The 1951 Iowa Radio Audience Survey proves conclusively that total radio listening in Iowa is greatly on the increase. An exact comparison with 1949 (when the Survey gathered the same listening data at approximately the same week of the year) shows that Iowa nighttime listening, for example, is up 28.8%!

Between 5 p.m. and 8 p.m., the Survey found increased listening for every quarter hour, 1951 over 1949, with an average increase of 28.8% for each of these twelve important quarter hours! (The hours 8 to 10 p.m. were covered only by the 1951 Survey. It found a remarkably high average of 62.9% of all adults listening at each quarter hour!)

For the average quarter-hour period 5 a.m. to 8 p.m., the Survey found a 14.4% increase in listening, 1951 over 1949!

When you project these increases against the fact that Iowa also has more families, more multiple-set homes, and more car radios than in 1949, you find the increased amount of radio listening is even greater than the average percentages shown above.

Clear-Channel, 50,000-watt WHO continues, of course, to get the greater share of Iowa's increased radio listening. This and many other authentic, up-to-date facts about radio in Iowa are thoroughly documented in the 1951 Iowa Radio Audience Survey. Write for your free copy, today!
WHAS-TV... quality of programming makes the difference!

"SMALL TALK"

FEATURING

Mary Snow Ethridge

“Small Talk” is a sparkling-but-informal interview program built around the engaging personality of Mary Snow Ethridge. Nationally famous guests and interesting personalities from the local scene give the show a smooth combination of local color and sophistication. Author Merle Miller... a polio patient in an iron lung... actor Todd Andrews... the Mayor of Louisville and his five children... humorist Ogden Nash... a circus clown... Governor Lawrence Wetherby of Kentucky—just a few of the fascinating guests seen on this favorite local show.

50,000 Watts

More than twice the power of Louisville's second station

Serving a market of more than 105,000 television homes

Monday-Wednesday-Friday
6:15-6:30 P.M.

VICTOR A. SHOLIS, Director  NEIL D. CLINE, Sales Direc
MORE Detroiters Listen To WKMH THAN EVER BEFORE

- 1310 on the Detroit dial is g-o-o-o-i-n-g UP. Higher than ever before, WKMH is UP 58 more quarter hours—according to latest Detroit Pulse*. Yes . . . WKMH shows the greatest jump UP of any Detroit Market Station.

*Detroit Pulse: July-August, 1951

DETROIT IS LISTENING TO WKMH

5000 WATTS DAYTIME—1000 WATTS NIGHTS

IN JACKSON, MICHIGAN, IT'S WKHM

1000 WATTS, FULL TIME...970 ON THE DIAL

CONTACT YOUR HEADLEY-REED REPRESENTATIVE
Program:
TELEVISION FARMER

Station:
WGAL-TV
LANCASTER, PENNSYLVANIA

Feature:
TOBACCO 1952

Tobacco is a staple crop for the thousands of farmers in the Pennsylvania counties of Lancaster, Lebanon and York. So, WGAL-TV's cameramen and farm specialists get an expert, on-the-spot, sound-recorded interview for "Television Farmer." Telecast weekly, this farm program belongs to its viewers. They decided its time. They select the program content. County Agricultural Extension Offices and the Future Farmers and Future Homemakers of America aid in program planning. Specialists from Pennsylvania State College are frequent guests. "Television Farmer" is but one of WGAL-TV's continuing public service programs.

A STEINMAN STATION, Clair R. McCollough, President

Represented by
ROBERT MEEKER ASSOCIATES - Chicago - Los Angeles - San Francisco - New York
STANLEY PULVER, manager of TV and chief timebuyer, Dancer-Fitzgerald-Sample, N. Y., will be named radio and television media for Lever Brothers. Anton Bondi, assistant media director, appointed Lever's director of printed media.

HOW FAR SHOULD FCC go on matter of patents in communications field? Under active consideration is proposed rule-making procedure whereby FCC would require licensees to supply it with patent data in connection with approval of equipment authorized for installation. Since receivers, in fact, are miniature transmitters, FCC's authority presumably could apply both directions if procedure is ultimately adopted.

FOUR A's eastern annual conference in New York this week will be asked to accept number of resolutions. Among those expected: That networks, FCC and manufacturers get together on one single electronic compatible color TV system; that when TV networks get in better financial condition they be asked to provide rehearsal facilities, etc., without charge, as in radio.

FINANCIAL FOG hovering over American Vitamin Assoc. lifted slightly last week as firm got outside capital to subsidize current expenses. Source not revealed but not believed to be drug concerns interested in buying AVA. Company will limit activities to taking and filling drug store orders and plans no advertising. If firm makes profit, chances are Schwimmer & Scott may hang on some of $200,000 lost on billing commitments.

MCCARRAN Un-American Activities Committee is pondering list of several hundred names gathered from various sources. Problem is what to do with them since apparently at this time it has been unable to determine which might be regarded as "loyalty" category. Names include those of radio writers, performers and others in show business and public life.

FEW DISSENTS on proposed television regulation code have been heard since release of document Oct. 19 [B*T, Oct. 22]. One significant change slated to be considered by NARTB TV Board which has power to revise, amend and promulgate, is to include "cease and desist" provision which, if not compiled with by recalcitrant station, would be followed by ex-...
ABC NAMES FRIENDLY TO SUCCEED THROWER
FRED M. THROWER, ABC vice president in charge of television sales, announced Friday he had resigned and Edwin S. Friendly Jr., ABC eastern sales manager for network TV, was designated to succeed him as director of television sales.

Mr. Thrower said he will announce plans with holding interest in Florida. His resignation was effective immediately.

Elevation of Mr. Friendly to national director of TV sales announced by Alexander Stronach, ABC vice president for television. Mr. Friendly's successor as network TV eastern sales manager will be named later.

President Robert E. Kintner, asserting that "it was with great reluctance that I accepted Mr. Thrower's resignation," noted that ABC's TV volume had grown from $1.2 million to over $12 million during Mr. Thrower's tenure as TV sales vice president, and said this expansion was due largely to his efforts. Mr. Friendly joined ABC-TV sales department in April 1950 as account executive after serving as radio and television director for Al Paul Lefton Agency since mid-1948. He also is former timebuyer and radio account executive of BBDO.

TV COSTLY FOR LOCAL ADVERTISERS, SAYS RYAN
RADIO has nothing to fear in foreseeable future from television's impact on local business, William B. Ryan, Broadcast Advertising Bureau president, told sales clinic Friday afternoon at NARBT District 6 meeting in New Orleans (early story page 58-D).

Mr. Ryan said TV's rate structure is pricing itself out of local field.

Series of resolutions adopted by District 6 condemned attempts to deprecate radio medium and undermine its economic stability; opposed Benton legislation; commended President Harold E. Foy, chairman of Board of Directors and staff; endorsed work of BAB along with President Ryan and Lee Hart; approved BMI clinics; commended District 6 director, Harold Wheelahan, WSMB New Orleans.

Richard P. Doherty, employee-employer relations director, was main speaker at morning session. BAB program occupied afternoon.

FCC ISSUES NEW RULES COVERING NARBA CONFLICTS
RULES governing treatment of applications for AM stations in conflict with terms of North American Regional Broadcasting Agreement were announced by FCC Friday.

Where application conflicts with NARBA assignments of other signatory countries, FCC will not make grant.

Where application conflicts with existing stations on assignments to non-signatory countries (Mexico and Haiti), FCC will not make grant.

NARBA agreement, reached November 1950, has not yet been ratified by U. S. Senate.

New policy is effective immediately.

Comrs. Coy, Hyde, Jones and Hennock took action; Comr. Sterling dissented on grounds it is unfair to hold up applications that comply with old treaty "for the indefinite period of time which may be involved."

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In this Issue—
Radio and television brought to grips with hard facts of defense economy as Washington actions and announcements even collections of World War II. Page 58.

It's jingle bells on radio cash registers as Christmas business booms. Page 58.

Three stations will leave Edward Petry Co. to be represented by Henry Christal, and there are other shuffles in affiliations with national representatives. Page 58.

Young & Rubicam's executive vice president says lack of comparable research among media is headache to agencies and advertisers. Page 58.

A Miami lumber company gets 20 times the pull from radio as from printed advertising. Page 46.

Local IBEW submits contract demands that St. Louis stations call fantastic. Page 57.

How to buy spots intelligently and fast—a system explained by the Foley agency, Philadelphia. Page 58-A.

Sen. Benton reminds Senate he will re-new his campaign for high-power radio-TV advisory board. Page 66.

Picture Republic probably will appeal injunction granted Roy Rogers against Republic's release of his pictures to TV. Page 68.

Early network billings this year slip below those of 1950, but TV network business is four times what it was last year. Page 58.

Some telecasters face worries about commercial restrictions in new TV code, and other questions of interpretation arise. Page 65.

National Radio and Television Week is Oct. 28-Nov. 3. Page 63.

Fairfax Cone says radio and television commercials have gone stale. Page 59.

President signs bill giving him power to streamline radio communications in emergency. Page 50.

Technical TV advances reported in Chicago electronics conference. Page 70.

Adrian Murphy, president of CBS Labs, says that although commercial color TV is "temporarily in limbo," he hopes other color uses for military and industrial purposes will go on. Page 68.

Upcoming

Oct. 30: BMI Program Clinic, Skivin Hotel, Oklahoma City.
Oct. 31: BMI Program Clinic, Broadview Hotel, Wichita, Kan.
Nov. 2: BMI Program Clinic, Utah Hotel, Salt Lake City.
Nov. 2-3: Florida Assn. of Broadcasters, mid-year meeting, Soreno Hotel, St. Petersburg.
Nov. 2-3: Michigan Assn. of Broadcasters, Fort Shelby Hotel, Detroit.

(Other Upcomings, page 32)
Represented by Bolling

Like 'Sterling' on Silver
MR. SPONSOR:

Your Best "BUY" Time
is in "HIGH TIME"!

New Orleans’ Favorite Noontime Show
Is Setting New "H highs' For Sponsors!

Bob Hamilton

Leon Kelnner

"HIGH TIME for MUSIC"

- Ninety minutes of music (live and recorded),
mirth and merriment by New Orleans’ top
radio personalities. It's the "Perfect Com-
bination"... for Spot Participation!

- Write, Wire
or Phone Your
JOHN BLAIR Man!

Page 8 • October 29, 1951

BROADCASTING TELECASTING

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

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WASHINGTON HEADQUARTERS

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Lawrence Christopher, Technical Editor. STAFF:
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Enrico Weston, Assistant Auditor.

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Davis, Grace Schorm, Elwood M. See.

NEW YORK BUREAU

400 Madison Ave., Zone 18,
Phone 3-6530. EDITORIAL: Rufus Crafer, New
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Bruce Robertson, Senior Associate Editor.

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

CHICAGO BUREAU

360 N. Michigan Ave., Zone 1,
Central 3-7113; William H. Shaw, Midwest Advertis-
ing Representative; Jane Pinkerton, News Editor.

HOLLYWOOD BUREAU

Taft Building, Hollywood
and Vine, Zone 22, Zephyr 8181; David Glick-
man, West Coast Manager; Ann August.
TOWNTON: 417 Harbour Commission, Empire 4-0775
James Montagnes.

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

*Reg. U. S. Patent Office
Copyright 1951 by Broadcasting Publications, Inc.
Subscription Price: $7.00 Per Year, 25¢ Per Copy

BROADCASTING * Telecasting
INDEPENDENT RADIO GIVES WHAT THE HOME FOLKS LIKE

"Network radio has twice failed to produce for us, but Independent Radio is always productive. That's why we've been on KSTL for the past two years... and still are."

--- To Radio Station KSTL, St. Louis, Mo., from Carton Furniture Company, Largest retail time-buyer in the St. Louis area.

"Our two spot announcements brought us close to three hundred inquiries!"

--- To Radio Station WJNO, Cleveland, Ohio, from The Columbian Vise & Mfg. Co., Cleveland.

ANOTHER REASON WHY INDEPENDENT RADIO PAYS OFF FOR ADVERTISERS

In one city, folks prefer hill-billy... in another, the choice is long-hair. Independent Radio programming caters to "home town" tastes... gives the folks just what they like... not whatever the network happens to supply. Result: Independent Radio builds listener loyalty... which, in turn, becomes product loyalty for Independent advertisers. It will pay you to schedule the leading Independent Radio Stations. Write to any AIMS station for all the facts.

THESE ARE THE LEADING INDEPENDENT RADIO STATIONS:

<table>
<thead>
<tr>
<th>Station</th>
<th>City</th>
<th>State</th>
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<tbody>
<tr>
<td>WCUE</td>
<td>Akron, Ohio</td>
<td>Ohio</td>
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<td>WBMD</td>
<td>Baltimore, Maryland</td>
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<td>WBNY</td>
<td>Buffalo, New York</td>
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<td>WJMO</td>
<td>Cleveland, Ohio</td>
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<td>KMYR</td>
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<td>KCBC</td>
<td>Des Moines, Iowa</td>
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<td>WIKY</td>
<td>Evansville, Indiana</td>
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<td>WCCS</td>
<td>Hartford, Connecticut</td>
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<td>WKLW</td>
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<td>WJXN</td>
<td>Jackson, Mississippi</td>
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<td>KJMS</td>
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<td>WKYW</td>
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<td>WXGI</td>
<td>Richmond, Virginia</td>
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<td>WNEB</td>
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<td>WBBW</td>
<td>Youngstown, Ohio</td>
<td>Ohio</td>
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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

BROADCASTING • Telecasting

October 29, 1951 • Page 9
WILLIAM E. HABERMAN, partner L. C. Cole Co., S. F., becomes sole owner of firm effective Nov. 1. Mr. Haberman succeeds L. C. COLE, who founded agency in 1931. Mr. Cole resigned to become director of sales for National Motor Bearing Co., Redwood City, Calif. Agency's name, key personnel, and accounts served will remain the same.

GERALD W. TASKER, head of research department, Cunningham & Walsh, N. Y. elected vice president.

TED SMITH rejoins J. Walter Thompson Co., N. Y., as production supervisor under GEORGE GLADDEN. Mr. Smith left post as head of motion picture department in Hollywood office of agency five years ago because of ill health.

HAMILTON STEVENSON, partner McCarthy-Stevenson, Oakland, advertising art service, to Hoefer, Dietrich & Brown Inc., S. F., as production manager.

NO NEWS IS BAD NEWS
KOMA newscasts sparkle with freshness! In the morning when many stations are droning wire-copy rehashes of yesterday's events, KOMA is animatedly reporting a bright, concise coverage of all the news, spangled by a complete exclusive round-up of local news. The same goes for evening newscasts. Even conscientious rewriting of the wire service copy results in newscasts of substantially the same context on one station as on another because we all have the same wire service sources. So again, KOMA newscasts sparkle because of complete LOCAL coverage. Only one radio station in Oklahoma City has 24-hour metropolitan beat coverage and that's KOMA! That's why KOMA newscasts sparkle!

J. J. Bernard
VP and General Manager

MEDIA director at MacFarland, Aveyard & Co., Chicago, Betsy Tyrolo has the distinction of being "sold" on advertising while horseback-riding. An enthusiastic equestrienne when she had considerably more leisure time, Miss Tyrolo was chattering between centers with a vice president of Swift & Co. who advised a future career for her in advertising rather than banking.

She left Chicago's City National Bank and joined McCann-Erickson in 1940 as a junior stenographer. Before she left three years later she had taken charge of the Minneapolis desk (Pillsbury Mills) and worked as an account assistant on Pillsbury, Maytag, Ford Motor, Standard Oil of Indiana and National Dairy Council. At Compton Advertising in 1943, she worked as assistant to the manager and learned how to buy time by studying with an accomplished timebuyer at nights in order to gain a specialty. Since then, she has tried to maintain an even balance between specialization and handling overall operations.

Now, as media director at MacFarland, Aveyard & Co. she officially heads the media and research departments, both of which she has reorganized since joining the agency in April. Also, because of her previous experience, she is able to double when necessary in account work, writing, creative presentations, space and time buying and client contact. Her major radio-TV accounts now are Zenith Radio Corp. and Drewey's ale and beer.

During her 12 years in advertising, Miss Tyrolo has been media director and account executive at Jim Duffy Co.; account executive at Burton Browne; assistant to the president and account executive at John W. Shaw, and as a member of the plans board (re- search, merchandising, plans) at Levally Inc.

The only member of her family in advertising, Miss Tyrolo is a native Chicagoan. She attended Hyde Park High School and Northwestern U., where she concentrated on advertising and business courses. She has her own apartment near north on Lake Shore Drive, "hides out" at the Actor's Club when she wants to solve a client's problem after office hours and plays golf occasionally at
BEAT

ROBERT SIMPSON, executive TV producer Geyer, Newell & Ganger, N. Y., to Erwin, Wasey & Co., N. Y., as director of TV production.

DONALD S. BRIESE named account executive Edwards Agency, L. A. He was advertising manager Enterprise Engine & Machinery Co. and General Metals Corp.

JOHN D. HELD, senior director WATV(TV) Newark, N. J., to radio-TV department Ketchum, MacLeod & Grove, Pittsburgh.

C. R. LASH, agricultural technician on Swift & Co. account Needham, Louis & Brorby, Chicago, transfers to research department, planning farm market advertising for all products.

EDWARD C. ROHRS appointed to creative staff Price, Robinson & Frank Inc., Chicago. Mr. Rohrs was with Leo Burnett Co. and Grant Advertising Inc., both Chicago.

BUCHANAN & Co., Chicago, moves to new and larger quarters at 333 North Michigan Ave. New telephone number is ANdover 3-6611. ROBERT E. POTTER, vice president of company, is in charge of Chicago office.

BILL HOLMES, NBC San Francisco, to Atherton Agency, L. A., as copy and media director.

LEE WHITE, BBDO, N. Y., to Biow Co., N. Y., as account executive on Procter & Gamble account.


PAT TRIMBLE, Albert Drennan Adv., S. F., to production department Russell, Harris & Wood, S. F.

SYBIL RICKLESS, women's editor WERC Erie, Pennsylvania, to public relations department, New York office of Grant Advertising Inc. She will work on radio and TV publicity for Florist's Telegraph Delivery Association.

CARL PEDERSEN, production manager Cosby & Cooper, S. F., called to active duty in Army as captain.

JEAN BROWN, Kenyon & Eckhardt, N. Y., to new post of copy chief, Fisher & Rudge, same city.

CALDEN (Bud) STITT, to Chicago sales staff of John E. Pearson Co., station representative. He leaves XXXX Colby, Kan.

ARNOLD KIRSCHNER, Theo H. Segal Adv. Agency, S. F., to production department BBDO, S. F.

DAVID S. HOGMER, director of space and media Duane Jones Co., N. Y., to Grey Adv., that city, in same capacity.

A. J. McKILLOP, Kelley-Clarke Co., S. F., to Gilman, Nicoll & Ruthman, S. F.

ROBERT BLACK, assistant radio-TV director Dan B. Miner Co., Los Angeles and Yvonne Findling, married Oct. 20 in Riverside, Calif.

BROADCASTING • Telecasting

Obviously OUTSTANDING . . .

Clockwise, starting at top: CHUCK BARNHART, Program Director; BROOKS WATSON, News Director; EMIL BILL, Farm Editor; PHIL GIBSON, Local News Editor; MILTON BUDD, Staff Personality; WAYNE WEST, Staff Personality; FLORENCE LUEDDEKE, Women's Director; JACK QUINN, Sportscaster.

WMBD Dominates the Rich Peoria Market

Skillful programming with widely popular local personalities helps maintain WMBD's dominant position in Peoria area radio. Throughout the broadcasting day and night, these and other familiar voices receive a warm-hearted welcome in more Peoria radio homes than the next two stations COMBINED! These featured stars are, of course, only a part of WMBD's complete well-balanced staff of over 56 radio personnel. WMBD leads not only in share of the audience, but also in staff size and facilities—the largest and finest in downstate Illinois.

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

See Free & Peters . . .

WMBD PEORIA FIRST in the Heart of Illinois CBS Affiliate 5000 Watts

October 29, 1951 • Page 11
Louis L. Libby, N. Y. (pre-cooked frosted seafoods & chicken), launching 13-week campaign in five east-coast markets in both radio and TV on participating sponsorship basis. Length of contract and number of markets may be increased depending on results. Agency: Hicks & Greist Inc., N. Y.

POULTRY PRODUCERS of Central California (paker of Nulaid Eggs), launching three month campaign using TV and featuring consumer service and advice on use of Nulaid Eggs. Agency: Botsford, Constantine & Gardner, S. F.


Network • • •


MAIL POUCH TOBACCO Co., Wheeling, W. Va. (Kentucky Club Smoking Tobacco), beginning sponsorship of Spotscaster Al Helfer’s five-minute broadcasts before and after each “Game of the Week,” Saturdays over MBS, 2:50-2:55 p.m. Agency: Charles W. Hoyt Inc., N. Y.

JOHNS-MANVILLE, N. Y., will sponsor half-hour daytime program Fair Meadows U.S.A., starting Nov. 4 on NBC-TV, Sun., 3-3:30 p.m. Agency: J. Walter Thompson Co., N. Y.

Agency Appointments • • •

ORCHIDS UNLIMITED, S. F. (marketers of imported orchid plants), appoints Richard N. Meitzer Adv., S. F., to handle advertising. Radio spots will be used nationally.

WALTON BAKING Co., Toledo, Ohio, appoints Ruse & Urban Inc., Detroit, to handle advertising. Radio will be used.

SPERRY Div., of GENERAL MILLS, Minneapolis, appoints Dancer-Fitzgerald-McDougal, S. F., to handle advertising, effective Jan. 1.

McCORMICK & Co., Baltimore (Bee Brand Insecticides and Hy-Gro Plant Food), appoints Cecil & Presbury Inc., N. Y., to handle advertising.

JOE BONOMO CULTURE INSTITUTE, N. Y., appoints R. T. O’Connell Co., N. Y., to handle radio and TV advertising.

OKLAHOMA CITY ASSN. of INSURANCE AGENTS, Oklahoma City, appoints Erwin, Wasey & Co., Oklahoma City, to handle advertising. Radio and TV will be used. NORMAN HALL is account executive.

ANATOLE ROBBINS Inc., L. A. (cosmetics), appoints Hutchinson-Hadlock Co., Hollywood, to handle national advertising. Spot radio-TV will be used.

Adpeople • • •

GEORGE T. LABODA, in charge of advertising research in market research department, Colgate-Palmolive-Peet Co., N. Y., appointed assistant to director of radio and TV for company.

HAROLD C. KAVALARIS, grocery products sales promotion department, Sperry Div. on West Coast, General Mills, appointed grocery products sales promotion manager for General Mills. RICHARD N. CONFOR, staff assistant, grocery products promotion department, succeeds Mr. Kavalaris.

ROBERT P. BRECKENRIDGE, director of advertising Gemex Corp., Union, N. J., to Harriet Hubbard Ayer Inc., N. Y. (toilet preparations), as advertising and sales promotion manager.
Now...the national spot advertiser gets the added audience created by the addition of these top-rated NBC programs.
The Needle! the latest news of sales and program developments from the ASSOCIATED PROGRAM SERVICE

Tremendous size of retail businesses is highlighted by recently released list of nation's 100 leading retailers. Here are some leaders: Food Chains: A & P, with annual volume of $3,180,000,000, tops all retailers in every category. Safeway Stores show 1950 sales of $1,100,000,000. ... other food leaders are Kroger—$860,000,000. ... American Stores—$70,000,000.

Variety Chains: Woolworth—$632,000,000. ... Kresge—$325,000,000. ... Grant—$250,000,000. Mail Order: Sears—$2,561,000,000. ... Montgomery Ward—$1,170,000,000. ... Spiegel—$144,000,000.

Department Stores: J. C. Penney—$950,000,000. ... Allied Stores—$440,000,000. ... May Dept. Stores—$417,000,000. ... Federated Stores—$389,000,000. ... Macy's—$321,000,000. ... Gimbel Bros.—$297,000,000. ... Marshall Field—$223,000,000.

Despite this great volume, retailer profit margins on sales dropped considerably—from 3.0 to 2.4%. To radio men this is a signal to redouble efforts in the large retailer field. Obviously the newspaper isn't solving the retailers' problem, and increasing space rates plus higher production costs are getting to be a real headache. Radio's low cost, easy preparation, broader coverage—all mean more today.

From far-away Trinidad, home of an APS subscriber, (Trinidad Broadcasting Co., Ltd.) comes this word: "You people at Associated are again way out ahead of the competition! We have just received the promotion material on the Christmas shopping jingles and its arrival couldn't have been more timely, since a number of clients have recently approached us with just this idea in mind."

These special libraries—purchased from $19.50 to $47.50 have revolutionized transcription service. Dozens of these small units are en route to stations across the nation today and orders keep pouring in. One group of seven stations rushed order for seven Commercial Libraries, will be deep into uniform sales training project based on APS transcribed sales meetings within a few weeks. Two new special libraries are now available: CONCERT—a lavish one!—at $5.250 per month and NOVELTY (including hillbilly and band) at only $19.50. If you don't have details, search your desk for the blue APS folder with the red disc—or wire or telephone us today! You can save a cool $500 without missing a note of music—so why delay?

ASSOCIATED PROGRAM SERVICE
151 W. 46th Street, New York
Phone 7-7710

Page 14 • October 29, 1951
Picture quality isn't the only loss network television programs suffer when they're shown as kinescope recordings. They also lose viewers—and in huge numbers. For example:

**In the first quarter** of 1951, nine network TV programs which were consistently among the “top ten” in New York where they were seen “live,” were also shown in Los Angeles—also a 7-station market. But what Los Angeles saw were kinescope recordings. And the *kinescope ratings* averaged 63% lower!

*Whatever the reason for this* drastic rating loss: the inferior picture quality of kinescope recordings, or local viewing preferences, or a combination of both—you can avoid it with *Spot Program television advertising*.

**With Spot Program television**, you can get the better picture quality of film, or of “live” programs which cater to local preferences. Plus other advantages: Complete freedom in selecting markets—no “must” stations, or minimum group requirements in *Spot Program* advertising; wider choice of stations in the markets you want.

*All these extras—at no extra cost.* For Spot rates are generally lower than network rates for the same time period, on the same station. Enough lower to pay for the extra film prints required, their handling, distribution and other costs.

**If you’re interested in reaching people**, through pictures—and at a profit, you’ll be interested in the *Spot Program* story. You can get it from any Katz representative. It shows, very clearly, that . . .

*You can do better with Spot. Much better.*

---

**"Live" vs. Kinescope Ratings**

<table>
<thead>
<tr>
<th>Network Programs</th>
<th>&quot;Live&quot; (New York)</th>
<th>Kinescope (Los Angeles)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Texaco Star Theatre</td>
<td>47.7</td>
<td>22.9</td>
</tr>
<tr>
<td>Your Show of Shows</td>
<td>37.8</td>
<td>8.6</td>
</tr>
<tr>
<td>Comedy Hour</td>
<td>36.7</td>
<td>16.1</td>
</tr>
<tr>
<td>Philco TV Playhouse</td>
<td>35.5</td>
<td>7.5</td>
</tr>
<tr>
<td>Godfrey’s Talent Scouts</td>
<td>34.3</td>
<td>10.1</td>
</tr>
<tr>
<td>The Goldbergs</td>
<td>33.7</td>
<td>12.2</td>
</tr>
<tr>
<td>Studio One</td>
<td>33.7</td>
<td>12.8</td>
</tr>
<tr>
<td>Toast of the Town</td>
<td>30.8</td>
<td>14.7</td>
</tr>
<tr>
<td>Godfrey &amp; His Friends</td>
<td>26.2</td>
<td>11.2</td>
</tr>
<tr>
<td><strong>Average</strong></td>
<td><strong>35.2</strong></td>
<td><strong>13.1</strong></td>
</tr>
</tbody>
</table>

Source: Telepulse, Jan-Mar, 1951 averages.

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**THE KATZ AGENCY, INC. Station Representatives**

NEW YORK • CHICAGO • DETROIT • LOS ANGELES • SAN FRANCISCO • ATLANTA • DALLAS • KANSAS CITY

**Broadcasting • Telecasting** October 29, 1951 • Page 15
"Richard Harkness and the News" a fifteen minute late evening roundup is available for sponsorship in this news conscious market. Discerning timebuyers need only know that it's HARKNESS, Monday through Friday, 11:15 PM.

This availability represents an opportunity to establish a product name with a name news man, long respected in national news commentary.

Harkness' reputation for hard news and hard selling demands your consideration. Call WRC—or National Spot Sales.

**strictly business**

ROBERT J. ROTH JR.

FROM violinist and band vocalist to hat advertiser—with a tenure of broadcasting and agency experience thrown in for good measure—that's the capsule history of Robert J. Roth Jr.

Now advertising and promotions director for Resistol Hats Inc., Garland, Tex., Mr. Roth ran the gamut of jobs from A to Z after a musical beginning that foreshadowed no indication of success in this foreign field.

At one time or another, he played violin, sang with dance bands, sold stocks, bonds and insurance, announced and produced radio shows and launched his own radio advertising agency. All this, plus an enviable record in the U. S. Air Force.

This versatility may be entirely foreign to Mr. Roth's role in projecting Resistol as one of the more successful hat companies. At that time, as he so aptly puts it, "I got ahead rapidly but in the wrong direction."

In fact, it was not until 1940 (Continued on page 94)

**feature of the week**

RADIO MEN stepped behind footlights to tell more than 2,000 milkmen how their money was being spent in radio and television advertising.

Of the more than 26,000 members of the Dairymen's League Cooperative Assn., 2,000 were delegates to the association's 32d annual meeting, held in Syracuse Oct. 10-11.

Barlow Adv. Agency, Syracuse, wanted to explain to the delegates the scope of the association's radio and TV advertising. A stage show was decided upon as the best vehicle.

The presentation was written, directed and produced by Bud Stapleton, Barlow TV and radio director, under the supervision of George Lee, association publicity director, and J. J. Hines, Barlow copy chief.

With Jim Deline of WSYR Syracuse as m.c., the fast-paced show gave delegates a brief look and listen to the air talent who daily sell their products to hundreds of thousands of consumers.

Others who took part in the stage show included Clinton Buehman and Ed Dinsmore, WBEN Buffalo; Jack Ogilvey, WJTN Jamestown; Jack Eno, WBRF Buffalo; Ann Rogers, WHAM-TV Rochester; Don Jones, WARC Rochester; Ray Owens, WFBL Syracuse; Joe Cumniskey, WAGE Syracuse; Norm

Part of the huge (80' x 10') map of "Dairylea Land," showing several of the major markets. Map was painted as backdrop of stage presentation.

Massey and John Latone, WOLF Syracuse, and John Kuhn, WKIP Poughkeepsie.

Some 21 radio and TV stations in New York and Pennsylvania carry the bulk of League advertising. They are WAZL Hazleton, Pa., and these New York stations, WBEN-WAGE-WARC-WFBL-WKIP-WBEN-WJTN-WHAM-AM-TV-WOLF-WSYR-AM-TV and WELM Elmira, WVOS Liberty, WKFG Utica, WMBO Auburn, WTRY Troy, WALL Middletown, WEND Syracuse, WEOK Poughkeepsie, WWOL Buffalo and WHEN-TV Syracuse.

In Advertising — The Sale Is The Payoff. In Radio, The Sale Is Made When The RIGHT PEOPLE Hear The RIGHT MESSAGE.

In Milwaukee — WISN's Better Network (CBS) And Local Programming Provides The RIGHT PEOPLE For YOUR RIGHT MESSAGE. This Means SALES!

You'll Like Doing Business With WISN.
Students at North Dakota Agricultural College recently conducted an independent survey among 3,969 farm families in a 22-county area around Fargo. Each family was asked, "To what radio station does your family listen most?" 3,120 of the families named WDAY; only 174 named Station "B"! WDAY WAS A 17-TO-1 CHOICE OVER THE NEXT STATION — A 3½-TO-1 FAVORITE OVER ALL OTHER STATIONS COMBINED!

Fargo-Moorhead Hoopers prove that WDAY consistently gets a 3-to-1 greater Share of the "in-town" Audience than all other stations combined*!

BMB figures and mail-pull stories also prove that WDAY "hogs the show", throughout the entire Red River Valley!

Write for all the facts today, including availabilities.

*Despite the fact that the other three major networks maintain local studios!

WDAY • NBC • 970 Kilocycles • 5000 Watts

FREE & PETERS, Inc., Exclusive National Representatives
In the Public Interest

Blood Bank Efforts

By KNX, KLRA, KNUZ WMMN

To bring public attention to the desperate need for whole blood for the wounded of Korea, KNX Hollywood is broadcasting exclusive tape reports of interviews with doctors, nurses and wounded men themselves. Used on regular KNX programs and newscasts, reports are flown from Korea. Supplemented by the tape are a concentrated series of spot announcements urging Los Angeles citizens to give blood. Bill Whitley, KNX director of public affairs, is coordinator of the campaign in cooperation with the armed forces.

PRESSING its program department into speedy action, KLRA Little Rock, Ark., helped the American Red Cross put over its blood drive with a special half-hour program Oct. 21. Dr. Ross McIntyre, former Surgeon General of the Navy and personal physician to the late President Franklin Roosevelt, was featured on the show, speaking by telephone recording from Washington. Object was to aid Little Rock and Pulaski County in reaching their blood quotas for military needs. Mark Weaver, KLRA news director, was narrator.

KNUZ Houston's Paul "Buzz" Berlin, popular Houston disc jockey, started broadcasting at midnight, Oct. 4 and was on the air continuously for 18 1/4 hours on behalf of the blood donor drive in that Texas city. Mr. Berlin obtained 1,760 pledges.

WMMN Fairmont, W. Va., has pledged 100% of its pint of blood for every member of the organization. Some staffers donated in August, some this month and others have scheduled late visits. To dramatize the routine of donating a pint of blood, Bob Frazier, disc jockey and staff announcer, on Oct. 10 did a running commentary while making a donation in the Red Cross drive. His description was aired Oct. 16 and brought an enthusiastic response.

Armed Forces Show

KING-TV Seattle, according to Armed Forces information men, has done an exemplary job on behalf of the Armed Forces of that area, and particularly for donating a half-hour each Saturday night for an all-service show, March On. The program is a 100% military enterprise and the talent used is from the Armed Forces, including band and chorus. Each week a different service is featured.

Freedom Crusade

WTWN St. Johnsbury, Vt., came up with a novel idea to raise money for the "Crusade for Freedom" campaign. Station staffmen met newsroommen on The Caledonian Record in a basketball match. Some $250 was realized although St. Johnsbury had been assigned a quota of only $10. WTTN also devoted time to spot announcements and interviews with "Crusade" officials.

Youth Project

PROJECT in which youngsters are to be offered a practical course in radio programming and production has been launched by WAVZ New Haven, Conn., in conjunction with the local YWCA. Station has arranged spot announcement schedule to promote YWCA Radio Workshop, which will comprise actual studio work under supervision of Dick Barrett, WAVZ program director. Topics include continuity writing, program building, production balance, announcing, news editing, and disc jockey technique.

Freedom Marathon

WRIB Providence, R. I., foreign language station, received 1,226 telephone pledges during an 84-hour Italian language marathon on behalf of the Crusade for Freedom. Altogether, $1,500 was pledged and $1,400 has been received in cash. Nicholas Ruggieri, WRIB general manager, said that contributions ranged from ten cents to $25. Listeners made contributions in exchange for hearing their favorite Italian records.

Promoting Brotherhood

KNBC San Francisco is enthusiastic over a new 15-minute weekly series, Operation Brotherhood which publicizes accomplishments of the National Conference of Christians and Jews. Organisation's aim is to combat prejudice and promote brotherhood. Several movie stars have recorded brief narrations dramatizing work of the Conference.

On All Accounts

(Continued from page 10)

Knollwood in suburban Lake Forest.

She has the record of buying Dave Garroway as a "single" for the first time. After taking the Dale Dance Studios account to the Duffy agency, and later to Burton Browne, she worked as its account executive. Struggling during the war to fill five studios in the Chicago area with customers, she hired Miss Garroway as Mr. Garroway and the 1106 Club on WMAQ to help encourage women patrons without available men because of the manpower shortage.

One of the few women agency executives in the Midwest, Miss Tyrroler believes working in a medium-sized agency without over-specialization is her professional answer, and also one for other young women seeking a responsible niche in the industry.

Page 18 • October 29, 1951

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

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

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

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

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

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

Dollar for dollar, WGAR is your best buy.
WBAP-TV's PLANT is one of the largest and finest in the country. Its facilities are unmatched in its area. The pioneer station in the Southwest—in TV as in AM—WBAP has established an enviable reputation for leadership in programming, production, and prestige.

The Star-Telegram backs its No. 1 position by using the very best of equipment throughout its whole plant. Like other leaders in TV, it has found that by doing so it ensures, not only top performance, but also its position of prestige with advertisers and the public.

Naturally we are proud that for more than fifteen years the Fort Worth Star-Telegram has used RCA equipment almost exclusively—not only in its TV operations, but also in its AM, and FM stations.

When you plan TV...or add facilities to your present station...follow the choice of America's leading stations. Go RCA! Your Sales Representative can show you exactly what you will need to do the job.
<table>
<thead>
<tr>
<th>Time</th>
<th>&quot;B&quot;</th>
<th>&quot;B&quot;</th>
<th>&quot;B&quot;</th>
<th>&quot;B&quot;</th>
</tr>
</thead>
<tbody>
<tr>
<td>12 noon - 6 p.m. Mon. thru Fri.</td>
<td>31.7</td>
<td>29.7</td>
<td>42.5</td>
<td>28.9</td>
</tr>
<tr>
<td>6 p.m. - 10 p.m. Sun. thru Sat.</td>
<td>41.6</td>
<td>26.8</td>
<td>46.4</td>
<td>25.5</td>
</tr>
</tbody>
</table>
**SHREVEPORT HOOPERS**

*March-April*

<table>
<thead>
<tr>
<th></th>
<th><strong>KWKH</strong></th>
<th><strong>&quot;B&quot;</strong></th>
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<th><strong>KWKH</strong></th>
<th><strong>&quot;B&quot;</strong></th>
<th></th>
<th><strong>KWKH</strong></th>
<th><strong>&quot;B&quot;</strong></th>
</tr>
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<tbody>
<tr>
<td><strong>MARCH-APRIL</strong></td>
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<td><strong>MARCH-APRIL</strong></td>
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<td><strong>MARCH-APRIL</strong></td>
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<tr>
<td>1949</td>
<td>39.6</td>
<td>23.3</td>
<td>1950</td>
<td>44.6</td>
<td>25.2</td>
<td>1951</td>
<td>51.8</td>
<td>20.1</td>
</tr>
<tr>
<td>1950</td>
<td>31.7</td>
<td>29.7</td>
<td>1951</td>
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<td>1951</td>
<td>45.3</td>
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<td>42.5</td>
<td>28.9</td>
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<td>46.4</td>
<td>25.5</td>
<td></td>
<td>40.1</td>
<td>28.6</td>
</tr>
</tbody>
</table>

The chart above shows KWKH’s fanciest and latest Hoopers—March-April, '51—as well as those for the corresponding months of 1950 and 1949. Notice the big KWKH increases in five of the six “comparison” columns. In 1949 we were a solid first—Morning, Afternoon and Evening. In 1951 we tremendously increased our first-place Share of Audience over 1949—up 30.8% in the Morning, 42.9% in the Afternoon, 8.5% in the Evening!

KWKH does the same kind of bang-up job in its tri-State rural areas, too. BMB Report No. 2 credits KWKH with a Daytime Audience of 303,230 families in 87 Louisiana, Arkansas and Texas counties. 227,701 — or 75% — are "average daily listeners" to KWKH!

Get the whole KWKH story, today. Write direct or ask The Branham Company.

*Latest available at press time

---

**50,000 Watts • CBS**

The Branham Company
Representatives

Henry Clay, General Manager
Transmitter room—complete with RCA control console, antenna diplexer, side-band filter, dummy load, and a 5-kw TV transmitter Type TT-5A.

Big enough to march a circus through it, WBAP-TV's studio No. 1 has housed elephants, trucks, fire engines, the famous Budweiser horse-and-wagon team, sailboats, and air gliders. WBAP-TV shoots big events—direct! Studio One is RCA-equipped with cameras, microphones, dollies, booms, mounts—lighting system!
DEFENSE PINCHES RADIO-TV

FOR THE first time since the out-
set of the huge U.S. rearmament
program, and indeed since the end
of World War II, broadcasting
last week was struck with the im-
pact of defense production on such
a scale as to create industry-wide
concern.

The near-autonomous power
which the Office of Defense Mob-
ilization exerts over the U.S. econ-
omey (and over other divisions of
the government) was brought home
directly to broadcasters and radio-
TV manufacturers alike in a series
of actions and meetings. Some ob-
servers felt that the situation now
called for a reconstitution of a high-
level coordinating body like the
World War II War Communications
Board, composed of members of
the FCC, classification of radio-
station agencies, to handle broad-
casting problems on a multi- rather
than unilateral basis.

At a top-level conference of TV
manufacturers called by Defense
Mobilizer Charles E. Wilson:
- The ban on all color television
manUFACTuring [B-T, Oct. 22]
was affirmed by ODM, although
critics in industry and Congress
had questioned its usefulness in
saving critical materials.
- But ODM will let research in
color TV continue.

At a meeting between Mr. Wilson
and FCC Chairman Wayne Coy
(who sought the audience at the
behest of a Commission that had
been surprised by the crackdown
on color production), Mr. Wilson
reportedly gave assurances that:
- ODM did not plan similar
actions against the maintenance or
improvement of radio facilities.
- The color ban had nothing
to do with UHF development, TV
freeze ending, establishment of TV
stations in new markets or of new
stations in markets where TV al-
ready exists.

At a meeting of FCC staffers and
officials of the National Pro-
duction Authority, a division of
the Office of Defense Mobilization,
NPA gave the FCC the same as-
surances that Mr. Wilson later
gave the Commission chairman.

Later the NPA announced a change in
classification of radio and TV broad-
casting from "com-
mercial" to "industrial," a measure
which enables broadcasters to use
much bigger quantities of con-
trolled materials without specific
NPA authorization (see story page
29). The quantities are not enough,
however, to permit more than the
most modest new construction.

The NPA officials told the FCC
staff members that NPA would
continue to follow its policy of ap-
proving AM, FM or TV station con-
struction only if (1) it is a new
service for a community not now
having such service, or (2) it is to
improve service for communities
with population growth or mobili-
sation boom status warranted im-
provement.

Relatively Brief Session
In a surprisingly select 90-min-
ute meeting and with 40 level radio-
TV manufacturing executives in
Washington last Thursday, Mr.
Wilson got them to agree to hold
off "mass production" of color TV
sets.

No secret is it that he didn't have
to twist any one's arm.

Without any request, the De-
Fense Mobilizer also told the as-
ssembled manufacturers that they
would go ahead with color research.

In his statement two weeks ago
Mr. Wilson said the meeting was
called being to discuss the "desira-
bility of suspending all further develop-
ment of color television in order to
free highly skilled elec-
tronics engineers for important
military projects."

Industry men had been prepared
to show Mr. Wilson that (1) color
research was a military project
and (2) only an insignificant
number of electronics engineers was
engaged in that work.

Change in classification from commercial to industrial, category,
made by NPA last week puts
broadcasters on a par with news-
papers and other printed media.
It permits use of these quantities of
controlled materials without need for
NPA authorization:
Steel—up to 25 tons, instead of
two tons allowed under previous
classification.

Copper—up to 2,000 pounds, in-
stead of 200 pounds.

Aluminum—up to 1,000 pounds,
instead of none.

Freedom of quotas for broad-
casters don't mean that materials
will be available automatically.

Broadcasters who now want to
build modestly, or remodel on a
small scale, will have to hunt for
the materials on the open market.

Inferences drawn from Mr. Wil-
son's action shutting off color TV
set production and implying that
color research would also be con-
sign to limbo had FCC in a
swivet during last week.

Commission had not been ad-
vised nor consulted before Mr. Wil-
son's release of his letter to CBS
President Frank Stanton.

Coordination between the FCC
and the defense and military
agencies has been on a limited
scale.

Commission has a coordinating
committee of staff members which
has been working with defense and
military agencies.

But it has been working practical-
ly on an unofficial basis.

For some time the Commission
has been urged by influential broad-
cast spokesmen to set up a coor-
dinating agency akin to World War
II's Communications Board.

In the defense days prior to
Pearl Harbor, President Roosevelt
established the Defense Communi-
cations Board—comprising repre-
sentatives of the FCC, the military
(Continued on page 24)

HOLIDAY PLANS

Clients Eye Big Time Buys

CURRENT signs indicate that the
coming holiday season on radio and
television will be among the most
lucrative in history, with time sales
expected markedly to eclipse those
of last year.

Spots, participations and net-
works all figure importantly in cur-
rent plans of clients, many of
whom are still in the midst of pre-
paring station lists.

Manufacturers of Christmas tree
ornaments, wrappings and toys, are
investing heavily in announce-
ments and participation program in
more than 100 radio markets.

The Christmas Wrapping Corp.,
New York, has set aside approx-
imately $75,000 for its spot and
participation program in more
than 100 radio markets. The firm
is promoting its wrapping for one
dollar, with the schedule extending
from Nov. 1 through Christmas week. Arthur Rosenberg, New
York, is the agency.

Giant Balloons (Save-By-Mail)
New York, a perennial radio user,
is launching this season's campaign
today (Monday) in more than 100
radio markets, also using spots and
participation shows. The budget for
the campaign is understood to be
about $50,000. Dowd, Reddell
& Johnstone, New York, is the
agency.

American Christmas Decoration,
New York (makers of house deco-
rations and tree ornaments), is
spending approximately $76,000 in
its radio campaign. The firm is
promoting a package to sell for
$1.00 in about 100 markets, start-
ing Nov. 1.

Huber Hogue & Son, New York
agency, is understood to be plan-
ing a spot spot campaign for a
manufacturer of toy pianos.

Hamilton Watch Co., Lancaster,
Pa., will place its famous five-min-
ute film series, To Pog and To Jim,
in about 62 markets, twice a week
for four weeks, starting on Nov.
19. This is the third successive year
that Hamilton has used such a TV
series. BBDO, New York, is cur-
rently preparing the list of sta-
tions to carry the film.

Longines-Wittnauer Watch Co.,
New York, will sponsor a musical
Thanksgiving Day Festival on
CBS-TV, Thursday, Nov. 22, from
(Continued on page 28)
Defense Pinches

(Continued from page 22)

services and the mobilization agencies. It acted in an advisory capacity.

Within a week after Pearl Harbor, that board was given complete authority over all U.S. communications, with the new name of War Communications Board.

That some move close-knit coordination between the FCC and the defense and military establishments is necessary seems to be a foregone conclusion.

Blushes on the faces of FCC officials at their lack of knowledge of Mr. Wilson's "iron curtain" on color set production attests to that.

But the Commission cannot be held entirely to blame.

Its contact is with NPA—and even that operating arm of Mr. Wilson's ODM didn't know the color TV clampdown was coming.

Manufacturers were convinced the whole thing was a plot to "take CBS off the hook," to freeze National Television System Committee and RCA color development work.

RCA just finished public showings of its compatible color system in New York and Washington, and won plaudits of viewers for its fine performance [B&T, Oct. 15].

NTSC was on the last few months of field tests, preparatory to asking the FCC to authorize the all-industry, composite color system.

Blunt Dr. Allen B. DuMont expressed what was being privately spoken by his colleagues in the manufacturing industry. In a telegram to Mobilizer Wilson the day after publication of the Wilson-Stanton correspondence, he said:

"If you are acting on advice of metals section, your action to halt color research and production of receivers for an incompatible color television system is open to serious question as to need or worthwhile accomplishment.

"Action is also open to question as a defense move. If action had been taken by Federal Communications Commission, rather than the Defense Mobilizer, to withdraw its approval of the system it could have been classified as a defense of the public not subject to challenge.

"The public already has shown its lack of interest in purchasing mechanical and incompatible color receivers. Hence there is sound basis for the conclusion that the market would not support continued production even without such action. The amount of critical materials to be saved, therefore, is infinitely small and only a fraction of a percentage point of the amount used by the television industry.

"Since the public has not accepted the color system involved the reasons for Columbia's ready acceptance of the government action are very obvious. It lets them off the hook. They are released from costly commitments of the development stage of sponsorship of a system the public will not accept."

The Federal Communications Commission now should open the doors to TV set production of a fully compatible and compatible system for approval at the proper time.

The proposal that all research on color television should be stopped is clearly against national policy, and the public interest. It is impossible that any high official of our government would give serious consideration to halting any type of research in the field of electronics or any other important defense industry.

Research in color television is an important part of the military program. It already has made contributions to defense preparations and unquestionably will make more. In fact, by the very nature of research in any field, freedom to carry it on to wherever it might lead is essential.

America has great industrial and military strength today because we have had the freedom to explore, experiment, and engage in extensive research.

It would be most un-American to place restrictions on any research at this stage for the sake of retaining a competitive position for any company.

That feeling didn't seem to subside even after the meeting with Mr. Wilson.

Senator Edwin C. Johnson (D-Colo.), chairman of the powerful Senate Interstate & Foreign Commerce Committee, and personally active in the color TV deliberations, told BROADCASTING & TELECASTING after the meeting that "it occurs to me that it [the order] is a phoney."

Sees No Justification

There does not seem to be any justification for the Wilson action shutting down color TV production, he said.

Fearing that last week's action might lead to a general freeze on all TV, since the same materials go into the production of color TV sets and black and white sets, the Senator added:

"I don't think any of it [Wilson's action] is logical. I believe that there must be a continuance of some TV developmental work. If manufacturing of all TV sets is stopped, it would be a major disaster."

Genesis of Mr. Wilson's action stopping color set production apparently stemmed from CBS appeal for more material in order to produce 250,000 color sets and slave units in 1952.

NPA denied the CBS request some months ago and an appeal was scheduled to be heard last Tuesday [B&T, Oct. 22].

This, of course, was postponed following CBS's acquiescence to Mr. Wilson's request last week.

Conversations between Mr. Wilson and highest CBS officials regarding the possible outcome of the appeal led to the Defense Mobilizer's Oct. 19 action.

Generally accepted version is that Mr. Wilson figuratively threw up his hands when he realized that 250,000 fractional horsepower motors were involved.

Fractional horsepower motors, with essential copper needed to make them operate, are in tight supply now—just as they were during the last war.

Among most radio-TV manufacturers, reasons for shutdown on color set production elicits general scoffing.

Most echo Dr. DuMont's dubiousness about the material savings involved and express doubts that CBS could have made 250,000 color sets in 1952.

Members of Radio-Television Manufacturers Assn. TV committee met in Washington the day before the meeting with Mr. Wilson. Their consensus was that (1) halting of color TV set production would save negligible amount of material, and (2) the number of engineers engaged in color research amounted to from 4 to 8% of those

(Continued on page 30)
STATION SHIFTS

PEND ON REPRESENTATIVES

A SERIES of shifts and impending shifts in station representation were announced or in prospect in radio-TV circles last week.

While the resignation of representatives and company expansions among other firms were formally announced, much of the week's speculation centered around the expected, but as yet officially unannounced, return to active station representation by Henry I. Christal, former treasurer and partner of Edward Petry & Co. He still is a minority stockholder in the pioneer representation organization.

Edward Petry, president of the firm, advised a group of client stations in Chicago last week that his firm was not to renew contracts does not necessarily mean termination of representation. By mutual agreement, renewals may be evoked between time of notification and the time of contract expiration date. This period often covers many months.

If these changes do occur, it is logically apparent that the changes in representation will develop in the markets affected, as contracts expire.

Mr. Christal, who left the Petry organization earlier this year, has made no formal statements about his plans. It is generally conceded he intends to re-enter the representation field. He owes much of the voting stock and 25-50% of the dividend-paying stock of the Petry firm, which was founded in 1932. Mr. Petry meanwhile on Thursday sent telegrams to his clients informing them that the other stations—WBEN Buffalo, KFI Wichita and KFI Los Angeles—have advised him that they have notified the Christal firm of their intention for representation currently handled by the Petry company.

The telegram stated:

Re current "Variety" article on page 10 reporting no change in representation of radio stations WBEN Buffalo, KFI Wichita and KFI Los Angeles and each one has advised me that they have not signed with Christal & Va-

report. Each of these stations knows this wire was sent to you. Also contrary to "Variety" report we have a long-term written contract to represent KFI Los Angeles. Also contrary to "Variety" report Christal personally owns but twenty-five and one-third of dividend paying stock of Petry Company and at no time did he ever own more than thirty-three and one-third.

The announcement was pointed out as yet a pioneer in representation, as our representatives handled the voteings of the stations' clients last Friday.

Negotiations looking toward merger of Ra-Tel Representatives Inc., New York, with other station representation [Closed Circuit, Oct. 22] were still in progress.

Meeker on West Coast

President Robert Meeker, of Robert Meeker Assoc., announced plans to open a new West Coast office in San Francisco's Russ Building, effective Nov. 1. Don Ponti-

chus, Chicago manager for the Meeker organization, will head the West Coast office, and Carlson F-J, WTCO-AM, Kansas City, was named to succeed Mr. Pontius as Meeker head in Chicago.

WGN Portland and WGYU-

AM-FM Bangor, Me., named Avery-Knold Inc. as national representative, effective Nov. 1. C. E. Gatchell, general manager of Guy Gannett Broadcasting Services, li-

censee, said Richard E. Bates, na-
tional sales manager for the Gannett system, and Samuel C. Henderson, general manager of WGYU-

AM-FM, will handle spot clear-

ances for the stations.

WERC Eric, Pa., appointed Avery-Knold as its representative, effective Nov. 1. The Katz Agency Inc., station

representative, announced that Robert H. Salk and Bernard H. Pelzer Jr. will join the television sales staff of its New York office effective today (Monday). Mr. Salk, who will head the TV product development, returns to Katz after a CBS Radio Network sales assignment. He previously pioneered TV work in the Chicago office of the Katz firm, after having been presi-
dent of Audience Surveys Inc.

Mr. Pelzer has been a television account executive with NBC and previously was an advertising agency consultant. He headed his own radio production agency and also served in the radio department of John H. Owen Co. and Benton & Bowles.

Appointment of G. F. Fitpatrick, former sales promotion manager for Falstaff Brewing Corp., St. Louis, as head of the radio sales promotion and research department of Free & Peters was announced by President H. Preston Peters. Named to succeed Joseph C. Ama-
turo, who has joined Music Corp. of America, Mr. Fitpatrick will handle sales promotion activities for the 35 radio stations repre-

sented by Free & Peters.

In connection with the opening (Continued on page 71)

P & G TIME GROSS

LEADS NETWORKS IN AUG.

most advertised goods on network radio, accounting alone for nearly 20% of all types of advertising on the networks during August. Toiletries ranked second, drugs third, smoking materials fourth and laundry soaps and cleansers fifth, followed by confections and soft drinks, gasoline and oil, beer, miscellaneous (including religious, labor and pet food advertising), and radios and TV sets, in that order. The

(Continued on page 38)

WHAS-AM-TV Changes

HENRY I. CHRISTAL will represent WHAS Louisville as of the end of business on March 21, 1952, Victor A. Sholits, WHAS vice president and director, announced Friday. Harrington, Righter & Parsons will begin representation of WHAS-TV at the same time, he stated.

JACKSON NAMED

TO ABC RADIO SALES POST

LOWELL JACkson, veteran of 20 years in radio and most recently part owner of Dawson & Jackson, radio packagers, has been appointed sales manager of the ABC Radio Network's Central Division, the department he has been associated with since late summer.

Mr. Jackson was also announced Wednesday the separation of the station clearance department into radio and television units, both to be under the supervision of Alfred R. Beckman, Jr., a number of appointments of operations for sales and station traffic. Don Buck has been named manager of TV station clearance and Stewart Barthelme, manager of radio station clearance.

Larry Robertson, radio director formerly associated with the Louella Parsons Show, has been transferred as a director at ABC's Television Network Central. Among his new assignments will be the Korla Pandit Show, Monday through Fri-

day.
STANDARD MEDIA VALUES

THERE is "not one really authenticated fact" about the actual effect of television on media values, Louis N. Brockway, executive vice president of Young & Rubicam, New York, and board chairman of the American Assn. of Advertising Agencies, told Audit Bureau of Circulations members Thursday at Chicago Thursday. The group met for its 37th annual session at the Congress Hotel.

Mr. Brockway asks (1) standardization of audience measurements, (2) development of full information on composition of media audiences, and (3) definition and measurement of advertising attention. He charged "the lack of a common denominator for all media, which continues in spite of everything agencies and advertisers have been able to do. It is particularly serious at this time because the advertiser is increasingly pressed for media comparisons, especially of magazines and newspapers with television."

Television, he said, "has shouldered its way into a major position in our thinking, changed the recreation habits of people, offered new devices to appeal to people's taste and demanded its share of the advertiser's dollar."

Lack of Knowledge

Charging advertisers do not know as much about the TV audience as that for radio because the situation is changing "much too rapidly for tools we now have." Mr. Brockway said radio circulation is "undoubtedly decreasing" and television "certainly increasing."

He "suspects" television is "taking evening attention away from radio and reducing reading time of periodicals in the home," but "we have no basis to judge the extent of the intrusion except for information we unearth individually."

Charging that half-truths and mistruths are likely to be accepted as long as true answers are not available, Mr. Brockway cited three needs—(1) a technique for defining and measuring the real audience value of all media on a common basis, whether it is called audience, circulation or readership—

Wright Promoted

ELECTION of Dickens J. Wright to the board of directors of the North Jersey TV Co. was announced for WPAT Paterson, N. J., and Mr. Wright's appointment as executive vice president of the corporation were announced last week by Richard Druker, company president. Mr. Wright joined WPAT in August 1950. He previously was with WCC Bridgeport, Conn., where he was general manager two years. Previously, he was a sales executive in New York with CBS and ABC.

RAADIO, TV SPLIT

By WBZ AM-TV, WBZA

FURTHER separation of radio and television operations at Westinghouse Stations, begun in July 1950 with a division of sales responsibilities, was announced last Tuesday by W. C. Swartley, manager of WBZ-AM-TV Boston and WBZA Springfield, Mass.

Mr. Swartley announced the appointment of Avner Rakov as program manager of the Westinghouse Radio Stations. W. Gordon Swan, program manager of WBZ and WBZA since 1941, will devote full time as program manager of WBZ-TV. He had been in charge of TV programming since June.

Mr. Rakov joined WBZ as music director and later served as arranger, producer and conductor of network, regional and local programs in supervising the musical programming of the station. Subsequently he was named part-time production and program consultant for WBZ and advertising agencies, developing programs, announcements and advertising campaigns.

The division follows a pattern throughout the broadcasting industry and conforms with the Westinghouse sales split of last year. Under the new arrangement, each program manager reports directly to the station manager.

AAAAS AGENDA

LOW-BUDGET TV, talent and costs, agency-produced programs, TV commercials, and other facets of sight-and-sound advertising will be placed "under the microscope" at the radio and television production session of the 1961 AAAA's Eastern Annual Conference when the two-day meeting of advertisers is held in New York Tuesday and Wednesday.

Radio and TV session, slated for 2-4 p.m. Tuesday, will feature a talk by Robert Montgomery, executive producer for NBC Television, on the responsibility of creative people in the field to raise and maintain TV standards.

One of nine group meetings to be held at this year's conference, the radio-TV unit will also include Adrian Samisch, vice president and director in charge of radio and TV for Dancer-Fitzgerald-Sample Inc., who will discuss producing TV film programs, and Rodney Erickson, manager of Radio-TV Dept. for Young & Rubicam, who will talk on agency production of live TV shows.

Other speeches include advertising on TV with a small budget, Signey Weiss, vice president and treasurer of Lewin, Williams & Saylor, Inc.; TV talent and its cost, Wallace S. Jordan, radio-TV

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B. D. Jackson, president of the National Committee for a Free Europe on leave as publisher of Fortune magazine, described work being done by Radio Free Europe.

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By J. FRANK BEATTY

FANTASTIC wage demands peril the very life of many St. Louis stations have been submitted by IBEW Local 1217, providing a threat to the entire radio and television field.

Put in capsule form, the local has submitted a take-it-or-leave-it contract effective Nov. 15 and calling for rates of $4.50-90 per hour ( instead of present 90 per hour) and a flat $130 per week plus corollary demands said to add another $75 to $100 per week per man. All St. Louis broadcast and telecast stations are affected with the exception of KMOX, which has a separate contract as a CBS-owned outlet.

Wage scale in the city was increased $2 just last June and another $5 this July, so no one in the union is asking an additional $18 a week, aside from the extras.

Wage Stabilization Board regulations permit a 12.5% increase above the base level of Jan. 15, 1950. The $123 dollar level is far beyond anything ever heard of at WSB, totaling approximately $25 week above the base level, or nearly 25%. This is twice the maximum permitted by the Board.

The St. Louis union has a continuous record of unsavory relations with stations, according to union circles. It has been branded the most troublesome local in the entire electronic field.

Existing pay scales for technicians at smaller stations in St. Louis are the highest in the U. S. At IBEW headquarters in Washington it was stated that Local 1217 is antagonistic to the international union.

Other Provisions

Some of the St. Louis demands have startled the most experienced labor relations men. For example 12 holidays are specified instead of six. No one is quite certain what holiday occurs Sept. 30th though it is specified in the contract.

Scanning of the St. Louis union’s proposed contract reveals some conditions which are absolutely impossible to fulfill. For example, overtime must be scheduled 72 hours in advance yet there can be over time except in case of emergencies.

Swing shifts are eliminated. Even worse, some persons believe, is the requirement that schedules be set up permanently for 90 days, with half-time penalty if varied.

Four-week vacations are demanded for employees after 36 months work, with an additional day for each holiday falling within the vacation. A 15% differential is added to work between 11 p.m. and 7 a.m. Severance pay is figured at two weeks for each six months employment.

Part-time employees must be hired at $3.25 per hour instead of $2.75, with minimum of eight instead of four hours.

New overtime plan calls for eight hours at double time on first day off and an eight day off instead of previous four hours at 1 1/2 time on first day, and 8 hours at double time on second day off. Double time must be paid if called back after completion of shift, instead of present 1 1/2 time.

Lunch hour must be paid in the new contract. Two paid rest periods of 20 minutes are allowed with 15 change at beginning and end of shift allowed studio employees, 80 minutes at transmitter.

Engineers get $10 each fee time any equipment is carried on remote assignments. Insurance for air travel is covered. $90,000 per trip with $9,000 insurance for using auto with auto allowance of 20 cents per mile instead of 12 cents, $2.50 minimum. Allowance of $3.50 instead of $1.50 is given for trip to transmitter.

Supervisors’ Pay

Supervisors’ pay will go from $122 to $140 in the new contract. Sick leave will accumulate to 52 weeks at rate of at least six weeks per year instead of three. Four days off are specified for funerals of wife, children, parents, sisters and brothers.

Two men are required on duty at all times at stations over 5 kw. The jurisdiction of Local 1217 includes WTMV in E. St. Louis, Ill.

In general, the trend in union negotiations has been away from citywide contracts though there are still areas where the practice continues. The flat pay scale in St. Louis is the same for large stations as for daytimers and locals.

Fear is expressed that appearance of even one or two of the new provisions in an all-St. Louis IBEW contract would start creeping paralysis which has crippled the motion picture industry and reduced employment sharply as studies have collapsed.

Other Activity

Other developments in the labor relations field include capture of several stations in San Diego by NABET as a result of an election last week.

NABET also has won three Associated Broadcasting Co. stations in San Francisco from IBEW. The stations are KSFO, KPIX (TV) and KWID (shortwave). Since joining NABET some months ago, NABET has been setting up vertical unions in San Francisco, aiming toward one big union in radio.

KVOE Names Pearson

ERNEST L. SPENCER, president, KVOE Santa Ana, Calif., has appointed the John E. Pearson Co. as national sales representative for the station.

TALENT WAGES

Panel named by the federal Sal- tary Stabilization Board held a three-day closed hearing in New York last week to consider controlling salary increases for over scale performers in television, motion pictures and radio.

Sessions started Monday morning with representatives of the radio-television industry pleading for exempions of its members from proposed controls. Charles Tower of the NARTB explained the indus try background and business practices that would make a salary-freeze impractical. He was fol lowed by William Fitts of CBS who read a brief, formal statement prepared by CBS, NBC and ABC to copy inserted. If that CBS explained it would be difficult to evaluate services of radio-television personnel closely enough to establish ceilings. A performer’s status can change overnight, he explained, when the show he appears on is picked up for network rather than for single station.

Sol Pryor of the law firm of Jaffe & Jaffe, retained by American Federation of Radio Artists and Tele vision Authority to plead exemption from control their members, argued that administrative difficulties would make it almost impossible to apply regulations. He further asserted that controls would not be keeping with the Defense Production Act, which stated that no controls should be imposed when they upset prevailing business prac tices. A freeze would also be in contradiction to OPS regulations which allow exemption for independent packages for the amounts they pay for program elements. Mr. Pryor suggested that employers, too, be allowed to have that exemption.

RTD’S Stand

Radio and TV Directors Guild charged that freezing salaries of employees is discriminatory because no controls are exercised over rates charged by broadcasting corpora tions. The guild also objected to proposed use of January 1950 as the base period on grounds that it was an experimental period for television. Talent in production and voice-over work was held at a much lower rate than would be appropriate for a mature enterprise, it was argued.

Others who appeared for radio-television personnel were Joseph A. McDonald, vice president, secretary and general attorney of ABC, and Evelyn Burke of the Authors League of America.

Screen Actors Guild was represented by Executive Secretary John Dales Jr. and Legal Counsel William Berger, who flew from the West Coast to present their statements.

Panel Members

Panel was composed of Roy F. Hendrickson, executive secretary of the National Federation of Grain Cooperatives, chairman; and Philip F. Siff, investment banker, and Neal Agnew, consultant to Independent Motion Picture Distributors. Group was assigned to consider how to apply controls, whether exemptions should be allowed, and how regulations could be made self-administering through industry-government cooperation; hearings pertained to cameramen, producers, directors, scripters, and designers as well as to star performers in the various entertainment fields. Panel was set up by SSB several weeks ago.
IN REVIEW...

The rare appearances of Dean Acheson on television strongly suggest that the Secretary of State should be seen perhaps as often as his most vociferous critics are heard.

Mr. Acheson, who has been described as the administration's most competent "bedside diplomat," once again demonstrated Oct. 21 that he wears well before any television camera.

The vehicle he chose was NBC-TV's 60th edition of Battle Report —Washington. Secretary Acheson delivered a prepared statement and then delved into correspondence on troublesome international questions, most of which was, admittedly, calculated to win friends and influence the public for the administration.

The Secretary of State's peculiar talents for TV were evidenced on this occasion, as perhaps never before, by his grass roots approach to questions from confused laymen. If Mr. Acheson adequately projected his convictions, that was due, too, in no small measure to the equally convincing projection of television itself, and to Mr. Acheson's apparently wise resort to effective analogies.

Speaking informally, but with characteristic dignity and calmness, Mr. Acheson talked across the table to a cross-section of American voters—a sailor, cab driver, cattle-rancher, a fruit picker, carpenter, housewife and a sheriff—all of whom had posed their queries on film clips.

Mr. Acheson was perhaps at his best in responding to comments by Sheriff Glenn Jones of Clark County, Nevada. He had asked: "Secretary Acheson, when two outfits start packing guns, there is bound to be some shooting. Isn't that going to be the case with our arming of the Western world?"

Answer: "Well, Sheriff, what would happen in your county if the gangsters had the guns and you didn't... These people on the other side are not only packing guns—they're shooting. That's what Korea is all about. And if Matt Ridgway and his boys didn't have something to shoot back with, we'd be in a... well, in whatever kind of a fix you call it in Clark County."

To a question from a carpenter on the wisdom of "kicking the Russians out of United Nations," the Secretary countered:

"...Let's talk that over... We don't run the United Nations. We're one of the members and there are 59 others who have their own ideas... In the second place... who convinced you that the Soviets were blocking the United Nations? The Russian delegates themselves. They have done more to convince the world that their propaganda is false and phony than all the rest of us combined..."

The program was executed with polish and competency, doubtless in part because of Mr. Acheson's knack for reading his answers from concealed quarters. A minor complaint suggested by his appearance is that the camera views of the Secretary were uniform, at times resulting in viewer restlessness. But his stature and conviction more than offset this quibble.

* * *

American Youth Forum on NBC-TV, Saturday, 7:30 p.m., at least one forum program, that has grown in stature by taking the play from the grownups and giving it to youth.

There is little horse-play in this show. Its extra ordinary feature is simplicity and an impelling desire to inform.

That makes the program educational; and, incidentally, demonstrates forcefully just how well-educated is at least one responsible segment of our teen-age population.

The show is built about pertinent and timely questioning by a group of teen-agers (with the cooperation of the American Legion's youth activities department) who listen and view the distinguished guest with critical sobriety.

The guest Oct. 20 was Harold E. Stassen, president of the U. of Pennsylvania.

Topics touched by the youngsters and tackled by Mr. Stassen played a wide field from international issues to sports. To name a few: What can the voter do to protect himself from dishonesty in political parties; what methods should the U. S. employ in the Middle East and will World War III break out there; are we prepared to meet an enemy attack now; who was the wiser in our foreign policy toward China, Gen. MacArthur or Mr. Acheson; and did the Senate Subcommittee have sufficient grounds to turn down the nomination of Phillip Jessup to the UN?

In past programs, the line of questioning often proved startling to the guests.

Mr. Stassen, former governor of Minnesota, who has interviewed Stalin and is a prime mover of the Crusade for Freedom, however, is not easily disconcerted, no matter how razor-edged the query. But he was visibly taken with one apple tossed him: Would you run for President if nominated by the GOP? In a quick recovery, Mr. Stassen said he would have to wait for the big "if."

Another big one thrown up to him: How would you proceed to figure out the international situation? Mr. Stassen did his best to explain.

There was some news for the broadcaster. Asked about the U. of Pennsylvania's fallback on NCAA's enforced blackout on football telecasts: Can you explain why Penn "chickened out" on its stand against NCAA's ban? Mr. Stassen said Penn was forced to go along with the collegiate association when four football opponents threatened to break off relations.

However, Mr. Stassen said the school feels there should be more TV in football and that Penn will insist on it next year. The Ivy Schools "will be back on TV next year," he said.

A point in improvement over the usual forum show is the gentle guidance of the little-learned, little-heard-as-a-rule Stassen, substituting for Theodore Grankl, director and founder of the American Forum of the Air, who was ill, let the youngsters have over.

The American Youth Forum is a refreshing contradiction of the belief that the U. S. teen-ager chews nothing more significant than gum and can't savour anything more important than be-bop.

Holiday Plans

(Continued from page 22)

5 to 6 p.m., for the third successive year. The holiday special will feature the choraleiers and the Symphonettes. Victor A. Bennett Co., New York, is the agency.

General Foods will program a special holiday show on Sunday, Dec. 30, 6:30-7:30 p.m. on NBC-TV when Roy Rogers will be joined by Bob Hope and other prominent Hollywood stars. The regular Rogers show will be from 6:30-7 p.m. on the same day. The following week a new series, Claudia, will be seen. The latter program and both Rogers will return to the 6-6:30 p.m. period. Benton & Bowles is the agency for Post Cereals Division, which is the sponsor of the show. The agency for the Swans Down participation in Claudia.

Zippo Mfg. Co., Bradford, Pa., makers of Windproof pocket and table size lighters, will launch its fall and pre-Christmas national advertising with television spot announcement as well as national and trade magazine advertising. This year marks the 20th anniversary in the company's history. The television spots will be used in 33 stations in 20 cities, running until Christmas. George T. Weill & Ganger, N. Y., is the agency.

Seasonal advertisers appear to be, as always, pouring liberal amounts into the flow of business, but so much has already been committed that the company has intrusted itself to turn the flow into a likely flood this year. Retail orders which were expected in late summer and which failed to materialize, is it understood, are now making through for advertisers, necessitating a precipitate increase in promotion plans to the attendant benefit of radio and TV.
CONSTRUCTION

Radio-TV Wins Reclassification

By JOHN OSBON

RECOGNITION of radio-TV broadcasting as an essential competitor for raw materials on a comparable basis with printed media was hailed last week as a formidable industry victory.

The role of radio and television in the nation's defense effort was clearly acknowledged, but the government in a new regulation permitting broadcasters to self-authorize greater quantities of controlled materials for new building projects.

Basis for this optimism was an order reclassifying the industry on a par with newspapers in the "industrial plant, facility or factory" group for purposes of materials allocations. NARTB had criticized an earlier reclassification of newspapers and other printing establishments as "non-essential industry" to radio-TV [B&T, Oct. 16].

What this means is that broadcast license holders can now request a "hunting license" for steel, copper and aluminum needed in small or remodeling projects. It does not, of course, guarantee the availability of these metals.

On Equal Terms

But the industry will be able to compete on a comparable basis with other media for supplies of these materials without necessity of government approval. Specifically, it means they will be able to self-authorize orders for up to 25 tons of steel, 2,000 pounds of copper and copper-base alloys and 1,000 pounds of aluminum.

The previous limitation of 2 tons of steel and 200 pounds of copper (with no provision for aluminum) has been under constant fire by NARTB. The test was mounted in the face of a recent government order removing printing establishments from the commercial category, under which broadcasters fell, and shifting them to the industrial grouping.

The announcement was officially made last Thursday by the National Association of Radio-Television Broadcasters, whose officials NARTB had conferred more than a fortnight ago. Peter Black, special assistant to the NPA Administration, said, "We have given NARTB Government Relations Director Ralph Hardy that relief would be taken into consideration.

Mr. Hardy described the new regulations as a "cup of coffee," in whose official NARTB had conferred more than a fortnight ago. Peter Black, special assistant to the NPA Administration, had "agreed" with the NARTB Government Relations Di-rector Ralph Hardy that relief would be taken into consideration.

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THE CONTROVERSY signal control plan to implement the President's power of seizure over radio communications in time of a critical emergency became the law of the land last week with the passage of an amendment to the Communications Act.

The Chief Executive signed a bill (S 537) prescribing stiff penalties under Sec. 606 (c) and providing for the control of certain devices which could serve as navigational aids to enemy air- or sea- craft, or for the invasion of privacy. The legislation also is a revision of Sec. 606 of the Communications Act.

Another new face on Sec. 606 of the Communications Act is implied with the specific inclusion of penalty provisions applicable to individuals. In subsection "h", until now, the Commission had to take recourse to Sec. 501 of the Act in applying penalties for known violations of Sec. 606 (c).

Strictly, the new subsection spells out for any person who commits certain offenses "with intent to injure the United States, or with intent to secure an advantage to any foreign nation, or to prejudice the national defense." The phrase is spelled out in provisions laid out pursuant to exercise of the President's authority under Sec. 606 or commission of any act prohibited by the subsection.

The law provides that any person who willfully does or authorizes, or causes or permits to be done any act prohibited by the subsection or any act which he may require to be done pursuant to the exercise of the President's authority under this subsection, or any act which he may authorize, shall be fined not more than $50,000 or imprisoned for not more than five years, or both, and, if a firm, partnership, asso-

WJR Detroit's emergency standby power problems were greatly mini-

mized with the installation of this 200 kw General Motors Diesel-electric generator. Expressing satisfaction with the equipment are C. W. Jones (l), WJR design engineer, and J. G. Deckins, sales engineer of Earle Equipment Co., Detroit GM Diesel distributor, both of whom supervised installation. Generator eliminated need for a new $10,000 building and was placed instead in a two-car garage adjoining the transmitter site.

SUFFRAGETTES ISSUE

Truman Writes NARND

DIFFERENCES over method provide the only conflict between news security order [B*T, Oct. 1 et seq.], Assn. of Radio News Directors.

Macon, Ga., NARND president, the order. He told the President that there exist war or a threat of war, or a state of public peril or disaster or other national emergency, or in order to preserve the neutrality of the United States, the President, if he determines that the public interest in national security or defense, may suspend or amend, for such period as he may see fit, the rules and regulations applicable to any or all stations or devices capable of emitting electromagnetic radiations which are capable of affecting the United States as prescribed by the Commission, and may cause the discontinuance of any radio communi-

ication, or any device capable of emitting electromagnetic radiations, or the use of any such station or device, or any apparatus and equipment, or to authorize the use or control of any station or device and the removal therefrom of its apparatus and equipment, or to authorize the use or control of any station or device.

Sec. 606 of the Act is further amended by adding subsection (h) as follows:

"(h) Any person who willfully does or authorizes, or causes or permits to be done any act prohibited by the subsection or any act which he may require to be done pursuant to the exercise of the President's authority under this subsection, or any act which he may authorize, shall be fined not more than $50,000 or imprisoned for not more than five years, or both, and, if a firm, partnership, asso-

Diplomatic Security Council representa-

tive on international security, who argued the order is being con-

demmed before it has been thoroughly tested.

Sen. Case said that if new regu-

lations are needed, "we could draw with profit upon our wartime ex-

perience. That was based upon cooperation between the news media and the government. It placed decisions in the hands of men trained for that work, under a responsible, single head. It pro-

vided machinery for appeal of de-

cisions. It calls for a 'code' of conduct for all concerned—government officials, press, radio and public."

Rep. Harold D. Donohue (D-Mass), warned against 'unwitting infliction upon our own people of any of the freedom-destroying policies we so openly oppose and criticize in the governing actions of the totalitarian dictators.'

He introduced into the Congress-

nal Record an editorial by Roscoe Drummond in the Christian Science Monitor. Mr. Drummond said "secu-

rity is more served by keeping the country in the light than it is by keeping the enemy in the dark," urging adoption of a Committee for Economic Development plan calling for creation of a three-man civilian unit in the National Se-

(Continued on page 31)

Page 30 • October 20, 1951

NATIONAL BROADCASTING • TELECASTING
Baltimoreans don't wonder where to get the news. They just turn their radio dials to WITH! No other station in town has anything like WITH's news coverage. WITH gives the complete, accurate, up-to-the-minute news from AP wires every hour on the hour, 24 hours a day.

In these days when news is so important to everybody, this means thousands upon thousands of loyal listeners for WITH. These people are one reason why WITH delivers more listeners-per-dollar than any other radio or TV station in town... one reason why WITH is the BIG BARGAIN BUY! Let your Headley-Reed man give you the whole WITH story.

The results station
WITH
in Baltimore, Md.

TOM TINSLEY, PRESIDENT • Represented by Headley-Reed
OBSERVANCE of the seventh annual National Radio & Television Week got underway Sunday, continuing through next Saturday night. Topping the event is the fifth annual Voice of Democracy Contest, one of the nation's outstanding promotions on behalf of the democratic way of life.

Aside from the contest, observance of the week is a localized matter with stations in each community devising their own activities. Outstanding example of statewide participation in the event occurred yesterday in Texas when a special program was staged under direction of Kenyon Brown, KWFT Wichita Falls, NARTB District 13 director.

Among those taking part in the Texas hookup were Harold E. Follows, NARTB president; Carl Hav- erlin, BMI president, and Mr. Brown. The program originated during the luncheon session of the BMI radio clinic held at the Shamrock Hotel, Houston. All but a few of the stations in Texas had agreed to take the broadcast.

Texas Promotion
Liberty Network fed the broadcast on its coast-to-coast hookup 4:15 p.m. (CST). Another Texas promotion was that of KPRC and KPRC-TV Houston. Staffs of the stations are using National Radio & Television Week to demonstrate appreciation for the American system of broadcasting by donating a pint of blood for use at the Korean battlefield.

Staff participation was 100%, aside from a few under medical treatment. Other Houston stations were joining in the project, making it a citywide event. A large number of the station employees signed to donate one pint per month. Stations have staged similar events in the past to increase public donations of blood.

Three-way sponsorship of the Voice of Democracy contest included NARTB, RTMA and the U. S. Junior Chamber of Commerce. At least 2 million senior high school students were taking part in the competition, which carries official endorsement of the U. S. Office of Education.

Prizes for Winners
Winners in each of the 48 states, Alaska, Puerto Rico, Hawaii and District of Columbia will receive radio-phonos or television receivers. The four finalists, to be selected Feb. 1 by a board of nationally known judges, each will receive $500 college scholarships, all-expense trip to Washington, radio-TV combinations and other prizes.

Model talks by outstanding Americans are being broadcast this week by stations all over the country to be used as background material by contestants. After school and community eliminations, transcriptions will be judged at the state level. State and territorial discs will be screened and the national judges will select the four final winners from a dozen blind transcriptions. Broadcast stations cut discs for student competitors.

Finalists will receive their awards at a luncheon to be held Feb. 22 in Washington.

Associate Justice Tom C. Clark, honorary chairman of the contest, voiced pleasure at the participation of high school students in the competition. He said:

Once again it is my pleasure to salute the youth of America on the eve of the Voice of Democracy Contest. In the four preceding competitions it has given me deep personal satisfaction to see and hear the thinking of you future citizens. I fervently yet simply express pleasures of the basic concepts of our way of life provide a constant renewal of faith in democratic principles. As national honorary chairman of the Voice of Democracy Committee, I extend to each of you my best wishes and appreciation for the part you are playing in this admirable undertaking."

Directing the voice contest is a committee headed by Robert K. Richards, National public affairs director. Other members are Max E. Tyler and Robert D. Ladd, Jr., Chamber; James D. Secrest, RTMA; Dr. Gerry Smith, Office of Education; Oscar Elder, NARTB; W. D. McGill, Westinghouse Radio Stations Inc. and RTMA.

Glen McDaniel, RTMA president, commenting on Radio Week and the contest, said:

Manufacturer members of RTMA are happy to cooperate again with the nation's broadcasters, represented by NARTB, and the members of the U. S. Junior Chamber of Commerce in sponsoring the fifth annual Voice of Democracy contest for high school students.

This contest has, by virtue of its broad appeal and its high purpose, become the outstanding event of National Radio & Television Week. I feel that it offers an excellent opportunity for all high school students.

(Continued on page 34)
NORTHWEST POWER-DROUGHT CUTS ALUMINUM PRODUCTION.

It has just been demonstrated that a large part of the nation's vital production of aluminum depends upon the weather. Aluminum has been the victim of a shortage of hydroelectric power caused by a dry summer in the Pacific Northwest. As in the case of TVA, this shows once again the inadequacies of water power alone. The TVA turned to coal-fired steam plants to bolster its generating capacity, and this, too, may be the answer for the Northwest. Essential industry is learning that there is no substitute for power generated by a dependable fuel such as coal.

U. S. TO TRIPLE POWER OUTPUT IN NEXT TWENTY YEARS.

A leading electrical equipment manufacturer has predicted that by 1970 America will be using a trillion kilowatt hours of electricity. This is more than three times America's present power consumption. Even now the electric utilities are the nation's most rapidly expanding large industry—and the chief source of this new power is bituminous coal. The coal industry is confidently planning to continue to be the nation's prime source of heat, light and power in the future as it is today.

FRANCE ASKING FOR 12 MILLION MORE TONS OF AMERICAN COAL.

French officials state that they will need 12 million more tons of U. S. coal as quickly as ships can be found to carry it. American coal is already going to Europe at the tremendous rate of almost four million tons a month—filling in the gap between Europe's expanding industrial program and her lagging coal production, much of it state-controlled. Here in America, however, the productivity of the coal industry is at an all-time high. There is coal enough to meet all this country's needs and those of Europe as well.

COMING ATOMIC AGE TO INCREASE DEMANDS FOR COAL.

As far as anyone now living is concerned, coal, not atomic energy, will continue to be the basis of material civilization. So says Sir Henry Tizard, atomic expert and advisor to the British Government. In fact the foreseeable future will find coal increasingly important as atomic energy is developed. Because of the abundant reserves of coal, coal promises to be the prime fuel for atomic plants. The new atomic plant going up near Paducah, Kentucky, for example, is expected to consume 2½ million tons of coal a year—close to the total coal consumption of the state of Rhode Island.

BITUMINOUS COAL INSTITUTE
A Department of National Coal Association
320 Southern Building, Washington, D. C.

Your questions about coal or the coal industry are welcomed; will receive our prompt reply.
Votes to Oppose Benton Plan

OHIO Assn. of Broadcasters voted Thursday to oppose adoption of the Benton legislation setting up a federal program review board for radio and TV. Action was taken at the close of a two-day sales clinic held in Cleveland.

Maurice B. Mitchell, vice-president of Associated Program Services, which is one of Sen. Benton's commercial properties, told the association he disapproves his employer's legislation. He predicted it would pass but observed it was probably responsible in part for the TV code.

Presiding at the clinic was L.A. Fixley, WCOL Columbus, OAB president. Robert Ferguson, WTRF Belleair, set up the clinic program.

In its current model of "The Pitch," Mr. Mitchell urged broadcasters to get over their inferiority complex and bring their salesmanship up to the standards of the medium. He predicted the economy will be flooded with goods by 1965.

Murray Grabhorn, managing director, National Assn. of Radio and TV Station Representatives, advised stations to use established local personnel in area broadcasting and to promote them to time buyers. He suggested the home city of stations should be given more display in trade paper advertising.

Ben Chatfield, of WMJZ Macon, Ga., president of National Assn. of Radio News Directors, discussed news and how to sell it. Don't cheat on newsmen salaries, he said, and don't let sponsors censor newscasts.

Dave Baylor, WJMO Cleveland, offered a series of sales aids and described the news-music format of his station.

Dr. Kenneth H. Baker, president of Standard Audit & Measurement Service, said many broadcasters are afraid of measurements. He urged stations to devote more attention to market and distribution data. He plans to mail questionnaires to stations in March, with 400 stations already signed up for a survey.

Henry Coleman, advertising manager of Standard Oil Co. of Ohio, a heavy radio user for many years, stirred a lively response when he asked why radio rates aren't being cut in view of what some of the surveys show. Broadcasters replied that the cost of printed media is rising. They asked why he expected radio to cut rates when newspapers and magazines don't give a specific accounting of readership.

Mr. Coleman gave a five-point program for broadcasters, as follows: Closer program supervision; better business service, such as reports on content of station mail; more promotion of sponsors' programs; more realistic audience research, since Hooper and Nielsen reports are not comparable, for example; more complete market data. He criticized stations offering special package deals to attract new advertisers without giving similar privileges to older clients.

The remarks were made during a panel discussion that also included Elmer Wayne, sales manager of WJR Detroit; W. J. Sylvester, Gerst, Sylvester & Walsh, Cleveland agency, and Norman Glenn, Sponsor. Mr. Wayne explained radio's advantages over other media, including flexibility; split-second speed; voice selling and lower cost-per-impression. He reviewed the cooperative station promotion project in Detroit.

Mr. Sylvester said radio should exploit the small retail dealers as a source of advertising revenue.

Opening speaker at the Thursday session was Robert Wagner, public relations director of Timken Roller Bearing Co. He said broadcasters should provide industry with programs pointing out the value of the free enterprise system. Gen. Carleton Dugas, counsel for the OAB, talked off-the-record on tax matters.

VOTES TO OPPOSE BENTON PLAN

Censorship

(Continued from page 30)

security Council to improve the flow of security information.

Writing in the New York Herald Tribune, James E. Warner saw indications the White House might reconsider promulgation of the order if editorial groups offer constructive suggestions. He reminded that the American Society of Newspaper Editors' executive committee is working on the problem.

Directors of ASNE reaffirmed their strong opposition to the President's order at a special meeting held Oct. 20 in Washington. Their letter to President Truman said:

"We recognize the problem with which you are dealing; the difficulty of solution. We recognize that there are some categories of official information which affect military security and therefore should be withheld from all except responsible Government officials. A large part of the proposed executive order is concerned with the mechanics of safeguarding information in the Federal departments and agencies. That is not within our province; it is a responsibility of Government officials. Our interests arise only at the point where information is classified so as to deny public access. We strongly oppose the proposal for an executive order which formally designates every item of Government information and authorizes to classify information as injurious to national security, without defining what branches national security and without appeal or review. We feel that the only proper form of executive order will be to formalize the supervision of much news to which the public is entitled.

N.Y. AP UNIT

Truman Order Flayed

NEW YORK State Associated Press Broadcasters have gone on record condemning President Truman for what they see as his restrictions on the press. Several radio and television stations withheld information for security reasons, branding the order as "contrary to the spirit of free dissemination of news to which the public is entitled."

Electors of officers was held, with Jim Healey of WOLO Albany named to succeed Gunnar O. Wieg of WHEC Rochester as president. Thomas Brown of WGA Geneva was elected vice president and Norris Paxton, chief, AP bureau, Albany, re-elected secretary.

Radio TV Week

(Continued from page 38)

to learn more of what democracy is today's turbulent society. And I hope that, in so doing, they will make us older folks more keenly aware of our advantages and our responsibilities.

Model talks are being heard nationwide on stations. Those who transcribed talks were Messrs. McDaniel and Fellows; Dr. Earl J. McGrath, U. S. Commissioner of Education; Rev. Frederic Brown Harris, chaplain, U. S. Senate; Sen. Edwin C. Johnson (D-Colo.); James W. Young, Ford Foundation.

Contest judges are Sen. J. W. Fulbright (D-Ark.); Seymour N. Siegel, president, American Educational Broadcasters; Wayne Coy, FCC chairman; The Rt. Rev. Andrew Bish, bishop, Diocese of Washington; Mrs. Hiram Cole Hunter, president, General Federation of Women's Clubs; Gen. Hoyt S. Vandenberg, U. S. Air Force; Joseph B. Chaplin, president, National Assn. of Secondary School Principals; Capt. Glenn, winner, WJDY 1111 contest; Philip Murray, president,
Here is the new 300J . . . open for your inspection

Note that all tubes are visible through the front window, and all controls and meters are located on the front. The sleek new 300J leaves nothing to be desired in convenience of operation.

The Collins 300J 250 watt AM transmitter presents you with the latest and longest step in advanced design. The smart styling of its full size, two-tone grey cabinet reflects the up-to-the-minute engineering within.

Great simplification has been achieved in the circuits associated with the modulator and power amplifier stages, through use of the recently developed high gain, long lived 4-125A tetrodes. Employment of these efficient tubes also permits the use of low drain receiver-type tubes in the driver stages. Only 16 tubes, of but 7 types, are employed in the entire transmitter!

Your chief engineer will be delighted with this new transmitter. Ease of operation and servicing has been brought to a new high, and Collins standards of excellence in components and workmanship insure reliability throughout a long life.

The 300J is now available in limited quantities. Write or wire your nearest Collins office today.

For broadcast quality, it's . . .

Collins Radio Company, Cedar Rapids, Iowa

11 W. 42nd St. 2700 W. Olive Ave. 1937 Irving Blvd. Dogwood Road, Fountain City
NEW YORK 18 BURBANK DALLAS 2 KNOXVILLE

October 29, 1951 • Page 35
Defense Pinches

(Continued from page 21)

available.

With stripped manufacturers at
the threat of a ban on color re-
search for the avowed purpose of
freeing engineers for military work
was the fact that the radio-TV man-
ufacturing industry is about 60%
engaged in such work now and
is crying for more—especially in
view of less-than-boom TV set sales.

What would we do with the few
engineers freed by such an action,
they asked.

Part of the discussion also cen-
tered on the implications that Mr.
Wilson's action banning color set
production indicated a new alloca-
tions policy by the Defense Mobil-
izer—the banning of end products.

Up to now NPA has allocated a
quota of controlled materials to
each manufacturer, using a for-
mula which is based on his "na-
mal" years use. With that supply,
the manufacturer is permitted, in
general, to make anything he
wanted.

NPA officials pointed out that
NPA had put a limitation on the num-
ber of manufacturers that can be
manufactured with automatic trans-
missions.

This limitation was under their
authority to approve new products,
they said. But demurred that Mr.
Wilson's action on color sets
dicated a radical new policy on
end products.

During the Oct. 25 meeting, Mr.
Wilson told of planes being ready
for delivery with the exception of
one vitally needed electronics item,
a 1000 ODM-DPA release report.

He also told the manufacturers
the release added, that he had
asked the armed services to under-
take a survey of their entire elec-
tronics needs and then to go to the
electronics industry for all the ad-
tional help they needed.

The manufacturers asked that
the defense mobilization's free-
ance on color TV manufacture be
fully considered so that when ma-
terials again became available pro-
duction of color TV sets could be
restored. Mr. Wilson agreed to
this.

General feeling was that ma-
terials would become more avail-
able late in 1952 or early in 1953.

Acceptance of the ban on pro-
duction of color sets does not for-
bid the making of a few models
for experimental and develop-
mental work, it was understood.

Nor does it extend to color
theatre-TV or industrial-TV de-
velopments.

CBS officials officially remained
silent after the Wilson manufac-
turers Washington meeting. How-
ever, in addition to Mr. Stanton's
statement following the edict, Ar-
drian Murphy, president of the CBS
Laboratories Division, spoke to
Television Council and National
Electronics Conference in Chicago
(see separate story on page 70).

Best informed guess is that CBS
felt that unless it got extra ma-
terials it needed to meet its 250,-
000-set goal for 1952, it would not
be able to turn out more than
50,000 such sets.

And that number would hardly
make a dent in the present 14,-
000,000 black-and-white market.

That being so, CBS accepted Mr.
Wilson's request with alacrity.

High hopes are held for results
of continued research, particularly
a tri-color tube. CBS President
Stanton in his statement two weeks
ago emphasized that future market
field sequential color system.

At the time CBS discontinued
colorcasts—without sets it was im-
practical to broadcast polychrome
programs—it had reached a total of
12 1/4 hours of color programming
a week.

Time values for those periods,
when sold at black-and-white rates,
would extend into several millions
of dollars, it was estimated.

Network officials were consider-
ing plans for reallocating their
projected alternate Sunday after-
noon color extravaganzas—Broad-
way's Best, a series of hour-long
productions by the Metropolitan
Opera Co. and top-flight Broadway
producers—for presentation in
black-and-white, possibly in an-
other time slot.

Although it had not been decided
whether this proposed color series
could be converted to black-and
white, it was expected that several
of the color program would be.

Network officials announced the
Whistling Wizard, a Baird Pupp-
et's fantasy, which had just started
in color as a quarter-hour,
late-afternoon show five times a
week, would be seen in monochrome
as a weekly half-hour feature start-
ing Nov. 3 (Sat., 11:11-11:30 p.m.
EST).

Black-and-white football tele-
casts also are being substituted
for football colorcasts.

Assignments of Officials

Similarly, most of the officials
hereafter concerned with color
TV were expected to be absorbed
in black-and-white operations. Dr.
Peter C. Goldmark, who developed
the CBS color system, was deemed
certain to continue as vice presi-
dent of the CBS Laboratories Divi-
sion. Henry White, the network's
color coordinator, is expected to
enter the business end of the TV
network division. William Hyjan,
assistant sales manager in charge
of color sales, and Fred Rickel,
executive producer for color, also
were thought to be slated for duties
in their respective fields in black-
and-white.

Last week also saw publication
of the special color television Octo-
ber issue of the proceedings of
the Institute of Radio Engineers.

Covering 250 pages of the issue,
technical details are given from a
general detailing of the pros and
cons of the field sequential (CBS)
system and the "color-subcarrier"
system (RCA and NTSC) to such
subjects as colorimetry, tri-color
tubes, phosphors, spectrum utiliza-
tion, etc.

It is also put out the first of
a series of monographs, The Na-
tional Television System Commit-
tee Color Television Standards,
by Panel 12 (Color System Analysis).

It is a study of the operation of
what NTSC is working on—a
compatible, all-electronic system.

RCA demonstrated for news-
makers two new tri-color tubes
at the RCA Exhibition Hall in
New York last Tuesday.

During the demonstration, Dr.
E. H. Enstrom, vice president of
RCA's Laboratories Division,
said that after the recommended
NTSC change is made in its sys-
tem and is field tested, the Labor-
atories Division will tell the com-
pany that the system is ready
for application to the FCC.

...\...

Those attending the ODM-DPA me-
eting last Thursday were: Brlgl.
David Seoff and Frank M. Poles.
RCA: Frank Stanton, CBS; Dr. Allen
B. DuMont, DuMont Labs; Harney
Balaban, Paramount Pictures; William
Balderson, Philco; Benjamin Abram,
Emerson; Paul V. Galvin, Motorol.
Dr. W. L. Graver. Herbert M.
Edes, GE; Richard A. Graver, Admiral;
Richard Langner, National Elec-
tronics Conference; Louis Del-
Clement, Crosley; Fred Gluck, Fada;
A. W. M. MacDonald, Hazeltine;
John A. Rankin, Magnavox; W. L.
Vigevreger, Beckwith; R. H. Graver,
C. W. B. Gump, Webster-Chicago; Robert
S. Al-
exander, Western Electric; P. M. Sloss,
Westinghouse; R. F. Sherwood and
Er
est Kehler, Hallecrafters; Louis A.
Mavins, Paramount Film Distributing
Corp.; G. O. Blum, attorney for Para-
mount Pictures; William A. Roberb,
attorney for DuMont Labs.

Attending RTMA's TV Committee
meeting were the following: Dr. W.
R. Baker, GE; chairman; William Bal-
derson, Philco; W. A. MacDonald,
Hazeltine; C. W. B. Gump, Western-
Electric; W. L. Webb, Bendix; Robert S.
Alex-
ander, Western Electric; R. E. Els-
cher, RCA Victor; R. J. Sherwood and
Er
est Kehler, Hallecrafters; R. C. Mon-
eg, Zenith; Dr. Allen B. DuMont,
Du-
Mont Labs; Paul S. Galvin, Motorol.
Service
to Agriculture

THE SAME FORMULA FOR TEN YEARS — the formula which spells SERVICE TO AGRICULTURE — that is the secret of KVOO's great Farm Department which this month celebrates 10 years of outstanding service to agriculture in the Southwest. The ownership and management of this station are proud of the accomplishments of the KVOO Farm Staff but, more than this, here is what others have to say:

"Much of the progress made in agriculture and better home living throughout the state is a result of the fine work the KVOO Farm Department is doing . . . we credit much of our progress to the cooperation we have had."—OKLAHOMA A. & M. COLLEGE EXTENSION.

"In 1950 Oklahoma farmers used 19 times as much fertilizer as in 1940 . . . It is significant that KVOO's Farm Department has been active the past decade."—NATIONAL FERTILIZER ASSOCIATION.

"To your Farm Department goes a great deal of credit for the high plane which 4-H work has attained."—OKLAHOMA 4-H CLUBS.

"Your efforts have contributed immeasurably to the fact that the estimated dollar value of Oklahoma land is now far above the national average. Not so many years ago this was not the case."—GOVERNOR, STATE OF OKLAHOMA.

"Your station has given us outstanding results and that is why we have stayed on it year in and year out . . . while sales throughout Oklahoma are generally fine, our intensified sales efforts very closely with your primary coverage."—Dr. L. E. LE GEAR, MEDICINE CO.

"If Sam Schneider and KVOO hadn't done a good job, we certainly would not have recommended this type radio program (Rural Route 1170) as our major radio effort in the important grainbelt area."—RALSTON PURINA COMPANY.

For the opportunity of serving our great Southwest we are grateful to our many good clients, some of whom have been with us 10 years without interruption, we say "thank you," and to all we promise continuing devotion to our ideal, to perform consistently in the service of agriculture to the end that our nation may be stronger, happier and wealthier in the basics of our nation — a virile agriculture! Write for the KVOO farm story, just out, entitled "Actions Speak Louder Than Words." It's yours for the asking. Address KVOO Farm Department.

Edward Petry & Co., Inc., National Representatives

Oklahoma's
Greatest
Station

KVOO
TULSA, OKLAHOMA

50,000 Watts
1170 KC
NBC AFFILIATE
COPY STUDY

WILLIAM B. RYAN, president of Broadcast Advertising Bureau, last week reported he had made arrangements with Advertising Research Bureau Inc. (ARB) for a special study of the effectiveness of radio copy. The work, to be conducted in Seattle, will have BAB, ARBI, KOMO and Bon Marche in the city. The Bon Marche, BAB reported, has "enthusiastically indicated its desire to assist," and is lending broadcasting assistance, personnel and facilities.

"Radio copy," Mr. Ryan said, "so vitally essential to the efficacy of radio advertising, has never really been researched on this basis. We have no illusions about achieving any all-inclusive, definitive results. But radio has always needed some indication of what its advertising copy could or could not do. This BAB-ARBI survey will give the radio industry and its advertisers at least important leads in this facet of broadcasting and indicate patterns for further study in other markets and for a variety of radio-advertised products and services."

It will be the second BAB-ARBI tie-up. Some time ago BAB arranged for publication of analyses of 50 ARBI point-of-sale surveys of the comparative effectiveness of radio vs. newspaper advertising. These analyses were issued shortly under the title "Count Your Customers."

Joseph B. Ward, ARBI president, stressed that the special copy survey and the analyses of radio vs. newspaper studies are not comparable—the new one being a laboratory study of one phase of broadcasting, while the analyses show comparisons of two competitive media.

Mr. Ryan also announced that BAB is preparing a "definitive analysis of the merchandising practices of America's radio stations," based on a survey of 1,000 stations which elicited a response of 222 members. BAB said this analysis will provide "what is probably radio's first intensive and comprehensive survey of what stations do for advertising to merchandise their radio-advertising products, on what basis this merchandising is offered and the specific nature of such merchandising cooperation."

LICENSE DENIAL

FCC Upheld in Court

RIGHT of the FCC to deny license to Rev. J. Harold Smith and wife for radio stations in Knoxville, Tenn., was upheld last week by the U. S. Court of Appeals in the District of Columbia.

Court held that the Commission was within its rights when it denied a license to WIBK and turned down same company's application for an FM station [B.T., Aug. 15, 1949].

FCC granted a CP for WIBK in 1946. Subsequently the same company applied for an FM station. When the company applied for a license in 1947, after constructing its AM station, the Commission set both the license application and the FM application for hearing on the grounds that Rev. Smith had misrepresented his assets, his stockholdings in the broadcast company, and that he was not qualified to be a licensed station owner.

Court, affirming the FCC decision of August 1949, not only agreed that the record "fully justifies and solidly supports the findings" but continued: "[It the record] contained information showing not only that Rev. Smith had been incompetent in his radio station broadcasts, but that he was an expert in vituperation and vilification."

AYER ELECTS

Shelly and Batten

CHANGES in top executives of N. W. Ayer & Son, Philadelphia, announced last week by the agency, with Warner S. Shelly, elected president. He succeeded H. A. Batten, who was named chairman of board and chief executive officer.

Mr. Shelly has been with the company since 1932 and is the fourth president to serve during the agency's 88 years. Mr. Batten marked his 40th anniversary with Ayer last Tuesday.

Richard W. Bannier

RICHARD W. BANNIER, 68, librarian and supervisor of music rights for ABC, died Wednesday while attending a conference in NBC offices. Mr. Bannier, a native New Yorker, was a violinist and had been a member of concert orchestras and ensembles. He worked for New York music publishers and NBC before joining ABC eight years ago. He is survived by his widow, a son, and a brother.

P&G Time Cross

cumulative January-through-August list shows the first seven August product classes ranking in the same order as for the month. The eight-month tabulation, however, ranks the advertising of miscellaneous products in eighth place, automotive advertising ninth and beer advertising tenth.

Top ten types of network advertising in 1950 were: Foods, drugs, toiletries, smoking materials, laundry soaps and cleaners, gasoline and oil, miscellaneous, confessions and soft drinks, household equipment and automotive.

GROSS BILLINGS of both CBS Radio and Mutual during the first nine months of this year ran ahead of their totals for the comparable period of 1950, while the four-network figures for January-September 1951 showed a decline compared to the same period last year.

The four television networks meanwhile during the January-September period this year enjoyed gross time sales amounts more than quadrupling the total of three networks (DuMont figures for 1950 not available) during the same three quarters of 1950.

These figures were compiled by

**NETWORK GROSS AM Off, TV Increases For Nine Months**

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<tr>
<td>Automotive</td>
<td>36,416,468</td>
<td>26,353,232</td>
<td>27,207,444</td>
<td>17,352,675</td>
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<td>Marine</td>
<td>3,051,961</td>
<td>2,203,756</td>
<td>1,860,222</td>
<td>1,352,789</td>
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<td>Transportation</td>
<td>5,908,754</td>
<td>4,192,562</td>
<td>3,872,561</td>
<td>2,653,452</td>
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<td>TOTAL</td>
<td><strong>111,804,566</strong></td>
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<td><strong>75,091,666</strong></td>
<td><strong>50,897,245</strong></td>
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* (Revised Totals: May—$29,193,277 | July—$28,667,674)
ABC radio is so excited about its new weekday morning structure that we'd like to shout the news across every fence in the nation. Why? Because every one of these popular daytime dramas—like the rest of ABC's morning line-up—has been sold...and is doing hard selling for a top advertiser! Big things are happening at ABC these days..., and this great story of morning radio is only one of them!
### Comparative Network Show Sheet

#### Sunday

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<th>Time</th>
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<tr>
<td>6:00 PM</td>
<td>Elder Without Hospitality</td>
<td>Open Tools</td>
<td>The Big House</td>
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<tr>
<td>6:15 PM</td>
<td>The Good News</td>
<td>Big Face</td>
<td>Local News</td>
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<td>6:30 PM</td>
<td>The Y.M.C.A. Club</td>
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### Broadcast Day

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### Special Events

- **1:15 PM** | The Y.M.C.A. Club | The Y.M.C.A. Club | The Y.M.C.A. Club
- **2:00 PM** | The Y.M.C.A. Club | The Y.M.C.A. Club | The Y.M.C.A. Club
- **3:00 PM** | The Y.M.C.A. Club | The Y.M.C.A. Club | The Y.M.C.A. Club
- **4:00 PM** | The Y.M.C.A. Club | The Y.M.C.A. Club | The Y.M.C.A. Club
- **5:00 PM** | The Y.M.C.A. Club | The Y.M.C.A. Club | The Y.M.C.A. Club
- **6:00 PM** | The Y.M.C.A. Club | The Y.M.C.A. Club | The Y.M.C.A. Club
- **7:00 PM** | The Y.M.C.A. Club | The Y.M.C.A. Club | The Y.M.C.A. Club
- **8:00 PM** | The Y.M.C.A. Club | The Y.M.C.A. Club | The Y.M.C.A. Club
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GREAT DAY IN THE AFTERNOON, TOO!

3:30 p.m.                              3:45 p.m.
MARY MARLIN                              The Strange Romance of

4 p.m.                                    EVELYN WINTERS

4:15 p.m.                                  sponsored by:

MARRIAGE FOR TWO

sponsored by:

PHILIP MORRIS

Now, ABC intends to follow up its popular morning programs with an equally successful afternoon schedule. To begin with, we've taken the four favorite dramatic serials listed above and programed them back to back—forming an uninterrupted hour of listening pleasure. These shows—like all ABC's afternoon programs—will have a major priority on advertising and publicity during the coming months. They offer sponsors the most profitable buy in radio today! For information about these and other ABC afternoon shows, contact ABC Radio Sales today!
LOS ANGELES, the second largest TV market in the U. S. and city of seven television stations, has more radio sets in automobiles alone than television receivers. This fact about radio's position in the West Coast's prime market--"where audiences just listings than everybody"--is revealed in Part II of the KNX Los Angeles study of local radio and television audiences.

Part II of the study was released last Thursday by Sherrill Taylor, KNX sales promotion manager. Part I was issued in mid-October [BT, Oct. 22].

Based on a special Pulse survey of radio ratings in Los Angeles television homes during March-April, 1961, the second part of the study examines relative audience size and cost-per-thousand of radio and television in the market.

And it finds that in a 98% penetration of Los Angeles homes, has a combined penetration 31% greater than the next medium, combined metropolitan newspapers. Radio's penetration is such that in Los Angeles there are 2.5 radio sets for every dwelling unit, the report shows.

Further point radio listening is on increase in Los Angeles, with figures showing an 8.2% gain in the last five years. In Los Angeles, there are 4.7 radio sets for every television set. There are more radio sets in automobiles alone: 1.3, 137—than there are television sets in homes, the findings disclose.

The survey reveals that for every 10 radio sets in use in radio homes there are seven radio sets in use in television homes.

Network Comparisons

"Those big network TV shows may not be as popular in Los Angeles," the report continues, investigating TV program preference in the West Coast city. The station's own network TV program, the "bot ten" national TV programs show an average rating of only 13.3 in Los Angeles as compared with a national 30.9 average for "top ten" network programs. The "bot ten" national TV programs show an average rating of 59% greater than the 10 most popular television programs in Los Angeles, it explains.

Based on Los Angeles and multi-market Telepulse for May 1961, the most listened to station in Los Angeles ratings by Tezao Star Theater, which rated 45.3 in multi-market but was only 28.4 in Los Angeles. Other multimarket Los Angeles ratings cited were:

Yoss Show of Shows, 32.3 and 10.3; Philo Playhouse, 31.9 and 8.0; Goldyre's Talent Scouts, 30.7 and 8.3; Fireside Theater, 30.3 and 15.0; Comedy Hour, 34.1 and 13.9; Toast of the Town, 29.3 and 15.8; Goodfrey and His Friends, 28.0 and 10.0; Studio One, 26.4 and 10.6; Manna, 25.8 and 11.8.

In Los Angeles itself, Texcao Star Theater topped all shows, according to other TV network programs to make "top ten" television ratings were Alan Young Show and Comedy Hour, which were fourth and fifth.

Rounding out the six-hour time quarter hour, the report concludes that one station, for example, at a cost 5% les per 1,000 than television, delivers 78% more audience than competing television stations.

FINIS WBAL CASE

No Policy Change—Provost

THERE WILL be no change in the operating policies of the WBAL properties in Baltimore, now that WBAL again is operating under regular license after six years of litigation, D. L. (Tony) Provost, president and general manager of Hearst Radio Inc., stated in late October.

Queried on the final phase of the application of Public Service Broadcasting Co. (Drew Pearson-Robert S. Allen) for the WBAL-AM facilities, in a case growing out of the so-called FCC Blue Book proceedings. Mr. Provost said the operations of the Hearst stations always have been evoked with the public interest uppermost. The stations will continue in that tradition, he asserted.

The FCC on Sept. 14 denied the Pearson application for a station in the only test case to evolve from the Blue Book of 1946. The 20-day period during which an appeal might have been taken expired on Oct. 4 and the decision favoring WBAL thus became final.

EXCESS PROFITS

Senates Puts in Change

The NEW TAX bill, passed by the Senate last week, picked up a modification to its television excess profits relief section in its final rounds on Capitol Hill. In its second visit to conference, a revision was made at the request of the Treasury Dept. Briefly, it prohibits the TV broadcaster from using "its" excess profits to buy additional TV or radio television assets for the purpose of computing his final excess profits tax.

Reason for the change was that the Treasury feared the bill as originally written would leave a loophole for the TV broadcaster to add his radio asset or asset with TV thus lowering the value of the asset. The new language makes it mandatory to separate the two for computation.

TRENDEX Inc., New York, has an added announcement of Lenen & Mitchell, Ellington & Co. and Essa Standard Oil Co., as subscribers to the "Trendex TV Program Report," first issue of which was released Oct. 15.

LABOR can use radio to good advantage—in fact, the CIO delivered "one of the strongest blows" in challenging anti-labor propaganda over 14 Michigan stations.

This view was expressed by Barney Hopkins, Michigan CIO council secretary-treasurer, in a radio seminar held Oct. 20-21 on the campus of Western Michigan University. The station this CIO record is "impressive" and has drawn acclaim by public agencies, he said.

Representatives from 9 of the 14 CIO radio programs took part in the two-day institute sponsored by the Michigan CIO Education Dept. in cooperation with the college's extension department and its FM station, WMCR. Participants were commentators or CIO radio committee members.

Mr. Hopkins also cited a commitment extended to the U. S. Treasury Dept. Cita
tion lauded the CIO's cooperation in using its programs to present public service talks on defense bond purchases.

Layman's View

Class and workshop sessions were held in WMCR (FM). Study Panel discussion was held on "What a Layman Expects from a Union Radio Program." Wallace Ormeau, WMCR-FM manager, and college officials participated. Station aired the tape-recorded discus
tions later.

Panel members also were told of a primary need to use radio as a means of instructing the public in recognition of unions as public service institutions. Music and in
tervention was also discussed.

Workshop sessions also dealt with evaluation of tape-recorded programs presented by commenta
tors over local stations. Others were invited to hearing of new personnel in programming tech
iques.

A new industrial safety radio series, slated for presentation by I. U. A. (AF of L) (FM) Tue-
from, was previewed. Series will be offered by the union's radio department to stations as public service broacasts.

Another radio institute is planned by the Michigan CIO Edu-
cation Dept. for January.

October 29, 1951 • Page 42A
The Sports Cry of 'Wolf'—'32 Version

By WILLIAM RUCHTI

"... WIDESPREAD controversy has been provoked both in broadcasting and sporting circles during the last fortnight. The decision of the Eastern Intercollegiate Assn. to prohibit the broadcasting of football games under its jurisdiction started the furore..."

That was a 1932 report of Broadcasting • Telecasting (then Broadcasting, the News Magazine of The Fifth Estate) when college considered radio as great an inducement to football coverage as some of them think television is now.

Ruckus started when the Athletic Commission disagreed with descriptions of the Schmeling-Sharkey championship bout carried on NBC, Broadcasting reported. Fight promoters, watching the gate, ruled that future boxing events could be aired only if they were described by experts selected or approved by the Athletic Commission. The EIA followed suit and on June 28, ruled that radio was forbidden at its 12 member schools. Radiomen immediately countered with charges of a "direct attempt to censor" the medium.

Just about everyone had something to say about the dispute, including Westbrook Pegler, "noted syndicate writer of the Chicago Tribune" who said that similar attempts to bar newspapers would revive the old mischievous daring and resourcefulness of the craft in going to any end to get the story. "But, of course, the broadcasters cannot do anything of the kind," he wrote. "There are too many practical difficulties, and anyway, radio, as a news agency, started out wrong. Radio began by asking people's very kind permission to cover this or that event of news interest and, in many cases, paying handsomely for the privilege."

But Pegler Was Wrong

Mr. Pegler was almost immediately proved wrong by W. E. Walker, manager of WIBA Madison, when the Big Ten Conference followed the eastern lead and threatened to ban football broadcasts in the Midwest. With his station jointly owned by The Capital Times and the Wisconsin State Journal, Mr. Walker confidently announced, "Our plans are made. Additional equipment is being ordered from the West Coast which will enable us to cover all the home football games [of the U. of Wisconsin] just as efficiently as if we were seated on the sidelines." NBC was conducting a survey to see where it could broadcast football, and Mr. Walker was hopeful of a national hook-up from Wisconsin. Ohio State U., with a station of its own, blandly said its games would be allowed full coverage.

The fight came just after radio men had announced that the medium was "now fully under way," a commonly held attitude since radio had "scooped the world" with coverage of both party conventions at the Chicago Stadium that summer. (To get it, page boys had been hired to carry suspended microphones to speakers on the floor.) It was the time when Amos 'n' Andy were the lovelies of the nation, and when Father Coughlin was starting his Golden Hour broadcasts. Candidates in the fall elections were planning to use radio extensively to argue, as wets and dries, about repeal of prohibition. Admen were anticipating a great increase in business "if beer returns" with brewers expected to spend "as much as $300,000 each" annually. It was also the era of the depression.

One of the arguments for utilizing radio sports coverage was that the events could still be heard by people "who might otherwise be deprived." Father Michael McAuley, vice president of Notre Dame, supported his school's approval of radio by saying the thousand dollars Notre Dame had paid for radio and sports coverage would be "a result of a new era" under the University's new management.

Situation Expands

The whole issue spread to the Pacific Coast Conference, but was stopped when the NBC, Don Lee, and CBS networks, in conjunction with the Hearst press, offered a plan too good for refusal. They decided that future games would be broadcast, and most others followed their lead shortly. About the only dissenters to radio's participation on the gridiron, that fall, were the small schools: Broadcast of major games made their already small gate dwindle even more, they complained.

$100,000 worth of time and talent in special programs to boost the sport, in exchange for coverage of the games.

NBC came forth with two half-hour features for broadcast every Thursday for 12 weeks: Pigskin Romances and Football Rally. Don Lee-CBS promised to plug the game on its Blue Monday Jamboree every week and to offer a 30-minute program from KJ3 Los Angeles every Friday night. The Hearst papers offered to stimulate football interest by publicity in radio and sports columns as well as heavy plugs on sports pages.

EIA's campaign settled as quickly as it had swollen, with the ban cancelled on Sept. 9, leaving each college to make its own decision. Army, Columbia, and Harvard—heartily backed by alumni—immediately announced their games would be broadcast, and most others followed their lead shortly. About the only dissenters to radio's participation on the gridiron, that fall, were the small schools: Broadcast of major games made their already small gate dwindle even more, they complained.

Buys Republic Rights

WGN-TV Chicago has purchased exclusive city rights to 174 Republic Pictures films for two years. Included in the Package are 26 full-length features among which are Man from Asia, Army Girl and Follow Your Heart. The package also includes several Red Ryder productions for children, and short features starring Wild Bill Elliott, Rocky Lane, Gabby Hayes and Bobby Blake. The films are released to television for the first time by the Hollywood studio, it was said.

EVERYONE is "king-sized" at Seattle's King Broadcasting Co. KING-AM-TV staffers include (l to r) Otto Brandt, 6' 3", vice president-general manager; Hal Davis, 6' 4", program director for radio; Gordon Skorowod, 6' 5", radio sales; Bob Coons, 6' 6", television technician; Ralph Hanson, 6' 6", radio sales; Jean Epping, 5' 1", radio sales; Kenny P. Herriman, 6' 8 1/2", TV technician; Bill Burt, 6' 5 1/2", disc jockey; Bob Kilpatrick, 6' 6 1/2", radio sales, and Fred (Shorty) Vonn 6' 2", who also is in radio sales.
YOUR OPPORTUNITY
For Big Sales Increases in Southern New England

WTIC OFFERS
5 $ TOP-FLIGHT SHOWS
For Immediate Sponsorship

One just sold and five to go! And go they will too, for each of these half-hour programs is a sure-fire sales-builder. Now on sustaining, these big production, network talent shows are waiting for the advertiser who wants to take advantage of a tremendous ready-made audience in one of the nation's richest markets.

Cost? Surprisingly low! For full details... rates and ratings... pick up your phone and

call your nearest
Weed & Co. office, today

WTIC... DOMINATES THE PROSPEROUS SOUTHERN NEW ENGLAND MARKET
CBS RADIO, 1951
in the history
of any network

Today, with media competition keener than ever, there is special significance in the arithmetic of network leadership. Adding up advertising revenue for 1951:

CBS Radio—28% ahead of the second network
-6% ahead of CBS Radio last year.
the biggest year

1951 ADVERTISING TOTALS
FIRST 8 MONTHS, P/B

CBS Radio...$48,106,085
Network B...37,537,629
Network C...21,870,502
Network D...11,537,124
MORANO COMPLAINT

FCC to Ask WMCA Side

FCC said last week it would take directly to WMCA New York a complaint made by Rep. Albert Morano (D-Conn.) that comments aired by its nighttime disc jockey, Barry Gray, are not available for checking [B•T, Oct. 16].

In a letter to the Congressman, Chairman Coy said he could appreciate Rep. Morano's disturbance that "Barry Gray and other disc jockeys who ad lib their programs do so in many cases without apparent supervision." But, Chairman Coy reminded that the Communications Act "specifically bars the Commission from censoring program material . . . the Commission may not and does not prescribe what may or may not go out over the air."

Chairman Coy said the complaint by Bernice Yudain, managing editor of the Greenwich Time "does get to the heart of the responsibility of the station licensee in this area . . . we will take up further with that station [WMCA] the subject matter of your complaint."

Gist of the complaint was that remarks made by disc jockeys, particularly in the case of Mr. Gray, are not on file and therefore can not be referred to, although aired. Mr. Yudain was said to have written a column in the Greenwich paper attacking government sponsorship of recruiting programs, subsequently subjected to remarks by Mr. Gray.

Mr. Yudain said he had carried the complaint to the station but that WMCA was unable to check the alleged remarks.

As he explained it to Rep. Morano: " . . . I telephoned WMCA and spoke to an executive there. He told me the program is not monitored in the studio and no recording is made. Sporadically, he said, they do make a recording, just as a sort of spot check. This, obviously, is inadequate."

Meanwhile, Rep. Morano sent a letter to Nathan Straus, president, WMCA New York, outlining the complaint he sent FCC and pointing out that he had received mail on the subject.

He added: "Especially interesting to me is the suggestion by Mrs. William Hard, of New Canaan, Conn., who proposes that 'the radio industry ought to clean its own house.' I am a firm opponent of censorship—especially by government—and I would be most happy to see that adequate supervision [which can be inexpensive] and recording of these midnight commentaries be instituted to avoid interference by the responsible government agency, or regulations imposed by Congressional action."

PEARSON SUIT

Dismissal Bids Denied

MOTIONS to dismiss Radio Commentator Drew Pearson's $5.1 million suit against Sen. Joseph R. McCarthy (R-Wis.) and nearly a score of other defendants have been denied in U. S. District Court, Washington, D. C. [B•T, Oct. 8].

Judge F. Dickinson Letts gave no reason for his ruling.

Suit involves a combined assault-libel-conspiracy suit filed by Mr. Pearson. No trial date was given when trial of the suit will begin. It was believed the case would not get on the docket for at least several months.

Pre-trial depositions are still being taken in case. Col. Robert R. McCormick, publisher of the Washington Times-Herald, which has been named in the suit, and of the Chicago Tribune, appeared for a deposition Oct. 16.

Col. McCormick, outlining the Tribune's holding in news media, said the Chicago Tribune Co. owns the Times-Herald and the New York Daily News. Its radio-TV station, operated by WGN Inc. (WGN-AM-TV Chicago), owns 19% of the stock of MBS, he said.

Fulton Lewis jr., another defendant named in Mr. Pearson's suit, broadcasts over Mutual, but the publisher said he has nothing to do with Mr. Lewis' programs and does not even listen to them.

RCA has announced a new desk-type two-way radio station for fixed-station operation in 30-50 mc frequency range. New desk-type Fleetfone station (Model CSF-6RA) combines a 60-watt transmitter-receiver and its power supply in one case.
Double Billings Condemned; Elections Held

The practice of "double billing" and the payment for broadcast rights to high school football games were condemned at the fall convention of Broadcasters.

Elections of officers also were held in the Battery Park Hotel, Asheville, Oct. 18-19.

T. H. Patterson, general and commercial manager, WRFP Washington, was elected president. Others named were Cecil B. Hoskins, general and promotion manager of WWC Asheville, vice president, and Jack S. Younta, vice president and general manager of WREB Southern Pines, secretary-treasurer.

District directors named were Ward A. Coleman, WENC Whiteville, eastern; James McNeil, WTSB Lumberton, central, and Emond Smith, WIRC Hickory, western.

The assembly noted that the "evil" of "double billing" of dealers for cooperative advertising was apparently increasing. By unanimous vote the delegates condemned the practice as unethical, fraudulent and one that acts as a detriment to the industry.

It resolved to discontinue "double billing" and Mr. Younta was instructed to give the action the widest possible publicity, including distribution among dealers, distributors and the trade press.

The association went on record as opposing payment for broadcast rights to high school grid contests "in view of the fact that they (the schools) are wholly tax-supported public institutions." NCAB further urged that the State High School Athletic Assn. take action in support of this resolution.

It also was resolved that NCAB urge the Consolidated U. of North Carolina to give immediate and serious consideration to the establishment of a fully-accredited school of radio and TV broadcasting.

FM Session Held

A pre-convention meeting was held Oct. 17 on FM problems and future outlook. Among those who participated in the FM session were Joe Pleasant, vice president, Allison Erwin Co., and Mel Warner, general manager, WFMA (FM) Rocky Mount. An FM report was submitted to the convention the following day.

Following opening ceremonies Oct. 18, Robert K. Richards, director of public affairs, NARTB, spoke on "Selling Radio to the Listeners." A panel discussion followed with Mr. Patterson serving as moderator. Among panelists were Meeasa Coleman and Warner, Frank Jarman, WDNC Durham, and P. O. Carver, WSJS Winston-Salem.

Oliver Gramling, assistant general manager for radio, Associated Press, gave an illustrated talk on "Your News-And Its Revenue Potential."

Mr. Gramling was followed by

Wildroot Cited
In FTC Complaint

COMPLAINT was issued by the Federal Trade Commission last Thursday charging Wildroot Co., Buffalo (hair tonic and shampoo), with certain "unlawful" promotion and advertising practices.

It alleged Wildroot improperly paid out "push money" and cooperative advertising allowances, involving radio and TV, to drug chains and certain independent stores while declining such payments to other stores.

According to the complaint, Wildroot paid out $184,000 in 1950 but denied sums to thousands of independent stores competing with chains in the sale of products. These practices, FTC charged, violated the Clayton Act as amended by the Robinson-Patman Act.

The government held that the company also paid certain customers "for advertising its products on radio and television in connection with special promotional sales." These "services or facilities," the complaint said, were "arbitrarily determined" in disregard of the "proportionally equal terms" required under the law.

FTC claimed that whether the payments were for "push money" or cooperative newspaper ads, radio and television commercials or other services, they were unavailable "on any terms" to all other customers.

DENVER'S NO. 1
HOOPER STATION

WHLI Hempstead, L. I., will again broadcast No School Today notices for 83 public, private, and parochial schools whenever storms, extreme cold, or other conditions may force cancellation of classes this winter.

Mayor of Denver

"...a vital contact with the people of Denver!"

Denver's energetic and progressive young mayor, Quigg Newton, calls KLZ's "Mayor's Mailbag," a "vital contact with the people of Denver."

Mayor Newton's regular Sunday broadcasts bring Denver citizens a clearer concept of the workings of their city government—another example of the outstanding public services provided by KLZ.

October 29, 1951 • Page 45
BLUE CHIPS ON LOCAL RADIO

Spelled Success for This Miami Lumber Yard

"Actual count shows that we have 20 times as many references to our radio ads as we have to our newspaper ads."

That was the statement made by H. L. Lawson, general manager of Bailey's Lumber Yards, Miami, in explaining why his company has reduced its newspaper advertising to a small percentage of its total budget. Under current contracts the firm spends 85% of its advertising money on radio.

Only a few years ago Bailey's used daily newspapers exclusively as its advertising medium.

"Something like eight years ago we decided to try out radio," says Mr. Lawson. "We began our radio experiment by using a fifteen minute newscast three times weekly on WQAM [Miami]. The results were so satisfactory that about a year later we increased the frequency to six days each week. By this time our budget was being spent in the proportion of 50% each to radio and newspapers."

About three years ago Bailey's decided to expand radio to include another station, WVCG Miami, with a Monday-through-Saturday five-minute newscast at 9 a.m. This year another station, WGBS Miami, was added, with a similar schedule of newscasts at 5:25 p.m.

The WQAM newscasts, now in their ninth year, are at 7 a.m., Monday through Saturday.

"The History of Bailey's Lumber Yard is a typical American success story. The yard was founded in 1925 and at first employed only six people. G. Tom Bailey, president and founder, believed that success would be assured if the firm would give its customers prompt, dependable, courteous service. He and his assistants made an honest effort to be helpful in building problems.

The Big Idea began to pay off at once. Customers flocked to the little yard and growth was immediate. That growth has continued until today Bailey's Lumber Yards have expanded to two big building material department stores. They use 10 buildings and the yards cover some eight acres of ground.

The motto "Sudden Service" was played up in all advertising. When the firm went into radio that motto formed the keynote of all advertising. Radio promotion has always been institutional rather than featuring particular merchandise or "bargains."

When the company began to look around for other media besides newspapers to reach their customers and prospective customers they decided to try radio as an experiment. The success of the experiment was immediate.

With radio advertising continuing to produce satisfactory customer reaction the expansion into minute newscast three times weekly on WQAM. The results were so satisfactory that about a year later we increased the frequency to six days each week. By this time our budget was being spent in the approximate proportions of 50% each to radio and newspapers.

About three years ago we increased our radio time by the addition of another station (WVCG) on a six times per week basis with a five minute newscast. We have just arranged with still another station (WGBS) to start about the middle of next month (May) on a five minute newscast with the same frequency.

All of our advertising is strictly institutional and for this reason we are unable to determine exactly the result between radio and newspapers, but actual count shows that we have twenty times as many references to our radio ads as we have to our newspaper ads. When our latest contract gets underway we will be spending about 85% of our advertising budget on radio time.

H. L. Lawson
General Manager
Bailey's Lumber Yards.
The Facts About Radio in California's $660 Million Fresno Market

**KMJ gives you the Most Listeners**

...lowest cost per thousand

**IN THE WHOLE 4-COUNTY MARKET**

Over 80,000 more daytime listeners (24,290 families) per week than the next best station. And at 18% less cost per thousand families.*

Nearly 90,000 more nighttime listeners (26,170 families) per week than the next best station. And at 21% less cost per thousand.*

**IN ITS HOME-COUNTY OF FRESNO**

Nearly 40,000 more daytime listeners (11,460 families) per week than the next best station. Cost: 16% less per thousand.*

Over 40,000 more nighttime listeners (12,190 families) per week than the next best station. Cost: 17% less per thousand.*

**IN THE CITY OF FRESNO, TOO**

Nearly 8,000 more daytime listeners (2,290 families) and over 4,000 more nighttime listeners (1,310 families) than the next best station. And at 8% less cost per thousand.*

Hooper (Oct. 1950 through Feb. 1951) confirms KMJ's leadership in city zone. KMJ leads in 69 out of total 115 quarter and half hours rated (morning, afternoon and evening throughout whole week).

That's a 76% lead over next best station!

*BMB Study No. 5, Spring 1949; U.S. Census, 1950; Standard Rate & Data, Sept. 1951.

**NUMBER ONE 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

**AFFILIATED WITH THE FRESNO BEE**
A GENERAL

48

Booth at one
Paper
of
since become
program hearing every Friday evening
opened commercially. Soon
WGY's first
material for more transcribed broadcasts.

29, 1951
WGY's 25 years
farm broadcast
leaders in
agriculture,
history
farm broadcast
which has
to
25 years
WGY's 29 -year
farm broadcast
service
THOUSAND
of
farm广播
area
exceeds the popula-
tion of

WGY is writing history every day with its farm
programming; adding more remote broadcasts to the
600 already conducted; receiving more mail to add
to the staggering 1,000,000 pieces already received;
and visiting farms and 17th State farmers to gather
material for more transcribed broadcasts.

WGY's first farm broadcast was "The Farm Paper
of the Air," which has "gone to press" 8000 times
since November, 1926. (This Spring the last
15 minutes of "The Farm Paper of the Air" was
opened commercially). Soon after this inaugural
farm broadcast, "The Farm Forum," a public service
program heard every Friday evening at 8:30 P.M.,
and featuring leaders in agriculture, industry and
government, was started. Both these programs have
since become a cornerstone of WGY programming.

*The population of the WGY area exceeds the popula-
tion of 32 states.

WGY THE CAPITAL OF THE 17TH STATE

A GENERAL ELECTRIC STATION—Represented Nationally by NBC Spot Sales

HADACOL

CREDITORS of the LeBlanc Corp., maker of Hadacol which recently
filed for reorganization (Oct., Oct. 8), are estimated at between 50,000
and 70,000 companies or individuals, many of them station owners who
carried radio or television ads for the dietary supplement, a representa-
tive of the New York Credit Men's
Adjustment Bureau said last week.

Exact list of creditors and
amounts of their claims will not be
known, it was said, until LeBlanc
books have been audited and re-
ported upon by Lynbrand, Ross
Bros. & Montgomery, CPA ap-
pointed to this task. In the mean-
time, trustees for investigating the
reorganization proposal, Milton F.
Rosenthal, is trying to clarify Le-
Blanc business operations during the
past two years to determine the
company's present status.

Creditors committee, composed of representatives for eight companies
whose combined claims against the
LeBlanc Corp. total more than $2
million, last week sent a report to
known creditors to explain action
in the LeBlanc case.

Mr. Rosenthal, duly identified as
a disinterested person, was ap-
nointed trustee by the New York
District Court and has retained the
New York law firm of Cehil,
Gordon, Zachry & Reindel to rep-
resent him. Although a number of
conferences have been held with
officials and attorneys for LeBlanc
Corp., attorneys for the stockhold-
ers and some stockholders of the
Maryland Corp., it was explained
that this situation is so complex that
while much has been done,
much more will have to be done in
order to get a clearer understand-
ing . . . and to determine the ad-
visibility of continuing the opera-
tion of the business."

Immediate Policy

Immediate policy is to continue
operation, however, centralizing in
areas where the company has re-
alized its principal sales volume
and built up goodwill for its prod-
uct. "While advertising and pro-
motion, as previously practiced, will
be sharply curtailed," the report
said, "it will be continued to a
reasonable extent, sufficient to keep
the product's name alive in the
minds of the consuming public, the
company's distributors, and other
outlets."

Continuation of the business is
considered a vital factor, at least
to liquidate the large supply of
Hadacol in stock—in hands of dis-
tributors and on shelves of drug-
gists—and to strengthen existing
accounts receivable.

The 1950 and 1951 tax situations
are being studied to see if the ex-
pectedly large 1951 loss can offset
claims for unpaid 1950 taxes and
possibly serve as a basis for re-
covering money already paid the
Bureau of Internal Revenue.

"If, after a reasonable trial and
upon completion of the audit, it
should appear that sound reorgan-
ization is not feasible, or that the
interest of creditors would be bet-

HOW MUCH STEEL IS ENOUGH?

Something new is happening in the world... Our country is producing products for everyday life at near-record rates, while at the same time a re-armament program costing many billions of dollars is under way. How much of our steel would you guess is needed for defense? How much is left for civilian use?

Read the surprising facts:

39 DAYS: This is the "bell" which caps a blast furnace. One steel company tore down an old blast furnace and replaced it with new one in one month and nine days.

FACTUAL INFORMATION on the problems of ore and fuel supply, transportation, construction, process improvement, financing, consumption of steel and other questions inherent in the expansion of the steel industry are interesting to all inquiring minds. We issue background studies on these subjects. For basic information on our steel capacity, just write American Iron and Steel Institute, 350 Fifth Avenue, New York 1, New York, and ask for booklet: "How Much Steel Is Enough?"

MORE! MORE! MORE! Picture shows expert steel worker "shaping up" the slag in open hearth by adding fluor spar. More than 600,000 workers and 250 steel companies are in a hurry.

GUNS AND BUTTER WITHIN: This year American steel companies will make about 106 million tons of steel. By 1953, they will be able to make about 120 million tons. The re-armament program, as it now stands, calls for less than 11% of 1953 capacity. This means more than 100 million tons will be available for civilian products in 1953. That is more than we have ever used in any year.
... a name to remember

- For over two centuries the superior craftsmanship, perfect tone and beauty of a Stradivarius violin has been known to musicians the world over. The maker's name on each violin marks it as the finest. Stradivarius is remembered for the great contribution he made to the art of music.

For nearly a quarter of a century, FORT INDUSTRY has been known for its wide-awake programming and service in the public interest. FORT INDUSTRY in each of the seven wealthy markets where its stations are located, is a name that is remembered by wise time-buyers who want the very best in sales results.
World’ Radio Week

ALTHOUGH coincidental, it was appropriate that the British elections should occur on the eve of National Radio and Television Week, which began yesterday throughout America.

The elections proved, as so many other news events have proved in the past 25 years, how much the U. S. has come to depend upon its broadcasting system to supply it with news as it happens.

The American radio audience has come to accept this perpetual miracle as a commonplace in its routine life. Twirl the dial and hear a man in London. It’s less inconvenient than walking over to talk to the man next door.

This acceptance of broadcasting is, of course, an indication of its basic usefulness as an incomparable medium of disseminating information, education and entertainment (including advertising which quite often embraces all three). We can’t help feeling, however, that a lot of people are too complacent about this magic box that they have in their homes and cars and everywhere they go.

It was during National Radio and Television Week, we think, to remind the audience what an extraordinary device it has at hand. Today the world is at the listener’s fingertips. With its help it would be as much as 13,000 miles away.

Bett...
In Washington D.C....

MORE PEOPLE LISTEN TO WTOP than to any other radio station

SHARE OF RADIO AUDIENCE

- WTOP: 22.9%
- Station B: 16.2%
- Station C: 14.4%
- Station D: 10.3%
- 14 other local plus outside stations: 36.4%

"Pulse, July-August 1951, total week"

WTOP
THE WASHINGTON POST-CBS RADIO STATION
REPRESENTED BY CBS RADIO SPOT SALES

MORE PEOPLE WATCH WTOP-TV than any other television station

SHARE OF TELEVISION AUDIENCE

- WTOP-TV: 36.0%
- Station B: 29.8%
- Station C: 18.6%
- Station D: 15.6%

"Teleguide, September 1951, total week"

WTOP-TV
THE WASHINGTON POST-CBS TELEVISION STATION
REPRESENTED BY CBS TELEVISION SPOT SALES
GENERAL MILLS Inc., for Larro Foods and Purasnow Flour, has signed a 52-week schedule for a noon-quarter-hour six days weekly over WDGY Minneapolis-St. Paul. Shown examining point-of-sale merchandising piece being used in the strictly rural campaign are (l to r) Harry D. Peck, WDGY vice president and general manager; Phil Archer, account executive for Knox-Reeves Adv. Agency; Fred Phillips, ad manager for Larro Foods, and Bill Hurley, WDGY account executive.

PALSEY AID
Radio, TV Praised

RADIO and television did “a tremendous job” in helping the second annual United Cerebral Palsy Drive reach its total of $5,100,000, Leonard H. Rosenman, UCP president and head of United Paramount Theatres, said Tuesday at an appreciation luncheon given for leaders in the campaign.

Further help will be enlisted through the radio-TV industry when a marathon telecast is held by WJZ-TV New York from 9 p.m. Dec. 8 until noon Dec. 9. Arranged by ABC President Robert E. Kintner, the 16-hour telethon will seek additional funds to help New York City’s 32,000 cerebral palsy victims.

Similar telethons have been held in Philadelphia, Cincinnati, Chicago and San Francisco and were responsible for a total of $480,000 in pledges. The Philadelphia program over WFLF-TV, Mr. Goldenson said, collected $81,000, of which more than 80% has been paid. The three Cincinnati television outlets, WCPQ-TV WKRC-TV WLWT (TV), carried the local program simultaneously and added $37,000 to the fund.

Use of radio and television occurred again when the campaign sponsored coverage of the Michaels Awards and added another $37,000 to its fund. As a result, UCP has signed for coverage of this year’s Michaels Award ceremonies and has option on the event for the next seven years, Mr. Goldenson revealed.

The association president paid special tribute to Bob Hope as life chairman of UCP, and his co-chairmen: Bing Crosby, Arthur Godfrey, Jack Benny, Kate Smith, Jane Pickens, Jinx Mc Crae, Secretary of Labor Maurice J. Tobin, Grantland Rice and Bob Hall. Earl J. Hudson, president of United Detroit Theatres, was national campaign chairman. “I wouldn’t dare pick up any one name or even a series of names in the radio-TV industry to thank,” Mr. Goldenson explained. “All the networks and so many personalities in the field have helped so much.”

The drive, intended to aid some 6,000 children among the 445,000 people afflicted with cerebral palsy, this year more than doubled its first-year results, he said, and UCP now rates on a par with other national health agencies.

NEW AVCO PLANT

For Defense Work

CROSLEY Division of Arco Mfg. Corp. will construct a new $5,600,-000 plant to employ an ultimate 1,800 to 2,000 people in defensive Production, John W. Craig, general manager, has announced.

Construction of the 860,000-sq. ft. building will begin in Avondale, Ohio, a suburb of Cincinnati, within the next two or three weeks. Structure will be partially completed and occupied by June.

NIELSEN RATINGS TOP RADIO PROGRAMS

(Total U. S. Area, Including Small-Town Farm and Urban Houses and Including Telephone and Non-Telephone Homes) September 9-15

<table>
<thead>
<tr>
<th>Program</th>
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<tbody>
<tr>
<td>1. Larro Radio Theatre (CBS)</td>
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<tr>
<td>2. Walter Winchell (ABC)</td>
<td>9.0</td>
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<tr>
<td>3. Big Story (NBC)</td>
<td>8.8</td>
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<tr>
<td>4. Dr. Christian (CBS)</td>
<td>8.7</td>
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<tr>
<td>5. Mr. District Attorney (NBC)</td>
<td>8.3</td>
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<tr>
<td>6. Godfrey’s Talent Scouts (CBS)</td>
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<tr>
<td>7. Dragnet (NBC)</td>
<td>8.1</td>
</tr>
<tr>
<td>8. F.B.I. in Peace and War (CBS)</td>
<td>7.6</td>
</tr>
<tr>
<td>9. Mrs. and Mrs. North (CBS)</td>
<td>7.5</td>
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</tbody>
</table>

NOTE: Number of homes is obtained by applying the “NIELSEN-RATING” (%) to 41,008,000—the 1951 result of Nielsen United States Radio Homes. Reprinted from the Oct. 15 issue of Broadcasting Magazine.

Copyright 1951 by A. C. Nielsen Co.

front office

WILLIAM McCUSKEY, sales manager WLWT (TV), Cincinnati, appointed administrative assistant to JOHN T. MURPHY, vice president in charge of television operations for Crosley Broadcasting Corp. GEORGE F. MOORE succeeds Mr. McCluskey, as sales manager at WLWT. Mr. Moore was with WSAI Cincinnati and Frederic Ziv Inc.

LOWELL JACKSON, radio network sales ABC Cincinnati, named radio network sales manager for the network’s Central Div.

TED WEBER named western sales manager WGN-TV Chicago, succeeding GEORGE W. HARVEY, who has resigned to join WFLA Tampa as general manager. (CLOSED CIRCUIT Oct. 22). Mr. Weber was WGN-TV’s first salesman, joining the station in February 1948. Prior to his joining WGN-TV he was program promotion manager for CBS-Radio New York. Mr. Harvey was with WGN Inc. 16 years, during which time he was a salesman and eastern sales manager in New York. He was appointed sales manager of WGN-TV in August 1948.

Mr. Weber

NOEL C. BREAUTL, salesman WIIC Norwich, Conn., to WHIM Providence, R. I., as account executive.

DANIEL P. WEINING, WELI New Haven, to radio sales staff of The Katz Agency, N. Y., station representatives, effective today (Monday).

BOYD W. LAWLOR, sales staff WWCA Gary, Ind., appointed commercial-sales promotion manager. JAMES CONNORS and GERALD TURFFFF appointed to sales staff.

LARRY LAWRENCE, personality WAGE Syracuse, N. Y., named to sales staff WSYR Syracuse.

JOSEPH E. MAMS appointed to sales staff WDNF Elkins, W. Va.

JIM FITZPATRICK, program consultant, special events staff and acting commercial manager WLTR Bloom- burg, Pa., named sales representative and announcer WFRL Freeport, Ill.

WILLIAM B. JENNINGS, assistant to sales manager WOR New York, to New York staff McKinsey & Co., management consultants, as assistant of managing partner.

ROBERT FRANKENFIELD to commercial department WSAZ Huntington, W. Va.

LENNY MEYERS, advertising staff WLYN Lynn, Mass., appointed commercial manager.

ROY CHAPMAN, local sales manager CKNW New Westminster, to CKOK Penticton, as manager and part owner.

JOHN H. WHITE, Katz Agency, N. Y., named account executive CBS Television Spot Sales, N. Y. Mr. White succeeds ROY HALL, resigned.

GEOFF STIRLING, appointed president and manager CJON St. John’s, Newfoundland.

Personals

UPT STATEMENT

Earnings Up Over 1950

"THERE has been an encouraging improvement in our business and this improvement has been general throughout the industry," Leonard H. Goldenson, president of United Paramount Theatres Inc., said in releasing a financial statement issued by his company.

"Now, more than any time since 1946," Mr. Goldenson said, "there is a widespread feeling of confidence that the industry will be able to meet and surmount the challenge of changing competitive and economic conditions."

Promised merger of UPT and ABC is before FCC, with hearing set Jan. 15 [B+T, Oct. 15].

Estimated consolidated UPT earnings for the third quarter of this year amounted to $4,688,000, including $2,297,000 for capital gains tax, as compared with $2,-

528,000, including $14,000 in taxes, for the same quarter in 1950.

Consolidated earnings for the first nine months of 1951, he estimated, were $9,537,000, including $3,483,-

000 for taxes, as contrasted to $7,-

965,000 and $1,465,000 for capital gains for the same 1950 period.

Consolidated earnings this year, Mr. Goldenson explained, included the earnings of several companies which became wholly owned after the third quarter of 1950 through purchase of the 50% interest of certain co-owners. The effect of this, he said, was to increase operating profits and reduce share of undistributed earnings for the 1951 periods.

BARRETT REPLIES

To Attack on VOA

CHARGES by an ex-State Dept. employee the Voice of America is wasting money, failing to answer Communist propaganda and "spying" on Congress were disputed last week by Edward W. Barrett, Assistant Secretary of State for Public Affairs.

The criticism was leveled by Frank Stout, former employee in the department's International Information Office, in a series of articles in the Scranton (Pa.) Tribune. Secretary Barrett said he found no evidence to substantiate the charges but promised an inquiry. The nature of the "spying" charge was not immediately known.

Mr. Stout's claim that the Voice is not responding to Soviet propaganda in output, according to Assistant Secretary of State for Public Affairs. The U. S. State Dept. Voice of America to signals of the Baharian radio, according to Office of Public Affairs, U. S. High Commissioner of Germany, located in Frankfurt.

Shapard Stone, public affairs director, said the disturbances began Oct. 4 and have caused continued interference to the Baharian outlet, which has been operating on 800 kc since last July. Source of the jamming was traced to Lenin.

Protection of the USSR service by directional antenna was assured because the European Broadcasting Convention, meeting in Copenhagen in 1948, "failed to make adequate provisions for radio broadcasting in Germany," Mr. Stone stated. The U. S. will continue, however, to maintain "all essential broadcasting for which it is responsible," he added.

The Voice of America is overcoming Russian jamming "at least 100% more effectively" than a year ago, and has a 50% increase in output, according to Assistant Secretary of State for Public Affairs Edward W. Barrett, chief of the Voice.

He was a key speaker at the communications conference sponsored Oct. 11-13 by Northwestern U., Evanston, Ill., as a feature of its centennial celebration.

Mr. Barrett, who spoke before 3,500 leading journalists, social scientists and mass communication experts, outlined strategy of the voice in describing "America's campaign of truth." He said advisory panels of more than 100 specialists in radio, advertising and journalism have helped formulate a policy which includes "major new psychological" plans for key areas of the world.

Pointing out that the Soviet Union and its satellite states annually spend the equivalent of $1,409,000,000 for propaganda, Mr. Barrett said Russia alone spends $928 million, of which $840 million is for "direct" propaganda such as broadcasting and films.

"Behind the Iron Curtain, in the satellite zones, the Soviet has carried on the most massive propaganda campaign to date—seen—and has failed dismally," Mr. Barrett said. "Support for the Kremlin is dwindling daily, and the best intelligence reports indicate that 70 to 90% of the peoples in the various satellite states are against their Communist regimes."

Meanwhile, Russia has extended jamming activities from the U. S. State Dept. Voice of America to signals of the Baharian radio, according to Office of Public Affairs, U. S. High Commissioner of Germany, located in Frankfurt.

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THE SEMINARY Society for Audio-Visual Aids, has been formed by students of the Church Divinity School of the Pacific, Berkeley, Calif., for the purpose of orienting students in all seminars in audio-visual techniques. Student founders include Mal Boyd, formerly with Mary Pickford and Bud Rogers in PBB Productions, New York, who recently enrolled in the school.

GREATEST FIGHTS of The Century television series moves to KXNB (TV) Los Angeles from local KTTV (TV). The series is sponsored by the Chesebrough Mfg. Co.

BROADCASTING • Telecasting

From where I sit

by Joe Marsh

"Talks Turkey" — Long Distance

Some people chuckled when Sonny Fisher rented a home recording machine to record the noise his flock of turkeys make.

"I sent the recording to a buyer for a super-market chain," Sonny said. "I told them 'My turkeys speak for themselves—listen to this record!' They not only took my birds, but bought the record!"

"Why did they want the record?" I asked him. "Very simple," he says. "They're going to play it over the loud speakers in their stores—and then an announcer on another record reminds the customers that turkeys are plentiful and a good buy."

From where I sit, it's not always smart to make fun of someone just because he does things a little differently. I think a glass of beer is the most refreshing beverage there is. You—or Sonny—may prefer something else. But who's to decide one's right and the other's wrong? Let's stay "on record" that everyone's entitled to his own tastes and opinion.

Copyright, 1951, United States Brewers Foundation

October 29, 1951 • Page 55
What's he looking at?

Well...it's the latest issue of BROADCASTING Yearbook, naturally. But the thing that's caught his attention could be any one of the dozens of special features appearing exclusively in BROADCASTING Yearbook.

It could be...

- latest figures on different categories of 1951 advertising expenditures at which Mary Dunlavey (Harry B. Cohen) is looking.

- the new personnel lists at the reorganized networks. Charles Wild (N. W. Ayer) is referring to that listing.

- significant analyses and program trends during 1951. George Kern (Benton & Bowles) is looking at this feature.

- facts about the economic status of radio despite TV's phenomenal progress. These catch the attention of Beth Black (Joseph Katz).
figures on how much a competitor spent during the past year. Frank Coulter (Young & Rubicam) checks this important item.

**OR... (you know what?)**

**IT COULD BE YOUR ADVERTISEMENT**

telling him your story . . making him understand why your station is a good buy in your market.

It could be your advertisement, that is, IF you remember to send in your space reservation right now for the up-coming BROADCASTING Yearbook about to go on the presses in a few weeks.

**Don't put it off any longer.** Be sure that you, too, are represented properly in the 18th edition of BROADCASTING Yearbook. There's no time to waste. Clip that coupon . . or write . . or wire . . or phone us collect. BUT DO IT NOW!

**It's the one best way** to tell your year-'round story to 17,000 key executives like the ones whose pictures you see here. And they're executives (you'll note) who all get, read, study and remember what they see in the BROADCASTING Yearbook.

**THE FACTS ARE FEW:**

<table>
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<th>RATES</th>
<th>1 time</th>
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**Mechanical Requirements**

- **Space**
  - Full page 8½" x 11"
  - Bleed page 9½" x 12½"
  - Three-quarters 6½" x 11
  - Half page 4 1/16 x 11 8½" x 5½
  - Quarter page 2 11 4 1/16 5½
  - Eighth page 2 5½ 4 1/16 2½
  - Double page spread 17½" x 11. Bleed 18½" x 12½
- **Color:** $110 per extra color per page. Bleed $40 per page. A horizontal half page is minimum space in the station directory.

The ONLY fully authoritative source of facts about radio and radio advertising.

**BROADCASTING**

**TELECASTING**

870 National Press Building
Washington 4, D. C.
WSCR
Nbc In Scranton
David M. Baltimore, Pres.
1220 KC
1000 Watts Daytime
500 Watts Nighttime

How Is This for a Record?
We Have Been On Only Since Sept. 30th As An NBC Affiliate in Scranton, Pa.
And Already We Carry MORE Than 50% Of All Network Sponsored Shows!
Which Proves The Tremendous Value of the Scranton Market!

• Still Time...
Stil Room for You Good Folks
To Get In on The
Best Availabilitys

• Write or Wire Us
Or Get In Touch With Walker Co.
Our National Reps.

UNESCO Booklet
Cites Aid of Radio

Methods of increasing radio broadcasting's educational influence throughout the world have been surveyed by the United Nations Educational, Scientific and Cultural Organization. The results are published by UNESCO in a booklet titled Low Cost Radio Reception.

The survey ties in with research conducted by the organization for several years. Its purpose is to uncover "the most appropriate means of extending the cultural and educational influence of broadcasting on the large masses of the peoples of the world who are economically least favored."

The booklet deals largely with problems of broadcast reception in non-industrialized countries. Purchasing power is so low that the current import price of sets is generally prohibitive, it was explained.

The survey comprises 118 pages and is available through the International Documents Service of the Columbia U. Press. The cost was not specified.

Record Prices
Ops Allows Adjustment

All manufacturers of phonograph records are now able to adjust price ceilings according to a set formula, Ops announced last week.

Ruling permits a manufacturer, who announces prices during the general freeze period but which were to become effective before Feb. 15, 1951, to use these levels as general ceiling prices, regardless of whether the prices were put in effect during the base period.

Ops said it took this action because six companies, who produce more than 90% of all phonograph records sold in the U. S., announced price increases shortly before the freeze. Five of the companies made the price effective but the sixth (Metro-Goldwyn-Mayer) did not.

The new ruling permits MGM to bring its prices in line with those of the other companies, Ops noted. MGM, Ops said, accounts for about 5% of all records produced.

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TO SIMPLIFY SPOT BUYING

Foley Sets Up Availabilitys Form Sheet

By FRANK KNIGHT

RADIO-TELEVISION DIRECTOR
RICHARD A. FOLEY ADV. AGENCY, PHILADELPHIA

THE purchase of radio or TV spots on a multi-market basis always represents a sizable task for advertising agencies. The job, of course, could be done quickly and easily—but when this is the case, the client frequently winds up with a bunch of less than adequate spots.

The time factor adds to the complexity of the problem. Campaigns, as a rule, are only infrequently approved weeks in advance—the usual case being that many spots must be purchased within a short period. In a medium sized agency such as ours, it means our three man department must turn both barrels on the project to try to flush out the high rated spots we seek.

All of the foregoing pointed up the need for a "centralization point" of some sort into which all spot information would flow and thence be sifted. Months ago, a simplified "Spot Radio and TV Availabilitys" form was developed. It consisted of a mere columnized form with headings under which pertinent spot information could be listed.

As availabilities were received from the station representatives—they were listed on the form and readily evaluated.

The form worked from the beginning—adding system to our process, saving time, and readily pointing out the better buys.

Recently, the form was expanded a bit to include more information, (see illustration). "We intend that it remain this size and grow no larger—because such a form could continue to grow almost ad infinitum."

T

SHOW specifically how we use the form, let's build a mythical case. Say we receive word to purchase two one-minute TV afternoon spots, and two 20-second TV evening spots in 10 widely scattered markets for 25 weeks.

The product is a new canned food item, and the campaign is to begin in three weeks. Other buying specifications are as follows: 1. Spots should be near women-interest shows. 2. On Thursdays and Fridays, if possible. 3. Afternoon spots should not be aired later than 5 p.m.

The above specifications are sent in letter form to representatives of all TV stations in the ten markets. In all. By phone letter, and wire the replies begin coming in—and before you know it, you're deluged with program descriptions, coverage maps, program schedules marked with red and blue pencils, rate cards, lists of spots, and maybe, if you're lucky, a nice concise letter listing the four or five really best buys.

Here is where our form goes to work: Taking each station's information, we quickly run down the submitted data to note the better availabilities. These are transferred to the form. (In the case of telephone calls, naturally we note the information directly on the sheet—asking the station representative the questions as we go along.)

The information is listed, a pencil line is drawn across the sheet to separate individual spot information.

Under the duration column is noted the length of the spot involved—one minute, 30 seconds, 20 seconds, or 10 seconds. Due to the fact that we subscribe to Pulse, we try to secure all ratings on the basis of that service. Where the ratings of two programs are averaged to secure the rating of the spot in-between, we refer to this rating as the applicable rating.

Under the remarks column are three spaces left blank. In special cases where an exceptional amount of data is required, these columns are headed number families, number persons, and cost per thousand (listeners)."

After the spot listing is completed, the better ones are easily brought to light in any market through simple comparison. These are then purchased as quickly as possible—if such power of action has been delegated by the client. If the client wishes to approve all purchases beforehand, the sheets are typed, our recommendations noted therein, and they are sent off for the client's comments.

In some cases, the forms have been sent directly to station representatives for filling in. Representatives like the idea—it eliminates the need for lengthy explanatory letters, thus saving them time and effort.

As mentioned before—the form has proved very successful—not only for the agency but for the client as well. For the client it greatly simplifies his problem of approving or disapproving our recommendations and makes it easy for him to make alternative selections.

Each client to whom the form has been submitted has shown enthusiasm for its simplicity and easy workability.

KOIN STAFF CLUB

Adds Five Members

FIVE MORE staff members will join the "10-20 Year Club" of KOIN Portland, Ore., at the station's annual banquet Nov. 9, Harry H. Buckendahl, manager, announced last week.

With the addition of the five new members, 28 employees will have been with KOIN a decade or more. Nine have 15-20 years of service with the station, and 10 members have chalked up 20 years.

The five new members will be Stan Warwick, announcer, and Dale Denny, who join the 10-year club; Louis Bookwalter, director of engineering for KOIN and KJR Seattle; and Byron Paul and Lloyd Woodell, KOIN technicians, who become 20-year members.

NEW children's 45-rpm record player, decorated with Walt Disney's gay Alice-in-Wonderland characters is being shipped to RCA Victor Distributors. New player (Model 45YE26) is extremely simple to operate and plays up to 14 records. The suggested retail price is $29.95.
**LAMB ANSWERS**

DISPUTE begun by a Congressmen’s allegations against Broad- caster Ed Lamb of Toledo [B*T, Oct. 22] erupted last week with Mr. Lamb labeling the attack as “political” while Rep. Robert Crosser (D-Ohio) said he would discuss the accusations with FCC Chairman Wayne Coy.

Rep. Crosser told BROADCASTING • TELECASTING last Thursday he would speak to Mr. Coy “very shortly” about the charges contained in a letter he received a fortnight ago.

Rep. Crosser is chairman of the House Interstate & Foreign Com- merce Committee. The letter in question was sent by Rep. Leonard Hall (R-N.Y.) urging his com- mittee to ask FCC to hold back ap- proval for Mr. Lamb’s purchase of WMF, FM Orlando, Fla. [B*T, Oct. 15].

The New Yorker asked the Cross- er committee, of which he is a member, to consider “an inquiry into Mr. Lamb’s activities both past and present.”

Lamb Reply

Meanwhile, Mr. Lamb issued a hard-hitting statement, that con- cluded:

“‘I dare any of these . . . to appear before any Congressional committee hearing so that we can cross-examine them and enquire about their political attacks. I’ll stop their smear-and-run attacks once and for all!”

Rep. Crosser disclosed that he had received a number of letters sent to him by church people from Toledo and also Erie, Pa., where Mr. Lamb publishes the Erie Dis- putes, crediting Mr. Lamb as a leading church figure. He said the letters were representative of the Protestant, Catholic and Jewish church.

“If that is true,” Rep. Crosser said, “I can’t see how he’s much of a communist.”

In his news release, Mr. Lamb charged the attack made by Rep. Hall was a case of “sour grapes put in his mouth by disgruntled business competitors.”

Mr. Lamb noted that his TV and radio properties are conducted “in the public interest and that the best evidence of their success has been the receipt of most of the top flight awards given by religious, educational and commercial inter- ests. More than 75% of all the commercial telecasts in the U.S. have visited my Erie, Pa., television station [WICU (TV)] to observe its successful operation.”

In his letter, Rep. Hall had al- leged that Mr. Lamb was a member of certain organizations which “have been cited in the Attorney General’s list.”

Mr. Lamb said he had never been a member of any organization or a member after the organization was listed by the Attorney General as subversive. He said that in the 1930s he had been an “officer and founder of the National Lawyers Guild and many other liberal groups.”

“I have been, I am now and I will remain a liberal and progress- ive American citizen,” Mr. Lamb said.

“No amount of attacks by any antiquated, frustrated, old Repub- lican die-hard will ever make me change my belief in a dynamic improving American economy.”

In his letter, Rep. Hall had cited data concerning alleged affiliations with organizations by Mr. Lamb, saying Congress had been inter- ested in Mr. Lamb’s record because within the space of two weeks in 1948 he “received five operating li- censes from the FCC. Congress considered it a proper matter to inquire into the communist associa- tions of a man who would control the airwaves of five outlets under government license.”

**HITS ‘POLITICAL’ ATTACK**

**ELECTRONIC PROSPECTS**

To Be Discussed Nov. 1

RADIO transmitter manufacturers and government officials will join Thursday in a discussion of the electronics industry prospects for 1958. The one-day meeting of manufac- turer members of the RTMA Transmitter Division will meet at the Wardman Park Hotel, Wash- ington.

A dinner will climax the all-day sessions. Rear Adm. John R. Red- man, director of communications-electronics, Joint Chiefs of Staff, will give the principal address. H. F. Hoffman, Machlett Labs., is di- vision chairman and will preside.

A panel discussion on 1952 pros- pects will include Fred R. Lack, Western Electric Co., for industry; E. T. Morris Jr., director, Elec- tronics Division, National Production Authority, for NPA; Col. C. A. Pountre, director, Office of Elec- tronics Programs, Munitions Board, for the board; Curtis B. Plummer, chief of Broadcast Bureau, FCC, for the Commission. Moderator will be C. W. Miller, Westinghouse Electric Corp.

Spero Named

STANLEY SPERO, KFAC Los Angeles, has been appointed chair- man of the Southern California Broadcasters Assn. Radio Sales Promotion Committee to replace Kevin Sweeney, who soon joins BAB (see story, page 60). Mr. Spero’s appointment was announced by A. E. Joscelyn, SCBA president. The committee will meet Nov. 1 (Thursday) to plan for continuing promotion efforts.

**OPERA ‘PIRATING’ Charged by Kalodin**

PROBLEM of music performance property rights came to the fore again last week when Kolodin, music critic of The Saturday Re- view of Literature, writing Oct. 24, charged that a commercial record- ing of Verdi’s “Un Ballo Mas- chera” is in fact a “pirated repro- duction” of a Metropolitan Opera broadcast on ABC on Nov. 22, 1947.

The Saturday Review article said the recording was issued by Classie Editions, Brooklyn, and purportedly was made by Italian opera stars and other talent. Mr. Kolodin stated that it used an acoustical background, audience applause and action spacing, point to the Metropolitan Opera as the origin.

In October 1950 the New York State Supreme Court ruled in fa- vor of an application by the Metropoli- tan Opera, ABC and Columbia Records for an injunction to pre- strain reproduction of opera broad- casts by Wagner Nichols Recording Co.

All this season enters its 12th consecutive year of airing Metropoli- tan Opera broadcasts. Telecasts have been aired about three years.

Verdi’s operas are in public domain.

**GENERAL TIRE Reports Record Sales**

GENERAL TIRE & Rubber Co., owner of the Don Lee and Yankee networks and now in process of merging its radio properties with WOR-AM-FM-TV New York, will reach record sales of between $170 and $180 million for the fiscal year ending Nov. 30, President William O’Neill announced last week.

Allowances for federal taxes will reduce consolidated earnings to about $10 a common share, how- ever, as compared to $8.28 for last year’s sales of $125,787,000. Earnings will nevertheless be in- creased by another $4 or $5, Mr. O’Neill estimated, from profits of foreign operations and the Yankee Network Inc.

**KDET CONTEST Winners Are Announced**

KDET Center, Tex., last week an- nounced winners in its 1951 Rural Achievements Contest, conducted among residents of seven eastern Texas counties and four Louisiana parishes.

Awards were distributed by Tol- bert Foster, KDET president, dur- ing a broadcast supervised by John Menzinger, station farm director, who conducted the contest.

Prizes of cash and wrist watches were awarded for outstanding achievements during 1951 in soil conservation, crop production, range improvement, dairy farming and management, pasture improvement and kindred efforts.
KANSAS STUDY

MULTIPLE-SET listening in Kansas homes provides an important audience not shown in most audience studies, according to the 1951 study of the Kansas audience conducted by Dr. F. L. Whan, U. of Wichita. The study was published by WIBW and KCKN Kansas City.

Based on statewide interviews covering 7,004 families, the study shows that 96.2% of the homes with one radio use their sets on an average day. In the case of two-radio homes, the second set is used on an average day by 53.3% of families, with the first set used by 94.8%.

In three-radio homes, the third set is used by 25.6% of the families on an average day compared to 50.6% for the second set and 96.3% for the first set. The fourth set in four-radio homes is used by 16.7% of families on an average day.

Percentage of all Kansas families owning one or more radios in the home rose from 84.8% in 1940 to 98% in 1951. These figures break down into 71.6% of one-set homes in 1940 compared to 85.9% in 1951; 10.3% of homes with two sets in 1940, 30.5% in 1951; 2.4% of homes with three or more sets in 1940, 10.6% in 1951. Percent of cars with auto radios tripled, rising from 20.8% in 1940 to 62.4% in 1951.

Multiple Set Use

The average multiple-set Kansas family uses two sets simultaneously 8.41 hours per day, the survey shows, with greater use of the sets made on Saturday than on weekdays or Sunday.

"This additional two hours of listening in nearly half the homes in Kansas represents 'extra listening' not usually measured by radio audience research limited to analysis of the family set," according to the Whan study.

In one-set homes the average adult listens 4.37 hours per weekday, it was found. In two-set homes the adult listens 4.90 hours and in three- or four-set homes the figure is 5.00 hours.

Car radios provide an important amount of "extra listening" not measured by most audience research, Dr. Whan observed.

Breaking the day into quarterly segments, the survey discovered that for each 100 listening homes, 146 persons (over 4 years of age) were listening to the radio at 5 a.m. on weekdays, rising to 218 persons at 7 a.m. Listening falls somewhat between 9:30-11 a.m., rises again to 1 noon, falling again in mid-afternoon and reaching a peak of 242 persons per 100 homes at 7:30-7:45 p.m., and 248 persons 10:30-10:45 p.m.

Peak listening occurs on Sunday, with 357 persons per 100 listening homes actually listening at 6:30-6:45 a.m. The listening level runs high up to 10-10:30 a.m., and then falls off rapidly.

The Kansas home averages 11.20 listening hours per weekday, spread as follows: Women, 5.16 hours; men, 5.29 hours; youth 18-24, 2.47 hours; children 4-11, 2.45 hours. These figures are total hours reported, divided by number living in homes studied.

Thus the average woman over 18 listens a great deal more than the average man or child, with differences being smaller on Saturday and Sunday than on weekdays, according to Dr. Whan.

Comparing the prestige of radio and newspapers in Kansas, Dr. Whan found that on farms 26.9% of the women questioned rank radio higher than newspapers, with 15.3% ranking newspapers higher than radio. Others rank them the same.

Of the men questioned on farms, 25.4% ranked radio higher than newspapers and 15.0% ranked newspapers higher than radio.

In villages, 24.5% of women ranked radio above newspapers and 15.5% ranked newspapers above radio. Of the men, 23.4% ranked radio above newspapers and 15.7% ranked newspapers above radio.

In cities 28% of women ranked radio above newspapers and 15.0% ranked newspapers above radio. Of the men, 28% ranked radio above newspapers and 15.4% ranked newspapers above radio.

About three-fourths of the women said radio is doing a good or excellent job in their area. The same results were obtained from men, though the percentages were slightly smaller in some classifications.

News broadcasts continue to be the most popular, ranking above the 1947 level, followed by comedians, participation programs, popular music, sports, complete drama, religious, oldtime music, serial drama, talks, variety, market reports, band music, classical music, farming talks and homemaking programs.

These preferences have been consistent in Kansas for the last five years, it was observed.

PREREGISTRATION

The standard of comparison

A Better FM Power Triode

Designed particularly for FM broadcast service, this "metal-header" triode features a very efficient plate radiator requiring less than half the air flow previously needed for a tube having the same power-handling capability. With its cooler operating temperature, the RCA-5762 offers substantial operating economy.

This is another example of the way RCA engineering leadership continues to give broadcasters more tube hours of service per dollar!

Your RCA Tube Distributor can handle your order in minimum time. Call him. He's as near as your phone!

The RCA-5762 can be used, with FCC approval, as a direct replacement for the older type 7C24 in RCA transmitters B-14, B-38, and B-108 (as explained in the June issue of Tube Tips).

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

October 29, 1951 • Page 58C
DISTRICT 6

NARTB Finances, Status Of TV Explained

TV MEMBERS of NARTB pay their own way in the association. President Harold E. Fellows told the NARTB District 6 meeting at its opening session Thursday. Meeting at the St. Charles Hotel, New Orleans, the district's first day was marked by close attention to association affairs.

Harold Wheelahan, WSMO New Orleans, opened the meeting and presided during Thursday morning with well over a hundred delegates present. Mr. Wheelahan turned over the gavel to C. Addie, WJBN Lafayette, elected earlier by a vote of the Louisiana State Assn. of Broadcasters.

At the question-answer session President Fellows was asked by Mr. M. N. Clark, WWL New Orleans, if NARTB was going to do anything about the alleged sale by the station of information covered by its license agreement. Mr. Fellows explained that 70 TV stations pay $158,000 in dues though the actual cost of direct TV-only operations is only $40,000. Other funds go to rent and participation in national associations. He said the 1,000 aural station members pay 20 percent of the total to the association.

Mr. Wheelahan charged that Mr. Houston, during the time he headed the Western broadcast industry, "became cognizant of the special techniques, methods and confidential information used in the successful programming, merchandising and marketing of Tello-Test."

Monitor Broadcasts has until Nov. 19 to file pleadings in answer to the complaint.

WBAM TO 50 KW

Daytime-only gets FCB Grant

GRANT of 50 kw on 740 kc for daytime-only WBAM Montgomery, Ala., was announced by the FCB last week. It is believed to be the first of its kind in the U. S.

Grant specified a directional antenna and a power of 15 kw under normal conditions when it authorized WBAM to go from 250 w to 50 kw.

According to the application, the station will use two towers for its directional antenna. Power was estimated at 58 kw, but this did not include building construction. Station will lease building and land. It is also using a second-hand transmitter.

Frequency is a Canadian clear channel, with CBL Toronto the dominant station.

AS DIRECT result of special programs and appeals for donations to build a USO lounge, broadcast exclusively over WLLAM-FM Hempstead, L. I., U. S. Armed Forces Reserve and Suffolk Counties announced Oct. 24. Negotiations have begun for setting up servicemen's lounge in mid-island area.

MICROWAVE RELAY

New NBS Technique

A METHOD for alleviating one difficulty in line-of-sight microwave communications—service interruption during ground-reflection effects—has been devised by National Bureau of Standards through application of optical methods and theories to microwave transmission. A method is based on the classical Huygens-Fresnel diffraction theory has been developed by H. E. Bussey of NBS for the suppression of the ground-reflected wave which are present in microwave radio and TV relay link operations.

Interruptions in line-of-sight microwave communications may occur when the direct wave from the transmitter and the ground-reflected wave destructively interfere with each other at the receiver. In the NBS method, reflection interference is achieved by setting a small screen of the proper size on the ground at the "reflection point in the ground" at which the reflected wave is at the receiver is then substantially diminished, to an extent depending on the smoothness of the ground plane. The screen blocks only a small part of the re-radiation from the ground to the receiver, the remainder of the reflected radiation adding up to zero at the receiver. The direct wave undergoes little or no modification.

NLRB ELECTIONS

California Issues Pending

AT NLRB elections last week in San Diego, NABET was named bargaining representative for engineers and technicians at KFMB-AM-TV, KCBO and KSDO. IBEW won jurisdiction at KGB. Only one ballot was cast at KSDO out of four eligible votes with the result that the vote was impounded pending NLRB decision as to whether a rerun election would be held.

Meanwhile, informal hearing was held by NLRB in Los Angeles on petitions filed by unions for men at KJH-AM-TV Los Angeles. Date for formal hearing is expected to be set soon. Also awaited is the NLRB decision in petitions filed by NABET, IBEW and IATSE for employees at KTTV (TV) Los Angeles and CBS Television.

American Chicle Buys

AMERICAN Chicle Co., N. Y. (Dentists & Chichets), through Sullivan, Stauff & Co., of New York and Bayles, same city, starts sponsorship of new Will Rogers program series over ABC Radio, Tuesday at 10 p.m. (Eastern Standard Time) (Tuesday). Contract for series, featuring taped excerpts from philosopher-comedian's broadcasts, has been ordered for approximately 200 network stations for nine weeks.

SCHWIMMER SUIT

Asks $150,000 Damages

SUIT for $150,000 damages and a petition for an injunction have been filed in State Circuit Court by Walter Schwimmer Productions, radio-TV package firm, against Monitor Productions, same city. The Schwimmer firm accused Monitor and its president, Kenneth Houston, of plagiarism of a show idea and theft of trade secrets.

Attorneys for Mr. Schwimmer claimed Mr. Houston, former sales manager of Walter Schwimmer Productions, left the concern, opened a rival package company and sold Relay Quiz, an "infringement" of Walter Schwimmer Productions' Tello-Test. The firm also charges Mr. Houston 'pirated Schwimmer's ideas and methods," and that Relay Quiz "is substantially a plagiarism of Tello-Test." The suit asks restraint of further broadcast of the Monitor show.

In addition, the complaint charges that Relacy-Tesntrel is sold in Tello-Test format with another program—Chain Call—being prepared for syndication by Schwimmer. The latter show has never been released because Monitor's Relay-Quiz exploited the market for it, a Walter Schwimmer Productions spokesman said.

Mr. Schwimmer declined comment on the allegations.

Mr. Schwimmer charges that Mr. Houston, during the time he worked at Schwimmer Productions, "became cognizant of the special techniques, methods and confidential information used in the successful programming, merchandising and marketing of Tello-Test." Monitor Productions has until Nov. 19 to file pleadings in answer to the complaint.

THOMAS ELECTED

New LSAB President

GEORGE H. THOMAS, KVOL Lafayette, was elected president of the Louisiana State Assn. of Broadcasters at a meeting held Wednesday in New Orleans. J. C. Liner, KMLB Monroe, was elected vice president, and B. Hillman Bailey Jr., KSIG Crowley, secretary-treasurer.

President Thomas will name a committee to draw up a statement of the association's views on station audience measurement. NARTB donated Harold E. Fellows to address the delegates Wednesday (see story page 85).
SPOR TS RIGHTS

SPORTS OBSERVERS see a big court battle shaping up over the Justice Dept.'s civil suit against professional football charging restraint of broadcasts and telecasts in violation of anti-trust laws [B*T, Oct. 15].

The suit also served to squash further Capitol Hill deliberations on both football and baseball problems involving the media.

Justice Dept. officials, BROAD-
CASTING • TELECASTING learned, have had under consideration the filing of a simultaneous suit. However, no decision was made, with the consensus now directed at watching the progress of the suit filed in Philadelphia.

That suit named, all 12 National Football League clubs, and the league itself, as defendants.

It charges them with engaging since January 1961 "in combination and conspiracy in the unreasonable restraint of trade and commerce", in the broadcasting and telecasting of professional football games.

With this suit, the Justice Dept. hopes to clarify radio-TV rights in relation to the sports world. The House Monopoly Subcommittee, which has been holding hearings on the baseball reserve clause, immediately ordered a blackout on its study of radio-TV rights in hope the courts will come up with some answers.

Bearing on Decision

Also affecting this decision by the Congressional group was the baseball ruling, announced a fort-night ago, that the major leagues will drop "territorial" rules and revert radio-TV rights negotiations back to the individual clubs rather than to the leagues [B*T, Oct. 15].

The football suit was filed in the Eastern District of Pennsylvania since the league headquarters in Philadelphia. A bill of complaint was served Oct. 18 on the Detroit Lions.

Indication that the suit will be argued extensively was seen in a statement by Edwin J. Anderson, president of the Lions. He said the club will contest the suit and "will take it to the highest court in the land if necessary."

The club's business manager, W. Nicholas Kerbawy, revealed that Federal Bureau of Investigation agents had seized the football club's radio and TV files last month as part of the government investigation.

A staff member of the House Monopoly Subcommittee told BROADCASTING • TELECASTING his group decided to shelve its radio-TV suit because it now appeared that media restrictions in professional sports, thus making any probe necessarily all-encompassing. The subcommittee, the spokesman said, is confining its hearings to baseball only.

He said the main reason for the decision by the Congressmen was that no one could determine at this time what effect the new baseball rule will have in relationship to the reserve clause.

Prior to the new developments, the subcommittee was interested in the manner in which the leagues handled radio-TV rights because the reserve clause possibly could be declared unlawful under anti-trust laws if baseball were adjudged to be engaged in interstate commerce.

If legislation was passed, such as that introduced in the Senate (S 1526) by Sen. Ed C. Johnson (D-Col.) and similarly in the House, the reserve clause would be prohibited by act of Congress. Hearings were held previously by the subcommittee stirred some discussion on the radio-TV aspect [B*T, Aug. 13].

Maintains Previous Policy

During renewed hearings on the reserve clause, the Senate subcommittee, following its policy of steering clear of radio-TV, brushed off a suggestion that it approve TV restrictions of major league ball games in minor league territory.

Proposal was made by Leslie M. O'Connor, Pacific Coast League counsel, who said TV threatened the life of minor league baseball. He asked for remedial legislation. However, he agreed with House members, that chances for getting such legislation were "dubious."

Justice Dept. officials deferred judgment on the National Collegiate Athletic Assn.'s controlled football telecast plan. That will have to go to the board because, if (1) the suit filed against pro-football and (2) the short period in which collegiate football is on the scene. Rather, the government is inclined to wait until next season when perhaps the suit against pro-football may be settled.
Mr. Sweeney

In this Two TV Station Market
Served by Four TV Networks

24.2%
more local advertisers
bought time on Radio Station WOC,
July 1, 1950-June 30, 1951, than in
any previous 12-month period . . .
... local advertisers spent
more money for time on
WOC during this period,
than in any similar 12-months . . .

Men who buy advertising at the local level... the cash
register level... know what piles up those black-ink fig-
ures on their sales reports. Take your cue from the 215
local advertisers who use WOC. Buy at their cash register
level—you'll buy WOC and you'll see your Quik-City
sales skyrocketing.

Basic NBC Affiliate
5000 W—1420 Kc
Col. B. J. Palmer, president
Ernest C. Sanders, manager

Davenport, Iowa

TOMMY GREENHOW, Famous Art-
stists Corp., Beverly Hills, was
appointed to Frederic W. Ziv Co., Hol-
lywood, handling talent and new pro-
gram development for West Coast of-
fice.

JOE C. DONOHUE, program consult-
ant and packager, appointed director
of radio and TV departments Fam-
ant Artists Corp., Beverly Hills,
Calif. Mr. Donohue was with CBS and
William Esty Co.

REG EVANS, vice
president General
Screen Adv., N. Y.,
named vice presi-
dent of newly
formed Ad-Film Distributors, N. Y.

AL SHULMAN, Columbia Transcrip-
tions, N. Y., appointed manager of
sales service.

ROBERT J. ASHERMAN, director,
script-writer and publicist, to Visual
Media Inc., N. Y., as production man-
ger.

WALTER KINLEY, Ziv Television
Programs Inc., transferred to the
company's Hollywood office.

JAMES M. STACEY appointed account
executive Audio-Video Recording Co.,
N. Y.

NATIONAL RESEARCH BUREAU
Inc., Chicago, announces purchase of
all script shown by H. B. DOORSTER,
Radio Writers' Labora-
tory, Lancaster, Pa.

MIKE JABLONS, Gainsborough As-
soc., N. F. (public relations), ap-
pointed director of radio and TV
exploitation for Herald Tribune Fresh
Air Fund.

ROBERT KRONENBERGER, direc-
tor, Manhattan Films Inc., film
representative, named sales agent,
Snader Telescription Sales, Beverly
Hills.

FOLADARE, GREER & BOCK, Holly-
wood, publicity and public relations
firm, moves to new offices in Security
Building, 6381 Hollywood Blvd. Tele-
phone is Hollywood 9-8315.

HARRY TIMMINS Jr., research direc-
tor KTTV (TV) Los Angeles, resigns
to form with JAMES C. BALL, adver-
tising copywriter, new printing firm,
Ball-Timmins, L. A. Mr. Timmins will
be sales manager of new firm which
starts operations Nov. 1.

ALEXANDER SEMMLER, composer-
conductor, who recorded series of 26
programs of American music for
Voice of America earlier this year,
appointed by the office of U.S. High
Commissioner for Germany to help
reorganize musical schedules of
American radio stations in Berlin
and Vienna as part of psychological
warfare campaign.

BOB DRESSLER, Paramount Pictures
Corp., N. Y., appointed director of
research and development Chromatic
Television Laboratories, N. Y.

DEPT. OF RADIO AT U. OF ALABAMA,
named associate professor of radio
and acting head of Dept. of Radio.
L A T E S T *

ARB Survey Shows:

"THE CISCO KID" is Washington's most popular Saturday evening local program with a rating of 15.7

* October, 1951
American Research Bureau

"THE CISCO KID" is available for sponsorship from 6:30-7 p.m. Saturday on WNBW.

Adjacent programs are "Safety Circus" (6-6:30 p.m.), a highly successful WNBW-developed show, and "American Youth Forum" (7-7:30 p.m.), an outstanding NBC feature.

Let this TOP-RATED, TOP-ENTERTAINMENT show SELL for you. Contact your nearest NBC Spot Sales office or the WNBW Sales Department at REPUBLIC 4000 TODAY!!

WNBW
Channel Four
NBC-TV IN WASHINGTON
Western bad man . . .
private eye . . .
lady in distress . . .

No matter where you look, you can't find a better
group of salesmen. That's right—salesmen. On television's
feature films, these are the personalities who have demonstrated
their superior selling ability on station after station, in market
after market. Feature films just naturally attract wide,
ready-to-buy audiences. For example: take a look at the strong
showing they make in these three major selling areas:

<table>
<thead>
<tr>
<th>Station</th>
<th>Film</th>
<th>Time</th>
<th>Rating</th>
<th>Cost—Per-1000 Viewers</th>
</tr>
</thead>
<tbody>
<tr>
<td>Philadelphia</td>
<td>WPTZ’s Frontier Playhouse</td>
<td>6:00–7:00 pm Monday through Saturday</td>
<td>20.7*</td>
<td>45¢</td>
</tr>
<tr>
<td>Washington</td>
<td>WNBW’s Sunday Matinee</td>
<td>1:15–2:30 pm Sunday</td>
<td>12.7*</td>
<td>86¢</td>
</tr>
<tr>
<td>Boston</td>
<td>WBZ-TV’s Feature Film Playhouse</td>
<td>11:30 pm–12:30 am Tues–Wed–Fri</td>
<td>13.7*</td>
<td>74¢ before midnight 56¢ after midnight</td>
</tr>
</tbody>
</table>

Want to get in on this high-rating gold mine?
Simple as can be. A commercial slotted into a feature film
promises an advertiser complete audience attention . . .
hard-hitting sales impact . . . an unsurpassed, economical buy.

The sales successes of feature films are impressive.
If you would like to capitalize on the many
advantages of feature film advertising, call your
nearest NBC Spot Salesman today. He knows
the film shows that can produce for your
clients—on these 8 major market stations:

**represented by**

**NBC Spot Sales**

- WNBTV New York
- WNBQ Chicago
- KNBH Hollywood
- WPTZ Philadelphia
- WBZ-TV Boston
- WNBK Cleveland
- WNBW Washington
- WRGB Schenectady-Albany-Troy

*Latest American Research Bureau Rating*
By DAVE BERLYN

EDUCATIONAL TV station enthusiasts had their ups and downs in Washington during the past 10 days.

Sen. William Benton (D-Conn.), upon the Senate's adjournment Oct. 20, pleaded again for a National Citizens Advisory Board on Radio and Television, and its chairman, the educational TV issue. Also in Washington, delegates last Tuesday at a national taxpayers' conference displayed dissatisfaction with federal TV station operation.

In his speech, Sen. Benton said he hoped one of the first items on the agenda of the Congress next January would be consideration of his bill (S 1579) and his resolution (S J Res 76), now pending before the Senate Interstate & Foreign Commerce Committee.

He said Senate Majority Leader Ernest W. McFarland (D-Ariz.), who has chaired Senate Commerce subcommittee hearings on the measures, had "assured" him that further hearings will be held when Congress returns.

Noting that proponents of the legislation had been heard by the subcommittee, Sen. Benton said:

Among the opponents will be representatives from the American Radio and Television Broadcaster. The state of California has proposed in the proposed Citizens Advisory Board a threat of "indirect censorship," he has repeatedly explained how such a Board cannot constitute such a threat. If it is imaginable that any President would appoint 11 men and women to try to censor radio and TV programs, is it conceivable that the Senate would approve such a group?

Leaving out mention in his speech of a majority on the FCC which held the Benton bill to plan to involve dangers of censorship [B&T, Oct. 15], the Senator said:

However, the sensitivity of the Industry to a proposal for regulation by an advisory board, is so great that I have no doubt that the association will continue to circulate its members, and that the members of the Senate will be hearing from some of their constituents that the First Amendment is endangered.

Sen. Benton also introduced a statement from the American Civil Liberties Union, which, he asserted, "wholly refutes the fears and charges of the National Assn. of Broadcasters.

ACLU said it supported the Benton bill "because it places emphasis on the question of reserving television channels for educational stations. The Radio Committee of the Union, which is composed of lawyers, educators and specialists in various field of radio and television, has declared itself in favor of the principle of reserving TV for educational stations, in accordance with our general policy of promoting diversity in the ownership of media of mass communications."

Would Improve Record

The civil liberties group said that while the radio-TV industry has done much to "disseminate information and to promote discussion through its facilities," the establishment of an advisory board would be a means to improve that record. The FCC's Blue Book of 1946 pointed out a necessity for study of the allocation of time by radio stations, ACLU said.

Meanwhile, another companion bill to Sen. Benton's proposal was introduced in the House by Rep. Angier L. Goodwin (R-Mass.) Oct. 19. The measure (HR 5829) was referred to the House Interstate & Foreign Commerce Committee.

At the National Conference of State Taxpayers Assns., attended by delegates from 37 state taxpayer associations, delegates voiced displeasure with the Benton plan.

Meeting at the Wardman Park Hotel in Washington, D. C., the delegates were briefed last Monday on the educational TV issue, affected both by Sen. Benton's proposed legislation and by FCC's proposed TV allocations. The next afternoon, discussion was opened by the chairman of the conference, Steve Stahl, executive vice president of the Oklahoma Expenditures Council.

Delegates were unanimous in opposing any moves by federal and state governments to get into educational television. They also voiced fear that such a move by government, on either state or federal level, would entrench it further in a field of private enterprise and would pose a threat in the control of educational media.

\[Continued on page 97\]

ROGERS SUIT

IN AN attempt to bring the controversial case before the Federal Appellate Court as soon as possible, Republic Pictures Corp. is expected to file its appeal with U. S. Court of Appeals, according to Mr. J. H. Selvin, of Loeb & Loeb, attorneys for the studio.

Benton said, "Mr. Rogers had the right to control association of his name with any commercial product or advertising, except the motion picture as such. The movies couldn't be shown on a sustaining basis either, the jurist said, because, in effect, they would be advertising the TV station itself.

Frederic H. Study of Gibson, Dunn & Crutcher, attorneys for the cowboy star, was expected to file his findings of fact and conclusions of law this week, with Judge Hall then entering his formal decision. There also is possibility that Screen Actors Guild and other guilds and unions may enter amicus curiae briefs.

With signing of formal judgement, Republic Pictures can then file its appeal with U. S. Court of Appeals, according to Mr. J. H. Selvin, of Loeb & Loeb, attorneys for the studio. That must come before the Court in time to be considered.

Lincoln on up side of Republic will be 10 film producers who have millions of dollars invested in their backlog of old theatrical releases, it is believed.

Also Asked Damages

Besides a permanent restraining order, Mr. Rogers also has sought $100,000 damages on the ground that Republic planned to release the old westerns to TV, Quaker Oats cancelled his weekly radio program and lost interest in a proposed video show.

Judge Hall, in his findings, declared it was difficult to ascertain whether cancellation was due solely to Republic's move. He therefore denied damages.

In interpreting clauses of the cowboy star's 1937 contract which was amended by various letters and an agreement of 1948, Judge Hall said there were three properties embodied.

He listed them as (1) the right to photograph and exhibit; (2) the right to use the services for advertising the pictures and the artist and (3) the right to use his name, voice and likeness in connection with advertising and exploiting the pictures.

Judge Hall pointed out that two of these rights were granted perpetually to Republic. He named them as (1) the right to photograph and exhibit and (2) the right to use his name, voice and likeness for exploitation of the pictures or of the artist himself. The other right was limited to the term and, "as the evidence has so amply shown, Republic did not exercise that right only to a very limited way, the end of the term." As for rights concerning advertising, commercial tieups or publisher

Republic May Appeal

October 29, 1951 • Page 63
The CODE

THE NEW handbook of etiquette that about half the nation's telecasters have approved in principle is getting a second reading from those who okayed it during a one-day session in Chicago a fortnight ago and a first curious look from those who didn't attend. They're beginning to realize that despite its 28 pages of explanation, the new code will create plenty of practical problems in interpretation. Propriety, decorum, decency and responsibility are words that are not easy to define.

Ernest W. McFarland (D-Ariz.) endorsed the self-policing action and predicted the public would respond to enforcement of a code by placing new confidence in the industry. Sen. William Benton (D-Conn.) had not read the code but it was believed he endorsed the action generally, provided it is enforced.

NARTB headquarters will take up problems of preparing code seals of approval for submission to the board in December. Final promulgation of the code is up to the board. Text of subscription forms will be prepared.

The board will set up a scale of fees for code subscribers, with NARTB members stations to have these fees credited against their regular association dues. Films and slides for use by stations will be prepared.

Work on Code

Work of whipping the code into final shape for the board is being handled by Thad Brown, NARTB's TV director and counsel. Mr. Brown coordinated work of the code-writing committee headed by Robert D. Swezey, WDSU-TV New Orleans, and the four subcommittees.

The membership of the National Assn. of Radio and Television Station Representatives has not considered the code officially, but spokesmen thought the commercial section in particular was apt to be brought up for formal appraisal later.

A number of individual advertisers were understood to be apprehensive about enforcement of the code, particularly its commercial limitations, and to take the position that if the commercial limits are applied to one sponsor they must for competitive reasons be applied in similar fashion to all.

The All-Industry Affiliates Committee, concerned first and foremost with maintaining radio rate structures and demonstrating radio's sales punch, has not considered the code officially.

Its Chairman, Paul W. Morency of WTIC Hartford, however, voiced his personal view that it is of utmost importance to clear up, as soon as possible, the problems which gave rise to the code. Adopting standards, he pointed out, was acknowledgement that problems exist.

TV broadcasters also should acknowledge that these problems must be tackled and code-compliance achieved now, before increased competition develops and makes departures from code provisions even more tempting, he declared.

From Capitol Hill, came a reserved approval.

Sen. Johnson said: "The recent announcement that the nation's telecasters have approved the adoption of a code of conduct to govern their programs is great news."

"A general reading of the proposed television code reveals recognition on the part of the telecaster of his responsibility to develop the full use of his facility for educational, cultural and political programs suitable for family entertainment and instruction.

"It is my sincere belief that the proposed code is a sound, forthright and constructive step forward. Modifications may be made in the future as experience covers new needs, but this first step indicates the intent, which is very gratifying. I am sure the Code will prove to be effective and worth while."

Sen. McFarland, chairman of the Senate Interstate & Foreign Commerce subcommittee, said:

"My attention has been directed to the newly proposed television code... I heartily endorse the idea of self-policing within and by the industry."

(Continued on page 96)

INDECENT? The camera angle here seems to "emphasize anatomical details"—which the code prohibits. And the neckline suggests that the costuming may be slightly out of bounds.

Taboo! The new code says that "costuming... shall be within the bounds of propriety." It's up to you to decide whether a line of chorus girls like these would "embarrass or offend home viewers."
MONEY-MAKER of your TV station, the film camera channel is the key to your operation from a profit standpoint. But are you sure you're using the best camera equipment available?

Note these features of the new G-E units, now available from stock: high-intensity edge lights and special cylindrical lenses to diminish shading and edge flare... automatic set-up control to maintain proper background without continual readjustment by operator... special built-in sweep failure protection to reduce the possibility of expensive camera tube replacement. The high-quality 16mm Synchrolite projector shown above with the film camera is the latest item of G-E studio equipment. Its high optical capabilities and audio fidelity make it worth your attention.

Your G-E broadcast man at our office near you is prepared to discuss this in detail. Why not call him today?

GET THIS BULLETIN FOR YOUR G-E FILE

Complete specifications and photographs of Type PE-5-A film camera channel. Write today: General Electric Company, Section 2101-29, Electronics Park, Syracuse, New York.

GENERAL ELECTRIC

FITS ANY TV SYSTEM OR PROJECTOR.

Completely new design of this film camera delivers resolution and picture quality unsurpassed in the industry today.

EASY INSTALLATION—NO EXTRA WIRING.

All plug and cable connections are factory-cut and mounted to your specific required lengths before delivery.

12½" MONITOR CONSOLE—

houses the famous G-E aluminized tube... gives you dual waveform presentation and unusual circuit stability.
Look what's up in L.A.!

KNXT is on Mount Wilson! And, for advertisers, that's way up. Because the same switch that this week boosted the former KTSL's power 10 times—from a transmitter that's almost a full mile above Los Angeles—gives advertisers an out-of-this-world audience!

Viewing's up—and zooming! KNXT's high-flying new signal carries your message to Los Angeles' 1,000,000-plus television homes more brightly and clearly than ever before...and into an area almost four times larger. All the prospects you want to see can now see you!

Our new name is up! We're painting the town this week. Literally. It's up with KNXT—the new Channel 2...CBS Television's key station on the Coast—wherever we can find space. And it's up with KNXT's stars, already well on their way to being Los Angeles' highest!

Hitch your product to KNXT! And you'll have the best team in town. KNXT's new signal will get you into Los Angeles' living rooms, and KNXT's fast-rising stars and shows will keep you there. To sit on top of the world in the nation's second largest television market...

get on KNXT today!

The new Channel 2

Los Angeles • CBS Owned
Represented by CBS Television Spot Sales
ONLY official CBS comment on the color TV set production "freeze" by Defense Mobilization Director Wilson two weeks ago [B&T, Oct. 22] came from Adrian Murphy, president of CBS Labs. Division, in a speech last Wednesday to the Chicago Television Council.

Color television may not be on as high a shelf as it seemed to be last week, he said.

"Even if commercial broadcast color is temporarily in limbo," he said, "we hope other aspects of color TV can go forward."

CBS, he added, will resume colorcasting and set manufacture on a major scale after the "hiatus" brought about by the National Production Authority.

Confident "we will have color," Mr. Murphy said he did not believe this in 1947 after the turnover by the FCC. "Now I am assured there will be color in my lifetime."

Optimistic also about development of non-broadcast uses of color until the emergency ends and production and colorcasting can be resumed, he listed "interesting doors to be opened."

Among these are direct military application, medical and surgical work, general industrial uses and large-screen motion picture color television.

Mr. Murphy, in describing the potential use of color video in these fields, could not give specifics about possible military usage because of security, but suggested TV would be used "generally before long" in the defense effort.

There is a need for "efficiency, ruggedness, dependability and economy," he said, and the CBS field sequential system is "ideal" for all these purposes.

Mr. Murphy said "can't provide several MIT graduates standing over every piece of equipment," he said. "Everything technically is available in the system, and it is just a matter of design now."

Referring to the use of color TV for doctors and surgeons, the CBS Labs. President pointed out that more than 180,000 doctors have seen instructional color TV demonstrations. TV installations have been contracted for at the U. of Chicago and U. of Kansas, he reported, saying he knows of no major hospital "that field casting and set production in colorcasting and set manufacturing on a major scale after the "hiatus" brought about by the National Production Authority."
WE'RE sort of flattered to see the networks and other stations getting excited about early morning television.

WPTZ, Philadelphia, you know, was a pioneer in this field. Our Monday through Friday, 7:00 to 9:00 a.m. "3 To Get Ready" program with Ernie Kovacs showed the industry that viewers and sponsors alike would go for early morning television.

Today, Ernie Kovacs, NBC's rising young comedy star, and his "3 To Get Ready" show on WPTZ are as much a part of the Philadelphia breakfast menu as scrapple. Ernie has a large and loyal following who enjoy his antics, recorded music, news, time and weather reports. And his following buys when he advertises a product.

RCA-Victor, Libby, Chiffon Flakes, Kellogg, Nestea, Stroehmann Baking and Bond Donuts are but a few of the "top level" advertisers who, at this writing, are sponsoring one or more of the 50 participations handled by Ernie Kovacs on "3 To Get Ready" each week.

There are still a few participations available on WPTZ's "3 To Get Ready" program. It's high powered advertising at low budget cost. For details, give us a call here at WPTZ, or see your nearest NBC Spot Sales Representative.

Philadelphia's early morning television story will surprise you.

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**OUTSIDE**

**VIDEO ADVANCES**

VIDEO developments designed to improve pictures, reduce local interference and improve all-electronic color television by adding brilliance and cutting down interference were outlined at the seventh annual National Electronics Conference and Exhibition in Chicago last week.

Engineers, electronics experts and educators from all parts of the country met at the Edgewater Beach Hotel Oct. 22-24 to hear papers on all phases of electronics.

Two sessions were devoted to work in television, most of which was presented in the reading of formal papers. Several developments reported on also affected radio.

B. D. Loughlin of Hazeltine Corp. presented a paper on a better system of all electronic color TV, claiming that a constant luminescence system will improve the TV picture. He also described the possibility of a simultaneous color picture from the so-called dot sequential system. A by-product for improving color reproduction was a color encoder which scans the color picture tube and eliminate "much of the interference and unwanted effects," Mr. Loughlin said. Varying the scanning sequence will cancel out many of the "undesirable" effects before they can affect the color picture, he said.

W. K. Squires, of Sylvania Electronics Products, talked about a new detector which is slated to improve television picture quality. "The detector most commonly used in contemporary television sets suffers from several limitations. While it is simple and has a moderately high efficiency, it interacts with portions of the receiver in such a way as to detract from their performance. A detector which avoids this has been developed," he said.

**LOOKING IN**

These are but a few of the many hundreds of Central New York youngsters who stood in line for hours to see BOB EHLE, the WHEN "Sing-Story Teller" at a recent public appearance.

It's a safe bet that thousands and thousands of youngsters are INSIDE...LOOKING ON every day from 5:00 to 6:15 for BOB EHLE'S "BUNK HOUSE".

The "BUNK HOUSE" is Central New York's most popular gathering place.

**OUTLINED IN CHICAGO**

"It's thousands of dollars to...others," Mr. Squires said, because interference were outlined at the seventh annual National Electronics Conference and Exhibition in Chicago last week.

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Improves Performance

"When this detector is used in a receiver designed to take full advantage of it, the receiver performance is definitely superior to that of a receiver using a conventional detector," Mr. Squires describes the device as a constant input impedance second detector. Local interference can be reduced with use of a new television circuit known as the Fringelock, according to Meyer Marks of Zenith Radio Corp.'s research department. A major weakness of present TV sets, he says, is poor synchronization of the picture, especially in fringe areas. This makes the picture "roll over, squirm and bounce" in response to household appliances or motor traffic nearby, he reported.

The Fringelock circuit, developed in Zenith laboratories, is designed to cure these difficulties, Mr. Marks said. "It requires a radical change in circuit design, but involves the addition of surprisingly few small parts and no additional tubes. This new device is so connected that dangerous interference kills itself, permitting normal synchronization."

The Fringelock is designed to replace the sync-separator circuit, which separates the picture synchronizing pulses from the rest of the television signal picked up by the antenna. "This job becomes exceedingly difficult when the antenna picks up local interference, which may be many times stronger than the signals of a distant television transmitter," Mr. Marks said.

A. L. Witten, of the Sypero Gyro- scope Co., described a "radically different" type of instrument for testing performance of parts carrying high radio frequencies in television links, as well as radar sets. He said it accomplishes in one minute measurements which previously took a trained technician many hours to achieve.

"Trapping electronics" to operate radio and television receivers at high frequencies was described by H. Coleman, of RCA Labs., and John H. Coleman, of Radiation Research Corp. The "trap" is a new and better type of rectifier suitable for generating up to 16,000 DC volts, they said.

Snow on television and noise in radios, caused by static, are expected to be reduced by technical studies conducted by Allen H. Schorley, electronic scientist at the Naval Research Lab. He is checking on unwanted electronic disturbances in research investigations at the laboratory. The data is needed mainly to improve radar performance for military uses, he said, but will also be helpful in improving civilian radio and TV sets.

G. T. Ford, of the electronics apparatus development department of the Bell Telephone System's laboratories, reported development of a series of new radio tubes which will be used in the company's coast-to-coast TV network.

Although the tubes "look exactly like an ordinary radio tube," their interiors contain numerous small turns of wire, no larger than one-tenth the size of a hair, Mr. Ford said. This design, he reported, enables television signals to be sent across the continent with "little loss" in picture quality. The tubes, despite their fragility, are built to last "much longer" than the normal radio tube because failure of "any one of the thousands of tubes in the television networks might throw off the air one of the popular television network shows," Mr. Ford explained.

**ARGENTINE TV**

New Station on Air

TELEVISION arrived in Argentina on Oct. 17 when station LR3-TV, operating on a test basis since Sept. 10, went on the air officially with coverage of Loyalty Day celebration in Buenos Aires [B*T, Oct. 15].

Described as having the largest effective radiated power of any TV station in the western hemisphere, the station is owned and operated by Radio Belgrana y Primera Cadena Argentina de Broadcastings. Completely equipped by Federal Telecommunications Labs, Nutley, N. J., the station has a 5 kw transmitter and a unique loop antenna, which gives the station an effective radiated power of 45 kw.

Transmitter is located in the 22-story Ministry of Public Works Bldg., with the studio—indicating a 600-seat theatre—in the tenth mile distant. Equipment includes a mobile telecruiser, equipped with microwave link system for outdoor TV pickup and a mobile unit on a special truck for independent demonstrations and tests.

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BROADCASTING • Telecasting
BACKED by a full promotion campaign and marking a milestone in the history of Southern California television, KTSL (TV) Hollywood took the air yesterday (Sunday) with new call letters of KNXT from a new transmitter site atop Mt. Wilson, overlooking Pasadena.

Promoted as the “nation’s first television system” and operating on Channel 2, KTSL changed call letters to more closely identify it with sister AM station KNX Hollywood. Both are owned by CBS.

Inaugural program for the Sunday switchover started at noon and continued until midnight. There was cut-in from New York with Frank Stanton, CBS president. Jack L. Van Volkenburg, president of the CBS Television Network, in Hollywood for the occasion, also participated.

Shift from Mt. Lee in Hollywood to the new transmitter site on Mt. Wilson has increased the KNXT effective radiated power almost ten-fold to 25 kw, according to Wilbur S. Edwards, general manager. Aural power has increased commensurately, he said.

Height of the KNXT antenna above the average terrain has increased from 980 to 2,837 ft. Transmitter is 5,831 ft. above sea level.

In operation since Dec. 23, 1931, the station was acquired late last December by CBS from First National Bank of Akron [B&T, Jan. 1] for $335,765 plus long-term lease arrangements covering studios, transmitter site and other facilities for total rental of $3,115,000.

Station’s sale to CBS came after the bank, as trustees for the retirement plan for salaried employees of General Tire & Rubber Co. and other certain subsidiaries, acquired the various radio-television properties of Don Lee Broadcasting System from the estate of Thomas S. Lee for a total of $12,320,000.

CBS assumed ownership and operation on Jan. 1 last, and applied to FCC soon after for permission to change call letters and move transmitter from Mt. Lee to Mt. Wilson. Permission was granted on Jan. 24 and work plans were begun the next day to effect the switch.

Credited with many “firsts” in its history, the station was first identified as W6XAO and operated on an experimental basis for many years. It started full commercial operation May 6, 1946. Call letters were changed to KTSL Sept. 27, 1960.

WHEN KTSL (TV), CBS-TV Los Angeles station changed its call letters to KNXT and moved from Mt. Lee to Mt. Wilson effective Sunday (Oct. 28), the station released an intensive promotion campaign to let its changes be known. Looking at one of the point-of-merchandising cards patterned after the billboards used to announce the change are (l to r): Tony Mou (seated), promotion director of station; Burt Cochran, vice president and general manager, Los Angeles office, McCann-Erickson Inc., Wilbur S. Edwards, KNXT general manager; Kenneth Striker, McCann-Erickson copy chief; Frank L. Mckibben, account executive for agency.

TV MICROSCOPE
Demonstrated to Students

DEMONSTRATION of a television microscope was given last week for 54 top-ranking science students from New York public high schools by the man who supervised its development, Dr. V. K. Zworykin, RCA vice president and technical consultant.

The invention—which will be on display at the RCA Exhibition Hall in Radio City for an indefinite time—consists of a compact TV camera, about the size of a home movie unit, mounted over the microscope eyepiece.

Image is picked up by the “eye” of the camera, a five-inch tube, and transmitted to a small receiver unit, where it appears on the screen.

Dr. Zworykin explained the microscope was developed on the premise that television is an extension of human vision.

TV “is much more than solely a medium of entertainment,” he said. “Through television we can go places and see things....”

The microscope will be presented at the Fourth Annual Conference of the American Institute of Electrical Engineers on Electronic Instrumentation & Nucleonics in Medicine Jan. 7-8 at the Hotel Commodore, New York.

Mr. Zworykin and Leslie Flory, of the RCA David Sarnoff Research Center, Princeton, N. J., will deliver a demonstration lecture on “Television in Medicine and Biology.”

Station Shifts

(Continued from page 5)
FCC POSTS

IT LOOKS like "status quo" on the FCC now that the Senate has recessed without acting on the nomination of Comr. Frieda B. Hennock to a Federal District Judgeship in New York. Whereas only a week ago it appeared likely that a number of changes were imminent on the Commission, it now is thought that the seven Commissioner alignment will remain intact for the foreseeable future. Miss Hennock, whose term runs until June 30, 1955, will remain on the FCC. She has informally the Senate Judiciary Committee [B - T, Oct. 23] that she will not seek a recess appointment.

Have No Plans

A few weeks ago reports were widely current that in addition to the then expected Hennock vacancy, Chairman Way Coy, Comr. Robert F. Jones and Vice Chairman Paul A. Walker might not remain far behind the end of the term. There is nothing now to indicate that either Chairman Coy or Comr. Jones plans to leave any time soon.

Vice Chairman Walker, who presided over the statutory retirement age of 70 last January, is serving at the insistence of President Truman until the end of his term in 1953.

It was generally understood that Miss Hennock's post, if she had been confirmed by the Senate, would have been filled by Robert T. Bartley, administrative assistant to his uncle, Speaker Sam Rayburn. If Vice Chairman Walker should elect to retire at the end of his term, it is rumored that Mr. Bartley will receive that appointment, or any other vacancy that might occur during the Truman administration.

The FCC now is made up of three Democrats (Coy, Walker, Hennock); three Republicans (Comrs. Jones, Rosel H. Hyde and George E. Stelling) and one independent (E. M. Webster). Under the Communications Act, not more than four members of the FCC may belong to the same political party. Hence, Mr. Bartley could qualify for any vacancy.

President Truman has announced he does not intend to withdraw Miss Hennock's judgeship nomination. Under Senate rules, nominations do not automatically continue beyond 30 days when Congress is in recess. This differs from the status of pending legislation which remains on the Congressional docket until the Congress itself adjourns sine die.

Whether the President would be disposed to renominate Miss Hennock for the judgeship when a new recess appointment is made, it is conjectural last week. Miss Hennock, who has been ill for the past fortnight, returned to her FCC duties last Wednesday.

WHUM REPLY

Answers WEEU Charge

GENERAL DENIAL that a grant of an experimental TV station means a "foot in the door" for commercial TV, circulating the three-or-four-year-old station, centered by WHUM Reading, Pa., last week, in answer to objections from WEEU of the same city [B - T, Oct. 15, Sept. 24, Aug. 20].

WHUM applied for an experimental TV grant in Reading last August, proposing to spend $500,000 to build a 200 kw UHF station with a 1,000 foot tower atop a mountain. The application was objected, asked that the application be denied or set for hearing, primarily on the ground that if granted it would give WHUM a "foot in the door," operation. WEEU also questioned the financial ability of the station ownership.

No Rights Conferred

After explaining it was fully aware that an experimental grant conferred no rights in the facilities granted, WHUM cited in its application following to indicate its financial ability:

- Current assets include $150,000 bank loan, $15,255.64 government bonds, $20,000 cash, $61,849.29 paid to General Electric Co. on account of transmitter, antenna and associated equipment, $86,300 old stock subscriptions, $167,000 new stock subscriptions. This makes a total of $409,344.94—ample to meet the $178,150.71 required to start operation.

- After figure covers $40,000 for transmitter building, $63,150.71 due GE in March 1952 when equipment is delivered, $75,000 due GE three months later.

- The remainder of the $340,000 total equipment cost, WHUM said, is payable over a five-year period. Station also revealed that its 1950 operating profit was $71,017.18, which figure will be maintained in 1951.

- Steel and other controlled materials for the tower and transmission tower was authorized for delivery by National Production Authority last August, WHUM revealed.

- Great interest in the program of experimentation, particularly its 200 kw and great antenna height operation, has been evinced by leading electronics engineers, WHUM declared.

- Cited in the petition is correspondence with GE's G. F. Metcalfe, Philco's David B. Smith, CBS's William B. Lodge and DuMont's Thomas G. Montgomery.

- All express their conviction that important contributions can be made to the industry's knowledge of UHF propagation by the proposed operation.

CHANNEL USE

Splitting Would Aid VHF

PRESSURE to move to VHF frequencies from the UHF in order to find greater band space for safety and special services may be on the downswing.

That is one inference that may be inferred by Chairmnn E. M. Webster before the Professional Group for Vehicular Communications of the Institute of Radio Engineers in Chicago last week.

More space for vehicular communications can come from channel splitting and the utilization of frequencies higher in the spectrum, the former communications chief of the Coast Guard said.

Channel splitting is a method by which the same amount of information can be transmitted on narrow bands. Present bandwidths for vehicular communications are 40 kc in the 50-mc band, 60 kc in the 49-mc band. Mr. Webster referred to the acceptance by the Joint Technical Advisory Committee of a study that may lead to channels as narrow as 20 kc.

At present, any receiver that makes use of the same channels in the same geographic area, he pointed out, would have to be rearranged for space for safety and special service communications, he said.

Comr. Webster also revealed that the FCC received 107,209 applications for assignment of television channels for the fiscal year ending June 30, 1951. Between July 1 and Oct. 1 of this year, 36,993 applications were filed, he said. If it continues at the same rate, this means a total of 147,972 for the whole fiscal year, an increase of 40,763 applications for this fiscal year, he declared.

Television has been on the receiving end of pressures for more space for safety and special radio services right from the start. First action to place in 1947 when the Commission deleted TV's Channel 1 (48-54 mc) and turned it over to safety and special services. After this channel was deleted on higher frequencies, bands was dropped. Latest was Chairman Way Coy's remarks at RCA's Bridgeport UHF demonstration, in which he expressed his hope that TV would be in the UHF [B - T, Sept. 17].

CANADIAN Broadcasting Corp. Nov. 2, 1951. The CBC, whose operation was formed by Canadian government Nov. 2, 1936, succeeding the Canadian Radio Broadcasting Commission, and has since that time built a chain of 50 kw stations across Canada as well as expanding other CRBC facilities it inherited, CBS now operates three domestic network plus shortwave.

"This is it!"

says CHARLES F. HOLDEN, Ass't National Director of Program Production, Americans Broadcasting Company

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Characteristics
Art
Script
Variety News Copy
Preview Plugs
Openings
Fundamental Units
TELEVISION PLANNING
- Writing, Direction and Production
- Production Planning
- Production Design
- Technical Planning
- Production Light Planning
- Production Camera Planning
- Production Sound Planning
- Production Prop Planning
- Production Film Planning
- Production Methods of Special Effects
- Control of Time
- Production Painters
- Makeup

A. WYNE, 15th Floor, Dept. B, 23 West 47th Street, New York 19
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COMPLETE BOOK OF TELEVISION PRODUCTION
The proper choice and arrangement of equipment are of the utmost importance in a successful TV station operation. A guide, reflecting the unequalled experience of Du Mont in this field, is now offered in the form of an illustrated, easy-to-follow book. Detailed renderings along with exploded views and systematic floor plan arrangements follow the text graphically. Complete breakdown of equipment complements with approximate prices are indicated throughout. Be sure to have this information in your file whether you are planning a new station or the expansion of your present operations.

Write today for your free copy...
Today . . . .

In planning your TV coverage remember TO TAKE A CLOSE LOOK AT the Central Indiana Market — COMPLETELY COVERED by WFBM-TV.

Represented nationally by The Katz Agency Inc.

INSTRUCTION by means of television is so effective that TV channels should be reserved for armed forces use, according to a report, Training by Television published by the department of psychology of Fordham U.'s graduate school.

Pamphlet gives results of a study conducted among army TV force reservists who followed a series of eight, weekly telecasts as part of their assignment. Some 3,000 reservists — assembled in 160 viewing groups — saw the hour-long programs as they were telecast by ten CBS affiliates.

Reservists not only learned from television, it was found, but they remembered what they learned, retaining much of it when they were retested four to six weeks after the television instruction. The survey also indicated that they liked learning via the medium; More than half the reservists preferred television to conventional classroom instruction, and more than half considered the television training programs more instructive than the average training film.

Survey results showed that the method of teaching employed on the same medium can make for big differences in test scores, however. Drama, by itself, was not very effective, and only 11.5% of the trainees improved their knowledge by such instruction. Narrative combined with drama brought about a

28.5% gain in correct answers, while narration plus film that explained and amplified what the narrator was talking about resulted in 34.2% improvement.

Recommendations resulting from the survey were that more study of the subject is needed, with future research on such topics as production costs, distribution methods (from military bases, commercial studios, or mobile units), as well as more detailed work with teaching methods. It was also recommended that channels be reserved for the armed forces, both for standard and secret television transmitting.

Study was made of reserve groups in Boston, New York, Philadelphia, Baltimore, Washington, Syracuse, Cleveland, Cincinnati, and Detroit. Training groups were responsible for providing their own receivers — which ranged from 7-inch sets to theatre-type screens — and were tested before each weekly TV lesson. After the program's conclusion, they were retested to ascertain any gain in knowledge and were examined again some weeks later to measure their retention.

Lessons formed a single story called "Command Post" and told the story of how a low-cost infantry division helped repel a hypothetical invasion, with each lesson showing a different phase of the division's operations.

Nine out of ten students rated the series good or excellent, although over three-fourths of the officers and nearly half the enlisted men thought the lessons were presented too rapidly.

KTTV Issues Rate Card No. 4

KTTV (TV) Los Angeles has issued its rate card No. 4, effective immediately. Under new rate schedule, an hour of Class A time (5:30 p.m. - 10:30 p.m., Mon. through Fri.; 1 p.m. -10:30 p.m., Sat., Sun., legal holidays), is $100; Class B time (5:30 p.m.-6:30 p.m., Mon.-Fri.; 10:30 p.m.-11:30 p.m., daily), is $60; Class C time (all other operating times) is $40.

A one-minute sound film spot announcement for Class A time is $50; Class B, $120; C, $80. Live-on-camera spots are $25 extra per announcement.

Truman, Football Lead Early Sept. TelePulse

PRESIDENT Truman's speech headed list of top 10 TV program types for September, according to a multi-market TelePulse issued by Pulse Inc., New York, for week of

(Continued on page 81)

Weekly Television Summary — October 29, 1951 — Telecasting Survey

<table>
<thead>
<tr>
<th>City</th>
<th>Outlets On Air</th>
<th>Sets in Area</th>
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<tbody>
<tr>
<td>Albuquerque</td>
<td>KOB-TV</td>
<td>9,459</td>
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<td>Ames</td>
<td>WOI-TV</td>
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<td>WAGA-TV, WSU-TV, WTV</td>
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<td>Baltimore</td>
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<td>Boston</td>
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<td>WBCO, WBY-F, WAM, WAMC</td>
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<td>WNNW- TV, WMCN, WTBN</td>
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<td>Quad Cities</td>
<td>Included Davenport, Moline, Rock Is., E. Moline</td>
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<td>WDCO</td>
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<td>Kansas City</td>
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<td>1,033,889</td>
</tr>
</tbody>
</table>

Total Markets on Air 64

* Includes XELO-TV Matamoros, Mexico.

Weekly Television Summary — October 29, 1951 — Telecasting Survey
WMAR-TV, Baltimore-3 Md., now celebrating its Fourth Birthday, invites you to write for its Anniversary Brochure.
ALLOCATIONS

TURNDOWN by the FCC of Cornell U.'s request for oral hearing in the allocation proceeding, last week was the first such move by the Commission.

It should not be taken as a guidepost to other such actions, since in each case is being studied individually, it was noted.

FCC has three other requests for oral hearing on file—from the States of New Jersey, KROW Oakland, Calif., and Daily News Tele- vision Corp. (WIBG and Philadelphia Daily News).

Both the Oakland and Philadelphia requests raise legal questions concerning rights of the petitioners in channels which FCC proposes to delete. Both went through hearings before the TV freeze was imposed.

Cornell, which owns WHCU Ithaca, did not make an adequate showing, the FCC opinion and order stated. The Commission said it "cannot satisfactorily consider... and dispose of the issues presented... on the basis of written documents."

Among the 165 further filings in the sixth week of the FCC's "paper" TV allocations proceedings, was one from the National Council of Churches of Christ.

Executive Director Ronald Bridges, in backing FCC's proposed reservation of channels for educational TV, asserted, "Television must be saved from the tragic fate of commercially-dominated AM radio."

Filings Now 1,220

Filings, which reached a total of 1,220 last week, covered the affirmative pleadings of the states of Tennessee, Louisiana, Arkansas, Alabama, Mississippi, Florida, Georgia, South Carolina and North Carolina.

Rebuttals were received from parties in Montana, Colorado, Wyoming, Nebraska, Utah, Idaho, Nevada, Washington and Oregon.

Legal pleadings, the last step in the procedure, covered parties from Indiana, Michigan, Ohio and Illinois.

A substantial number of last week's filings were from educational institutions.

Meanwhile, in an announcement by the State Dept. last week on an agreement with Mexico, Tucson gains an additional VHF channel but San Diego loses one in the new U.S.-Mexican border TV allocations.

Following are the changes made in the FCC's proposed plan which was issued last March (BWT, March 26):

Arizona—Flagstaff, Channels 9 and 13 in lieu of 9; and Phoenix, 3, 5, 8, 10 in lieu of 4, 5, 8, 10; Tucson, 4, 6, 9, 13 in lieu of 2, 4, 6, 7. California—San Diego, Channels 8 and 10 in lieu of 8, 10; El Paso, Channels 4, 7, 9, 18 in lieu of 2, 4, 5, 7; Laredo, 8 and 13 in lieu of 3 and 8.

Mexico—Mexico City, Channel 8 in lieu of 7 and 9; Nogales, 2, 7, 11.

CONSUMMATION of $1,382,086 sale of WLAV-TV Grand Rapids to Harry M. Bittner interests took place Oct. 19 in office of Leonard A. Versilis, who retains WLAV. Call letters of Grand Rapids' only TV station have been changed to WOOD-TV as companion to Bittner-owned AM station, WOOD.

The Bittners also own WPM-FM-AM-TV Indianapolis, WPM-FM Fort Wayne, WIOA Elkhart, WFDF South Bend, WLAV-TV Grand Rapids, KTOD-TV Morehead City, WDEL-WIN-Delaware, WDAM-TV Vicksburg, WLAJ-TV Clinton, WDRK-TV Dunkirk, WFAV Chicago, WITC-TV Owatonna and WTOD-TV Topeka.

Cornell U. Plea Is Denied

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ATS SESSION

Hears O'Brien, Raibourn

TELEVISION is compatible with the theatre and need not be considered a box office threat, Robert H. O'Brien, secretary-treasurer of United Paramount Theatres, told the American Television Society at its first meeting of the year Thursday.

Although comedy and drama programs are yet to be experimented with by theatre-TV, those shows will have to compete with feature films produced by Hollywood before they can offer serious competition. Thus, non-entertainment use for social, business and educational programs, promise widest use of theatre-TV, he said.

Speaking of sports programming, Mr. O'Brien said that relatively few events—as compared with total sports hours—have sufficient box office appeal to make them suitable for theatre-TV. But sports promoters, by receiving occasional relief through the increased receipts provided from theatre telecasts, should relax their control over TV at the scene of other sporting events, he explained.

Paul Raibourn, vice president of Paramount Pictures Corp. and chairman of the board for international Telemeter Corp., explained the background of pay-as-you-see televisions the same meeting.

Reiterating that the average American family does not buy its TV set because it is "a marvelous electro-mechanical gadget," he explained, "they buy it because they expect that interesting and dramatic scenes will appear on its milky-moon-face, and soul-stirring sound will issue from its Buck Rogers innards."

Citing the need for more good programs, he explained that TV sponsors can afford to pay from $100 to $1,000 per minute for programs which are compared by the public to Hollywood products which cost $20,000 a minute.
To see it... again For the record...

for review . . . for future release...

put television programs on 16mm. film with

the Eastman Television Recording Camera.

Basic design includes 1200-foot double chamber
magazine, separate synchronous motor
drives for sprocket-and-shutter and film
transport mechanisms, unique lens and
shutter features. Camera records
directly from monitor receiving tube.

Available in two versions
— for image recording only,
or image and sound recording.

For complete information
write to: Motion Picture
Film Department,
Eastman Kodak Company,
Rochester 4, N. Y.
A NEW television film news panel program series, Washington Spotlight, will be produced by Snader Telescriptions Corp. Signed, as moderator of the current events series was Marquita Childs, Washington columnist. Series will comprise 92 quarter-hour programs, to be filmed under the supervision of Louis D. Snader by Milton Hammer and Robert Maurer in Washington, D. C.

Partaking in the weekly panels will be leading figures in government, industry, politics and public life. Programs, to be available for sale Dec. 1, will be shot weekly and made available to stations five days after filming.

United World Films has concluded plans for extensive production, distribution and sale of television pictures. The physical facilities of Universal-International Studio in Universal City, Calif., will be utilized for most of the production, but no Universal contract players will appear in any of the films. The plans include the production of color pictures in addition to those in black and white.

The entire program is designed for the requirements of television. United World's television pictures would not compete with the full length motion pictures which Universal-International produces for exhibition in motion picture theaters. To accelerate the production plans, George Bole, assistant studio manager of Universal-International, would serve as liaison executive for the Studio and United World.

United World Films, since its inception some five years ago, has engaged limitedly in making films for use on television, but essentially the company specialized in the production and distribution of motion pictures for non-theatrical and home consumption.

Bing Crosby Enterprises, L. A., has been signed by Erle Stanley Gardner to produce his contemplated series of television films based on his Perry Mason detective character. Associated with Gardner in production of the series is Cornwell Jackson [B*TV, Oct. 22]. Programs expected to be half-hour each.

Dick Lewis, vice president and midwest representative of Telepix Corp. and president of the Chicago art studios bearing his name, is now offering a television consultant service to commercial TV film buyers. Mr. Lewis said this is given without charge to advertising agencies.

Movie Supply Co., Chicago, has opened a video conference, Television Equipment Co., which handles supplies for TV operations. It also offers film-editing and laboratory facilities, according to owner William Behrend. Headquarters are located at 1318 S. Wabash Ave.

Snader Telescriptions Sales moves national sales headquarters to 328 S. Beverly Drive, Beverly (Continued on page 95)

'CRUSADE' DEBUT Via Theatre, WJZ-TV

WHAT was said to be initial simultaneous showing of a commercial television program in a theatre and on TV—Crusade in the Pacific, 26-chapter March of Time production—slated to take place tomorrow (Tuesday) in the Embassy Guild Nether Theatre, N.Y., concurrently with its opening telecast over WJZ-TV New York, 10:10:30 p.m. EST. Series will be seen at the same time on the station on subsequent Tuesdays under sponsorship of Welch's Wine through Doherty, Clifford & Shenfield, N. Y.

Explaning why the Guild Theatre broke precedent by presenting a commercial telecast, Norman Elson, president of Guild Enterprises Inc., stated: "The March of Time movie productions were always a bulwark of strength to our newsreel theaters. Now that they have moved into TV, we are happy to present a special pick-up..."

Walt Disn

"Tunes At Ten"—KSFO's new half-hour program, Monday thru' Friday music program—is fast becoming Northern California housewives' radio delight.

For the homemakers are now getting an opportunity to tell KSFO and their listeners what they would do if they were composing a radio show.

Conducted by Bay Area radio favorite—Wally King—"Tunes at Ten" is currently inviting the housewives to write in, and give their ideas as to how they would handle a disc jockey show.

From the hundreds of letters now pouring into KSFO's mail department, a daily winner is selected, and invited to guest as emcee. The housewife penning the best letter of the week, not only takes over as platter spinner, but takes home a handsome portable radio as well.

WHAT'S YOUR OPINION?

Acclaimed throughout the Bay Area as an outstanding public service program, is KSFO's new weekly television series—"What's Your Opinion!"

Produced under the auspices of KPIX, the San Francisco Junior Chamber of Commerce and a Citizen's Advisory Board— the teleforum is designed to stimulate interest in topics of community concern and provide an opportunity for open and lively discussion on subjects of immediate interest to all.

Subjects already discussed by prominent guest panelists, include: "Are the Brakes on Inflation Holding?", "Are We Losing the Battle for Asia?", and "The Mayoralty Candidates Speak for Themselves".

BALTABAN, HOWELL

BURT BALABAN has been named director of programming and production and John Howell as director of sales and merchandising for Paramount Television Productions Inc., Paul Raibourn, president, announced Wednesday.

Mr. Balaban has been with Paramount since 1946, most recently as manager of the film department. He served for three years with the Marine Corps and attended the U. of Virginia.

Mr. Howell has been in PARA-

Mr. Howell

Mr. Balab-

mount merchandising for a year and previously was with Stephen Schlesinger Inc. (Telecomics) for four years. He served as a major in the Marine Corps for five years following his graduation from the U. of Wisconsin.

New appointees will concentrate on obtaining rights to and producing film properties, each of which will be completely merchandised and exploited as a client service.

WWJ-TV BOUQUET

U. of Mich. Sends Thanks

REGENTS of the U. of Michigan passed a formal resolution expressing "to all members of the staff of WWJ-TV [Detroit] their sincere thanks for the assistance and cooperation freely given in making these university programs an outstanding educational success."

The regents alluded to an educational program carried by WWJ-TV during the 1950-1951 school year. They pointed out that costs of this venture were borne "in large measures" by WWJ-TV and that the station's staff had been "most cooperative and helpful in the direction of the program."

TV Show on VOA

STATE DEPT. has started broadcasting by transcription via Voice of America the NBC-TV American Youth Forum, seen Saturday, 7-7:30 p.m. First program Oct. 20 featured Harold E. Stassen, U. of Penn. president.
TVA MERGER
With AFRA Proposed
RECOMMENDATION that Television Authority merge with the American Federation of Radio Artists will be given to West Coast TVA delegates to the upcoming national TVA convention. The recommendation was passed by a large majority at a TVA meeting in Los Angeles.

Among reasons given for a merger with AFRA are (1) guild has locals in major cities around the country and thus has the necessary machinery for union negotiations; (2) AFRA has had long experience working with the same employers with whom TVA works—networks, advertising agencies and TV stations; (3) confidence that AFRA is a well-run and highly democratic union.

The national TVA convention will be held in New York Dec. 7-9. Petitions are being circulated in Los Angeles for the nomination of the 16 West Coast delegates to the convention. Nominations close Nov. 1 after which the elections will be held by mail ballot.

FILMS FOR TROOPS
All in Industry Aid

TV NETWORKS, unions, composer-publisher groups and advertisers are cooperating with the Dept. of Defense to make available top-rate television programs to the armed forces overseas.

Film recordings are supplied to the Army, Navy and Air Force motion picture services for distribution to servicemen on ships and at distant points in the Korea zone of fighting (B • T, Sept. 17).

The recordings are made possible through collaboration of the four video networks (ABC-TV, CBS-TV, NBC-TV and DuMont), Television Authority and the American Federation of Musicians, ASCAP and BMI, sponsors of the network programs.

Thus far, prints have been distributed of Man Hunt, Hit Parade (American Tobacco for Lucky Strike), Man Against Crime (R. J. Reynolds for Camel), Faye Emerson's Wonderful Town (Pepsi-Cola) and Suspense (Auto-lite).

Sponsor identification and product mention are limited to an acknowledgment at the start and end of the program. Picture of the product or trademark is given on the card. In line with Defense Dept. policy, programs integrating commercial copy with entertainment fare are prohibited where elimination of that portion is impossible.

Supply of available prints now is limited and distribution is confined to the Korea area. Plans are to provide TV film recordings in additional overseas areas. Exhibition is made where no admission charge is levied.

REELA FILMS
Form New Miami Firm

INCORPORATION of Reela Films, Miami, into a new organization, to serve 16mm production film needs of TV stations was announced by General Manager Lue Stearns last Monday. Firm has been operating in that city the past year, and now is equipped to handle both commercial and newsreel output.

The new company is supplying newsreels for WTVJ(TV) Miami. Over 60 of its commercials also are being carried on that station, according to Mr. Stearns.

On newsreels, the firm plans to distribute silent or sound film coverage throughout Florida, maintaining a processing machine that provides release of newsreels within 30 minutes. Commercial output comprises idea integration, script presentations, silent film commercials with live announcer narration and/or post recording music on film.
TRIBUNE FORUM WIDELY AIRED
Sept. 22-25 Sessions on Networks, VOA

RADIO again carried outstanding sessions of the 20th annual New York Herald Tribune Forum, which considered "Balancing Moral Responsibility and Scientific Progress" at its three-day meeting in New York last week.

NBC carried two roundtable discussions, one on "How to Deal With Communists on the Campus" and the other on "A Unique Experiment in Farming Community Exchange." Forman broadcast from 11:30 p.m. to midnight Tuesday, had Dean E. O. Melby of New York U.'s School of Education moderating discussion by students from Columbia, Radcliffe and NYU. The second program, carried at the same time Wednesday, featured discussion by a young Hindu farmer from India, a Georgia farmer, a Point Four program supervisor in India, an Atlanta Constitution editor and a director of a religious group.

CBS Radio broadcast Bertrand Russell's talk, "The Impact of Science on Society," from 11:15-11:30 p.m. EST Monday, and, at the same time Tuesday, Sen. James A. Quill's (R-Pa.) speech on "The Dangers of Extremism." The farming exchange program was carried by CBS Radio 11:30 p.m. to midnight Wednesday.


Mutual carried two speeches from 10:30-11 p.m. Monday: Stuart Symington's talk on "The Ethics of Organized Influence" and Charles E. Wilson's address on defense mobilization. Panel discussion among educators and college students, called "Military Service--Bridge or Gap?" was broadcast live 2:30-3 p.m. Tuesday.

WNBC New York carried the sessions from 8:10-9:40 p.m. Monday, 2:30-4:10 p.m. and 8-11 p.m. Tuesday; and 7:55-10:30 p.m. Wednesday, feeding all broadcasts to WGBH (PM) Boston, owned and operated by the Lowell Institute broadcasting council of six colleges. In addition, WNYC recorded all programs for nationwide distribution to the 74 member stations of the National Assn. of Educational Broadcasters.

New York independent stations WINS and WMCA also carried segments of the forum. All sessions were recorded by the special events unit of the Voice of America for broadcast throughout the world, and a special report on the discussions will be prepared by the State Dept. outlet in 45 foreign languages.

New B.C. Repeaters
FIVE NEW low power repeater stations have been put into operation in northcentral British Columbia by the Canadian Broadcasting Corp.

PROTECT YOURSELF, your STAFF, your CLIENTS from the daily hazard of LIBEL, SLANDER, INFRINGEMENT OF COPYRIGHT, INVASION OF PRIVACY

Airing from Editorializing, Speeches, Newsouts, Ad Libs, Financial Comment, Mystery Flows, Goody Announcements, Man-on-the-street interviews. Hundreds of Broadcasters and Newspapers guard this continuous hazard with our special, tailored-to-the-risk insurance.

USE CAUTION--LADY LUCK is a DESERTER! IT COSTS SO LITTLE to BE SURE WITH INSURANCE.

For details, write to the Pioneer in this line.

EMPLOYERS REINSURANCE CORPORATION
Insurance Exchange Bldg. — Kansas City, Mo.

LABOR AD VIEW
U.S. Chamber Objects

U. S. CHAMBER of Commerce has taken labor to task in a recent newspaper editorial which accuses businessmen of siphoning off money for advertising as an alternative to paying higher taxes.

The chamber's October newsletter points out that without advertising, there would be no mass selling and mass production and that Americans would not enjoy the highest standard of living in the world.

Advertising expenditures may reach $12 billion in 1953, a new high, but national income is also up about 15% over last year, according to the Chamber's Commit- ment of Advertising.

"To call advertising 'unpatriotic' is to overlook advertising's primary function -- the creation of markets and demands for goods," it says. "It is no secret that our productive capacities are now the biggest single deterrent to the outbreak of World War III."

Moreover, information and entertainment would be "restricted, perhaps eliminated," without advertising, the committee said. "Outdoor advertising, and radio and television stations which are entirely supported by advertising would go out of existence."

As a result, these forms of mass communications "either would become government subsidies (paid for by tax dollars), or would be continued on a much weaker and more restricted level," the committee held, citing conditions in Italy and Germany during the Mussolini and Hitler regimes.

CROSELY IN CANADA
Buys Ontario Firm

CONTRACT to purchase the physical assets of Brand & Millen Ltd., radio and television, at Long Branch, Ontario, was announced last week by the Div. of Avco Mfg. Corp. Operations with present personnel but under the new name of Crosley Radio & Tele- vision Ltd. to begin in about 10 days, it was added.

At the same time, John W. Craige, of the Brookline & Millen Ltd., said that since he was French-Canadian, and had been manufacturing and distributing Crosley refrigerators and white goods appliances for 18 years, he agreed to purchase Avco's license agreement and that the present purchase will have no effect on such arrangements.

RCA INSTITUTES, INC.
One of the leading and oldest schools of Radio Technology in America offers its trained Radio and Television techni- cians an opportunity to enter the broadcasting industry.

Address inquiries to Placement Director, NORTHERN DIV., RCA, 550 W. 44th St., New York 19, N. Y.

BROADCASTING • Telecasting
O’MAHONEY DISCLAIMS ENMITY TO RADIO

In Letter to Cisler About Congress Ad Cuts

SEN. JOSEPH C. O’MAHONEY (D-Wyo.) places himself on record as no sworn enemy of radio but rather a staunch advocate of economy in government.

This has been disclosed in a letter written by the Senator Oct. 12 to Carlisle Cisler, vice president, to WKYW Louisville.

Sen. O’Mahoney has been referred to generally as the man who led the fight to cut from the Defense Appropriation Bill the advertising expenditures [H*, Oct. 22, 15]. The ban was passed by Congress before adjournment.

However, in his letter to Mr. Cisler, the Senator pointed out that his “criticism was not directed to advertising by commercial radio alone, but to advertising of any kind. . . . I want you to know that I have opposed the Committee [on military appropriations] indicated that radio has contributed very generously to defense programs.”

“The Navy testified that 1,650 radio stations were contributing with it without any cost except for the payment of the union minimum wages of station personnel who were employed.”

In addition, the Senator later said testimony showed that “there is precious little volunteer- ing effort on the part that the Selective Service System turns to the Air Force, and that just prior to in- duction the Navy and the Air Force solicit their entry into those services. It may be that the advertising was useless and seemed, therefore, to be a waste of public funds.”

Mr. Cisler had written a letter to the Senator that he thought “radio and TV advertising for all government agencies ought to be eliminated, but not if other media are used.”

He also noted that his station had had an order for two spots from one agency for an army order “that required five rate cards, signed by an official, plus innumerable invoices. It would cost us more for the paper work than we could get out.”

Mr. Cisler said: “I think the broadcasting industry could focus attention in a dramatic fashion on the need for true government economy if we VOLUNTARILY re- commend cutting off such appropriations, even when the money goes in our own pocket.”

Another letter from a broadcaster—Dave Baylor, vice president and general manager, WJMO Cleveland, Ohio—sent to Bob Richards, Public Affairs Dept. director, NARTF, deplored anti-radio quota- tions attributed to Sen. O’Mahoney.

Medium Not Defended

Mr. Baylor said “the fact which distresses me most is that not a single shot (for broadcasters) was fired in this battle about appropri- ations for military recruiting.”

Noting that the amount of money was not important, he said, “you know of course that none of us get very wealthy . . . from Army re- cruiting. Particularly those of us who do not have network lines to draw from.”

“But the fact that no defense was made for radio, in an issue where radio had a clear stronger defense, not to say an offense, than any other medium or all media combined, I still cannot understand why Sen. O’Mahoney was never given any information concerning radio in this controversy. . . .

“Why do people in Congress know the salient selling facts about radio?”

Mr. Baylor quoted from a news article in the Oct. 15 issue of BROADCASTING • TELECASTING, which said: “It was revealed, per- haps officially for the first time, that radio and radio advertisers have contributed over 50% of all free measurable advertising in the five major media over many of the last 11 years. Peak year was 1944 when radio time donations reached $68 million.”

ATFP TALKS

Continue With IATSE

STILL in the preliminary stages, with no specific demands being made on either side, contract nego- tiations between the newly-formed Alliance of Television Film Pro- ducers and IATSE continue into their third week. Negotiations be- gan Oct. 19 following exploratory fact-finding meetings with the guild.

A labor negotiating committee, representing the eight producers comprising the Alliance, is meet- ing with a similar IATSE commit- tee. It is anticipated that ATFP members as a whole. The move, which will be followed in negotia- tions with other crafts and guilds, is anticipated to be the result of squabbling made by the member producers that ATFP would be their “sole and exclusive bargaining agent for all crafts and guilds.”

INDUSTRIAL CAMERA CHAIN

DuMont Color Development

DEMONSTRATION of the Du- Mont industrial color camera chain in operation, its industrial achieve- ments, and its potential uses in the automobile industry was fea- tures of a joint meeting of the Instrument Society of America and the IRE’s Professional Group on Instrumentation at Detroit Oct. 17.

James B. Tharpe, sales manager for the television transmission divi- sion of Allen B. DuMont Labs, Clifton, N.J., was guest speaker. His talk, “Industrial Color Tele- vision Applications,” explained the growth of industrial TV and how it can provide instantaneous view- ing of any plant operation, thus permitting management to main- tain front-office inspection at all times.

NEW 1952 catalogue, listing over 76,000 items (in 1,100 pages, has been issued by Milo Radio & Electronics Corp., N.Y., distributors of indus- trial electronics, radio, television, sound, and broadcast equipment. Catalogue, largest corporation has ever put out, lists major standard- brand products with technical speci- fications, physical dimensions, and prices.

AGRICULTURE

We’ve been programmed for the farmer for 24 years. That’s why WIBW-advertised goods sell so well in Kansas and adjoining states.
THE CONTROVERSIAL Capehart formula—which permits manufacturers to adjust their ceiling prices on the basis of advertising, selling, research and other "allowable costs"—still hung in abeyance last week pending the proposed amendment as Congress went home.

There was no indication this explosive issue would be resolved until the Senate and House reconvene next January.

Manufacturers apparently are caught in the vacuum created by the failure of both the Congress and the government's pricing agency to act.

Technically, manufacturers and processors still may individually petition the Office of Price Stabilization for price adjustments on the ground of advertising and other costs. This was provided under the provision authored by Sen. Homer Capehart (R-Ind.) and written into the Defense Production Act as amended this past summer.

But OPS has pigeonholed these requests in the face of the administration's move for Congressional revision of the formula. The new bill would allow price ceiling adjustments on an industry-wide basis. This would be done by taking such costs in each industry and applying them to the highest price during the base period from July 1, 1949, to June 24, 1950.

The administration substitute (S 2707) was shelved by the House Rules Committee a fortnight ago and an attempt was made to bring it up for action on the floor of the lower chamber.

As of now, manufacturers have recourse to two alternatives:

1) They may apply individually for adjustments, with every evidence that OPS will not consider their requests for higher ceilings since the start of the Korean war unless they are, in fact, now losing money.

2) They may choose to apply for relief under Ceiling Price Regulation 22, which makes no provision for advertising, selling, administration and research expenses.

A parting salvo at advertising before Congress adjourned was delivered by Rep. Isadore Dollinger (D-N.Y.) in a report to his constituents. He suggested a consumers' advisory bureau which would test and evaluate goods in relation to costs, claiming the American public "overpays" for many commodities. He declared:

"Millions of dollars are spent in advertising certain products, but the best-advertised product does not necessarily make it the best buy. Also, the American consumer has no way of determining for himself how other makes or brands actually compare with the products advertised by press, radio, television and other mediums. He often pays a higher price than necessary, as the little-known product can in fact be of higher grade manufacturer.

Rep. Dollinger charged that opponents of the control bill "foisted upon the people...a measure which was saddled with exemptions for the special interest groups."

Spokesman at the Office of Price Stabilization expressed belief the agency may seek to clarify the situation within the next few weeks. Possibility was held out for regulation designed to supplement a clarification of the existing Capehart blueprint, or to generally override it.

Whether these modified orders would be substantive was purely "academic"; any price adjustment may take no definitive or regulative action before next January.

Actually, according to OPS, from 22 to 40 firms have requested upwards of 4,000 adjustments on the basis of the Capehart plan. Agency had held that it would be deluged with such pleas, resulting in an administrative burden, the provision were not repealed. Authorities also said that some producers are now selling below ceiling price in some industries.

The alternative to "that terrible Capehart" amendment was proffered by a coalition of Southern Democrats and GOP members after it had cleared the Senate and the House Banking & Currency Committee [B • T, Oct. 15, 8].

The House group accepted the Senate version with one major change: Costs would be added to the highest level of prices prevailing during a base period of one year rather than six months.

Reaction to Refusal

The House Rules Committee's refusal to act was viewed with concern in administration circles. President Truman told a news conference he still hoped the Capehart plan would be repealed. Price Stabilizer Michael DiSalle shared his constituents' sentiments. Sen. A. Willis Robertson (D-Va.), who helped draft the Senate version, said the delay would mean higher prices and lead to wage boost demands.

CPR 22 has been a source of consternation to OPS authorities ever since it bowed in last April 25. Designed as an "interim" pricing measure to cover increased costs for factory labor and manufacturing materials, it precipitated a storm of protests almost from the outset.

Critics were quick to point out it made no provision for advertising, selling, research and administration costs in computing ceiling prices on finished goods. James D. Shaugnessy, vice president of Avco Mfg. Corp. and board chairman of Crosley Broadcastine Corp., termed it "profit control."

In the face of these charges, OPS spokesmen reassured industry that "no regulations will be issued which will in any way restrict the use of advertising."

Criticism continued during hearings before Senate and House committees as the American Newspaper Publishers Assn. joined hands with committee members in attacking the administration substitute. Newspaper and other groups protested that the new bill would enable the President to determine advertising budgets for broadcast and printed media and thus, in effect, control press and radio.

Critic have charged that the Capehart provision would enable firms to pass on virtually all cost rises since the Korean war.

TRANSISTORS

Study Military Use

A NEW emphasis has been placed on the development and functional application of transistors for military use, the Dept. of Defense indicated last week [B • T, Oct. 22]. Its Research & Development Board announced the establishment of a transistors group to assist the department's Electronics Committee in this work.

Named to the new unit are Dr. E. W. Engstrom, vice president in charge of engineering, RCA Labs.; G. F. Metcalf, General Electric Co.; E. Finley Carter, Sylvania Electric Products; Dr. I. A. Get-ting, Raytheon Mfg. Co.; Dr. J. W. McRae, Bell Telephone Labs.; and Dr. A. G. Hill, Massachusetts Institute of Technology.

Other members participating are representatives of the Army Signal Office and Office of the Assistant Chief of Staff; Air Force Cam-pbell Research Center, and the Wright Air Development Center, Dayton, Ohio. Initial meeting was held in New York Oct. 11.

WIND Chicago Commercial Manager John Carey (l) arranges dual signing of Bert Wilson (c), sportscaster, and Eddie Hubbard (r), disc jockey. Both men were signed to exclusive contracts.
MAKING BEDS
WBZ's Morris Pays Forfeit

NEVER question the judgment of the American housewife on things she knows best—like making beds—or you may wind up making your own bed on some crowded street corner and lying in it. That's the lesson learned the hard way by Colten (Chick) Morris, of Boston's WBZ morning show. Mr. Morris upheld the masculine view, claiming it takes only one minute to make a bed. When hundreds of angry letters flooded the station, Mr. Morris and his colleagues set up a bed at the corner of Tremont and Boylston streets fortnight ago to prove it.

The result: It took the frustrated Mr. Morris two minutes and he had to pay the forfeit three days later by spending the night in it on the sidewalk at the same location.

Promptly at 8 o'clock, Oct. 8, Mr. Morris was escorted by four models to his bed while thousands of people gathered to witness the "big sleep." Mr. Morris got no sleep. He was serenaded alternately by a Harvard band unit, three barbershop groups, hillbilly singers and square dancers.

Mr. Morris also produced a permit allowing him to set up a bed on the sidewalk—good until 4 a.m. He went on the air an hour and a half later, opening the station's broadcast schedule.

WDOK Expands
EXPANSION and decentralization of facilities has been announced by WDOK Cleveland, with work progressing on a new transmitter building on Rockside Road within the fringe area of the city. Additional space will house studios, offices and auxiliary power equipment. Decentralization was mandated for security and civil defense reasons. Station said that expansion also was necessary because of scarcity of adequate space and facilities at its downtown building, 1615 Euclid Ave.

HOME Sweet Home was never like this—or so the fate of Mr. Morris would indicate after he lost a bet to thousands of housewives who listen to WBZ Boston. Between 8,000 and 4,000 Bostonians look on as the WBZ announcer pays off the jeopardized smiles of professional models who tuck in.

FCDA MANUAL
To Be Ready Soon
THE TECHNICAL manual, U. S. Civil Defense, which describes communications as "the nerve system of civil defense," will be issued to state and community directors within the next fortnight. It will implement the booklet issued by the White House last year [B & T, Sept 25, 1950].

The manual is being circulated among department officials of the Federal Civil Defense Administration for their approval.

The project, in preparation for several months, has been delayed because of a number of factors, among them: (1) assignment by FCC of frequencies for amateur services, and (2) slow crystallization of the Commission's emergency alert plan for broadcast stations.

The manual will be issued by FCDA's Communications & Warning Division under Col. William Talbot (USAP). Operation of communications control centers has been explored in a previous book.

Meanwhile, Congress has given its consent to a mutual security interstate pact between New York and New Jersey for civil defense. The pact calls for mutual aid in the event of communications and other facilities "in an emergency."

BOND AD BAN
House Withdraws Objection
DISAGREEMENT with a Senate rider calling for a flat prohibition against use of Treasury Dept. funds to promote bond sales through radio, TV and other media was withdrawn by the House prior to adjournment Oct. 20.

On a motion by Rep. Clarence Cannon (D-Mo.), the lower chamber agreed to recede from its earlier position and go along with the ban. The proposal was contained in a miscellaneous appropriations bill (HR 5215) cleared for Presidential signature last week.

Additionally, funds are pared from $1 million to $500,000, under the rider offered by the Senate Appropriations Committee and approved by the Senate [B & T, Oct. 22, 15]. It provides that:

No part of this or any other appropriation shall be used to pay for time and space for advertising the savings bond program by press, radio or television.

In another move, the lower branch went along with the Senate on a 25% reduction in funds paid for certain informational specialists hired by the Dept. of Labor and Federal Security Agency. It inserted a proviso, however, which exempts personnel engaged in preparation of technical or research publications. Personnel who work on material intended for press, radio and television services are affected by the action.

Another last-minute amendment drawn by the House and concurred in by the Senate would preclude similar money decreases for employees of the Office of Defense Mobilization engaged in informing the public about the progress and purposes of the defense mobilization program." Defense Mobilizer Charles Wilson had protested threatened axing of expenditures for information specialists.

Legislation outlawing the use of Defense Dept. monies for paid recruiting campaigns in broadcast and printed media was signed by President Truman Oct. 18.

EQUIPMENT STANDARDS
Defense Group Studies
PRECEPTS of "reliability" for electronic equipment will be collected and disseminated to industry by a new clearing house established within the Dept. of Defense. Unit will work under the military's Research & Development Board, Walter Whitman, board chairman, announced Oct. 16.

Appointed members of group were M. Barry Carlton, RDB secretary, and Dr. Albert F. Murray, radio-TV consultant. Representatives of the various services will also participate. They will distribute information to electronic laboratories engaged in military production, with emphasis on improvement on reliability of equipment with a minimum of maintenance work.

KWK RINGS THE CASH REGISTER
Regardless of the media, advertising is bought to move merchandise off the retailer's shelves.

When a local advertiser buys advertising, he knows immediately whether or not his advertising is moving that merchandise.

The overwhelming advantage that KWK enjoys in the local advertising field certainly indicates that KWK advertising DOES SELL merchandise!

And, that's one reason so many National Advertisers use KWK year-after-year!
LOCAL RESEARCH Is Most Needed, Says Grabhorn

A PLEA to stations to supplement the statistical nose-counting research of the national audience measuring organizations with "close, imaginative and analytical research on the national advertiser what he needs spot radio," was made Wednesday by Murray Grabhorn, managing director of the National Assn. of Radio & Television Station Representatines.

Speaking at the tenth annual luncheon of Pulse Inc. at New York's Biltmore Hotel, Mr. Grabhorn emphasized the individual characteristics of each market and their importance to the advertiser. That 27% of New Bedford's population is foreign-born while only 1.4% of the Tulsa residents were born outside this country, that Rhode Island's population is 92% urban and North Dakota's 89% rural, that about a fifth of adult residents of Washington, D. C., went to college against one-sixth of adult Clevelanders—such facts indicate the need for audience research information which national spot needs to continuously revised form," he said.

"Even the weather is important to the national spot advertiser," Mr. Grabhorn pointed out. "March," he said, "can mean blizzards in Minnesota, rain in California, nice spring weather in Richmond and the beginning of disastrous floods in Pennsylvania and Ohio. But, since he can pick specific markets for specific campaigns, it seems he has finally solved our "now where" problem, a complaint that 'everybody talks about the weather but nobody does anything about it.'"

The great dislocation in population resulting from World War II, Mr. Grabhorn stated, presents a need for the kind of research which can answer such advertisingly important questions as these:

"Does the former New Englander now working in a midwestern aircraft factory still try to buy brown shelled eggs, or does he conform to the midwestern preference for eggs with a deeper yolk that he's been accustomed to?"

"Does the ex-Philadelphia transferred to Omaha also switch easily from Phillips to White Owl cigars?"

"How many women workers in California plane plants have gone to junior college or college back east; and how have they affected local tastes in clothing, in hair styling, in purchasing habits?"

"Will an influx of southerners into a northeastern industrial city open a market for regional southern food products?"

Summing up, Mr. Grabhorn said: "I think that audience research can be of the greatest value to national spot through the provision of the specific rather than the general information on a local rather than a national level; of the timely rather than the dated; of

MBS' Series Survey

MORE THAN 69 million persons in the U. S. heard one or more of the six World Series games, according to Richard Poff, MBS research director. Special survey, conducted by MBS researchers and Crossley Inc., was based on nationwide telephone calls, of which 29% were made to homes containing both TV sets and radio sets, a ratio which corresponds to the number of radio homes also equipped with television. Results, based on home-listening only, indicated that more people heard the 1951 Series than ever before.

Good Morning . . . you bet!

In CHATTANOOGA

March, April, May 1951

Day


Time

7:30 to 8:00 a.m. 3.2 3.0 11.2 2.3 1.0

8:00 to 8:15 2.8 2.8 13.0 3.1 2.8

8:15 to 8:30 3.8 3.3

Radio Audience B C WDEF D E

8:00 a.m.-

12:00 noon 9.3 12.2 33.3% 21.1 22.2

1,370 KC 5,000 WATTS

Cartier M. Parham, President

Represented by BRANHAM

KVI LIBEL SUIT

Jury Awards Plaintiff $1

DAMAGES of $1 have been awarded to a plaintiff who sued because of allegedly libelous statements made by Fulton Lewis Jr. over MBS in May, 1960.

Listed as defendants in the suit were Mr. Lewis, KVI Seattle, which carried the program, and Ryan Cadillac Co., local sponsors. The plaintiff, Richard C. Atwood, area rent director, took issue with statements by Mr. Lewis concerning a survey of rental housing in nearby Marysville.

Mr. Lewis accused Mr. Atwood of misrepresentations. Mr. Atwood countered with a suit for $25,000 damages. Although a co-defendant, Mr. Lewis never was served with a summons.

KVI Hereford, Tex., on Oct. 15 opened additional studios in Dimmitt, 20 miles south of its transmitter. Bob Blunt, commercial manager, said several programs daily will originate in the remote studios. Clint Formby, KPAN manager, is planning establishment of other remote studios within the station's primary area.

B & T PREFERRED

University Survey Shows

A SURVEY of 32 colleges and universities offering bachelor's degrees majoring in radio indicates that BROADCASTING * TELECASTING is the preferred source of supplementary reading in basic production courses.

The study was made by Peggy Thomas, graduate student at the U. of Alabama Dept. of Radio, under the supervision of Dr. Kenneth Harwood, acting department head.

Asked to list student reference material used in their basic radio productions courses, college professors named BROADCASTING * TELECASTING more often than any of 30 other sources.

Colleges in 22 states across the nation were represented in the study.

AUDIO MEETING

Set in N.Y. Nov. 1-3

AUDIO Engineering Society, representing the broadcast, television, and recording fields, will hold its third annual convention and audio fair at the Hotel New Yorker in New York Nov. 1-3.

Speakers scheduled to deliver technical papers covering all aspects of audio engineering include: John K. Hilliard, Altec Lansing Corp.; Kenneth B. Bothe, Audio & Video Products Corp.; R. L. Wallace Jr., Bell Telephone Labs.; C. J. deBe, Audio Instrument Co.; Bruce H. Denney, Paramount Pictures Corp.; James Y. Dunbar, Wm. J. Scully, Acoustic Corp.; R. C. C. DeBois, RCA.

Most major manufacturers of audio equipment have engaged exhibit space at the fair which is expected to attract more than 10,000 visitors, according to Harrie Richardson, society official. Convention and fair will occupy the fifth and sixth floors and the grand ballroom of the hotel.

NABC's Double or Nothing selected "favorite radio quiz show" by American Dairy Assn. in celebration of its nationwide Cheese Festival.
FLORIDA MEET

FAB Set Nov. 2-3
WILLIAM B. RYAN, BAB president, will be featured speaker at the Midwinter Meeting of the Florida Assn. of Broadcasters Nov. 2-3 at the Sorrento Hotel in St. Petersburg. The meeting will get underway Friday evening with a banquet. A two-hour business session will open activities Saturday. A talk by Harold Fellows, NARTB president, has been scheduled.

NARTB's District 5 meets at the Sorrento Hotel Nov. 1-2. Florida broadcasters can attend the NARTB meeting and remain through the FAB sessions. FAB registration will be opened Nov. 2. Fee will be $10, with sessions open to all Florida broadcasters.

4 Reasons Why

The foremost national and local advertisers use WEVD year after year to reach the would-be Jewish Market of Metropolitan New York

1. Top adult programming
2. Strong audience impact
3. Inherent listener loyalty
4. Potential buying power

Sent for a copy of

“WHO'S WHO ON WEVD”
Henry Greenfield, Managing Director WEVD 117-119 West 48th St., New York 19

FIVE-POINT program to assure growth of broadcasting was submitted to the Louisiana State Assn. of Broadcasters, meeting in New Orleans, by Harold E. Feuw, NARTB president.

Average annual income of broadcast stations has risen from $144,000 to $160,000 since 1941 though the number of stations almost tripled in the period. Mr. Feuw said, “The demise of radio can hardly be read into such statistics as these,” he suggested.

The Fellows program is based on these elements:
1. Know your medium and have confidence in it
2. Know the program for your audience, and your audience alone. Originate rather than copy, unless an imitated format suits the need of your listeners.
3. Develop methods of personally talking with your audience; get to know it better.
4. Improve the quality of announcing and continuity since these factors come closest to the consciousness of your listeners.
5. Cooperate in developing projects, such as increased tune-in, which will be financially beneficial toward building a greater industry.

Radio’s most pronounced weakness lies in announcing and continuity, according to Mr. Fellows. He suggested state associations hold clinics in which top air salesmen discuss the problem with agency writers.

Personal Calls

Stations might well set aside two or one-month periods annually in which every staff member would personally introduce himself by telephone to at least 10 listeners per week, learning listening habits and preferences, he proposed. All calls would be followed by a letter from the station manager voicing appreciation for aid received. Mr. Fellows felt such calls would bring station personnel closer to the audience, creating the desire to do a better job, and each call would have promotional value. A staff dinner at the close of the one-month campaign would pool results, he said.

Lauding the citywide radio campaign, Mr. Fellows said in several areas, Mr. Fellows proposed revival of the radio-in-every-room movement as a means of increasing future audiences.

DONATES PROGRAM

AFRS Gets RCA Gift

PROGRAM package titled Playhouse of Favorites—dramatizations of such famous stories as Tale of Two Cities, David Copperfield, More Dick, Treasure Island and Rip Van Winkle—has been given by RCA to the Armed Forces Radio Service, A. B. Sambrook, manager of RCA Recorded Program Services sales, announced last week.

Thanking RCA for donating the 20 half-hour packages, Col. George R. Burgess of AFRS wrote: “In answer to your question as to why we wished to distribute The Playhouse of Favorites to armed forces overseas, we were looking for programs for our series called Bookshelf of the World. Your series seemed made to order to present great literature in an interesting, informative and entertaining manner.”

SALES INCREASE

Advertiser Gets Results

ASHLAND Oil & Refining Co., Ashland, Ky., has reported to Ford Billings, general manager of Westvann, regional network, that sales and distribution have shown a substantial increase since the beginning of the company’s sponsorship of the West Virginia U. grid schedule Sept. 22.

Westvann is made up of 21 stations. Local advertisers in 19 Westvann cities share sponsorship of the football broadcasts with Ashland Oil. Play-by-play is handled by Jack Fleming, sportswriter for WAJR Morgantown, W. Va.

Some 25,000 autographed photographs of the team bearing the Valvoline symbol were snapped up during the first week of offer.

NEW AM GRANT

Made to Sheffield, Ala.

NEW DAYTIME station in Sheffield, Ala., on 1580 kc with 1 kw was granted by the FCC last week to Daylight Broadcasting Co., headed by Richard B. Biddle, former manager of WLAY Muscle Shoals, Ala. Grant was made over the objections of Frank M. Farris Jr., WLAY owner.

In a memorandum opinion and order, FCC denied the WLAY petition to designate the Sheffield application for hearing on the grounds that allegations of misconduct on the part of Mr. Biddle while manager of WLAY were not proved, and “do no more than reveal a trivial and acrimonious dispute between two persons.”

FCC also dismissed a petition by WJ01 Florence, Ala., alleging interference in its 0.5 mw en. The'll the by the proposed Daylight Broadcasting outlet, on grounds that no engineering data was submitted to substantiate the allegation.

Sheffield, Muscle Shoals and Florence are neighboring communities.

FIRST* in Listening in the ALTOONA AREA!

WEVAM 25.0 20.4 22.9
Station “A” 13.2 14.1 14.0
Station “B” 18.9 15.6 12.0
Station “C” 20.0 16.9 14.0

* Figures taken from CONLAN Report of January, 1951—all stations in the area considered

MOROE POWER—MORE PEOPLE

The only 1000 WATT DAY AND NIGHT station in the area—means more people reached per dollar.

P. S.—That’s why more and more national advertisers are selling central Pennsylvania through WVAM.

Represented by Weed and Company

October 29, 1951 • Page 85
FREE RADIO

RADIO FREE EUROPE will give a glimpse of what radio means under a free economy as a part of the program of the fourth annual meeting of the Michigan Assn. of Broadcasters. MAB convention will be Nov. 2-3 at the Mt. Shelley Hotel, Detroit. 

Possibly every one of the 69 radio stations in Michigan will carry the program which will be tape recorded at 9:30 p.m. Friday when members of the association will be guests at the WWJ Detroit auditorium.

Produced by WWJ Manager Don DeGroot with the help of member stations, the broadcast includes numbers by displaced persons who have made their new homes in Michigan. Each will be heard in his native language. Talent has been recruited from Grand Rapids, Flint, Traverse City, Battle Creek, Sault Ste. Marie as well as a Latvian chorus and music from the Earl Stewart Orchestra, several vocalists and a dramatic cast. A talk by Gen. Lucius D. Clay, national chairman of the Crusade for Europe, will be featured. The all-state broadcast will be Saturday, 8-8:30 p.m., when ABC will dominate the airwaves. Stations not ABC affiliated will tie in with their nearest ABC neighbor. Radio Free Europe has promised widest distribution for the program overseas.

The association meeting opens Friday at 10 a.m. with Edward F. Baughn, WPAG Ann Arbor, presiding. Officers will report on MAB activities. The program bill, high school and college athletics, Jordan Jenkins, state legislative advisor, will speak. Murray Grabhorn, director of the National Association of Radio and Television Station Representatives, will be heard at the 12:30 luncheon.

At the afternoon session the NABTA treaty will be discussed, after which Hal Neal, chairman of the United Detroit Radio Committee, will speak on the "Wherever You Go, There’s Radio" campaign. S. R. E. Tarzian, WTTV (TV), Bloomington, will talk on "Secondary Market TV Operation." Other topics will be "UHF TV channels" and business of the association. Officers will be elected, followed by a cocktail party at 5:30; dinner, 7:30 and the program to be recorded for the all-state broadcast, 9:30.

Saturday morning will be devoted to radio sales with a panel composed of Hy Steed, WLAW Grand Rapids; Les Biederman, Mich. AP Session

MEETING of the Michigan Associated Press Broadcasters’ Assn. will be held at the Mt. Shelley Hotel in Detroit, Thursday, Nov. 1, at 6 p.m. in connection with the fourth annual meeting of the Michigan Assn. of Broadcasters. Lester W. Lindow, WFDP Flint, is president. Election of officers and discussion of improvement of state and local news service are on the agenda.

SPONSORS, CLIENTS
Listed for Radio, TV

SOME 206 advertisers have sponsored TV network shows while 153 have backed radio network programs since Jan. 1, according to a special summary issued last week to subscribers of Executives Radio-TV Service, Larchmont, N. Y.

Consolidating material in the regular quarterly edition of Factuary, out last week, the summary indicates that adventure and mystery dramas head the TV networks with 22 programs. Straight variety shows are second with 19 programs and straight dramatic shows place third with 18 programs.

Radio network totals are led by serials with 24 programs, followed by news shows with 27 different network newscasts, and musical program, of which there are 24.

Leading sponsor groups for TV network programs are food and food products, 41 firms; home furnishings and appliances, 26 firms; and cosmetics, 17 firms. Radio network sponsors are led by food products, 26 firms; drugs, 19 firms, and cosmetics, 12 firms.

NEW 1951 line of Capehart-Farnsworth Corp. was announced in Fort Wayne, Ind., last week. Twenty-four TV sets were listed in new line.

BETTY ROSS NAMED

HEADS AWR: ASKED

BETTY ROSS, assistant of public affairs and educaulty of NBC Chicago, was elected writer of the Illinois Chapter, looking Can Women in Radio and Vision (Inc. go) de- Oct. 18. Kay Keltner Myer to Swift & Co. is secretary. Col enrolled at meeting tasted Ed C.

The following committee of the members were named: Memphion C- Marrian Looe, Swift & C-Wyoming Ballester, Evaporated Mgs of the Fran Dixon, ABC, tee on the Nin. Badenoch Nation. Pro- for Crippled Children awn by the Catherin Brady, WLS-authority for Marie Jett, Americaner needs are Assn.; Gladys Blackman is TIC Rubeac. Hospitali dleton, WGN-TV. S-where all the — Ruby Anderson, Win be produced lations—Eleanor Hod/Mahoney ex- that the 1 must come

LBS Defense Schedules of raw

NEW series of quarter M. in ca- grams, Defense Report, ini by the Dept. of War, is put on the air network of the Liberty TV will be

atom, and aired Sunday 1:15-2 p.m. EST from LBS studios. In Dallas, Heretofore, the depart- ment’s Radio-TV Branch mailed, scripts to over 450 stations an edition of LBS news. The releases now in circulation today with information on the armed forces and special recorded docu- ments from points overseas. Decision by Liberty to carry the series stemmed from a conference with Glenn Douglas, network program director, and Lt. Fras- another branch of the Defense Dept’s to dio-TV Branch.

HIGHEST air raid sirens in House County, N. J. —just instalar tested for first time last 2e whole located on the WOR-B battle tower in North Bergen. It at the equivalent of approx. stories above ground, at r.-height. The WOR-Towers is nearly the highest struc- state.

immediate revenue produced with regional promotion campaigns

23 years of service to the broadcasting industry

experienced sales personnel will sell community programs throughout your coverage area

HOWARD J. McCOLLISTER COMPANY

PAUL W. MCCOLLISTER, General Manager

66 ACACIA DRIVE

Davenport 3-306

76 ACACIA DRIVE

ATHERTON, CALIFORNIA

ATHERTON, CALIFORNIA

BROADCASTING • Tele.

66 ACACIA DRIVE

City, Mo.

66 ACACIA DRIVE

casting
CONSULTING RADIO & TELEVISION ENGINEERS

JANSKY & BAILEY
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1519 Connecticut Avenue
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GUY C. HUTCHESON
P. O. Box 32
AR 4-7271
Arlington, Texas

WALTER F. KEAN
AM-TV BROADCAST ALLOCATION,
FCC & FIELD ENGINEERING
1 Riverside Road—Riverside 7-2153
Riverside, Ill.
(Member AFCCE)

JEANES AM, TV
Discussed at N.Y. Dinner

SIX representatives of the broadcasting industry and allied fields gave brief speeches on religious radio and television when the radio-TV department of the Presbyterian Church in the U. S. A. held its third annual dinner in New York Oct. 17. Speakers were Chris J. Witting, general manager of the DuMont network, elaborating on the Morning Chapel program carried by his network; Miss Doris Ann, director of religious television for NBC speaking on the two-week old Frontiers of Faith broadcasts; Edward Stanley, manager of public affairs and education for NBC, on We Hold These Truths Sunday morning radio show; S. Franklin Mack, executive secretary of the radio, visual education, and mass communication committee of the National Council of Churches, on Christian Broadcasting in Asia; Stuart Novins, associate director of public affairs for CBS Radio, on The Continuing Importance of Radio; Arthur Rhinow, business manager of the Broadcasting and Film Commission of the National Council of Churches, reporting on the Commission’s progress during the past several years. Introductions were made by Clayton T. Griswold, director of the Presbyterian radio and TV department.

GEORGE P. ADAIR
Consulting Radio Engineers
Quarter Century, Professional Experience
Radio-Television-Telecommunications
1254 M St., N. W., Wash., 6, D. C.
Executive 166—Executive 361
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Washington 4, D. C.
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E. C. PAGE
CONSULTING RADIO ENGINEERS
BOND BLDG., EXECUTIVE 5670
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Arlington, Texas

ROBERT M. SILLIMAN
911 New Hampshire Ave., N. W.
Washington, D. C.

Robert C. Hill, Jr.
CONSULTING RADIO ENGINEERS
HIGHLAND PARK VILLAGE
DALLAS 5, TEXAS
JUSTIN 6108

W. E. GuSTAFSON
1435 E. 2nd Ave., Seattle, Wash.
Member AFCC*

KEAR & KENNEDY
1302 18TH ST., N. W., HUDSON 9000
WASHINGTON 6, D. C.
Member AFCC*

MEXICAN CHANGES
Are Reported to FCC

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

XEVH Valle Hermoso, Tamaulipas, 250 w day on 1310 kc, Class IV (Dec. 1, 1951). FCC also received notice of assignment change in the Dominican Republic last week under terms of the NARBA pact. The change is:

HIT Ciudad Trujillo, changes from 1400 kc to 1240 kc, fulltime, 250 w, Class IV. Probable commencement date is Nov. 1, 1951.

YANKEE Peddlers Award for outstanding salesmanship on television was given Mary Hartline of ABC-TV’s Super Cineas by National Sales Executives Club at annual meeting in Boston recently. Engraved bronze award, replica of peddlers scene used by John Hancock Insurance Co., also was given Johnny of Philip Morris for contact work in cigarette promotion and Jack Lacy, president of Jack Lacy Institute, for sales training work.

October 29, 1951  Page 89
Help Wanted

North midwestern station needs following personnel: Three experienced announcers-engineer, station manager for one month. Program director ($260). Salaries range from $260 to $300 per week. Mail first letter with disc or tape and telephone number for appointment. Box 536L, BROADCASTING.

New southern station will offer good salaries for experienced announcers, sales manager, salesman, announcer, and engineer-announcer. All salaries are dependent upon experience and ability. State all particulars in first letter along with tape or disc and picture. Box 353L, BROADCASTING.

Help Wanted

Commercial manager with proven sales experience, background in management. Want a man with ability to open and manage new station. Must have ideas that will develop into sales. Position will pay well with sales percentage and override to right man. Major network affiliate in midwestern station excellent future for energetic man. Send letter, experience, past earnings, salary expected, references. Car required. If you want to live in the northern states and have the qualifications, write Box 346L, BROADCASTING.

Salesman-Southwestern New York station needs immediate opening for experienced announcer. Good speaking voice and ability to work with public is necessary. Send salary desires. Noncommissioned. Box 535L, BROADCASTING.

Farm editor progressive Iowa station. Must have good voice and write copy. Box 331L, BROADCASTING.

Salesman-drawing account with 15% commission, $600 per month or better possible for good salesman. Send copies of resume immediately. Box 341L, BROADCASTING.

Salesman-announcer for position offering $300 per month, plus 15%, to executive position. Send full details, letters, and all details first letter. Box 397L, BROADCASTING.

Immediate opening. Salesman. Some experience necessary. Must have reliable automobile. No salary. Salesman. Box 537L, BROADCASTING.

Young man with good score in high school, wants to go into radio business. Has good speaking voice and is interested in radio. Box 241L, BROADCASTING.

Help Wanted

Fully experienced, all-round announcer, needs complete radio background, studio and remote broadcasts, with a minimum of 2 years experience in Michigan network kilowatt. Good sales ability a must. Send all details for qualifying announcer. Send all details and addition to Box 352L, BROADCASTING.

Wanted, immediately, experienced announcer-seller-copy writer or announcer-copy writer. Good, solid, good small Minnesota town. Send disc or tape. Man now in midwest preferred. Start sixty-five. Box 354L, BROADCASTING.

Wanted, announcer with good hard-punching commercial voice. Large midwestern network, unlimited future, and all details first letter. Box 397L, BROADCASTING.

Wanted. Not the world’s best but a good announcer who can read English, play transcription and handle console. We are a small station and we can talk to you. If you are a small station announcer who wants to live in a small town at a fair salary, pleased to talk to you. Box 347L, BROADCASTING.

Hawaiian station looking for the right man to fill its needs. Experience necessary. Good salary, paid vacation. Box 362L, BROADCASTING.

Two announcers needed immediately by independent going full-time. Minimum two years experience. Chance for announcers with real ability at small stations to step up to better pay. Contact A. Shephard, KNMC, Moberly, Missouri.

Wanted: Hillbilly disc jockey who can do all kinds of work. Must be able to send audition discs or other relevant information. Box 1386, Albuquerque, New Mexico.

Announcer wanted for KOFR, Butte, Montana.

Announcer—send disc, photo and salary requirements. Larry Flikites, KSBG, Helena, Montana.

Permanent opening operator-announcer position in small college station. Experienced, solid 25 year old 1000 watt network station. Must complete information including picture, audition, salary desired. KSPK, Casper, Wyoming.

Wanted: Personality man who can produce top copy in New York City-Washington, D.C., area. Must be an extremely good copy writer and sell. Write or wire immediately. KWAM, Memphis, Tennessee.

Announcer, must be experienced news- caster and able to deliver commercials with proper emphasis. Good voice and good elocution necessary. Write or wire immediately. KJCL, New York, New York.

Announcer must be experienced news- caster and able to deliver commercials with proper emphasis. Good voice and good elocution necessary. Write or wire immediately. KWAM, Memphis, Tennessee.

We need two men who are looking for full time permanent positions. Must have commercial, disc announcing ability. Box 355L, BROADCASTING.

Wanted: Engineer, first class license. Immediate, full-time. Contact Chief Engineer, WADD, Wayneboro, Va.

Wanted—Engineer, first class license. Immediate, full-time. Contact Chief Engineer, WADD, Wayneboro, Va.

Wanted: Engineer—first class license. Immediate, full-time position. Contact Chief Engineer, WADD, Wayneboro, Va.


Engineer-announcer, must be able to handle musical, news, commercials and public service. Send transcriptions, references, background. Box 358L, BROADCASTING.

Wanted, experienced announcer-seller-copy writer or announcer-copy writer. Good, solid, good small Minnesota town. Send disc or tape. Man now in midwest preferred. Start sixty-five. Box 354L, BROADCASTING.

Technical

Engineer or combination for 250 watt station near N. Y. Box 585K, BROADCASTING.

Wanted, radio operators holding 1st class radio licenses. Experience unnecessary. State salary required. The New York Times, BROADCASTING.

Wanted: Transmitter operator with car and 1st class license. Experience unnecessary. $50.00 for forty hours and $0.25 for overtime. Box 291L, BROADCASTING.

Engineer, announcer, salesman, first class license. Good writing ability for national network, unlimited local. Constant supervision. Immediate opening. Box 368L, BROADCASTING.

Engineer with degree, experience with 50 kw, Doherty amplifiers and directional arrays. Salary open. Send picture and full resume of education, experience and references first letter. Warm climate Box 373L. BROADCASTING.

Engineer, interested in being with company that is a national figure. Must have degree and experience and a desire to work under the guidance of a completely qualified professional. KTVJ, Boise.

Wanted. Transmitter operator with car and 1st class license. Experience unnecessary. $50.00 for forty hours and $0.25 for overtime. Box 291L, BROADCASTING.

Engineer-anouncer, must be able to handle musical, news, commercials and public service. Send transcriptions, references, background. Box 358L, BROADCASTING.

Continuity writer! CBS affiliate city of 175,000. Paid vacations, hospital and life insurance. Box 354L, BROADCASTING.

Television

Television sales, career, capable of working into any position from camera to transmitter. License and TV schooling required. Good opportunity for man. Write Chief Engineer, KOTV, Tulsa, Oklahoma.

Situations Wanted

Managerial

Sales executive, 20 years in radio in- terests. Has full appreciation of radio promotion, prefer progressive. In tuition plan. Akron- northeast Ohio area or elsewhere, write wire. Box 343L, BROADCASTING.

General and commercial manager avail- able immediately. 12 years experience, looking for any type of radio promotion, successful business back- ground, mar- ket, family, college graduate. Kent, Ohio. Box 342L, BROADCASTING.

General manager, looking for perma- nent connection with responsible firm. Over twenty years experience in top full time position in radio, newspaper and public relations. Has been on underdogs and fighting the good fight. Has been with several radio stations, has sold and sold and sold. Will sell. Box 341L, BROADCASTING.
Desire challenging position as manager. Commercial manager has production experience over 35 years, 1 vote by majority. Interested in W.W. 2 and 35 years radio all phases, presently sales manager. Prefer N. C. or northeast. U. S. Box 237L, BROADCASTING.

General-commercial manager proficient in personnel management and public relations. Successful background in medium market station. Successful management and sales, will travel, salary and commission combination considered. Experienced sales manager, veteran, college grad. Box 32L, BROADCASTING.


Four years experience where interest aimed. College special events, Announcer-program director prefers best references. Colored disc or agency. And rep, wants Making progress where interest aimed. College ton appearance tour worth thousands making programs.


Wanted to Buy (Cond’t)

Help Wanted

COMBO MAN

WANTED

MUST be strong on announcement. Must be qualified to serve as our Chief Engineer. Send resume and latest job history to:

KLKR, Lamar, Colo.

WANTED

STATION MANAGER

20 years experience

Not a swivel chair manager but one who is a leg man always pounding the pavements for sales. Excellent references. Widely known among national radio buyers. Been employed by only two people in twenty years.

Write Box 145L, BROADCASTING.

For Sale

Television

Managerial

ATTENTION TV-STATION APPLICANTS

When the freeze ends, you’ll want an experienced man to run your station or its program department. I have had morning, afternoon, and evening hours, top programs, fine audience. Now I’m producer, managing a station in Cleveland. I have worked for most solid stations and have contacts with most big producers. Can assure you a permanent connection with existing or potential stations. You will have all the advantages for which men with my background are looked for.

Write Box 145L, BROADCASTING.

Miscellaneous

Commercial crystals and new or replacement broadcast crystals for Illey Western Electric, RCA holders, etc., fastest service. Also monitor and frequency measuring service. Eldon Electronic Co., Temple, Texas, phone 1-2901.

Help Wanted Announcers

EXECUTIVE PLACEMENT SERVICE

Confidential service — wide service covering qualified, experienced managers, commercial managers, program directors, chief engineers and disc jockeys. Inquiries invited from applicants and employers.

Edward S. Fales

79 Radio Management Consultants

120 Bond Bldg., Washington 4, D. C.

Employment Service

Midwest Independent

Controlling Interest

$25,000.00

One of two stations in an attractive midwest city of more than 50,000 population with retail sales in excess of $70,000,000.00. This station is showing a modest profit but needs the help of one or two experienced radio operators. An outstanding opportunity for two partners.

Appraisals • Negotiations • Financing

BLACKBURN-HAMILTON COMPANY

Radio Station and Newspaper Brokers

WASHINGTON, D. C.

CHICAGO

SAN FRANCISCO

James W. Blackburn

Raf V. Hamilton

Herbert K. Murphy

Wahlstrom 2-6512

Richard M. Smith

Stirling 431-2

235 Montgomery St.

Sterling 4-5120

MIDWEST INDEPENDENT

Announcement

November 1, 1951

the following classified rates will be in force:

SITUATIONS WANTED

• 20¢ per word ($2.00 minimum)

HELP WANTED

• 25¢ per word ($2.00 minimum)

ALL OTHER CLASSIFICATIONS

• 30¢ per word ($4.00 minimum)

DISPLAY ADVERTISEMENTS

• $1.50 per inch (one column x 1")

• $3.00—(one column x 2")

• $4.50—(one column x 3")

All classified advertising includes the blind box number at no cost. Replies will be mailed daily, first class, postage free. If transcriptions or bulk packages submitted, $1.00 extra charge for mailing.

Payable in advance. Checks and money orders only.

GOODMAN SERIES

Set by BMI, WNEW

BENNY GOODMAN’S commentaries on full-length classical works will be available nationally late this fall as a result of arrangements completed last week by WNEW New York and Music Inc., which will syndicate the radio series as part of its promotion of concert music.

Symphony at WNEW — With Benny Goodman started the popular musician as a classics commentator every Sunday afternoon from last October through June of this year. The new WNEW series, to be called Benny Goodman’s Music Festival, was scheduled to start yesterday (Sunday) from 8:35-10 p.m. EST and, abridged to one hour’s time, are the programs to be syndicated by BMI.

Project, worked out by WNEW Program Director Dick Pack and BMI President Carl Haverlin, will market the series as a 26-week package, with Mr. Goodman’s informal talks—intended to bridge the gap between popular and classical music—on discs. Stations will add the music on records from their own libraries. Estimates put the series cost in the neighborhood of $60.

AFRA Oath

OFFICERS and board members of the Los Angeles local of American Federation of Radio Artists (AFL) voluntarily have taken the non-communist oath before a federal judge in Los Angeles. Previously, AFRA officers had filed affidavits stating they were not communists. The word “involuntarily” incorrectly appeared in a story in the Oct. 22 issue of Broadcasting • Telecasting.

MIDWEST INDEPENDENT
WCAO BANQUET
Employees Honored At Fete

WCAO Baltimore on Oct. 4 celebrated an occasion of threefold significance with a banquet for the entire organization. The staff presented their new president, L. Waters Milbourne, with a platinum and smoked-pearl formal dress suit.

Seven staffers were honored in recognition of 20 years of service. Each was presented a gold watch by Mr. Milbourne. They were Melvin F. Woods, company treasurer; Mrs. Edyth Fox Lucas, secretary to Mr. Milbourne; Edward L. Asmussen, sales executive and member of the board of directors; George Lewis Filling, program director; Mrs. Frances Little Jordan, chief music librarian; Sydney W. Bassford Jr., supervising engineer, and Martin L. Jones, chief engineer in charge of operations and construction.

Celebrities hosted the next 30 years of broadcasting for WCAO, which was founded in 1922.

Film Report
(Continued from page 78)

Hills, effective Nov. 1. Snader production offices remain headquartered at 177 S. Beverly Dr.

All-Scope Pictures Inc. has moved to 7525 Beverly Blvd., Hollywood. The new telephone number is Wyoming 1128. The firm now has four offices, projection room, cutting rooms and shooting stage under one roof.

Sales and Production...

JERRY FAIRBANKS PRODUCTIONS, Hollywood, is producing That I May See, an hour-long religious film for television. The film will be made available for networks and TV stations for telecasting during Thanksgiving week, and is being filmed in cooperation with the Family Theatre organization.

The program is the fourth religious film to be produced by Rev. Patrick Peyton, CSC, producer of MBS' Family Theatre.

The new film tells the story of Bartimaeus, the blind beggar whose sight was restored by Christ. Cast will include about 240, with important speaking parts to be taken by leading Hollywood film actors. Fred Niblo Jr. wrote the screenplay.

Fairbanks has also signed Tom Drake and Trudy Marshall as co-stars in a new series of musical TV productions scheduled to go into production this week. Temporarily titled Make Mine Manhattan, the series will comprise 26 musical shows featuring name talent. Derwin Abbe will direct.

First 13 of a new series of half-hour adventure stories about the exciting days of California, The Scarlet Mask, have been completed by Television Production

Among celebhrants were (seated, 1 to r) Messrs. Wood and Milbourne and Clyde Morris, WCAO attorney; (standing, 1 to r) Robert Richmond, assistant general manager and national sales director; Mr. Asmussen and John V. Lyons, sales executive.

Co., L. A. Series was shot in color. Wendell Niles, radio-film actor, is starred.

Principals of the new TV film producing firm are D. Ross Lederman, motion picture producer president and director of the series; Vic Hunter, formerly with Foote, Cone & Belding, Hollywood, vice president, and Martin E. Pollard, secretary. George E. Callahan wrote the series. Firm has offices at 120 S. Valley Street, Burbank. Phone is Granite 2866.

ALEXANDER FILM CO., Colorado Springs, announces the recent TV commercial productions for the following organizations:


KTTV (TV) Los Angeles paid almost $50,000 for two-year Los Angeles rights to 25 Edward Small-produced feature films, motion pictures produced 1940-1945 and distributed by Peerless Television Productions Inc., principals of which are Mr. Small and Sol Lesser, also producer. Majority of films are United Artists releases. They include Intrigue, South of Pago Pago, Son of Monte Cristo, Last of the Mohicans, My Son, My Son and Twin Beda. Telecasting slated for station's Major Feature Theatre starting Nov. 7.

VIDEO FILMS, Detroit, is shooting its entire series of Famous in the Great Lakes Region commercials for the Pfeiffer Brewing Company in color. The purpose is twofold: They may be used in the future on color television; and they may be used now with other Pfeiffer films shown regularly at meetings and dinners.

Nine films in the first series are currently in use as one-minute commercials. One is Alliston Funt's "Candid Camera" show in ten cities in Pfeiffer's marketing area. The subjects covered are: Freighters, Detroit, Dowagiac, Grand Rapids, Mackinac Island, Tires, World's Largest Stove, Holland, Michigan and Put-In-Bay. Fifteen to twenty-five seconds at the beginning of each film is added to the landmarks; the remaining time, to straight selling.

The second group will consist of ten subjects. The first, Water Sports, has been approved by Mazon, Inc., agency for the Pfeiffer Brewing Company, and will appear on TV this month. Remaining subjects will be Muskegon, Cleveland, Toledo, Cincinnati, Brown County, Indianapolis, Ore Unloaders, Dayton and Columbus. Video Films conceived and wrote both series and is shooting each film.

Video Films reports that an increasing number of its clients are requesting color shooting in order to be prepared for color TV.

NEW Series of TV film commercials for Pontiac Motor Car Co., Pontiac, Mich., have been completed by Jerry Fairbanks Productions, Detroit. John Adams, agency; MacManus, and John and Adams, Detroit.

D.C. BOXING STIPEND
Would Take 10% of Gross

TEN PERCENT of the gross receipts received from boxing matches held in Washington, D. C., including revenue from radio, television and motion picture rights, would go to the boxing commission in the city, according to a House bill introduced the week of adjournment.

Author of the unique bill was Rep. Pat Sutton (D-Tenn.). However, the bill also states that if the total cost of the compensation of commission personnel assigned to supervise a contest should be more than the 10% assessed, a greater percentage from receipts, including media rights, would be required to make up the difference.

'Voice' Funds

OUTLAY of about $25 million for radio broadcasting activities was assured for the state's Dept. of Voice of America under an appropriations bill signed by President Truman last Monday. The legislation carries $85 million for overseas information operation for the new fiscal year which began July 1. Figure was incorrectly given as $83 million in the 2nd issue of BROADCASTING. The Senate had overridden its Appropriations Committee in a show-down vote on the proposed $83 million sum.

THERE'S THIS FACT ABOUT RADIO IN GREEN BAY

W J P G gives more listeners
more reasons
to listen often
That's "bonus circulation" — if you please!
It's more contacts per listener.
More listeners per dollar.
More ACTION per dollar.

W J P G

THE RADIO SERVICE OF THE GREEN BAY PRESS GAZETTE

ASK Mc GillVRA

WJPG—GREEN BAY, WIS. (1440 K)

October 29, 1951  Page 93
Strictly Business
(Continued from page 16)

that "I was ready to settle down and
develop what I had, rather
than run from pillar to post reaching
for straws," Mr. Roth recalls.

This settling down took the form of
a radio advertising agency which
he formed and later merged with
a general advertising firm. The
war disrupted Mr. Roth's plans
but upon his return in December
1945 his career really took shape.

Mr. Roth previously had the
Resistol account at his agency,
and when the firm's president,
Harry Rolnick, offered to let him
head the firm's radio advertising
and promotion departments, Mr.
Roth found it easy to accept. In
1948 he assumed charge of all
media advertising.

In his present duties, Mr. Roth
works in cooperation with Tracy-
Lecke, Resistol ad agency. He also
handles public relations and pub-
licity. The firm uses radio-TV
line and magazine and newspaper
space on a national basis, but
embellishes these activities with
promotion at the dealer level.

"We have milked the last bit of
value out of every advertising
 dollar spent and believe that the
best campaign is the one that gives
the greatest assistance at the local
level," Mr. Roth explains.

As a result, the emphasis on
local promotion and advertising
dealer cooperation using radio and
other weapons has pointed up "the
proof of the pudding—the growth
and recognition of Resistol hats
over the past decade."

Born in Dallas, Tex., young Mr.
Roth manifested early interest in
sports despite the hope of his par-
ents that he would become an
accomplished violinist. He combined
his string talents with a fair tenor
voice and played in local bands and
on radio programs.

Upon graduation from high
school, Mr. Roth turned his efforts
to selling while singing daily over
KRLD Dallas on a morning house-
wives' program.

"None too persuasive" as a
salesman, by his own account, he
built up a reputation as a singer,
announcer, writer and producer.

In 1934 he took to the road,
singing with the Henry King and
Jan Garber bands and then fre-
lanced on the networks and in
night clubs under the stage name of
Bobby Brooks. He returned,
after two years, to KRLD as pro-
duction manager.

Returns to New York

New York again summoned Mr.
Roth in 1937 in the person of Phil-
ips Lord, with whom he served a
year as production director. After
a freelance writing stint, he was
named program director for Elliott
Roosevelt's Texas State Network
before forming his own agency.

Mr. Roth was conscripted into
the Air Force as a recruit, com-
missioned an officer and then named
squadron commander with non-
flyng rank of captain. In 1944
he transferred to the Armed Forces
Radio Service, spending a year as
executive officer for AFRS in the
Central and Western Pacific. In
this capacity he helped install an
AFRS station on Iwo Jima prior to
the war's end.

Mr. Roth claims his most inter-
esting radio deal involved the
Sea-Bees on Iwo. He traded four
cases of cold beer and a ration of
whiskey for one of the best con-
structed stations (WVTX) built
on any island during World War II.
Station comprised three
studios, reception room, offices,
music library, newsroom and cor-
respondents' rooms. The Sea-Bees
did the building and AFRS the in-
stallation.

Mr. Roth is a member of the
Dallas Press Club and director of
the Garland (Texas) Chamber of
Commerce. He and his wife Mil-
dred have two sons, Robert III, 8
and Richard 4. They live in Gar-
dale, 10 miles from Dallas. His
chief hobby is golf, but also likes
to tinker with household things.

WGY Dinner Planned

TO commemorate the 25th an-
niversary of farm broadcasting,
General Electric Co.'s WGY Schen-
ectady is planning a dinner and
special broadcast Nov. 2 at the
Hotel Van Curler in Schenectady.

Gov. Thomas E. Dewey will be
principal speaker.

ON THE DOTTED LINE

WHK Cleveland, four execu-
tives of the station are guestes
on KDB Santa Barbara. Looking on
are (1 to r) Billy Weapd, horticul-
turist featured on show, and Colin M.
Selph, v-p and gen. mgr. KDB.

FOR fifth consecutive year, Bert Kell-
man (c) of Kellman's Garden Nurs-
ery, arranges for Your Garden Expert
Show on KDB Santa Barbara. Looking on
are (1 to r) Billy Weapd, horticul-
turist featured on show, and Colin M.
Selph, v-p and gen. mgr. KDB.
Box Score

SUMMARY THROUGH OCTOBER 25

| Summary of Authorizations, Stations, Applications |
|---|---|---|
| Class | On Air Licensed Cps | Con’d 1 Appl. In |
| A-M Stations | 2,052 | 2,087 |
| FM Stations | 653 | 566 |
| TV Stations | 168 | 98 |

* On the air,

CALL ASSIGNMENTS: KIWL Ridgecrest, Calif. (Indian Wells Bestco, Co., 1240 kc, 25 kw full time); WCWJ Washington Court House, Ohio (The Court House Restaurant, Inc., 1470 kc, 1 kw day); WPPF Prairie Du Chien, Wis. (Prairie Bestco, Co., 1920 kc, 3 kw day, 1 kw night; conditioned); KUKO Las Vegas, Nev. (Walla Walz Bestco, Co., changed from KWKB effective Feb. 1, 1952); WIBD Henderson, N. C. (Nathan Frank, changed from WERK).

Docket Actions...

FINAL DECISION

KWY Los Angeles, Tex.—Plains Radio Bestco. FCC issued decision granting application for change in facilities from 120 kw, 580 meters, effective Feb. 1, 1953, to 700 kw, 5 kw day, 1 kw night, DA; conditions. FCC denied application, as proposed, of Lubbock County Bestco. for new FM station at Lubbock, Tex., 105.9 mHz, day/night.

OPINIONS AND ORDERS


Non-Docket Actions...

TRANSFER GRANTS


Rules of WJOP-LATY dismissed. FCC ordered rescission of his license effective Oct. 1, 1951, when WJOP-LATY station was not on the air.

Applications

APPEALS APPLIED

KGA Salem, Ore.—RETURNED application for extension of license, as modified, for relocation of station.

WDSG Dyersburg, Tenn.—RETURNED application for extension of time for relocation of station, and application for vacant license.

FCC Actions

(Continued from page 88)

October 25 Decisions

By the Commission

Grant Petition

WARM Scratchum, Ga.—Grant application for renewal of license for change in facilities at WARM, secondary service, B-cstg., 1 kw, 1380 meters to 1 kw, 1050 meters, and to permit additional power to 2 kw, 5 meters, for time period of license.

WBZ-FM Boston—Grant application for change in facilities at WGBY, new FM station at Youngstown, Ohio, 91.9 mHz, to 1 kw, 1 kw day, 1 kw night, and additional power of 3 kw, 5 meters, for time period of license.

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SOME 120 radio station officials heard tips on selling, programming, research needs and other problems last week as Broadcast Music Inc. held its 17th New York program on Monday and Tuesday at the New York’s Waldorf-Astoria Hotel.

They heard Howard Meighan, president of the CBS Radio Division, in a luncheon talk Monday that, although television is radio’s biggest problem, radio will always have a major role and will never be replaced by the visual medium. He thought it possible that the number of radio stations might ultimately be cut from today’s 5,000 to perhaps half that number.

Added to radio, legitimate theatre and motion pictures, he said, television becomes a “fourth theatre.” Each of the four has its own form of entertainment for listeners, he continued, and each will continue to have its own special audiences and attractions.

Monday’s clinic sessions were presided over by NBC Vice President William S. Hedges as the day’s chairman and called together other NBC Radio Vice President Roy Harlow.

President Lewis Avery of Avery-Knoedl Inc., station representatives from Milwaukuee, the discussion with an outline of the various kinds of station data which a representative needs in order to sell time for the best shows.

To C. Tinsley, president of WITH Baltimore and WLEE Richmond, stressed the importance of good salesmanship in all phases of station operation, and Ted Cott, general manager of WNBC-AM-FM and WNBTV (TV) New York, emphasized the value of station “personality” and how to build it.

After the theme of “Copyright Hints and Pitfalls” by BMI Vice President Robert J. Burton and a talk on the importance of local news features by BMI President and general manager of WSYR-AM-FM-TV Syracuse, the findings of a WHDH Boston “outlining the advertising message presented by WHDH Managing Director William B. McGrath.

In a discussion of “A Minute vs. an Inch,” Frank E. Pelegren, vice-president and secretary of H.E. Representatives Inc., emphasized that “radio is bigger than ever” — the “biggest, most effective and non-comprressible advertising medium in the world” — and that, although TV cuts into newspaper and magazine reading, “the longer people own television sets, the more they go back to radio listening.”

He reiterated that newspapers and magazines should be “forced” by advertisers and agencies to supply figures on advertising, just as radio supplies minute-by-minute figures on listening. He said radio should raise its rates while newspapers and magazines are cutting their rates. A large station manager, William B. McGrath, said that radio should reduce its rates while newspapers and magazines are cutting their rates.

Carleton McVarish, MB4 audience promotion manager, put emphasis on the value of a station’s knowing what its local, home audience is doing — and of trying to reach and serve that audience. Eliott Sanger, executive vice president of WQRX New York, emphasized the importance of question from the standpoint of music. He said “there is no substitute for good music.”

Jim Brown, radio-TV publicity and sales staff for BDBO, told the clinic advertising agencies expect stations, primarily, to promote clients’ programs and to report the promotion to the agency. Thus, the agency can judge the station’s answer to the question, the station is helping.

Walter Haase, manager and secretary of WDRX Hartford, called attention to the value of fresh, new program ideas, while Dick Pack, program director of WNEW New York, reviewed ways of “making the most of music.”

Improvement of station service was seen by Michael Hanna, general manager of Cornell’s WJHU Ithaca, as the key to better financial and all-around condition of stations. Joseph T. Connolly, vice president in charge of programming for WQSR, said that was one of the most important aspects of station management that can go into a legitimate theatre or nightclub. It must not only adopt an intelligent code of conduct, but it must make sure that the code has teeth and that it can be enforced.

“It will not do merely to piously hope that the law will conform to its precepts.”

If the great viewing public known that the industry means to do an effective job of policing itself, it will accept the code and control the commercial as well as the program, it will respond and the television industry will enjoy a new confidence by the American people.”

Sen. William Benton (D-Conn.), author of legislation to set up a National Citizens Advisory Board on Radio and Television, declared Friday that the Connecticut cut, said he had not read the code but that he was very much interested in the action.

It was understood that Sen. Benton, while he might approve the step in the general sense, still would have reservations. His views on industry codes were expressed in an article “Television With a Conscience,” printed Aug. 25 in The Saturday Review of Literature. As extract follows:

"It was understood that within five years advertisers will spend at least a billion dollars a year to buy TV time. If it is time it is time that the courts rule that code is not necessary. The industry that they face a storm of public protest if they surrender control of the programs, and many others."

But I am not optimistic about their efforts. I have seen codes and good intentions before. I remember 1927 and 1933 and 1942 — the years in the history of radio."

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BROADCASTING • Telecabin

The Code (Continued from page 64)
Educators

(Continued from page 68)
terprets in part as a personal at-tack on me.”

Portion of the letter read by the Senator said the American people “are deeply aoussed over the poten-tial of television as a social force.”

The Porter letter asserted: “I do not believe you can foresee discussion of these vital considerations by ill-conceived efforts to win the support of those who are sincerely con-cerned about the use of this great medium in our daily lives.”

Referring to the Senators co-sponsoring the Benton bill—Sena-tors Kermit L. Bristow (R-Ohio), Leverett Saltonstall (R-Mass.) and Lester C. Hunt (D-Wyo.)—Mr. Porter said their interest “is a reflection of the widespread concern of the people of this country on this subject.

“I am sure that the industry itself treats this in a sincere and objective manner, and I suggest that unless the staff of itsassocia-tion takes a similar attitude it will do the industry a disservice and may invite really unpalatable reme-dies.”

Rubricam Commendation

In his letter to Sen. Benton, Mr. Rubricam said “my hat is off to you for your good fight.”

Mr. Rubricam said that in asking for the advisory board to aid the public, Congress and FCC “in thinking through the problems of this new medium that has been thrust upon us, you are certainly on as sound and reasonable ground as any man could be.”

Television, he said, “free to serve the full range of public interest, and not confined to the narrow range of advertiser interest, is the best hope I know of to help us meet the strain which modern com-plexity puts on the process of self-government in a free society.”

The letter was made by Mr. Rubricam included:

Radio has not served the American people as well as it ought to largely because of “the domination of radio by the adver-siser.”

However, advertising is in-diispensible in a “modern free econ-omy . . .” the public will benefit if television continues to be a major advertising medium.

He is against “a monopoly of radio and television by advertisers” wherein choice of programs for the public “is more of a theory than a fact.”

The advertiser reaching for a greater mass appeal for his radio or TV program will either grade his program down or give it up in the case of the new one.

Educators rightly protest as-sertions that schools and colleges are to blame for educational shortcomings. People have “a lot bet-ter chance of getting exposure in the field of programming than they have in radio.”

Reasons for radio “limita-tions” compared to printed media

AGENDA for two-day sales conference of Ohio Assn. of Broadcasters in Cleveland gets a once over from this group of Buckeye radiumen (1 to 1):

Carl George, WGBR Cleveland; Len Nasman, WFMJ Youngstown, OAB direc-tor; Robert Ferguson, WTRF Bellaire, vice president of association; John Mc-Cormick, WTAM Cleveland; Carlton Dargush, OAB counsel; L. A. Pickley, WCOL Columbus, OAB president; Jack Maurer, WHK Cleveland; William Lemmon, WJW Cleveland; Robert C. Fehlman, WHBC Canton, OAB secre-tary-treasurer. Sessions were held Thursday and Friday (see story page 34).

Rogers Suit

(Continued from page 68)

lication purposes other than the pic-tures, the jurist held, however, that Republic permitted the cowboy to exercise all rights under that clause. He added that “the only difference that can be drawn was that he [Mr. Rogers] should go out and make additional money from that source rather than have to pay him an additional salary . . .”

Satisfied from evidence that com-mercial advertising rights are of tremendous value, the jurist opined that he was “satisfied that the principal element of that value is the right of [Mr.] Rogers to control it.” He added that “from the evi-dence in the case and from con-tracts between the parties, [Mr.] Rogers has gone to great lengths and taken considerable pains in the matter of controlling the prod-ucts with which his name was con-nected . . .”

Judge Hall could see no distinc-tion between the phrases “commercial” and “commercial tie-ups.” In his opinion from testi-monary offered, they both mean the same thing. The jurist declared it “sufficient to determine for him to believe that there was some distinc-tion between the two.

Conceding that Republic has right to telecast its pictures, Judge Hall went on to say that the studio “does not have the right to tele-3.2 them under any commercial sponsorship or to use them for ad-vertising, commercial or publicity purpose for anything else than the express reservation, to wit, for the purpose of advertising the product, that is to say, for advertising the pictures themselves.”

Mr. Rogers has the right to con-trol any commercial sponsorship or any advertising, commercial or publicity purposes to which his name, voice or likeness is attached for other than the motion picture pictures which have already made, the opinion continued.

The jurist further ruled that any use by a sponsor of the star’s name, voice or likeness in connection with any product, “whether that used as an attention getter or as a di-rect or indirect endorsement or otherwise,” is a commercial use. The purpose is to sell some-thing, whether a tangible article such as a shoe or boot, or an intangible article, such as a service which is given by radio or tele-vision,” the jurist noted. Judge Hall came to the conclusion that use of the pictures on TV as a sustainer is also a commercial use—it adver-tises the station telecasting it.

Rogers

Judge Hall based this last con-siduction upon Republic’s agreement with the AFM to pay it its trust fund the 8% of gross time charges even if no pictures were shown on TV as a sustainer.

The five-week trial, which started Sept. 15, was watched with keen interest by both TV and movie indus-try participants. Judge Hall had obtained a temporary restraining order barring Republic from releas-ing his films to TV.

Martin Kang, attorney for Gene Autry, in a 12-page complaint, had filed suit against Republic on behalf of that radio, TV and movie cowboy singing star, to prevent that studio from selling or leasing his pictures, or any other pictures, to which he has contemplated such a suit for sev-eral months and his attorney said it would be filed upon the cowboy star’s return to Hollywood from a current personal appearance tour.

General feeling in Hollywood is that similar suits by other perform-ers against various motion picture producers could result, should Re-public lose out on its appeal for a reversal of the U. S. District Court decision.

Isaac Leaves WCFL

GEORGE ISAAC has resigned as com-mercial manager of WCFL, Chicago, the station’s managing editor, and was associated with the station 15 years. His sales work at WCFL will be taken over by Art Harre, new general manager.
TECHNICAL NEEDS STUDIED FOR CONVENTION COVERAGE

MORE THAN 2,000 radio and all TV stations, as well as five radio and four TV networks, will carry events from Democratic and Republican National Conventions in Chicago next year. Bill Henry, Mutual newscaster and chairman of convention committee of Radio-Television Correspondents Assn., said in Chicago Friday.

He conducted meeting there with representatives of stations and networks in effort to determine technical needs for broadcast media coverage. Final requirements of each network will be submitted to his committee in New York Thursday, after which they will go to National Committees. Mr. Henry's convention assistants are superintendents of Congressional radio galleries, Harold McGrath for Senate and Inez Menough for House. Group works with Ken Fry and Ed Engle of Democratic and Republican National Committees, respectively. Although convention site has not been set, it is believed Chicago stadium will be used. International Amphitheatre is thought by many to have better convention and press facilities but is located five miles south of business and hotel "Loop" area, while stabilized for 90-a-half week. Costs of radio-TV installations have been estimated at $500,000, and will presumably be paid by sponsors.

AGENCY CAN MAKE MONEY ON TV, SAYS BEN DUFFY

THERE'S something wrong with an agency's system of operating if it can't make money in television, because opportunity is there, Ben Duffy, president of BBDO, said in answer to suggestions by Walter Craig, vice president in charge of radio and television, Benton & Bowles, at meeting of A-Central Council in Chicago Friday (early story page 29).

Mr. Duffy and Mr. Craig appeared in dialogue on TV. Despite frequent agency claims that TV billings do not bring them enough revenue, Mr. Duffy said BBDO "makes as much money from TV, maybe more," and profit depends on close inter-agency cost checking and billing extras to clients.

Mr. Duffy said expenses of network TV are justified by good sales results. "Coverage is secondary to impact and effect on overall sales," he said. He insisted basic changes must be made to bring in new talent.

Mr. Craig said best news TV has had for long time is that ulcers can be cured in two weeks.

SAFEGUARDS CONSIDERED FOR NARTB TV CODE

REVAMPING of parts of NARTB TV code (early story page 64) to protect here NARTB stations and networks from civil and antitrust suits will take place following Friday meeting of over dozen lawyers representing TV clients with NARTB legal staff. Meeting held at association headquarters in Washington.

Antitrust peril in awarding and removal of seal pointed out by attorneys, with danger of triple damages in some cases. Ban on liquor advertising might run into conspiracy action, it was pointed out, though stations individually can adopt own policies. Doubt also voiced on language used in paragraph covering personal products of intimate nature.

PICTURGH-ST. LOUIS MICROWAVE RELAY

PLANS for $610,000 radio-relay system between Pittsburgh and St. Louis revealed in application filed with FCC by AT&T, Friday. System, to include 23 microwave stations, would utilize existing microwave systems in Columbus, Dayton and Indianapolis, as its central link and would form second East-West microwave route across Midwest. Plans call for initial use of new system for telephone service in mid-1953, with several TV channels becoming subsequently available. One westbound and two eastbound TV channels are now in use between Dayton and Columbus, two westbound between Dayton and Indianapolis. Area is connected to nationwide TV networks by Dayton-Toledo coaxial cable link.

PRODUCTION AUTHORITY ISSUES SECURITY RULES

RULES governing security information at Defense Production Adm. and National Production Authority announced Friday by Manly Fleischmann, DPA-NPA administrator.

Carrying out President's executive order (see story page 30), Mr. Fleischmann said safeguards will be followed in information concerning national security but all other will be available to public. "We must never forget that the American people have a fundamental right to non-security information regarding the activities of government agencies," he said.

DPA-NPA security officers are responsible for handling of information, he said, with officials to be assigned to classification. Periodic review will be made, he said. Assistant administrator is to be authorized to declassify information. Conflicts will be referred to administrator, with disposition to be recorded with security committee. Mr. Fleischmann said these provisions assure exercise of careful judgment and protect national security.

News media invited to contact assistant administrator in case of complaint.

MRS. FRANCES WALZ BREDBERG

MRS. FRANCES WALZ BREDBERG, president, director and majority stockholder of Tri-State Broadcasting Co., operators of KTSM El Paso, died Thursday, Oct. 25, in Fort Worth, Texas.

DuMont CODE VIEWS

COMMENTING on NARTB TV Code, Chris J. Witthing, director and general manager of DuMont Television Network, told Broadcasting * Telecasting Friday that code's program standards reflect same principles that DuMont has used to guide its own operation (code story page 64). With respect to code's combination of civil and antitrust sections, he said these are being studied very carefully and that he preferred to withhold comment until this study is completed.

W. MARSHALL KEELING named to NBC Merchandising Dept. as assistant manager for radio merchandising and FRED M. KIEFER joins same department as merchandising district supervisor. Both have been district managers (merchandising) and division of American Weekly and Puck, Hearst publications. Mr. Keeling will assist Fred N. Dodge, director of merchandising for NBC, in management of merchandising department. Mr. Kiefer will supervise network merchandising operations in one of 12 proposed districts of U.S.

ROBERT E. PHILPOT named sales presentation writer in advertising and sales promotion dept., CBS Television Division. He has been sales presentation writer in research and development department of ABC, and formerly was research analyst at Sullivan, Stauffer, Colwell & Bayles, advertising agency.

GEORGE HARRIS, former general representative, named assistant national sales manager of Philip Morris & Co.

KLAUS LANDSBERG, vice president of Paramount Television Productions and general manager of KTLA (TV) Hollywood recuperating in Cedars of Lebanon Hospital, Los Angeles, from second operation in 10 days.

HAL DAVIS, vice president and publicity director, Kenyon & Eckhardt, New York, has been appointed vice president in charge of promotion and publicity for agency. Herb Landon, assistant publicity director, named publicity director. Mr. Davis continues as member of agency plans board.

JOE HEROLD, former chief engineer and general manager of WOW-TV Omaha, who engineered construction of Union Radio TV, Havana, now installing TV outlet for Televisio Paulista, Sao Paulo, Brazil.

RALPH FUREY, Columbia U. director of athletics and co-chairman of National Collegiate Athletic Assn. TV Committee, will be guest for first time at annual Sales Executives Club luncheon in New York Thursday. His topic: "How Has Television Affected Sports?" Club will commemorate Nov. 15 first NBC network broadcast 25 years ago.

JAMES HAUSMAN, Badger, Browning & Hersey, N. Y., to Geyer, Newell & Garger, same city, as senior copy writer.

EXAMINER REVERSED

FCC reversed initial decision of hearing examiner, ordered record reopened in case of new AM stations on 1450 kc with 250 w for Inglewood, Escondido, Oceanside, Calif. In Memorandum of Order issued Friday, FCC told examiner to hold further hearings on Inglewood application to determine whether air hazard is involved and interference with KALI Pasadena. Examiner last year recommended Opposition and Order issued, but the examiner, also recommended proposed Crescent Bay Broadcasting Co., operators of KSOM and Oceanside Broadcasting Co. for Oceanside.

BROADCASTING * Telecasting
Virginia: state of presidents

What does leadership spring from? It's hard to say—yet it's safe to link that unique quality to alertness, ingenuity, practical idealism, and a pioneering spirit.

Virginia is aptly termed the State of Presidents. Among the nation's leaders, Washington, Jefferson, Madison, Tyler, Taylor, Monroe, William Harrison, and Wilson all called the Old Dominion home.

Is it coincidence that the State of Presidents led the way when the revolutionary air duet, radio and television, first dawned on the horizon? Is it coincidence that WMBG, WCOD (FM) and WTVR, First Stations of Virginia, lead sponsors right into the hearts of their vast audiences?

WMBG AM  WCOD FM  WTVR TV

Havens & Martin Stations are the only complete broadcasting institution in Richmond. Pioneer NBC outlets for Virginia's first market. Represented nationally by John Blair & Company
Now portable radiotelephone, of less weight but longer range, designed and built by RCA engineers.

You've read how useful our Armed Forces found their portable "walkie-talkie" radiotelephones. Now this almost indispensable instrument has become even more efficient.

At the Signal Corps' request, RCA engineers undertook to streamline the older, heavier model—which many a soldier of World War II called "the backie-breakie." Following principles of subminiaturization—pioneered at RCA Laboratories—every one of its hundreds of parts was redesigned. Models were built, tested, rebuilt, and finally RCA came up with an instrument weighing only 29 pounds. Its range is double that of the World War II model.

Even more important, RCA was able to beat the most optimistic estimate of the time needed to design such an instrument by nearly three months. Signal Corps engineers have called this "A major engineering and production achievement."

See the latest wonders of radio, television, and electronics at RCA Exhibition Hall, 36 West 49th St., New York. Admission is free. Radio Corporation of America, RCA Building, Radio City, New York 20, N. Y.

Comparison with the older model portable radiotelephone shows how successfully RCA engineers have reduced its size with their new instrument.

RADIO CORPORATION of AMERICA
World Leader in Radio — First in Television