and culture of each art object displayed and weaves about it the story it presents or the story of its creation.

Other TV educational programs have been reported earlier (B • T, Oct. 8).

TV PRODUCERS

Another Group Formed

FORMAL ORGANIZATION of a second television film producers association, the Alliance of Television Film Producers, has been announced in Hollywood, following a few weeks of laying the groundwork [B • T, Sept. 10].

Made up of the leading TV film producers, the group seeks to "better the unity and progress of television films generally and to create cooperation and mutual unbiased benefit among TV producers."

Making up the board of directors of the new group are: Maurice Kunitz, TV Program, president; William F. Brolly, Brolly Productions, vice president; Richard Morley, Primrose Productions, secretary; Basil Grillo, Bing Crosby Enterprises, treasurer; Armand Schaefer, Flying A Productions, Jack Lacey, Roy Rogers Productions; Jerry Fairbanks; Gil Ralston, Screen Television Productions. Albert Pearson was named general counsel.

The Alliance has announced its membership is open to all television producers.

There is at present in Hollywood another television producers group, the National Society of Television Producers, headed by Louis Snader, president. The names of these two groups have been attached—means powerful merchandising support.

Write for details, or see your Blair man TODAY.

Your product gets merchandising PLUS when you advertise on KDYL-TV!

Coordinated calls by KDYL-TV’s 3-man merchandising team to brokers and retailers, plus strategic placing of these eye-catching "bulls-eye" display pieces, produces a product attached—means powerful merchandising support.

Take some home today!

S. Lake City, Utah
NATIONAL REPRESENTATIVE: Blair-TV, Inc.

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These General Electric studio rack units are interchangeable with any TV system!

TV STABILIZING AMPLIFIER—Does a Better Job than any other stabilizing amplifier on the market. Some of its notable advantages are: automatic correction of sync and blanking, adjustable sync percentage, improved LF characteristics, automatic clipping of white spikes.

UTILITY VIDEO AMPLIFIER ASSEMBLY—Improved Band Width and Adjustable High Gain. Provides accurate output monitoring even when feeding telephone lines. Maintenance is low because negative feedback eliminates peaking coils and permits wider tolerance in tubes and components.

VIDEO PATCHING EQUIPMENT—Quick and Convenient Adjustment of video distribution circuits are provided by these complete G-E units. Common grounds are avoided by isolation between jacks and shields. Dual control plugs are self-aligning. Easily installed. Exceptionally high reliability. Oxidation is avoided through the use of gold-plated contacts.

VIDEO SWITCHING RELAY CHASSIS—Saves Space yet permits easy expansion of system inputs or outputs. Each chassis is adaptable to preset control and you get fast transfer through a single transfer relay.

TV ELECTRONIC MIXER—Lap, Fade, and Dissolve at constant, preset rates at the touch of a finger at control panel. Unique bypass feature permits you to release three channels for rehearsal use while carrying program. It's all-electronic—operation is practically automatic.
Here's a way to replace obsolete studio rack equipment with new G-E units that meet all existing RMA performance standards.

Study the items shown on these pages. With them you can modernize your sync distribution system... get better performance, better handling of poor input signals... more flexibility in video patching... smoother studio control all around.

All General Electric studio units are designed specifically for easy maintenance—deadfront construction, no exposed voltages. Standard video controls are used throughout. Kits are available to accommodate any position of rack mounting angles.

In addition to the equipment shown here, General Electric makes a complete line of studio gear, including camera channels, sync generators, and projectors. The broadcast representative at the G-E office near you will tell you more. Call him or write: General Electric Company, Electronics Park, Syracuse, New York.

SYNC GENERATOR SWITCHING UNIT—Local or Remote Switching Control of any sync generator with RIMA output is easy with this unit. Handles four sync signals and the "sync lock" signal. Automatically switches spare sync generator into system should operating sync generator power supply fail. Video relays minimize cross-talk.

REGULATED POWER SUPPLIES—High Current Capabilities with low ripple make these power supplies ideal for TV station application. Single phase input, built-in voltage and current instrument. Time-delay start protects tubes.

HANDY LEATHERETTE ENVELOPE... will be sent on request to station managers and engineers. Inside compartment packed with illustrated specifications sheets on G-E television equipment. Write: General Electric Co., Section 2104-55 Electronics Park, Syracuse, New York.
NEW RFE VOICE
Beams to Hungary

NEW Radio Free Europe transmitter in Germany started to broadcast exclusively to Hungary Oct. 6.

Located in the Frankfurt area, the shortwave transmitter is on the air 12 hours weekdays and 10 hours Sunday to send programs from Munich studios directly to the Iron Curtain country.

Programs include news broadcasts, music, religious services, coded “messages” to Hungarian people from friends and relatives in Western Europe, drama, entertainment, identification of Communist informers, commentary on internal affairs and the free world, and special programs addressed to labor, farmers, women, youth, the military and Communist Party members themselves.

The 10 kw transmitter is a temporary arrangement, to be used until funds from the 1951 Crusade for Freedom Drive can be utilized to increase facilities.

Another transmitter in the same area broadcasts an hour and a half daily to Poland, Romania, Albania, and Czechoslovakia as well as Hungary.

Will K. Kellogg
WILL KEITH KELLOGG, 91, founder of the Kellogg Co., died in Battle Creek, Mich., Oct. 6 after a long illness. Mr. Kellogg, who amassed a fortune estimated at $50 million with his cereal business, was almost blind since 1937. He spent much of his time working on his multi-million-dollar Kellogg Foundation, giving most of his fortune to it and keeping only $2 million for his own use. The foundation, established in 1930, is dedicated to the fostering of health, happiness and welfare for all people, especially children and young-
NOT EVEN the radio state of the nation could interfere with World Series during the 14th NARTB district meeting at Salt Lake City, Oct. 4-6. Through arrangements with KDYL-TV (NBC), Easton C. Woolley, executive vice president, had a half-dozen TV receivers in the dining room each day. The convention was reeled with TV operations in the row at KSL-TV’s sumptuous new studies at open houses during the convention. Viewing the baseball telecast are (1 to 1): Al. G. Moyer, KMYR Denver; William C. Groves, KBFC Cheyenne, director 14th District; Florence M. Gardner, KTFI Twin Falls, Idaho; S. John Schile, vice president Rocky Mountain Bctg. System, Salt Lake City; Hugh Terry, KLZ Denver, NARTB director-at-large, medium stations.

MOGUL MOVE
Fast 18-Floor Jump
A FAST five-hour move transferred the Emil Mogul Co., advertising agency, from the fourth floor to the 22d floor of the Fisk Bldg. in New York Oct. 1. The agency has headquartered in the same building since 1941.

More space was needed to accommodate additional personnel working on new fall season TV shows including Kate Smith's 4:30-4:45 p.m. segment for Enquir' Boot Polish on WNBT (TV), Astor's Hotel on WJZ-TV for Ronson Macaroni Co., Junior Frolics on WATV (TV) and Time for Adventure on WBN'T (TV) for National Shoes.

Since Mogul was sharing the fourth floor with Voice of America, another rapidly expanding organization, there was little hope of getting additional space there.

When the 22d floor suddenly became available, the agency jumped at the chance and notified staffers on Friday that Monday morning would be moving day for the whole office. On Monday, in-and-building communications between the two floors helped the moving job go smoothly. Secretaries rode back and forth on the elevators every 15 minutes and 275 packing cases were switched from one level to the other.

Interior decorators now are looking forward to a more leisurely job in fixing up the place.

MBS Sunday Brochure
"MISTER PLUS shows what to do..." is title of new two-page brochure issued last week by MBS. With a memo from Vice President Robert A. Schmid attached, the brochure offers facts and figures of Sunday afternoon program time available on the network.

KTLA (TV) Hollywood half-hour Dixie Showboat expands to full hour.
HAM C-D TEST
Prepare for 'Disasters'
RADIO amateurs demonstrated civil defense and disaster communications plans in nationwide tests Oct. 13-14. The amateurs conducted the annual simulated-emergency exercise under sponsorship of the American Radio Relay League, national amateur association.

Individual amateurs stood by, ready to man their fixed, portable or mobile stations when alerted by their local ARRL emergency coordinators. They set up emergency networks on the shortwave bands and relayed messages from the "disaster" area to the American National Red Cross in Washington.

WGER Sales Up
NEW ACCOUNT a day for 30 days is record of WGER Cleveland sales department for September, according to John B. Garfield, sales manager. The accounts signed by WGER last month made it the best business month since January. Anacin, Pilsener Brewing, Brach Candy, General Electric, Gulf Oil, Italian Swiss Colony Wine and Trend were among new accounts.

The S.S. United States, equipped with two permanent built-in theatres, will install complete RCA motion picture projection and sound reproduction equipment.

TRAFFIC SAFETY

FIVE more stations have reported their activities to promote traffic safety.

City traffic policemen have been delivering their own safety messages since Oct. 1 over WKY-TV Oklahoma City. Working with Oklahoma City Safety Council, the station has filmed a series of 30-second sound-on-film safety talks by city policemen. These safety shorts are used at the close of WKY-TV's News Room Monday through Friday.

WGER Cleveland's morning disc jockey, Bill Mayer, went aloft in a U. S. Naval Reserve blimp to assemble grist for his drive for traffic safety and city planning to relieve traffic congestion. The lighter-than-air craft flew over bottleneck areas for four hours while Mr. Mayer made visual and tape-recorded observations for his morning show.

WBUD Morristown, Pa., has completed a traffic courtesy campaign aimed at making this past summer Trenton, N. J.'s safest summer.

Despite a 10-12% increase in automobile registration in the country, there were during the nine weeks of the campaign 12 fewer persons injured and 97 fewer accidents on Trenton streets than during the same period in 1950, the report stated.

Participating in the campaign, in addition to WBUD, was a newspaper, The Trentonian, and the AAA Automobile Club of Central New Jersey. The campaign ran July 5-Sept. 3.

A courteous driver was selected weekly and awarded prizes.

WBUD aired 16-20 spot announcements daily and used several 30-minute special public service broadcasts to promote the campaign.

WOCP Boston reported tremendous response to a traffic program, No Holiday For Death, which was aired Labor Day weekend to promote careful driving. With Gene King, WOCP program manager, as narrator, actual stories from files of Massachusetts State Police concerning Labor Day traffic tragedies of previous years were dramatized.

KING Seattle presented a heavy schedule of public service spots urging safe driving over Labor Day weekend. Spots began a week ahead preceding the holiday. One set, featuring six prominent public figures, was used for station breaks.

A second set of KING spots carried voices of four traffic victims as recorded at hospital bedside.

LABOR'S participation in the Crusade for Freedom was acknowledged Wednesday when Brig. Gen. David Sarro, RCA board chairman, accepted fund pledges from George Barasch, president of the Allied Trades Council, AFL. Pledges represented entire membership of the council's convention, held in New York.

NATIONAL NIelsen RATING
(Total U. S. Area, Including Small-Town, Farm and Urban Homes—and Including Telephone and Non-Telephone Homes)

REGULAR WEEK SEPTEMBER 2-8, 1951

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EVENING, MONDAY-WEDNESDAY (Average for All Programs)

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EVENING, THURSDAY-FRIDAY (Average for All Programs)

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EVENING, SATURDAY-SUNDAY (Average for All Programs)

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Current Programs

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NOTE: Number of homes is obtained by applying the "NIelsen-RATING" (%) to 41,600,000—the 1951 estimate of Total United States Radio Homes.

(*) Homes reached during all or any part of the program, except for homes listening only 1 to 5 minutes. For 5-minute programs, Average Audience basis is used.

Copyright 1951 by A. C. Nielsen Co.

RCA has announced xenon-filled, half wave rectifier tube, designed to meet military requirements for rectifier capable of performing efficiently under extreme ambient temperatures. The tube is RCA-32B28.
SAFEY POEM
WSYR Syracuse reports it has been swamped with requests for promotion and advertising. The poem came in the mail to WSYR's Jim Deline. Writer omitted name but expressed hope her verse would be aired. Station hopes that it will serve as guide for safety campaign for drivers today. Poem relates mother's prayers for child's safety on her first day of school.

AIR SHOW
WLWD (TV) Dayton, For Spacious Skies, Sun., started Sept. 30, in cooperation with WYFD, Air Field, Dayton. Format of show is to acquaint viewers with Air Force and its mission. Premier show featured Capt. Lyden E. Thompson, just returned from Korea, where he set a world record. He rescued 224 men during his 14 combat helicopter rescue missions. Program is a thirty-minute landing of helicopter station's parking lot. Future programs will feature actual planes and other interesting demonstrations and exhibits in WLWD studios.

PARENT-CHILD SHOW
WLCR Torrington, Conn., You and Your Child, three times weekly, presenting psychological problems confronting children. John Scherenceswky directs new series. Pete Stoner does the announcing on aviation subjects. Station's program, "... has met with parent's approval in Litchfield County."}

EDITORIAL AIDS
WGL Fort Wayne, Ind., using editorial column written by General Manager Pierre Boucher for advertising in Fort Wayne Newspapers. Column istituted "Now Hear This," runs every Saturday on radio page of both morning and evening editions. Piece deals with station programs and sponsors. Copies of column are sent to sponsors and agencies as they appear in print.

INVOICE TO TRADE
WTAG Worcester, started advertising and promoting "Worcester Shopping Habit," last month. Station has sent local retailers large "WTAG Invoice" marked paid showing the part station plays in promoting local buying. Letter from Local Sales Manager Richard L. Gravel, gives full details on promotion plan.

WRITERS vs. TALKERS
BROADCASTERS and sportswriters on Topeka staged a "Radio Appreciation Night" in honor of owner of local baseball team. The two innning contest was witnessed by 3,000 fans. The Writers edged the Talkers 4 to 2 in a tight ball game. "... has met with parent's approval in Litchfield County.

KOREA FILMS
WTOP-TV Washington, The Crisis in Korea, Sun., 1:30 p.m., started Oct. 7, showing combat films from Korea in cooperation with Military District of Washington. Program features first 40 days of fighting. Special guest was Maj. Joseph K. Donahue, who was on hand when fighting began. MDM personnel handle all production and narration. Lt. Carl Bruton, formerly with WTVJ (TV), Miami, now radio-TV officer for MDM, is director. All of films were shot in combat by photographers of all branches of Armed Forces.

DISTANT INTERVIEW
WCKY Cincinnati received tape interview with serviceman serving in Korea. Newscaster Bob Flaherty, invited serviceman's parents and relatives to attend his broadcast when tape was used. Following newscast Mr. Flaherty presented parents with recording of tape. Mr. Flaherty then made tape recordings of boy's parents and relatives and forwarded it to soldier. Interview featuring the local serviceman was sent to station from the Far East Air Force Public Information Office, Tokyo.
CHURCH RADIO-TV
Discussed by Presbyterians
RELIGIOUS broadcasting will be the subject of speeches to be given when the Radio and Television Department of the Presbyterian Church in the U. S. holds its third annual dinner in New York Wednesday.

Speakers and their topics are Joseph H. McConnell, NBC president, "Frontiers of Faith—Program on TV"; Chris J. Witting, general manager of the DuMont Network, "Morning Chapel—TV Program"; Howard S. Keighan, CBS Radio Division president, "The Continuing Importance of Radio"; S. Franklin Mack, executive secretary of the Radio, Visual Education, and Mass Communication Committee of National Council of Churches, "Christian Broadcasting in Asia"; and Ronald Bridges, executive director of Broadcasting and Film Commission of the National Council, John Sutherland Bonnell, speaker on ABC's National Vesper program and pastor of the Fifth Avenue Presbyterian Church, will offer the closing prayer.

Guests at the 60-place dinner will include department members, radio and television representatives, and officers and staff of the Broadcasting and Film Commission.

Time Buyers, NOTE! NO TV Stations within 60 miles of YOUNGSTOWN, O. Ohio's 3rd Largest Trade Area Buy WFMJ The Only ABC Station Serving This Market 5000 WATTS All programs duplicaded on WFMJ-FM 50,000 Watts on 105.1 Meg.

CALL Headley-Read Co., National Representatives

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f FCC actions

OCTOBER 5 THROUGH OCTOBER 11

October 5 Decisions... BY THE COMMISSION EN BANC
Silence Denied
WKMA Quitman, Ga.—In response to request for authority to remain silent for an indefinite period not to exceed 60 days, FCC certified that you are in fact, as a result of your failure to file suitable application for renewal of license for WKMA, the license for that station expired on July 31, 1950; no application for renewal of license has been filed and you have no legal authority under which operation of a station could be resumed. Therefore, the Commission is of the opinion that you have no authority to continue operation of the station to remain silent.

Renewed Grants
Following stations were granted renewal of licenses for periods ending:

October 8 Applications... ACCEPTED FOR FILING
Modification of CP
WJYR Buffalo, N. Y.—Mod. CP for new AM station for completion of duplicate CP.
WABA Aradora, P. R.—Mod. CP for new AM station for completion of duplicate CP.

License for CP
WMIR-SM Chicago, Ill.—License for CP for WOSR-FM new station for completion of CP.
KONO-RO San Antonio, Tex.—License for CP for new FM station.
KLOM (FM) Long Beach, Calif.—License for CP for new FM station.

License Renewal
Following stations request license renewal:

October 9 Decisions... BY THE SECRETARY
Following were granted mod. CP's for completion of extension dates as

Costello Returns
AFTER a six-month leave of absence, Bill Costello, former CBS Radio correspondent stationed in the Far East, has returned to the network from a lecture tour of the United States. He will be attached to the radio news staff of WTOP Washington.

October 10 Decisions... BY THE COMMISSION
Extension Granted
WLP-M-FM Suffolk, Va.—Granted extension of completion date new FM station to Dec. 31, requested station on or before that date to file application for mod. CP or stipulate that construction according to permit has been completed.

Request Denied
KGO-FM San Francisco—Denied request for waiver of rules regarding minimum hours of operation for FM stations to permit KGO-FM to operate from 5 p.m. to 12:30 a.m. daily. (Rules require 240 hours per week hours daily—three before and after legal hours.

FM Plan Amended
Commission proposed to amend Renewal fee of $100 per year for Class B FM broadcast stations to transfer to $50 per year to Class A and $25 per year to Class B, and to transfer to Class C. The plan as amended was approved.

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FCC actions

Chief, Communications Bureau, Lipchik—Approved new FM station to change call sign of new station to change call sign of new station.

October 5 through October 11

CP-construction permit
DA-directional antenna
ERP-effective radiated power
STL-studio-transmitter link
Amic—Automatic microphone
STA-special temporary authorization
ant-antenna
cond—conditional
D-day
N-night
sur—satellite
trans—transmitter
L-system
Local
amplifier
Granting authorizing new stations, changes in facilities, and transfers apply at the end of this department, accompanied by a roundup of new station and transfer applications.

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FCC actions

Chief, Communications Bureau, Lipchik—Approved new FM station to change call sign of new station to change call sign of new station.
By replacing old antenna systems with these 450 ft. guyed structures, KVOO, Tulsa, has increased its audience tremendously. The selection of Blaw-Knox towers by KVOO engineers was prompted by soundness of design—both electrical and structural—and their all-weather protection of hot-dipped galvanizing throughout. If you, too, want this long-term efficiency at no added cost, just get in touch with

**BLAW-KNOX DIVISION**
**OF BLAW-KNOX COMPANY**
2038 Farmers Bank Building
Pittsburgh, Penna.
KUDOS TO KITCHEN KARNIVAL

WBAL Show Marks Up Sales Record for Gorton's Cakes

BEHIND the current Gorton-Pew Fisheries Co. 13-week contract on WBAL Baltimore's Kitchen Karnival, outstanding midday broadcast, lies a solid success story. Cassell Commission Co., Baltimore brokers for the Gorton-Pew Fisheries, reports its organization led all food brokers in the country with the "largest percentage of increase over a similar period 1949-1950 in the sale of Gorton's Ready-to-Fry Cod Fish Cakes from November until April of this year."

Gorton's first advertised on Kitchen Karnival on a 13-week basis starting Jan. 18 of this year. Results were so successful that another contract was signed for Sept. 20 through Dec. 13.

Kitchen Karnival is an audience participation program, geared to merchandise and sell grocery products. Program is carried five days a week from 12:30 to 1 p.m., Monday through Friday. Format for the show is relatively simple.

The cast includes Brent Gunts, m.c.; Joe Croghan, announce; and Earl Reaves, who plays the part of KayKay, the clown. Audience questions, generally dealing with food, are the basis for the script.

The program is staged live on Mondays with a luncheon at the Park Plaza Hotel. Following the live broadcast, another broadcast, to be presented Friday of the same week, is transcribed on tape. Programs for the other days of the week are transcribed on tape at various churches, women's clubs and civic organizations.

Donations to Charity

The women's clubs attending the Park Plaza luncheon broadcast are charged $1 per person of which half is returned to the clubs to donate to whatever charity they select. The other half of each dollar is turned over to the hotel for the luncheon service. At the church and club transcribed broadcasts, tickets are furnished by WBAL and sold by women's organizations for whatever amount they choose. Those proceeds also are turned over to charity.

In the 10 months WBAL's Kitchen Karnival has been on the air, it has raised nearly $10,000 for Baltimore charities.

High-powered merchandising is a major part of Kitchen Karnival sponsor success. Bill Mason, WBAL merchandising manager, who has wide experience in the grocery field, follows this procedure:

On an account such as Gorton's he—(1) Arranges a display of the sponsor's product at the luncheon and club broadcasts; (2) calls on chain stores, super markets and independent retail outlets in the vicinity where the broadcast plays; (3) is transcribed; (4) gets store displays; (4) improves counter and shelf positions; (5) arranges tie-in advertising; (6) keeps busy on the job of selling more grocers and gaining distribution for the product.

For further promotion, WBAL carries numerous local newspaper advertisements promoting the program, but in addition, individual product ads are run in local trade newspaper and magazine publications.

To further promote Kitchen Karnival, sponsors are invited to talk about, show and demonstrate their product on Shopper's Notebook, a 15-minute morning television show.

This ambitious advertising—merchandising combination, with well-tested ingredients that prove themselves in adding sales—results in success stories such as this—embraced in the following letters to WBAL from the Cassell Commission Co.:

RADIO STATION WBAL:

You have recently completed a contract with Gorton-Pew Fisheries Co. of Gloucester, Mass., in which two of their products were featured on Kitchen Karnival.

We wish to take this opportunity to thank you for a wonderful job well done by your radio station.

It has just come to our attention that our organization came out on top of all the food brokers in the country, with the largest percentage of increase over a similar period in 1949-50 in the sale of Gorton's Ready-to-Fry Codfish Cakes from November until April of this year.

In our opinion, a good deal of credit for this increase in business goes to Brent Gunts, Joe Croghan, Don Redding, and John Coppers for their splendid cooperation in acquainting your listening and participating audience with Gorton's quality products.

Incidentally, this same program was instrumental in establishing a new item Gorton's Salt Codfish, Already Cooked. Our retail staff advises that grocers are having requests for this new item due to Kitchen Karnival.

CASSELL COMMISSION CO.
Arthur G. Hurley

RADIO STATION WBAL:

We sincerely believe Kitchen Karnival is the biggest $ $ $ worth of advertising anyone can buy today, and you may refer to us at any time as one of your satisfied customers.

Gorton's of Gloucester agree with us... CASSELL COMMISSION CO.
Arthur G. Hurley

COPYRIGHT LAW

ABA Course Begins

COPYRIGHT INSTITUTE, course of seven lectures on copyright law, will begin tonight (Monday) at the U. S. Federal Court House in New York, Theodore R. Kupferman, member of the staff of the Committee of the Copyright Commission and chairman of the Copyright Committee of the Federal Bar Asn. of New York, New Jersey and Connecticut, announced last week.

Course agenda includes:

Oct. 25—Samuel W. Tannenbaum, Johnson & Tannenbaum, counsel and consultant in copyright and unfair competition to broadcasters, motion picture companies and advertising agencies, speaking on "Practical Problems in Copyright..."
Oct. 29—Richard Schuman, counsel to the American Bar Assn., speaking on "The Rights of Authors..." Oct. 29—Joseph F. McDonald, ARC vice president and chairman of the Copyright Committee of the Bar Assn. of the City of New York, speaking on "The Law of Broadcasting..."

Oct. 29—Lloyd Kaplan, general attorney of ASCAP, speaking on "Public Performance Rights in Music and Performance Rights Societies..."

Oct. 29—Robert B. Burton, vice president of ASCAP, speaking on "Business Practices in the Copyright Field..."


Oct. 29—Arthur L.VERNON, counsel to the Copyright Association of the Bar Assn., speaking on "Copyright, Obscenity, Defamation and Right of Privacy..."

Oct. 29—Joseph D. Harg, member of legal department of Warner Bros. Pictures, speaking on "Copyright Litigation..."

Oct. 29—Sydney M. Kaye, Rosenmont, Goldmark, Colin & Kaye, BMI vice president, general counsel and vice chairman of the board, will lead a forum discussion following each lecture.

OUT-OF-HOME LISTENING

Surveyed by WHDH

WHDH Boston survey on out-of-home listening comes up with pertinent data on Boston area radio family habits. Survey finds 95.7% of 6,200 families answering questionnaires listen to radio while away from their homes. Station claims that computation shows 67% of these families "listening most" to WHDH.

Of those questioned, WHDH says 21.7% reported ownership of a portable radio; 57.5% have automobile radios, 53.7% have TV sets.

To subscribe to Broadcasting Call 362-0111 or FPO Box 1432

Page 96 • October 15, 1951

SERVICE DIRECTORY

Custom-Built Equipment
U. S. RECORDING CO.
1121 Vermont Ave., West 5, D. C.
Starling 3626

COMMERCIAL RADIO MONITORING COMPANY
Precise Frequency Measurements
"A reliable service for over 18 years"
For immediate service phone
JACKSON 2592

F. O. Box 7027
Kansas City, Mo.
Consulting Radio & Television Engineers

JANSKY & BAILEY
Executive Offices
National Press Building
Offices and Laboratories
1339 Wisconsin Ave., N. W.
Washington, D. C. 2414
Member AFCCE®

Everett L. Dillard, Gen. Mgr.
INTERNATIONAL BDG.
DR. 1319
WASHINGTON, D. C.
P. O. BOX 7537
WON 5302
KANSAS CITY, MO.

Craven, Lohnes & Culver
MUNSEY BUILDING DISTRICT 8215
WASHINGTON 4, D. C.
Member AFCCE®

E. C. PAGE
CONSULTING RADIO ENGINEERS
BOND BLDG. EXECUTIVE 5670
WASHINGTON 5, D. C.
Member AFCCE®

William L. Foss, Inc.
Formerly Colton & Foss, Inc.
927 15th St., N. W. Republic 3883
WASHINGTON, D. C.

Lynne C. Semy
"Registered Professional Engineer"
1311 G St., N. W.
EX. 8573
Washington, D. C.

Gerald C. Madden
Consulting Engineer
321 BOND BLDG. REPUBLIC 2151
WASHINGTON, D. C.
Member AFCCE®

GEORGE P. ADAIR
Consulting Radio Engineers
Quarter Century Professional Experience
Radio-Television.
Electrical Communications
1633 M St., N. W., Wash., D. C.
Member AFCCE®

Walter F. Kean
AM-TV BROADCAST ALLOCATION
FCC & FIELD ENGINEERING
1 Riverside Road—Riverside 7-2153
Riverside, Ill.
(A Chicago suburb)

There is no substitute for experience
GLENND. GILLET
AND ASSOCIATES
982 NATL PRESS BLDG.
NA. 3373
WASHINGTON, D. C.
Member AFCCE®

George C. Davis
501-314 Munsey Bldg.—Sterling 0111
Washington 4, D. C.
Member AFCCE®

GAUTNEY & RAY
CONSULTING RADIO ENGINEERS
1052 Warner Bldg.
Washington 4, D. C.
National 7757

WELDON & CARR
WASHINGTON, D. C.
1605 Connecticut Ave.
Dallas, Texas—Seattle, Wash.
4212 S. Buckner Blvd. 4742 W. Ruffner
Member AFCCE®

A. EARL CULLUM, JR.
CONSULTING RADIO ENGINEERS
HIGHLAND PARK VILLAGE
DALLAS 5, TEXAS
JUSTIN 6108

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 6-1240

FCC Actions
(Continued from page 94)

STA for Telemeter
Paramount Television Productions, Inc.—Granted special temporary authority to test subscribing television system called "Telemeter" over facilities of TV station KTLA, Los Angeles, between midnight and 9 a.m., for 80 days. There will be no public part-

Consulting Radio & Television Engineers

A. D. RING & CO.
26 Years' Experience in Radio Engineering
MUNSEY BLDG. REPUBLIC 2347
WASHINGTON 4, D. C.
Member AFCCE®

Russell P. May
1422 F St., N. W. Kellogg Bldg.
Washington, D. C. Republic 3984
Member AFCCE®

Kear & Kennedy
1302 18TH ST., N. W. HUDSON 9000
WASHINGTON 6, D. C.
Member AFCCE®

Hayes Bcstg.

By Hearing Examiner Fannay N. Littvin

By Hearing Examiner Elizabeth C. Smith
WJKO Springfield, Mass.—Granted petition to amend application in order to show change in MEOV values to bring WWRL Woodside, L. I., to decreasing possibility of interference to WWRL.

By Hearing Examiner Leo Resnick
Western Bestg. Assoc., Modesto, Calif.—Granted petition for continuation of further hearing from Oct. 9 to Dec. 11 in Washington, re its application and that of West Side Radio, Tracy, Calif.

October 10 Applications . . .
AM—1380 kc
WBEL Beloit, Wis.—To increase power from 1 kw to 5 kw, change transmission location, install DA-D etc.
Help Wanted

Help wanted, complete staffs for two stations, business managers, top announcers, girl Friday traffic, Send picture, credentials, references, KGAO, Marion Hotel, Salem, Oregon.

Managerial

Wanted: Commercial manager for Louisiana station. Hard and sincere worker can get past of station profits. This station has always operated in black. Box 141L, BROADCASTING.

Wanted: Successful commercial manager, sales ability a must, first class, known, you must be experienced, honest and own car. Box 146L, BROADCASTING.

Salesman

Salesmen, if you are interested in living in a small college town and earning from $4,000.00 to $7,000.00 a year, depending on how hard you work, contact Box 242L, BROADCASTING.

Wanted: Experienced salesman in stable market with fulltime ABC station. Salary and commission. Contact WCLI, Corn, N. Y.

There's nothing wrong with radio that good salesmanship can't cure. If you're not an order-taker, if you don't wait for agencies to phone, if you have ideas, if you have the ability to sell a future for you at the Washington Area's most powerful independent. Write fully to Howard Stanley, WEAM, Alexandria, Virginia.

Wanted: Salesman who can sell and service accounts. Future unlimited. Photo, references, qualifications. Box 234L, BROADCASTING.

Another salesman needed immediately in the greatly expanding market of all Water, Virginia. Fulltime network station, excellent working conditions. Fulltime, necessary, energetic, ages between the ages of 24 and 35. Box 235L, BROADCASTING.

WANTED: A native southerner preferred seriously interested in radio broadcasting. Address Sam Hill Broadcasting, Box 201L, BROADCASTING.

Help Wanted (Cont'd)

Wanted: Immediately, combination program manager and sales. One 1000 watt daytime independent located in western N. C. Excellent opportunity, working with outstanding people. State all qualifications, references, salary and previous experience. All communications, confidential. Box 143L, BROADCASTING.

Announcer with first phone licences, emphasis on sport and news. Excellent opportunity, working with reliable man not afraid of work, located in southwest Virginia. Box 151L, BROADCASTING.

Wanted: Announcer, leafer, sales and experienced. Send disc and photo first letter. Start $50.00. Box 153L, BROADCASTING.

Announcer-engineer, network station making good profits, congenial small station, own boss, own car, own expenses, $65 to start. Selling not required, but will pay you on all sales. Located in southeast. Box 159L, BROADCASTING.

Wanted Immediately, announce-salesman for ABC affiliate in Casper, Wyoming, full capital. Good pay, good people, send details of first letter all along with disc and tape. Eugene Larrieux, Program Dir., KVCV.

Wanted: Combination man, good announcement man, ABC affiliate. Good pay. All details first letter. Box 160L, BROADCASTING.

We’re looking for a personality for a hillbilly DJ show. About ten per hour, get a national number, straight announcer possibility. Good aggressive in city over 100,000 listen. Box 201L, BROADCASTING.

Immediate opening experienced gunman and announcer-copywriter affliate. $75 week. Net affiliate upper midwest, good station, good man, good opportunity. No replies to beginners or show-timers. Send disc and tape with first letter please. They will be returned promptly. Box 203L, BROADCASTING.

Wanted, announcer. Not the world’s best but a good small station man who knows how and can read copy and manage and handle a console. We are looking for a man who knows he is a small station announcer and can talk to people, and want to live in a small town, at a fair salary and enjoy life without working too hard. Lots of commercials and some continuity writing. Write KDLV, De- vil's Lake, N. D.

Immediate opening experienced announcer and announcer-copywriter affiliate. $50.00 week start. KDMS, El Dorado, Ark.

Wanted: Immediate opening for announcer-engineer at one of west Texas’ newest and biggest 800 watt stations. Forty hour week with salary and benefits according to ability. Don't have time for phone calls, so don't send them. Have paid first class ticket, contact Pat Jeter, or Bob Shew, KFLD, Floydada, Texas.

Wanted—A staff announcer and a news director for 1000 watt station. Single, draft deferred men preferred. Contact Tom Belcher, KGWA, Eden, Okla.

Wanted: ANNOUNCER-ENGINEER. Emphasis on news and sales. Excellent opportunity, working with good people. Send disc and tape with letter. KSQL, Cadiz, Ohio.

By November 16—Two combo men first phone. Permanent. Start sixty dollars forty hours. Send disc and qualifications to Phillip D. Behnert, RODI, Cody, Wyoming.

Help Wanted (Cont'd)

Announcer—send disc, photo and salary requirements. Larry Fillkins, KSBQ, WAY, Tupelo, Mississippi.

Two combination jobs open, engineer, some announcing: also announcer-engineer with must be up to date in first year's growth of station advancement. Phone or write Jackson or L. Goud, WYFL, Pads Valley, Okla.

Combination announcer-engineer. Emphasis on announcing. Salary commensurate with experience to Call Manager, at telephone 710 collect. WBSB, Ben- nettville, S. C.

Wanted: Experienced, versatile announcer, strong on morning news stations. Good station, good people, good salary, graduated pay scale, talent. Send audion, photo, letter of qualifications in confidence to Station WDFD, Flint, Michigan.

Wanted immediately. Two announcers with track records of numbers 100 watt station. Call or write William R. Murray, WFMF, Goldboro, North Carolina.

Wanted, combination man for regional ABC. WKY, La Crosse, Wisconsin.

Announcer-copypwriter wanted for growing independent. Good working conditions. Gateway to Florida. Start, guaranteed advancement. Phone or wire William R. Murphy, WPTX, Marion, Alabama.

Wanted immediately rushed. ABC affiliate in Michigan. Fishing, hunting, resort area. Write or call WMHD, Midland, Michigan.

Announcer with first phone license. $60 per week. WMOG, Brunswick, Georgia. Start as soon as possible. Box 110L, BROADCASTING.

National network station, TV application has opening for staff announcer. Better than average opportunities. Send disc or tape with resume to WCDL, Wisconsin, Michigan.

Announcer-engineer, first phone. WWGS, Tifton, Ga., Phone, 52L.

Technical

Engineer or combination for 350 watt near N. Y. Box 585L, BROADCASTING.

Wanted, chief engineer and a first class operator for 100 watt southern independent. Box 144L, BROADCASTING.

Wanted, Radio operators holding 1st class radio telephone licenses, Experienced, inexperienced. Car in liverpool, New York. Box 180L, BROADCASTING.

Needed immediately, a man with first class phone ticket to handle combo job. Excellent earnings, Permanent position. Contact Box 281L, BROADCASTING.

First class engineer, no experience required, WCIDT, Winchester, Tennessee.

Engineer, first class license. Immediate opening. WEAV, Plainville, Connecticut.

Engineer-announcer $80 or more weekly. Permanent position and excellent working conditions. Write or wire collect given information. LWK, Garrison, WPUN, Huntsville, Alabama.

Immediate opening for engineer with first class license. Contact Allen R. Jones, Radio Station WGIN, Wilminton, N. C.

Help Wanted (Cont'd)

Engineer-announcer. Need two, one with sufficient experience for chief. Salesman with base on profits, bonus commission system. WJAM 1000 watt, daytime, Mississippi.

Engineer, same announcing for evening schedule. Send full details first letter. Write L. Gould, WAWQ, Jacksonville, N. C.

Wanted: Engineer-announcer, also announcer. Station WKEU, Griffin, Ga.

Wanted, engineer, AM and FM NBC affiliate WKPY, Kingsport, Tennessee.

Two first class operators, experience not necessary, car essential. $50.00 per hour with good commission. Contact Chief Engineer, WOLS, Flores, S. C.

Production-Programming, Others

Copy girl: For small station in eastern Pennsylvania. Experience not essential. Must be in her early 20's, must be single, non-smoker. Typing and dictation necessary. Send resume for work with talent. Box 201L, BROADCASTING.

Where 'n Sam Hill are all the copy- writers! Good job, good pay, good station. Good deal for good man. Come on, fellas. Samples background data to Box 218L, BROADCASTING. Is there any future ahead in the world don’t you?

New Englander with good voice and experience needed for new director announcer. State qualifications, experience and references expected. Box 221L, BROADCASTING.

Wanted: Experienced news man, rewrite, straight script. Must have ability with writing ability and news judgment. Box 241L, BROADCASTING.

Announcer-engineer, fulltime, $100.00 week plus expenses. Excellent opportunities. Box 243L, BROADCASTING.

Announcer-engineer, top salary. Radio Classifieds, WINGS, Chicago.

Radio Station Engineer-wanted, top station in large North Carolina city. No sports or DJ specializations. Must have paid experience in large market. Extremely dollars omomorable and strictly hands off. Box 251L, BROADCASTING.

Seeking an experienced, professional bartender for the job, but seek return to AM radio with establishment. Must be a neat, clean, thorough individual with the ability to be to do and willing to pay well for concoctions. Must have a warm, friendly personality, and be able to get along with people. Send resume to Box 260L, BROADCASTING.

Send resumes to WOLS, Florence, S. C.

Television

Technical

TV cameraman for midwest station. State experience, available salary $1500.00. Box 244L, BROADCASTING • TELECASTING.

Situations Wanted

Managerial

Manager: With a record of achievement in highly competitive midwestern markets, he is a proven sales manager, knows how to develop the business, knows how to sell, but a sound, practical operator with a bank of contacts far from hopeless. Twelve years experience and 10 years in management. Top rated station. Must have wide outdoor experience in the TV business. Extremely dollar conscious and strictly hands off. But must have paid experience. Box 261L, BROADCASTING.

Required: A highly trained, professional Manager, with a background in creative management, strong in salesmanship, with a definite flair for the broadcasting business in general. Excellent opportunities. Box 262L, BROADCASTING.

Commercial—program—promotion manager, negotiating present position immediately, desires management of local indie or net, best references present employment. Box 263L, BROADCASTING. Replies answered. Box 181L, BROADCASTING.

Manager—commercial manager. Thor- oughly capable, long experience all over the country. Has behind him a sound business background, a flair for promoting, a fine personality, good showmanship, and a desire for a definite increase in his position. Small or medium market. Replies answered. Box 264L, BROADCASTING.

Experience combined in management and technical departments, familiar with one-way work operation in a single station. Desires management position and commission basis minimum $400. Box 198L, BROADCASTING.
Situations Wanted (Cont'd)

What station needs a bustling high type manager with sales programming and production ability, reliable, Middletown, Middle-aged. Box 194L, BROADCASTING.

Station manager, over 20 years experience, desires position with station whose operation is in commercial or competitive metropolitan area. Opportunities in sales, management, personal reasons to make a change. Expecting $50-60,000 per year. All interested stations are invited to call. Box 210L, BROADCASTING.

After over 20 years as manager-com- mercial network talent, seeks opportunity in competitive metropolitan area. Personal reasons to make a change. Very experienced sales manager and live in the Los Angeles area. Will relocate anywhere. Box 200L, BROADCASTING.

Situations Wanted (Cont'd)

Combination announcer-engineer. First phone license accent on announcing, second class license on telephone. Run good morning show. Will sell on commission. Family man. Personal references. Box 199L, BROADCASTING.

Announcer 22 years experience New York area. Experienced in progressively progressive, cologne, Experiences. Box 111L, BROADCASTING.

We'll call you. Personal references. Box 121L, BROADCASTING.

Situations Wanted (Cont'd)

What station needs a hustling high type manager with sales programming and production ability. What station needs a good salesman, middle age, presently employed by 50 kw NBC AM, TV. Willing to consider other positions. Box 201L, BROADCASTING.

Salesman

A good salesman is scarcer than hens teeth! No kidding. Prefer Misissippi Valley. Presently employed. Vast experience. Box 199L, BROADCASTING.

Sales and air work combination. Experienced, desires relocate with financially sound station in northern west or southwest market. Box 203L, BROADCASTING.

Tough job at top dollar. Experienced salesman desires position with sales manager. Personal experience will be made available by merger. $75 per week salary. Box 212L, BROADCASTING.

Salesman, good personality makes friends easily. Excellent references. Available because of merger. $75 per week salary. Box 212L, BROADCASTING.

Announcer-program director desires position in northeast. Ten year broadcasting experience. Box 195L, BROADCASTING.

Experienced announcer AM-TX, all phases. Strong commercials, MC, NBA, NBC AM, TV. Desires change. Excellent references. Box 194L, BROADCASTING.

Announcer-program director desires position in northeast. Ten year broadcasting experience. Box 195L, BROADCASTING.

Combination announcer-engineer. First phone license accent on announcing, second class license on telephone. Run good morning show. Will sell on commission. Family man. Personal references. Box 111L, BROADCASTING.

Announcer-salesman, ripe. Excellent, relevant references. Available because of merger. Box 222L, BROADCASTING.

College graduate first phone, first tele- graph, vo-lec. Experienced, engineer job with small California or New York commercial. TV experience. No contacts or any form of radio in state of residence. May be discharged from Navy. Will work any shifts. Box 196L, BROADCASTING.

Announcer-engineer-salman. Attention Kansas, Oklahoma, Texas and all points in between. Your station may benefit from my experience. Experience with commercial and politcian directional. Box 141L, BROADCASTING.

Campbell announcer desires staff position. Strong on news and commercials. Married veteran, draft exempt, dice upon request. Box 173L, BROADCASTING.

Announcer-desires 3 years experience, top in news, commercials. Desires of getting into position with more network affiliation. $65.00 minimum desired. Box 176L, BROADCASTING.

Call Dayton 8-5707 in NVC for experienced announcer AM, FM, TV, $7500.00 annually or better within 150 miles of three. Otherwise Box 194L, BROADCASTING.

Capable announcer, 8 years radio, 5 years college. Clear unaffected speech, authoritative, market appeal, excellent sales.箱 commercials, adequate special events. No sports, no radio directing. Musical conducting ability, especially vocals. Desires job with good station. Want staff job with regional major network affiliation. Would like opportunity for some work acting or drama work, or production. Dice on request. Interview late. Box 204L, BROADCASTING.

Network caliber play-by-play staff announcer. Ex -radio Announcer. Will work ball player desires metropolitan location. Good color commentator. $85.00 per week. Box 204L, BROADCASTING.

Situations Wanted (Cont'd)

Production-Programming, Others

Program director-announcer, ten years in radio, three years as program director for a New York CBS affiliate. Desires position in large market as program director in major market. Box 196L, BROADCASTING.

Attention, Florida! For permanent lo- cation, thoroughly experienced radio man offers background of announcing, copy, production, board, news. Presently in Miami. Box 125L, BROADCASTING.

Copy-continuity writer. Heavy pub- lic relations, news, newsmaking, background. Can assist at announcing, as needed. Color. Box 196L, BROADCASTING.

Local news coverage builds audiences. Experienced news director available. Write Box 174L, BROADCASTING.


Limited staff stations! Commercial director, manager desires position at a sales-man traffic manager-engineer-station manager. Commercial radio knowhow with a small staff. Experienced, non-negotiable, but promotion could be given. Desires position with- out changing stations, don't reply to box. Box 204L, BROADCASTING.

CBR affiliate PD 2nd market seeks position Midwest metropolitan or city, preferably, veteran, desire Commercial traffic. Prefer newsmen or production. Will accept any position with radiomen who believe in radio. Box 196L, BROADCASTING.

Western states: Capable, attractive woman now employed desires progresses position with future. Excellent sales experience. Exper- ienced program, traffic, sales, public relations, sales, continuity. Box 194L, BROADCASTING.

Writer-producer television and radio staff background. Wide experience in producing dramatics, news shows. Desires new opportunity staff position. Box 197L, BROADCASTING.

Attention: Livewire! Experienced gal, capable announcer, seeks all phases PD. Strong on women's programs, DJ, sales, copy, some board work. Gradu- ate leading radio school-Radio City. Box 210L, BROADCASTING.

Situations Wanted (Cont'd)

Seeking position with TV, AM/TV, or agency operation. Five years radio: Director - producer - engineer, previous assistant and director, stage manager and di- rector of engineering. Desires a sales position. Family man. Write Box 185L, BROADCASTING TELECASTING.

For Sale

Equipment, etc.

Channel two or three RCA TF3A three bay Bat Wind antenna immediate delivery. Box 889L, BROADCASTING.

RCA Universal pickup kits MI- 4707-G for 4707-S or 4706-S head. Kits complete in all respects, mounting plates fit all tubes. Box 197L, BROADCASTING. Spare head completely reconditioned 889-M. $250.00. Five years ago. Nine months ago. Kits have been in use 35 years and are in perfect condition. Best offer. KGYN, Guymon, Okla.

For sale—Truscon self-supporting tower; 172 feet high; insulated; Cross-Heinz navigation lights. Price $1,500 standing, $5,500 dismantled. Jim Healey, WOKO, Albany, N. Y.

For sale—two slightly used complete Western Electric A-P pickup arms, with electronics and three corner diamond stylus heads, all available immediately. F. McManis, WBOY, West Point, Miss.

Like new, Federal 10 kw FM broadcast transmitter, with all equipment. Box 190L, BROADCASTING. If necessary, Make an offer, as this model Federal 150-B must go immediately. Also one C-100 FM broadcast transmitter with remote control. Box 190L, BROADCASTING. Completely fed radiating loops, with heaters for 6600, 6700, 6800, extensions joints, air intake.两名 antenna, five foot and six foot 3½ inch co-ax (Andrew Company). Condition of equipment reconditioned. Equipment was used only two years. KHNB, New York City, Box 728, Kansas City, Kansas.

Wanted to Buy

Stations

Want to buy only AM radio station in a town of over 25,000, or one in a city over 50,000. Will deal directly with owner. F. F. McNamara, Pekin, Illinois.

Equipment, etc.

Crystal for 1260 kc. Will take even if untestable. Box 181L, BROADCASTING.

Will buy: 250 watt transmitter. Must be in working order. No junk wanted. Station KHIB, Osh- kosh, Wis.

Latest type equipment. RCA R-255G TV tube and antenna transmis- sion. Also GR type 121-A FM transmis- sion. Plans for future. Box 197L, BROADCASTING.

Will pay cash for used RCA 78RB or equivalent console. Must be in good order. Ray Bank Studios, 111 North Eleventh Street, Minneapolis 3, Minne- sota.

Wanted: Console for campus station at Abilene Christian College. Contact Lowell Perry, 311 North Texas, Abilene, Texas.

Miscellaneous

Antenna resistance measurements made at the request of a station owner. Edward Gooderheit Company, 201 Beacon Avenue, St. Louis 6, Mis- souri.

Executive Services

Confidential submission - wide sales placement. Proven sales, man- agers, commercial managers, pro- duction managers, salesmen, and dis- co jockeys. Inquiries invited from applicants and employers.

(Continued on next page)
Situations Wanted (Cont'd)

Young Radio Executive WANTS promotion from present secure position as ASSISTANT MANAGER of successful east coast indie to MANAGER of your station in tough competitive market. Offers: 11 years of success as talent and management. Innate sense of showmanship. Documented history of sales success. Write or wire. Box 171L, BROADCASTING.

Radio Station and Newspaper Appraisals

Tax, estate and many other personal problems create the need for an independent appraisal. Extensive experience and a national organization enable Blackburn-Hamilton Company to make accurate, authoritative appraisals in minimum time.

Appraisals • Negotiations • Financing

BLACKBURN-HAMilton COMPANY
RADIO STATION AND NEWSPAPER BROKERS
WASHINGTON, D. C. • CHICAGO • SAN FRANCISCO
James W. Blackburn Ray V. Hamilton
Washington Bldg. Tribune Tower
Sterling 4341-2
Hartford 4-4141
Lester M. Smith
215 M St. S.W. Exkno 5-8972

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On All Account

Louis as program-production manager for KMOX, the CBS outlet there. He remained with the station until 1941 when he joined the Navy as a lieutenant junior grade. There, besides serving in the Unit of the Russian Navy, he served in the Southwest Pacific on the staff of the Seventh Fleet and as a liaison officer with the Royal Navy.

The Douglas—she is the former Muriel Campbell—now live in a New York apartment. Mrs. Douglas owns the radio and television production firm known as Muriel Campbell Productions.

KING TO ECA

LEAVES WCOP POST

EUGENE H. KING, program director at WCOP Boston, Mass., is scheduled to leave this Thursday for Paris where he will assume the post of European radio director for the Economic Cooperation Administration. His successor at WCOP was not announced.

A radio veteran of 15 years, Mr. King has been with WCOP since 1947. He was named radio coordinator for the United Nations in Boston, and also is a member of the North American Advisory Committee of the French Broadcasting Co. He has been active in the work of the Iron Curtain Refugee Committee and numerous public service associations.

FM Handi-Talkies

PRODUCTION of Army Signal Corps handi-talkie radio sets has been started by four manufacturing firms—Raytheon Mfg. Co., Emerson Radio & Phonograph Corp., Sentinel Radio Corp. and Utility Electric Corp. New handi-talkie set is the first FM radio of its type yet produced and will be used to equip Korean units soon. The Army Dep't. has announced. Several hundred sets were produced in September and output is scheduled to increase steadily in the next two months.

VATICAN STATION

Italy Makes Land Grant

A NEW $5 million radio station was earmarked for the Vatican last week on the basis of a land grant by the Italian government. The new station, to be erected on the outskirts of Rome, will be used to air programs in 20 languages to all points on the globe.

The Vatican plans to maintain contact with some 67 million Roman Catholics behind the Iron Curtain and another three million in Communist-controlled China. The grant was for extra-territorial rights to over 1,385 acres of land. The Vatican radio has called for a moral crusade against the threat to religion which Communists have frequently labeled "the opiate of the people."

WILLIAM SAVITT, president of Savitt Jewelers and WCOC Hartford, awarded first prize in the Saturday Evening Post national radio contest for their Remington Rand Razor entry. Savitt Jewelers entry won on the basis of his letter content on "Why I Want a Remington Electric Razor for Graduation or Father's Day."
VITAMIN FIRM
Halves Broadcast Schedule
AMERICAN Vitamin Assoc., Hollywood, which has floated radio and TV markets nationally with advertising for Thysavals and Orvita, last week cancelled between 50 and 60 percent of its broadcast schedule "to get into a better financial and liquid position." This was explained by Jack Scott, president of Schwimmer & Scott, Chicago agency which handles the $1 million-plus account, in refuting reports that the company is going on bankruptcy. He also denied that the agency had dropped the account.

“We’re merely cutting out non-essential programs and spots on our heavy broadcast advertising schedule, and are eliminating business only in those markets where sales have not warranted the expenditure," Mr. Scott said. He added Frosty Frolics will continue to be telecast on the ABC network.

FAIRBANKS RE-NAMED
President of WIBC
RICHARD M. FAIRBANKS has been re-elected president of WIBC Indianapolis at an annual meeting of station shareholders. Three new directors elected were W. Daniel Kibler Jr., president of Kibler Trucking Co.; Harry T. Ice, Ross, McCord, Ice & Miller, and Mrs. Daniel Earhart of Chicago.

Mary C. Fairbanks was named vice president and M. H. Geiger was elected secretary-treasurer. Kenneth W. Church is general manager and William L. Dean is program director of the station.

Directors re-elected were Mrs. Adelaide Causey; Mr. Geiger; Richard, Mary C. and Charles W. Fairbanks; and Robert M. Vailancourt, Pasadena, Calif.

STU REYNOLDS appointed exclusive sales representative for Screen Television Assoc., new television film production firm recently formed in NEWARK, formerly executive producer Procter & Gamble Productions [B 1, Sept. 17].

FRANK MAYER, REO-Father, appointed production manager Princeton Film Center, Princeton, N. J. HOBIE SCHROEPPE, Yale & Towne Mfg. Co., appointed special sales representative for Princeton Film Center.

EDWARD MANN, film editor, signed as director Edward Lewis Television Productions, Hollywood.

MAURICE LYNCH, financial secretary Chicago Federation of Labor (WCFL), resigned. Unitarian has combined his duties with those of recording secretary, WILLIAM F. CLEARY.

HAL BRATSGE, KING-TV Seattle, to sales staff of Ragin Motion Picture Co., Seattle.


BELL VOCATIONAL SERVICE INC. announce expansion of advertising-public relations-radio-TV department. MARILYN D. EGGERS will head department.

RICHARD F. FRENCH, assistant professor of music and director of graduate studies in music department of St. Louis U., named director of publication of Associated Music Publishers Inc., N. Y., wholly owned subsidiary of Broadcast Music Inc.


PAMELA DUNCAN and GEORGE PEMBROKE signed by Jerry Fairbanks Productions, Hollywood, for leading roles in The Little Black Book written in Front Page Detective TV film series. MARIL ROSEN, film director, signed by company, to direct The Loneliest One, newest in firm's Front Page Detective TV film series.

NORMAN NOYES, Los Angeles manager Branham Co., father of girl, Sept. 28.

RICHARD SHEPARD, regional sales manager National Retail Radio Spots Inc., Hollywood, named national sales manager.

MARGARET MAU appointed promotion director Arthur-Sampson Enterprises Inc., Cincinnati. She was with WBNS (TV) Columbus.

HARRISON JOHNSTON appointed manager of newly created product engineering division Ampex Electric Corp., Redwood City, Calif. He was with General Electric.

FRANK B. ROGERS Jr., vice president and assistant general sales manager Ampex Corp., Chicago, appointed vice president in charge of sales Reeves Soundcraft Corp., Long Island City, N.Y.

SAM LITTLEJOHN, manager of Atlantic district, apparatus Div., General Electric Co., elected commercial vice president of company.

JAMES C. P. LONG, head of material section, division of Bureau of Aeronautics, U. S. Navy Dept., appointed to Washington, D. C. engi-neer, signal transistor, and coordinator of promotion department.

MATTHEW C. CARRERRY, administrative assistant to RUSSEL L. WOLDEN, S. F. City Assessor, named comptroller Leo J. Myerberg Co., Northern California distributors for RCA.

JACK F. MCKINNEY SALES CO., Dallas, Texas, named sales representative of cathode-ray tube division for Allen B. Du Mont Labs, Clifton, N. J. McKinney Sales will cover Texas, Oklahoma, Arkansas, Louisiana, and Mississippi for Du Mont division.


GENERAL RADIO Co., Cambridge, Mass., announces addition of Type 20A-B model to line. Transformer furnishes convenient adjustable source of 60-cycle power. The secondary winding is completely isolated and the insulation between coils and to the core will withstand a 1250-volt breakdown test.

CREST TRANSFORMER Corp., Chicago, appoints Pearlman-Coleman Assoc., Los Angeles, as its representatives for electronic radio and television line of transformers.

Technical . . .

STAN COOPER, graduate Northwestern Broadcasting School, Fort Worth, Texas, appointed chief engineer KRJ Corvalis, Ore. BOB McQUEEN, graduate, named chief engineer KVAS, Astoria, Ore.

ED MacDUFF, supervising operator CBW Winnipeg, named acting chief operator CBK Watrous, Sask.

TOM DICKSON, cableman WDTV (TV) Pittsburgh, appointed engineer. HUGH WOOSLEY and HARRY SCHWARTZ named to engineering staff.

Feature of Week
(Continued from page 19)

booklet of suggested announcements pointing up the various roles radio plays in daily life. These, too, are used at the individual station's convenience, and may be used by both affiliates and non-afiliates of Mutual.

The World campaign, aside from the "Listen" disc, includes trade paper advertisements stressing the same theme and advising stations to use the "Listen" slogan not only on the air but in their other promotion projects. "Sell radio and you'll sell your station," World proclaims.

It has also issued four-page, two-color brochures to affiliates and non-affiliates to enlist their support in the "sell radio" drive, and is employing the "Listen" message as a tag-line on all continues sent out by World. The message is also carried on stickers attached to all its correspondence, mailing pieces, envelopes and the like, and is further displayed in sheet and promotional material. Advertisements also emphasize that "World is building for radio today and a radio future bright and sound."

KUA San Francisco has launched new school talent program in cooperation with San Francisco public and Catholic schools. Program designed to supplement regular school activities and music courses.

IN MONTREAL
it's

CFCF

Ask the man who knows best—the local advertiser on CF CF.

Best proof that he gets prompt action at the cash register is the fact that

Over a 3-year period local advertising on CF CF has increased 260%.

National advertisers, too, can bank on CF CF. For Canada's FIRST station has the coverage, the listenership, to do a real selling job in the rich Montreal market area.

U.S. Representative—Weed & Co.

October 15, 1951 • Page 101
LOCAL RATE CARD

NEW RATE card designed for local station operation has been adopted by KHIT Lampasas, Tex. National and local cards have been revised upward with a new set of frequency discounts, according to Harry Van Slycke, KHIT general manager.

Discounts have been reassigned into three frequency groups compared to the former seven-group basis, Mr. Van Slycke said, in order to protect the station against whips of small local merchants who don't care to use standard contract forms.

Highest discount is now 102 or more times for local and national cards. Mr. Van Slycke explained it wasn't practical in a small community to sue merchants who cancel a 315-time contract. Meanwhile the station actually was cutting its rates by collecting at the 312-time rate only to have the contract cancelled before completion.

BLACKLIST TACTICS

Subject of ACLU Report

BLACKLISTING in radio and television, and loyalty and security problems in these fields, will be the subject of an American Civil Liberties Union report to be published early in 1952 by Doubleday & Co.

Book is the result of over a year's study of the problem by ACLU Board-Member Merle Miller, assisted by a team of ACLU investigators and volunteer workers. The report studies methods used by Red Channels and Counteratacks in publicizing alleged communists and communist sympathizers, as well as with the efforts made to keep anti-communists off the air. Major theme is the impact of these activities upon civil liberties.

EMERGENCY TRANSMITTER

A license to CKFT Fort Frances, Ont., has been recommended by board of governors of Canadian Broadcasting Corp. to Department of Transport, Ottawa, at its Sept. 28th meeting at Montreal. CKFT will be authorized to operate 250 watt emergency transmitter on its present frequency.

THE GEORGIA PURCHASE

only a combination of stations can cover georgia's major markets

THE GEORGIA TRIO

represented individually and as a group by

THE KATZ AGENCY, INC.

THREE DECADES FOR WJAS

Pioneer Keeps Pace With Progress

WJAS Pittsburgh, one of the "pioneer stations" in the Steel City's viceity, watches its 30th year of broadcasting arrive next Friday (Oct. 19).

WJAS appeared on the radio scene in 1921 as a 100 w outlet, chiefly as a result of the efforts of two men, Kenneth Thomas and William Mencher. They built a transmitter at 963 Liberty Ave. in the downtown section, using a store window for a studio. A year later, it went to 500 w.

Seven years later WJAS went to a 1 kw operation and the station's transmitter—following the trend of the time—was moved from downtown to a suburb in the city. The studios were located in the Law & Finance Bldg. with daylight power later increased from 1 kw to 2.5 kw.

As the medium grew in prestige and service in the nation, WJAS again was abreast with the times, building in 1933 the "most beautiful studios east of the Mississippi," as they were then described, in the present city location in the Chamber of Commerce Bldg.

WJAS's home covers 10,000 sq. ft. of office space, six large studios, a Johnny studio, and a large reception room, in addition to a music library room. Operation now is 5 kw fulltime, directional night, on 1320 kc.

Joined CBS in 1927

The station has been affiliated with CBS since 1927, giving it the claim of being one of CBS' original 16. It has been locally owned since its creation. The late H. J. Breen was one of the founders. It is still owned by the Pittsburgh Radio Supply House, the original operator. Some 50 employees are on the staff.

To keep pace with progress, WJAS remodeled in anticipation of the eventual addition of television. H. K. Breen is general manager. Commercial manager is John H. Buchheit.

SAG NEGOTIATING

May Resume This Week

SCREEN Actors Guild negotiations with major motion picture producers for a new basic contract may resume this week following temporary halt to allow IATSE to complete its negotiations with the producers.

GUILD talks with the producers Sept. 17 through negotiating committees. Subcommittee representing legal counsel and staff executives were to continue negotiations and report to negotiating committees at later date [B * T. Oct. 1]. Guild later stood aside to permit IATSE to complete its started negotiations with the producers feeling that SAG negotiations might take longer in the light of the many important issues involved. IATSE talks were expected to be concluded last week. As far as could be learned there were no television issues involved in the IATSE contract.

Two important television issues will be taken up by SAG, on the other hand. They include banning from television use of all motion picture films produced after Aug. 1, 1948; and additional payment to actors for re-use of theatrical films on television in each area.

NEWSPRINT

Congress Studies Output

CONGRESS is studying further plans for increasing newspaper production in the United States and outside of North America but there is no assurance that users will soon get all they desire.

This was the conclusion drawn by a House Interstate & Foreign Commerce subcommittee in a report released Oct. 5. The interim report was based on the subcommittee investigation of present Canadian supplies.

The subcommittee, headed by Rep. Lindsley Beckworth (D-Texas), ranking Commerce Committee member, added that it would continue examination and report to the House.

At the same time Rep. Kenneth A. Roberts (D-Ala.) introduced a bill (HR 5075) which would authorize the Reconstruction Finance Corporation to make loans for construction of newspaper plants.

Plan for conservation of newsprint in at least 11 American cities has been disclosed by a government official.

Arthur N. Treanor, Printing & Publishing Division, National Production Authority, said the plan provides for an agreement by newspapers to support the difference between their net paid circulation and net press runs. Such an arrangement would result in the giving up of 184,000 tons of newsprint a year, he added.

The Dept. of Justice has given its sanction to the agreement and the plan would be put into effect shortly in one city. The 11 cities are New York, Detroit, Chicago, Boston, Los Angeles, St. Louis, Cleveland, Philadelphia, Baltimore and Washington.

7-MINIT TO JONES

Candy Account to Weintraub

FIRST new account for the Duane Jones Co., New York since Mr. Jones resigned all his accounts following the establishment of another agency by his former employer, was announced this week. It is the National Selected Products Inc., New York, account for its 7-Minit Pie Crust, Pies and Cake Frostings. The appointment is effective Nov. 15.

Meanwhile, another former Duane Jones account, Gold Medal Bread Corp., Brooklyn, makers of Bonomo's Turkish Taffy and other confectios, has appointed William H. Weintraub & Co., New York, as agency. Gold Medal will continue its sponsorship of Magic Clowns Sunday mornings on NBC- TV.

Why buy 2 or 3 more... do a big sales job. ANSWERS TO EVERY QUESTION... YES... do a big sales job.
Docket Actions

**FINAL DECISIONS**
Washington Court House, Ohio—Court House Radio, Inc., FCC issued final decision granting application for new AM station at 950, 950 kw, 1 kw, daytime, to 1460 kc, 5 kw, fulltime. Decision Nov. 18.

Lemoyne, Pa.—FCC denied switch in facilities for WGEM, Harrisburg, from 1400 kc, 250 kw, fulltime, to 1460 kc, 5 kw, fulltime. Decision Oct. 31.

**NEW GRANTS, TRANSFERS, CHANGES, APPLICATIONS**

**FCC Roundup**

**Box Score**

**SUMMARY THROUGH OCTOBER 11**

<table>
<thead>
<tr>
<th>Class on Air</th>
<th>Licenses Pending Hearing</th>
<th>Granting Workmen's Comp.</th>
<th>Grants Pending Year End Decision</th>
</tr>
</thead>
<tbody>
<tr>
<td>AM Stations</td>
<td>13.043</td>
<td>10.05</td>
<td>7.21</td>
</tr>
<tr>
<td>TV Stations</td>
<td>10.05</td>
<td>5.03</td>
<td>3.17</td>
</tr>
</tbody>
</table>

**On the air.**

- **underwriting**

**Non-Docket Actions**

**AM GRANTS**


**FM GRANTS**

Des Moines, Iowa—Independent School District. Granted 97.5 kc, 7 kw, daytime; engineering conditions. Estimated cost $5,530. Plans to cooperate with WOI-AM-FM Ames, Iowa, in exchange of broadcasting service. Station will be used as radio instructional educational service for Des Moines school system. Granted Oct. 15.

**FCC Decisions**

**Wyoming**

WYLD (FM) Columbus, Ohio—Granted increase in ERP from 100 kw to 100 kw and antenna from 430 to 330 ft., fulltime. Decision Oct. 26.

WSGN-BFM Birmingham, Ala.—Granted decrease in ERP from 310 kw to 55 kw, fulltime. Decision Oct. 18.

**South Carolina**

WCTF-FM Ballville, S. C.—Granted increase in ERP from 5 kw to 22 kw, and antenna from 160 to 270 feet. Decision Oct. 18.

**Florida**

KFBK-FM Sacramento, Calif.—Granted increase in ERP from 11.5 kw to 20 kw, and antenna 160-200 feet. Decision Oct. 19.

**Transfer Grants**

WIAC San Juan, P. R.—Granted acquisition of control by El Mundo Corp., for 2.5% shares. Granted license to station at Hato Rey on 630 kc, 1 kw, unlimited, conforming with FCC standards. FCC ordered that amendment be accepted. Decision Oct. 11.

**NON-DOCKET ACTIONS**

**AM GRANTS**

**New Applications.**

**AM APPLICATIONS**
- Putnam, Maine—Fernald Bassett, Inc., 1340 kc, 250 kw, fulltime; estimated cost $165,000; first year revenue $45,000; first year operating cost $43,000; first year net revenue $2,000; applicant is licensee WKBH St. Marys, Pa. Filed Oct. 10.
- Rapid City, S. Dak.—Paul A. Brandt, 1550 kc, 1 kw, daytime; estimated construction cost $30,000; first year revenue $4,000; first year operating cost $2,400; first year net revenue $1,600; applicant is licensee WKBX 4WCL Mt. Pleasant, Mich. Filed Oct. 11.
- Grand Forks, N. D.—Coal Country Broadcasting Inc., 1550 kc, 1 kw, daytime; estimated construction cost $30,000; first year revenue $4,000; applicant is licensee WFTM Fort Valley, Ga. and applicant for new AM station in Tuskegee, Ala., and WMTM Fort Valley, Ga. Filed Oct. 11.

**FM APPLICATIONS**
- Highland Township, Douglas County, Wis.—State Radio Council, 92.2 mc (2610), 1 kw, fulltime. To be non-commercial station. Estimated construction cost $65,000. Programming would be large format by (WKBK-FM Madison, Wis. Applicant is licensee WKBX-FM Madison, WITC Fond du Lac, WHKW (FM) Chilton, WHWB (FM) Collins, WHVB (FM) Rice Mountain, WHBF (FM) La Crosse and WFHY (FM) Rhinelander, all non-commercial, educational stations.

**TV APPLICATIONS**
- Scranton, Pa.—Scranton Bester, Inc., Ch. 22 (318-524 or 345-354 mc), 350 kw visual, 22 kw audio, antenna 1562 feet; estimated cost $226,000; first year operating cost $20,000, first year revenue $75,000. Applicant is licensee WGL-AM-FM Madeline, WVL-Bestg. Corp., Pittsburgh, PA. Filed Oct. 11.
- Henderson, Ky.—Tel-A-Kay Enterprises Inc. (109-256 or 108-206 mc), 21.5 kw visual, 10.7 kw audio, antenna 822 feet; estimated operation cost $50,000; revenue $125,000. Applicants are Jack Grimes (274 hours out of 150), president, and 1/2 owner; Bob Wallace, president, WAGB-AM-FM Bestg. Corp., Vice President. Filed Oct. 11.

**SUMMARY**

Please see page 31 of this issue.
and cashier First National Bank; Samuel C. Lathrop, lawyer (Vermont Avenue A. Mot- ton (146); 15% owner Melton-Spring Inn Co., and three other minority stockholders. Filed Oct. 9.

Idaho Falls, Idaho, Kansas, Eastern Idaho Bank, and television Co., ch. 6 (50-65 icw.), KRBI, 3.06 kw visual, 2.8 kw audio, 134.58 feet; estimated cost $82-

36 v. (65); first year operating cost $6.46; 1973; first year operating cost $0.68.

TRAFFIC REQUESTS


wished that the Senior Treasury, as the Treasury, was sponsoring the band leader.

Sentiment for keeping the government out of the paid commercial medica was dropped up during hearings before the Senate Appropriations Committee, re-

leased last week. The Treasury Dept. said it would not only would it take its savings bonds drive.

"Why do you ask for $2 million?" if the television companies make it [advertising] free, and those who advertise, pay it to make it free, why should we pay out the $2 million?" said Kenneth McKellar (D-Tenn.) wanted to know.

A department spokesman replied the sum was earmarked for ad-

BOND PROMOTION

Defense Dept. sponsorship of The Shadow, noted that it has "gone back into private industry selling some kind of hair tonic."

"I am also informed that at that time Sammy Kaye was contribut-

ing his services to the Treasury Dept." The Senator originally charged that the Treasury Dept. was sponsoring the band leader.

Deletions . . . .

Deletions . . .

TOTAL: 2,419 25 2.5 11.3 11.3

With respect to free advertising, Treasury spokesmen cited Foste, Cone & Belding (newspapers and magazines), Dancer–Fitzgerald–Sample (network radio) and Schwimmer & Scott (other radio) as examples of Treasury "persua-

sion" in obtaining top talent free.

Preparation of radio transcrip-
tions—"free" to Treasury Dept. except for the production and me-

chancial charges—are sent to sta-
tions at their request and played without charge. For TV stations films and slides, donating time and using them "many times over," it was explained.

With regards to recruiting, the ban apparently published and mailed and pursuant to the Supreme Court's original agreement to block government efforts for fair and equitable price ceilings, he explained, adding that individual price adjustments also would throw "an enormous burden" on OPS.

When The BMI Is Yours

Another BMI "Pin Up" Hit—Published by Hill & Range

I WANT TO BE NEAR YOU

On Records: Johnny Desmond—MGM 11027; Percy Faith—Col. 39258; Ray Noble—Vict. 20-

4248; Nellie Lutcher—Cap. 1789, Tex Williams—Cap. 1799.

September Box Score

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

<table>
<thead>
<tr>
<th>AM</th>
<th>FM</th>
<th>TV</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total authorized</td>
<td>2300</td>
<td>223</td>
</tr>
<tr>
<td>Total on the air</td>
<td>2171</td>
<td>226</td>
</tr>
<tr>
<td>Construction permits</td>
<td>139</td>
<td>103</td>
</tr>
<tr>
<td>Total applications pending</td>
<td>1075</td>
<td>223</td>
</tr>
<tr>
<td>Total applications for renewal</td>
<td>280</td>
<td>8</td>
</tr>
<tr>
<td>Requests for new stations in hearing</td>
<td>211</td>
<td>115</td>
</tr>
<tr>
<td>Requests for change existing facilities</td>
<td>28</td>
<td>28</td>
</tr>
<tr>
<td>Deletion of licensed stations in September</td>
<td>0</td>
<td>0</td>
</tr>
</tbody>
</table>

*On the air.*

Bond Promotion

(Continued from page 28)

Sen. Kilgore requested a table of free advertising received by the Treasury Dept. in the past 10 years. The table showed that radio advertisers had contributed huge chunks of promotion, ranging from $2 million in 1942 to $3 million in 1944. For radio in 1942 was estimated at $22 million.

Television industry donated from $1 million in 1950 to $2.5 million for this year.

Radio's Monnificence

Of striking significance was the fact that radio time accounted for about 50% of the total ad time for newspapers for each year, in contrast to newspapers, periodicals and outdoor billboards.

Estimated value of measurable advertising contributed by advertising medios in support of the Treasury savings bond program, by fiscal years, was reported as follows:

<table>
<thead>
<tr>
<th>In millions of dollars</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fiscal year</td>
</tr>
<tr>
<td>1942</td>
</tr>
<tr>
<td>1943</td>
</tr>
<tr>
<td>1944</td>
</tr>
<tr>
<td>1945</td>
</tr>
<tr>
<td>1946</td>
</tr>
<tr>
<td>1947</td>
</tr>
<tr>
<td>1948</td>
</tr>
<tr>
<td>1949</td>
</tr>
<tr>
<td>1950</td>
</tr>
</tbody>
</table>

Commercial broadcasting.

Ad Costs

(Continued from page 53)

Stabilization "the most extraordinary latitude for determining the level of prices, paying the way for numerous unsound and arbit-

rarily dictated by officials of that agency."

The issue initially had been raised by James D. Shuey, chairman of the National Broadcasting Corp. and vice president of Avco Mfg. Corp., after the Defense Produ-

ction Act first became law. He noted that no provision had been made for advertising during the first year, but no other costs prior to adoption of the Capelhart formula.

Here is what the new bill, suggest an amendment to that act, would do:

* Allow the President to deter-

mine the amount of allowable advertising and other costs on an industry by industry basis.

* Require the President to find that added costs are "properly al-

locable" to the production and sale of the radio set or the cost of producing and charges for industrial services.

* Permit the OPS to include only what the President deems as a "reasonable allowance" for "nec-

essary and unavoidable" cost.

* Allow individual manufactur-

ers and processors to petition OPS for price adjustments to "the ex-

tent necessary to relieve financial hardships."

The current law makes such provision but OPS has not passed on any applications, con-

templating guidance would possibly burden the agency with requests. "Financial hardship" is defined as "loosing money."

Capelhart Proposal

Unchanged in the current control controversy is the period from June 24, 1956, to July 26, 1956. Costs accrued during this time would be added to the highest price during a base period—Jan. 1 to June 24, 1956.

Sen. Capelhart, who later offered a compromise version [B + T, Oct. 9], suggested that labor costs registered since July 26, 1956, be allowed as a part of ceiling calculations. He urged that the Chief Executive be re-

quired to issue revised ceilings within 60 days; and held out for the right of individual manufacturers to apply for price increases with-

out regard to hardship cases.

In his testimony, Mr. DiSalle said that the pending measure "re-

mond the important factors" of the Capelhart formula.

The administration bill, he con-

tinued, allows for hardship cases covering cost increases and permits OPS to issue and maintain uniform ceilings for individual

practices.

The principle of the Capelhart amend-

ment—to permit individual sellers to "arbitrarily pass on to the purchaser all cost increases in the 13 months since the price ceilings were set to block government efforts for fair and equitable price ceilings, he ex-

plained, adding that individual price adjustments also would throw "an enormous burden" on OPS.
“At a joint meeting today (Oct. 8) the major leagues repealed major league Rule 1-D which had prohibited TV. A joint meeting of the American League and the National League was held in Philadelphia to consider the issue.

The league meeting was held to hear the suit of the Philadelphia A's, whose application to use the radio and television medium was denied by the major league on the ground that the rights of the minor league were being encroached upon.

The meeting was called to order by President John Lord Butler of the National League.

John Lord Butler

JOHN LORD BUTLER, 58, re- 

quired executive of Aiken-Kynett 

Agency, died Oct. 8 at his Phila-

delphia home. Prior to his asso-

iation with Aiken-Kynett, Mr. 

Butler headed an advertising agen-

cy which he established in 1920. 

His wife, Marian Butler, 

a son, and two daughters survive.

professional football games more 

readily available to the public by 

removing restrictions on the right of 

each football club to determine 

for itself whether and on what 

terms it will sell its broadcast and 

telecast rights.”

In its petition the government 

argued the professional football 

clubs entered into an agreement 

“by which they have restricted the 

persons to whom and the areas in 

which each football club may sell 

rights to broadcast and telecast.”

The court was asked to “adjudge 

and determine whether the parties 

are engaged in a combination and 

conspiracy in restraint of trade and commerce 

among several states and the 

District of Columbia, in violation of 

the anti-trust laws. They are guilty of an 

injunction against the alleged con- 

spicry.”

Named as defendants in the foot-

ball suit were the New York Giants 

and Yankees, Philadelphia Eagles, 

Chicago Cardinals and Bears, 

Los Angeles Rams, Green Bay Packers, 

Cleveland Browns, San Francisco 

Forty-Niners, Washington Red-

skins, Detroit Lions and Pittsburgh 

Steelers.

20-Day Answer Period

The defendants have 20 days to 

file an answer.

National Football League rules 

require that all broadcasting and 

telecasting contracts require writ-

ten approval of the commissioner, 

according to the suit. The league 

restricts televising of other games 

into the territory of each of the 

12 member clubs, the suit charges.

Bert Bell, league commissioner, 

has absolute control over broad-

casts and telecasts of league 

games, Mr. Morrison asserted.

Mr. Bell said the league has co-

operated fully with the govern-

ment's sports investigation.

Mr. Bell, in turn, said that he 

believed the leagues are the most 

liberal of any sporting group as 

far as radio and television are 

concerned.

“We have nothing to hide,” he 

said. “I believe the National Foot-

ball League is the most liberal of 

anybody as far as television is 

concerned. We have dealt with 

the government in a spirit of 

cooperation, whereas in 1950 he made them 

for the league as a whole.”

“We think this is a matter for 

the courts to decide,” Mr. Bell con-

tinued, and not for the Anti-

trust Division to make the laws 

and enforce them. “I can tell you 

one thing—we will not sign any consent 

decree as far as the present action 

is concerned. All we do is protect 

our home territories on the day 

of the game. I feel that our policies 

are more liberal than any other 

radio and television policy in sports.”

“A letter conference we accepted 

all their suggestions but two. They 

suggested that we give any other 

club's telecast be allowed even if a 

team is home provided it would be 

over an hour or so before 

start or two after the start. 

They also suggested we permit 

any other club's telecast be allowed to 

come into a city when the home 

team is away. We disagreed.

"The joke to me is we can't sell 

ten enough television. Believe me, 

our clubs want to sell it. Right now 

the Chicago Bears and Cardinals 

are giving away their television 

rights on sustaining programs. 

They couldn't find sponsors to pay.

George P. Marshall, president of 

the Washington Redskins, said the 

whole thing left him "confused" 

but he felt the courts should decide 

the law, not the Dept. of Justice.

Max Farrington, athletic director 

of George Washington U., and a 

member of the NCAA Telecasting 

Committee, defended NCAA's ex-

perimetal view protected by college 

football. "As far as I'm concerned 

it's in the realm of reasonable 

restraint," he said. "In sense it's a 

restraint to sell tickets for $40 

each isn't it? After all, there's no 

God-given right to use television free."

WE DON'T HAVE TO TELL ANYONE

the Green Bay country follows 

the Green Bay Packers.

The Packer game broadcasts 

are just another of the exclusives on 

WJPG

The Radio Service of the 

Green Bay Press-Gazette

Our programs, without exception, 

are geared to listener wants and 

interests.

WE GIVE MORE PEOPLE MORE REASONS TO LISTEN OFFTENER

And we'd especially enjoy pro-

ducing for you proof that they do!

Green Bay is famous as a test-

market.

Once you choose Green Bay, be 
sure you're right on radio! It's 
a great story!

McGILLY, CHI., OR N.Y. WILL TELL YOU 

or write or phone us

October 15, 1951 • Page 105
KENTUCKY TV PETITION

ONLY TV application filed last week was for Henderson hearings by Tele-Test Enterprises Inc. Firm, composed of local businessmen, applied for UHF Channel 50, with 21.5 kw radiated power. It plans to spend $160,000 on construction, $50,000 yearly for operations.

FCC MAJORITY BLASTS

(Continued from page 5)

continue to be performed by it.

“The Commission, unlike the proposed board, is expressly confined to the review of program operations of broadcast licensees and to recognize factors coming within the standard of ‘public interest, convenience and necessity,’ and is expressly precluded from exercising any powers of censorship,” majority said.

Although bill provides functions of board be advisory only, majority of Commissioners held that there is, nevertheless, possibility of conflict with Commission’s functions.

Chairman Coy and Comr. Walker said such “continuing group” as proposed by bill would be desirable as method whereby Congress “may conduct legislative studies into the subject matters covered by the bill. They believe (Coy, Walker) that worthwhile results may flow from the type of study proposed in the bill.”

They further questioned that prescribed functions for board involve censorship, but believed it should be made clear that board would advise Congress and not conflict with FCC functions, thereby being completely independent.

While FCC currently is legally authorized to conduct studies, they said, it may be more desirable that such studies be conducted by an independent group with specialized functions, completely separate from Commission.

Chairman Coy and Comr. Walker also said if board has no authority with respect to licensees it would perform more effectively without “assuming fear among broadcast licensees.” They warned board should not have compulsory power over licensees.

RECORD TV AUDIENCE

HALF MILLION Chicagoans expected to watch second press interview with Sheriff Babb and State’s Attorney Boyle this morning (Monday), largest local video audience since Gen. MacArthur visited city. Meeting follows one in July which attracted public interest almost as great as Kefauver hearings. WNBQ (NBC) and WENR-TV (ABC) scheduled live telecasts from stage of Studebaker Tower to which WGN-TV (CBS) Mont) and WBBK (CBS) plan re-telecasts or films. Major issues on which law enforcement officials are expected to be queried include gambling, vice, slaying of youth by policeman and beating of police witness. Austin L. Wyman, chairman of Chicago Crime Commission, will moderate.

HENRY F. ARGENTO elected assistant vice president of Raytheon Mfg. Co., Waltham, Mass., and named assistant manager of Power Tube Division of Raytheon since 1932, Mr. Argento started in test work for Receiving Tube Division at Newton, Mass. He was transferred to Chicago in 1934 and returned to Newton plant in 1936. He has been sales manager of Power Tube Division since 1941.

ARTHUR F. HARRE joins WCFL Chicago today (Monday) as general manager after resigning from a similar post at WJJD Chicago. Mr. Harre had been with WJJD 10 years, serving as its manager since 1944 when Marshall Field bought outlet from Ralph Atlass, now general manager of WIND. Mr. Harre succeeds Frank McGivern, who resigned two months ago to join Yankee Network. FREDERICK HARM, sales manager of WJJD, replaces Mr. Harre as manager.

JOHN D. BATTEY, Biow Co., N. Y., timebuyer, joins Dance-Fitzgerald-Sample, same city, as radio and television timebuyer.

STEPHEN M. KENYON, vice president of Cecil & Presbrey, N. Y., joins Lennen & Mitchell, New York, as vice president and account executive.

VICTOR NORTH, sales promotion director of Stern Bros., N. Y. department store, named vice president in charge of fashion and soft goods accounts, Dowd, Redfield & Johnstone, N. Y., and its parent company, John C. Dowd Inc., Boston.

EDWIN KASPAR from local sales at NBC Chicago to Chicago sales staff of WOR-TV New York Oct. 29.

ELLEN VIOLETT, television writer, will teach new practical course in TV scriptwriting at the School of Radio Technique, N. Y., starting Nov. 7. Miss Violett recently won prominence with her adaptation for television of Shirley Jackson's short story, "The Lottery."

NEWSMEN TO DEBATE GAG

OPEN FORUM called at 8 p.m. Tuesday in auditorium of National Press Club, Washington, by Sigma Delta Chi chapter to debate President Truman's executive order imposing security gag on executive department. Speakers will include Sen. Blair Moody (D-Mich.), former newsmen; Yates McDaniel, Associated Press; Warren B. Francis, Los Angeles Times; and Wallace R. Duell, St. Louis Post-Dispatch. Moderator will be Northcutt Ely, attorney, formerly in Interior Dept. during Hoover administration.

LABOR CHARGES DENIED

CHARGES of unfair labor practices, filed by Assn. of Documentary & TV Film Camera- men (CIO) against cameraman's Local 644 and Studio Mechanics Local 52 of IATSE, were denied on grounds of insufficient evidence by Charles T. Douds, NLRB regional director, in New York. It was charged that four ADTCF members, working on picture being shot in Beacon, N. Y., by Liberty Bell Productions Inc., were discharged for non-membership in IATSE and suffered loss of pay as result. Ruling was that men were not discharged for discriminatory practices in violation of law, but for normal business reasons.

BROADCASTING  • Telecasting

SUBSCRIBER-VISION TESTS REPORTED BY SKIATRON

PLANS for second technical, non-public test of its "Subscriber-Vision" system of home broadcast would be followed by skiatron-developed systems in each of the 50 NBC-TV planned cities. The test may be made by the FCC in order to determine whether to allow sale of decoder-equipped sets in New York homes, reported by Skiatron Corp., New York.

President Arthur Levy said it was hoped second test—similar to demonstrations earlier this year—might be used for further decoding system—may get underway this week, assuming FCC approval is forthcoming in time. Tests are slated to continue 45 days. Later would come tests with sets installed in homes selected to represent cross-section of public and with motion picture programs offered at about $1 per show, a la Zenith's Phonevision tests in Chicago several months ago.

Mr. Levy said retired Rear Admiral Timothy J. O'Brien, of Skiatron board, has secured cooperation of Society of Independent Motion Picture Producers in lining up quality movies from public libraries, so that efforts will be made to get Metropolitan Opera performance and Broadway shows as part of programming. Tests are experimental and proceeds would go to USO, Red Cross and Cancer fund, Mr. Levy said. Also, WOR-TV New York cooperating in tests of subscriber-vision, which, unlike Phonevision, does not use wire lines. Similar experiments may be held later in Los Angeles.

Mr. Levy also reported Skiatron plans to demonstrate its theatre television system in New York in about six weeks. Instead of selling theatre television equipment, Skiatron plans to install and service it under one-year leases at 10 cents per person per program, and will concentrate on theatres accommodating about 1,000 persons, he said.

BORDER TV PETITION

WIRE line between Brownsville and Mata- moros to send sync pulse required for proper operation of XELD-TV in Mexican city across border from Brownsville was recommended by the FCC last week in letter to Ben F. Foster, San Antonio attorney who had made request for radio frequency last month [B • T, Oct. 1]. Commission suggested that arrangements could probably be made with Southwestern Bell, also called attention to fact FCC is prohibited from granting radio facilities to alien interests.

WSNY CONTROL APPROVED

FINAL decision, affirming "effective control" of WSNY Schenectady by Winslow P. Leigh- ton, was issued by FCC Friday. Decision, which affirmed hearing examiner's recommend- ation last March [B • T, March 12], granted transfer authority and renewed license of station. Station owner had been emboldened with former partner George R. Nel- son for control of station, but that was compromised out of court in 1950.

UN SESSIONS ON TV

UN Security Council meeting today (Monday), with Iran presenting its side of oil dispute, to be telecast through pooled facilities by Du Mont and ABC television networks from 5 p.m. to 6:30 p.m. EST. CBS was arranging meeting coverage from 3:15 to 4:45 p.m., and NBC-TV planned to carry films of discussion late Monday night.
Successful advertisers must reach people—a lot of people—a lot of people OFTEN!!!

AND AT LOW COST!!!

WLW
DOES JUST THAT!

"Television," says the national advertiser, "is affecting AM radio."—Yes, we agree—but, HOW MUCH?—WHERE?—TO WHAT EXTENT?

In the WLW Merchandisable Area, WLW, with television going full blast, delivers advertising impressions at a LOWER cost per thousand than any other radio station—combination of radio stations—newspapers—national magazines—any TV station or combination of TV stations...your lowest cost per advertising impression in "1/10TH OF AMERICA"—virtually the same cost per thousand in 1946 (before television).

The whole study is completely and graphically explained in WLW's latest analysis of "1/10TH OF AMERICA" (WLW's Merchandisable Area), entitled "WHAT PRICE PEOPLE?"

Our national offices are currently presenting this outstanding fact-packed film. If you have not had a showing, call or write one of our offices, and a date will be arranged.

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