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NBC's Rate Plan Blasted
Page 23

Demand Increasing or Morning Hours
Page 23

Uniform Ratings May Be Near
Page 25

Cussins & Fearnrows Buckeye Bucks
Page 26

TELECASTING Begins on Page 69

21ST The Weekly of Radio and Television.

Got a product that's selling—or should be selling—in grocery stores in the New York area? You'll find that WCBS SUPERMARKETING will sell more of it—faster!

MAKES SALES PILE UP

WCBS SUPERMARKETING delivers New York's largest audience,* then gives you (at no extra charge) the most effective point-of-sale merchandising you can get in your #1 market.

Want your sales to pile up? Call or wire...

WCBS

* WCBS leads all N.Y. stations in delivered audience (Pulse average annual rating, 7 days).
COFFEE CALL... Kentuckiana's only food merchandising show

Now entering its 4th YEAR

3 Years entertaining and selling Kentuckiana

**RATING**... No other morning radio program on any other Louisville station can top "Coffee Call's" rating.

**AUDIENCE**... More than 63,000 people have watched "Coffee Call" since June, 1949.

**MERCHANDISING**... Extensive store merchandising for "Coffee Call" advertisers by WHAS.

**CONTESTS**... Audience participation for valuable prizes... monthly contests for listeners.

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

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

WHAS
Louisville 2, Kentucky

REPRESENTED NATIONALLY BY EDWARD PETRY AND CO. • ASSOCIATED WITH THE COURIER-JOURNAL & LOUISVILLE TIMES
*Still Top Runner in Providence All Day Long
Hooper - September 1951

Represents by The Headley-Read Co.
KRLD-TV NOW TEXAS' MOST POWERFUL TELEVISION STATION

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

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

HERE'S WHAT THE MEN WHO
SELL AND SERVICE THEM SAY...

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

FIRST:

<table>
<thead>
<tr>
<th>Station</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>KRLD-TV</td>
<td>133 or 67.9%</td>
</tr>
<tr>
<td>Station B</td>
<td>62 or 31.6%</td>
</tr>
<tr>
<td>Station C</td>
<td>1 or 0.5%</td>
</tr>
</tbody>
</table>

Combined FIRST and SECOND:

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

this is why

KRLD-TV

is your best buy...

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

Owners and Operators of
KRLD
50,000 Watts

The CBS Station for
Dallas and Fort Worth

Channel 4

VIDEO 27,300 WATTS
AUDIO 13,600 WATTS

TEXAS' MOST POWERFUL TELEVISION STATION.
Exclusive CBS Station for DALLAS-FORT WORTH
PERMIT FOR TV LINK WITH TORONTO GRANTED

GRANT for construction of U. S. end of first international TV link between Buffalo and Toronto—issued to AT&T Long Lines Dept. last week by FCC, with start of service scheduled to coincide with opening of Toronto's first TV station in 1962. Plans call for addition of 33 miles of microwave to Buffalo's existing microwave link to station at Ponthill, Ont., from which they would be relayed 41 miles across western end of Lake Ontario to Toronto. Radio link between Toronto and Montreal now under construction by Bell Telephone Co. of Canada, with Montreal to be added to Canadian TV Network in 1963. Bell Telephone of Canada has five-year contract with the two companies to provide channel linking Buffalo to Toronto and Montreal.

SEEMAN, TONI ALTERNATE

SEEMAN BROTHERS Air-Wick (household deodorizer) will sponsor Nora Drake 2:30-4:30 p.m. on CBS Radio effective Nov. 19 on weekly schedule, alternating with Toni permanent. During first week and every other week Air-Wick will sponsor show on Monday, Wednesday and Friday. During other weeks, it will sponsor program Tuesday and Thursday. Products will be cross-plugged on each other's shows. Air-Wick is renewing its Monday Morning Headlines every Sunday evening for fifth consecutive year. Agency is William Weintraub Co., N. Y.

DuMONT SIGNS GRID GAMES

CONTRACTS for sponsorship of two "special" football games on DuMont TV Network announced by DuMont Friday. Larus & Bro. Co., Richmond (Holiday cigarettes), to sponsor Thanksgiving Day game between Detroit Lions and Green Bay Packers, starting at noon (EST), through Warwick & Legler, N. Y. Motorola Inc., Chicago (TV sets), to sponsor annual Shrine East-West Game Dec. 29 from San Francisco, through Ruthrauff & Ryan, Chicago.

JOHNSON BUYS MBS

In what is understood to be a $2 million sale, S. C. Johnson and Son, Racine, Wis. (wax products), last week bought four news shows daily on 539 Mutual stations through Needham, Louis and Brophy, Chicago.

TEXAS SCHEDULE


ANACIN SPOTS

White Hall Pharmaceutical (Anacin), which had originally planned to win spot radio scheduling for end of year, expected to renew series through March. Agency, John F. Murray, N. Y.

GE PREPARING

General Electric Co., N. Y. (bulbs), preparing radio spot announcement campaign to run Nov. 14-20 and Dec. 3-5. Agency, BBDO, N. Y.

CHEER ADDING

Procter & Gamble Co., Cincinnati, adding number of stations to its radio spot campaign for end-of-year schedule. Agency, Dancer-Fitzgerald-Sample, N. Y.

MAGAZINE REGIONAL

Reporter Magazine, N. Y., placing spot radio series in Syracuse, Columbus and Rochester starting Nov. 16 through first of year. Agency, Frederick Clingen Adv., N. Y.

ABC COAST PICKUP


WESTERN RENEWED

Ranger Joe Inc., Chester, Pa. (Popped Wheat), renewed its children's western program, Ranger Joe (Sunday 12-12:15 p.m. EST), over ABC-TV for 52 weeks, effective Dec. 2. Agency, Lamb & Keen, Philadelphia.

MGM Talent Slated for New MBS Array

PLANs for Metro-Goldwyn-Mayer's provision of six hours of "star entertainment" for Mutual each week completed Friday, to assure what was called "the strongest array of evening variety on the air." Adding "more than 100 of Hollywood's biggest name stars to MBS' 1962 schedule," programs under MBS-MGM plan will start week of Dec. 31 instead of Nov. 19 as originally expected. MBS will reach 12 of its current program-award MGM shows, to provide "solid block of high-rating entertainment from 8-10 p.m., six nights a week." Of MBS-produced shows, four half-hours from 8:30-9 p.m. Mondays, Thursdays, Tuesdays, and Fridays, and hour-long Saturday evening show will be offered for local sale by MBS affiliates. Other five shows will be offered for national sponsorships on "multi-message" basis comparable to NBC's "Tandem" plan and ABC's "Pyramid." MBS programs and time segments:

Mondays—8:30 p.m. Women of the Year with Betty Davis; 8:30-10 p.m. Crime Does not Pay, Tuesday; 8:30-10 p.m. Black Museum, mystery, with Orson Welles; 8:30-9 p.m. Story of Dr. Kildare, with Lew Ayres and Lionel Barrymore.

Wednesdays—8-9 p.m., MGM Musial Comedy Theatre of the Air.

Thursdays—8-8:30 p.m., Modern Adventures of Casanova, with Errol Flynn; 8:30-9 p.m., Gracie Fields Show.

Fridays—8-8:30 p.m., Adventures of Maisie, with Anna Sten; 8:30-10 p.m. The Hardy Family, with Mickey Rooney and Lewis Stone.

 Saturdays—9-10 p.m., MGM Theatre of the Air, with guest stars.

Mutual President Frank White signed for MBS. Extensive on-the-air advertising and promotion planned. Charles C. Moskowitz, MBS secretary-treasurer, signed for MGM.

for more AT DEADLINE turn page

BROADCASTING • Telecasting

MILEAGE SEPARATION between TV stations on same VHF frequency may be as low as 165 miles transmitter-to-transmitter in order to take care of several hot spots, Commission has told hardworking allocations staff. In proposed rules, the minimum co-channel separation of 180 miles city-to-city, 170 miles transmitter-to-transmitter. Acceptance of 165-mile policy means that FCC not only has agreed to five-mile reduction in minimum but virtually conceded that transmitter-to-transmitter spacing of TV stations is more realistic than 180-mile city-to-city minimums.

DISCLOSURE OF Anti-Trust Division's investigation of six newspaper feature syndicates (Continued on page 6)

BUSINESS BRIEFLY

November 12, 1951 • Page 5
RADIATION ORDER DELAYED FORTNHIGHT
ISSUANCE of Executive Order putting into effect new radiation law (SS537) delayed at least fortnight pending study of broadcaster proposals designed to protect station operation in case of disaster or possible air attack. Broadcaster proposals now before National Security Resources Board and connection with redrafting of proposed draft considered at White House-broadcaster meeting Nov. 2 (B&T, Nov. 5).

Appointment of industry advisory committee to work with Commission in connection with disaster station shutdown procedure met favorable response from White House staff at Nov. 2 session and is being considered in writing of new draft. Half-dozen other proposals submitted to NARTB last week and relayed to NSRB. Revised Executive Order must clear number of interested civil and military agencies of government. Plan delegates power to prepare engineering plans of shutdown procedure to FCC.

REPORT EXPECTED SOON ON TALENT PAY BOOTS
REPORT on control of talent salaries for over-scale performers in radio, TV and other entertainment industries will be submitted in a week or 10 days to Salary Stabilization Board by three-man committee making special study for board. Committee held hearings Oct. 21-22 in New York at which industry and performer spokesmen testified (B&T, Oct. 29).

Currently, SSB permits employers to follow practices of 1950, set out in May 14 letter from Joseph D. Cooper, acting executive secretary of SSB, to Richard P. Doherty, NARTB employee-employer relations director.

NARTB's position is that it is interested only in above-scale talent and feels pay for such talent should be handled in line with industry practice. Association suggested that any controls should follow lines of Cooper letter, with modifications. Supplemental statements of these views was signed by NARTB, NBC, ABC, CBS and MBS.

CBS-TV, CORNELL TEST
PILOT FILM to test possibilities of a CBS-TV tie-in with Cornell U. for production of educational and public service programs (CLOSED CIRCUIT, Oct. 8) will be undertaken shortly by network in cooperation with university. Sig Michel, CBS-TV director of news and public affairs, reported Friday. Subject of trial film not definitely set, but probably will deal with Cornell school of aeronautical engineering's research on achievement of speed and safety at same time.

SEES ELECTRONICS GROWTH
IF ELECTRONIC research advances at same rate in next ten years as it has in past decade, world will enter era "in which electronics will play as important a part in our daily lives as electricity does now," Dr. E. W. Engstrom, vice president in charge of RCA Labs, division, said Friday. He spoke at dedication honoring employees of division who complete 25 years service during 1951, which also marked tenth anniversary of laying of cornerstone of laboratories at Princeton, now David Sarnoff Research Center.

In this Issue—
Affiliates Committee says networks ought to mind their own business and quit fussing with formulas that are upsetting radio's basic structure. Page 28.

Morning time sales in radio are booming, and TV morning periods are being opened to accommodate new business. Page 28.


BROADCASTING • TELECASTING surveys the surveyors to see whether experts think that comparable media research is attainable and if so how. Page 28.

Harold Fellows writes advertising's obit. It's a joke, son, but it could be awfully serious. Page 28.


There's reason to predict that the FCC won't reserve as many channels for educational, non-commercial TV as it once thought it would. Page 28.

Wayne Coy says educators will have to act if they hope to saw up educational television channels. Page 28.

Big league baseball made more than 10% of its total 1950 revenue from sale of broadcasting rights. Page 40.

A federal judge orders KSFO San Francisco to air a political broadcast for a Communist candidate. Page 28.

General Foods is biggest buyer of network television. Page 73.

Protests over National Collegiate Athletic Assn.'s cold war against television lead to crack in Michigan-Notre Dame game telecast. Page 78.


The Signal Corps is working out ways to use high-speed facsimile, like Ultrafax, for military purposes. Page 85.


CBS Inc. makes a net income of $3.5 million on a gross of $119.7 million in first three quarters of 1951. Page 28.

Upcoming
Nov. 12-13: NARTB District 3 meeting, William Penn Hotel, Pittsburgh.
Nov. 12-14: National Assn. of Radio News Directors Convention, Sherman Hotel, Chicago.
Nov. 13-14: RTCA industry conference, Conrad Hilton Hotel, Chicago.
Nov. 15-16: NARTB District 1 meeting, Hotel Somerset, Boston.
Nov. 16-18: American Women in Radio and Television, New York State Chapter annual conference, Ten Eyck Hotel, Albany N. Y.

(Other Upcomings, page 34)

Closed Circuit
(Continued from page 5)
may have interesting counterpart for radio-TV, since it's pointed out that networks also are syndicates, providing exclusive service to affiliates. But it seems that legally, networks are protected because of so-called chain monopoly regulations invoked in 1944 over vigorous opposition of networks themselves.

ALTHOUGH Justice Dept. attorneys refused comment trade sources were watching with interest since radio-TV program and transcription syndicates follow practices somewhat similar to those of news syndicates. Executives of one news feature syndicate saw little cause for alarm. Said they received mimeographed subpoenas, answered few questions and have heard nothing more although nearly seven weeks have elapsed.

ANTI-GAMBLING bills—one of which (S 1654) would prohibit interstate transmission or radio broadcast of gambling information of a sports event before it starts (B&T, Oct. 16)—sponsored for the first time by Senate when Congress returns in January. Senate Majority Leader Ernest W. McFarland (D-Ariz.) gave that notice to Sen. Kefauver (D-Tenn.) before Congress adjourned last month.

FCC PONDERING precise set of limitations on horse race broadcasts. It is thinking of spelling out exactly what types of horse race information may not be transmitted because of tips that might be imparted to gamblers and bookies.

NBC AND AFFILIATES reportedly talking about cutting Kukla, Fran and Ollie programs to 15 minutes. Shows would remain in one or other segment of 7:30-10 p.m. EST time bracket.

IS THERE deliberate slow-down in FCC broadcast processing lines for budgetary propaganda purposes? FCC authorities insist that cut in appropriations by Congress has hampered operations. But outsiders in some quarters believe there's "sit down strike" in effort to get licensees to besiege Congress for additional FCC funds.

ACTIONS by Haraden Pratt, President's telecommunications adviser, will be closely watched on Capitol Hill in coming months. Dormant now—but still alive—is bill (S 1378) pending before Senate Interstate & Foreign Commerce Committee that FCC authority to assign frequencies for use of government-owned stations.

THEATRE TV HEARINGS now scheduled Feb. 25 at FCC, probably won't get underway until mid-summer at earliest. Preoccupation of FCC with full-scale TV allocations proceedings expected to force further postponements on FCC's own motion, if counsel do not seek it.

RADIO-TV ADVISOR to Rudolph Halley in his hard-fought campaign for New York City's second slot—President of City Council—was Morris Novik, radio consultant and part owner of WLIR New York.

There may be radio-TV angle to Senate Subcommittee on Privileges and Elections' hearings on non-commercial Ohio Senate campaign involving Presidential aspirant Robert A. Taft (R-Ohio) and Ohio State Auditor Joe Ferguson, Democrat. Hearings tentatively set for Nov. 26 expected to reveal breakdown of radio-TV campaign expenditures and related media information in Ohio election last November.

For more at DEADLINE see page 106.

BROADCASTING • TELECASTING
The successful WCFL "Sports-Music-News" Formula—now brought to fullest realization! Here is proved and constantly improved 3-Power Programming that captures, holds, and builds potent listenership. It makes this independent station a MAJOR factor in your Chicago Market strategy.

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

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

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

WE PLANNED IT THAT WAY—to achieve ever-greater

WCFL LISTENER-PULL!
PUT the pull of "DOMINANT-THREE" programming effectiveness to work for you! Call Art Harre, General Manager of WCFL, or contact your Bolling Company Representative.

Now affiliated with the Liberty Broadcasting System
WGST is the high powered weapon to use for bagging big game in the Atlanta Market, so don't scatter your sales shot in the bushes. Take a tip from the local hunters who know where the covey's are—more local advertisers buy more time on WGST than any other Atlanta station. You score a bullseye everytime with the top ABC and local shows and the complete merchandising support offered by WGST.
Do Some Independent Thinking About Radio Today

People who care about their money are doing some hard thinking about radio today... some independent thinking. In fact, many national advertisers who formerly bought network radio are finding they get better results when they use the leading independent radio stations. Don't take our word for it—make us prove it. Write to any AIMS station listed below for all the facts.

THESE ARE THE LEADING INDEPENDENT RADIO STATIONS:

WCUE — Akron, Ohio
WBMD — Baltimore, Maryland
WBNY — Buffalo, New York
WOJO — Cleveland, Ohio
WKOD — Columbus, Ohio
KMYR — Denver, Colorado
KBBC — Des Moines, Iowa
WKY — Evansville, Indiana
WCCC — Hartford, Connecticut
WXILW — Indianapolis, Indiana
WJXN — Jackson, Mississippi
KLMS — Lincoln, Nebraska
WKYW — Louisville, Kentucky
WMIE — Miami, Florida
WMIL — Milwaukee, Wisconsin
WKDA — Nashville, Tennessee
WBOK — New Orleans, Louisiana
WWSW — Pittsburgh, Pennsylvania
KXL — Portland, Oregon
WXGI — Richmond, Virginia
KSTL — St. Louis, Missouri
WMIN — Minneapolis-St. Paul
KNAX — Salt Lake City, Utah
KITE — San Antonio, Texas
KSON — San Diego, California
KYA — San Francisco, California
KING — Seattle, Washington
KREM — Spokane, Washington
WACE — Springfield, Massachusetts
KSTN — Stockton, California
WOLF — Syracuse, New York
KFMI — Tulsa, Oklahoma
WNEB — Worcester, Massachusetts
WBBW — Youngstown, Ohio

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

Aim for BULL’S-EYE results... with the AIMS GROUP
COFFEE CLUB is the perfect eye-opener to 'wake up' new sales... and 'perk up' the old ones. 'Earlybird' Phil Gordon gently arouses New Orleans every morning with his piano, songs and platters. It's the 'Perfect Combination'... for spot participation!
WREC GIVES YOU A BONUS MARKET

Yes—that's right—you pay no more—actually, you pay 10.1% less per thousand listeners, compared to 1946—and according to the 1950 census you reach more people, get more coverage, make more sales...than ever before.

According to the latest available figures of the 1950 census, the rich 76 county Memphis Market shows a definite population increase. This increase means thousands of potential customers. It is your

WREC BONUS MARKET

which you now receive in addition to the long established WREC coverage...

AND YOU PAY LESS PER THOUSAND THAN YOU DID IN 1946.
The “St. Louis Ballroom” plus is promotion! Bigger, better than ever! 24 sheets, exterior bus and streetcar cards, interior bus and streetcar announcements on Transit Radio, newspaper display ads, special mail promotions and personal appearances, promotion announcements on KXOK are scoring a wide plus for “St. Louis Ballroom” advertisers. Get details from your John Blair man or from KXOK today.

ST. LOUIS’ ABC STATION 101 & DELMAR • CHESTNUT 3700 6000-5000 WATTS • FULL TIME

Represented by John Blair & Co.

JOSEPH R. JOYCE and LEE HARWOOD, account executives with Robert W. Orr & Assoc., N. Y., elected vice presidents of agency. They will continue their duties as account executives.

W. SCOTT LEONARD and ALBERT W. GASS, account supervisors in Chicago office of Young & Rubicam, elected vice presidents of firm.

FREDERICK J. WACHTER, associates copy director Erwin, Wasey & Co., Chicago, elected vice president.


ANSON C. LOWITZ, vice president J. Walter Thompson Co., N. Y., to Foote, Cone & Belding, same city, in executive capacity.

RICHARD DOWNEY, head of Downey Co., S. F. merchandising consultants, to Dancer, Fitzgerald & McDougall, S. F., as merchandising manager. Mr. Downey will be succeeded by EDWARD A. FARGO Jr.

TOO MUCH success in the business he was in made H. Dorr Walsh, vice president, radio and television director, Hixson & Jorgensen Inc., Los Angeles, turn to advertising.

Mr. Walsh met with this overwhelming success operating a bridge club in Los Angeles and San Diego in the early thirties. Current zeal for the game kept him playing at this former hobby 14 to 18 hours a day. After three years of more bridge than sleep, he was moved to throw in his hand permanently.

At this point he decided to pursue a field which had appealed to him since high school days and joined the then Hixson-O'Donnell advertising agency in 1934.

Mr. Walsh apparently still turns in a pretty good hand. During his 17 years with the agency, one of the most successful and highly thought of on the West Coast, he has progressed from account and general handy man to vice president and part-owner. In addition to directing radio and television activities of the agency, which expends approximately 50% of its total billing in those two media, he is also account man on some of the firm's accounts.

Among those for which he helps supervise radio and television are the Richfield Oil Co., which expends approximately $275,000 annually on radio and this year almost reached that figure in television.

In addition to being in its 21st year with the Richfield Reporter, one of the pioneer sponsored programs on the West Coast, now on NBC, the firm has just renewed for its second year KTTV (TV) Los Angeles Success Story one of the most ambitious local TV programs. Besides this program, Richfield sponsors on TV special events and sports programs. This year it underwrote the Douglas MacArthur arrival in San Francisco and Japanese Peace Treaty activities in the same city on the 11 California stations via the microwave relay. Also under his aegis comes Day & Night Division, Affiliated Gas Equipment (water heaters) currently spending about $75,000 a year in radio and television spots in the Southwest and South, from California across to Florida; Voit Rubber Co. (rubber-covered athletic equipment); Kierulf & Co. (Motorola radio & TV sets distributors); General Controls (gas appliances). Citizens' National Trust & Savings.

Page 12 * November 12, 1951
edward s. gore appointed vice-president J. Robert Mendte Inc., philadelphia.

richard w. Byrne, operator of agency under his name, to Campbell-Ewald Co., S. F.

joseph R. WARNER, vice president and director Marfree Adv. Corp., N. Y., resigns. His future plans will be announced shortly.

HAL JAMES, director of radio and TV Ellington & Co., N. Y., named vice president. Mr. James has been with firm since 1944 and has been responsible for such shows as Cities Service Band of America, Dick Tracy, Date With Judy, Celenese Theatre, etc. Prior to his association with Ellington & Co., he was with H. W. Kastor & Sons and before that with Compton Adv.

WALTER N. STUCKSLAGER, promotion director Henri, Hurst & McDonald, Chicago, resigns to organize his own company to handle merchandising, selling and advertising of home furnishings nationally.

tom fry, national account executive for Lincoln-Mercury Dealer Assns., Kenyon & Eckhardt, N. Y., named vice president of agency. Before joining K & E last January, he was national director of network sales with ABC.

g. c. hammond, vice-president Cockfield, Brown & Co., Montreal, and walter e. powell, commercial manager Canadian Broadcasting Corp. Toronto, appointed directors of Bureau of Broadcast Measurement, Toronto. They succeed STUART B. SMITH, Canadian Advertising Agency Ltd., Toronto, who has moved to the United States, and E. A. WEIR, commercial manager CBC, who has retired.

mildred dudley, radio-TV department Tatham-Laird, Chicago, resigned.

wilfred charland appointed vice president and director McKim Adv. Ltd., Montreal, Mr. Charland, a nationally known radio producer, was president of Whitehall Broadcasting Ltd. Whitehall Broadcasting's activities are now merged into McKim's radio and television department.


JOHN T. KAVANAGH appointed to copy department Byer & Bowman Adv., Columbus, Ohio. He was with Charles Merrill Co., Columbus. JOHN D. METZGER named to copy staff in radio and television department. Mr. Metzger was with WLWC (TV) Columbus.

chris cross, to Kenyon & Eckhardt, N. Y., as assistant publicity director. He was chief of U. S. Radio and TV for United Nations.


everett pierce, San Francisco Examiner, to copy and contacts department L. C. Cole Co., S. F.

evans F. houghton, public relations manager, National Sales Executives, Inc., to Benton & Bowles, N. Y., in publicity department.


Fred spence, executive of international offices of Grant Adv. Inc., in India, England, South Africa and Brazil, appointed president of Grant. (Continued on page 68)
Let the South's Greatest Salesman Fill 'em up with YOUR Brand!

EXTRAS FOR ADVERTISERS

WWL pushes your product with strong, effective, sales-stimulating promotions. Store displays, 24-sheet posters, streetcar and bus dash signs, personal calls on distributors and jobbers, newspaper ads—all adding greater impact to your advertising.
WWL Sells to More Southerners THAN ANY OTHER MEDIUM!

WHY?
Because WWL reaches more Southerners — 50,000 watts, clear channel coverage dominating 4 states. Last year the powerful influence of WWL helped move millions of dollars of merchandise for national and local advertisers.

HOW?
Because WWL sells Southerners with excellent programming. For more than 25 years WWL has enjoyed a consistently high habitual listenership — the lion's share of Southern audience — verified by highest ratings.

STATE COVERAGE
in an area rich with new industry and still unquestionably radio dominated makes WWL unchallenged champion with time-buyers.

WWL
NEW ORLEANS
50,000 WATTS
CLEAR CHANNEL
CBS AFFILIATE
A DEPARTMENT OF LOYOLA UNIVERSITY
REPRESENTED NATIONALLY BY THE KATZ AGENCY

LET WWL the South's Greatest Salesman SELL THE SOUTH FOR YOU!
On the Map

EDITOR:
I have gotten a great deal of use out of your national map listing markets and their radio stations.

Bill Lawrence
BBDO
New York

Blue Chip Pay-Off

EDITOR:
Again congratulations on the series of success stories on local radio.

"Blue Chips on Local Radio Spelled Success for This Miami Lumber Yard" [B*T, Oct. 29] was the sales clincher for a half hour Sunday show for a local lumber yard today. Needless to say the first show will buy several years' subscriptions to Broadcasting∗ Telecasting dollar wise.

This is the kind of hard-hitting ammunition radio sales crews need.

Jan A. Elliot
Manager
KRFJ Miles City, Mont.

EDITOR:
In the Oct. 29 issue of your fine magazine you carried an article on the success of a Miami lumber yard in using radio. The article was titled "Blue Chips on Local Radio..."

May I make the suggestion that you continue to give us articles of this type and further suggest that you make tear sheets of these articles available to radio stations at a nominal fee for mailing in their own trading areas. Material of this sort from radio's finest journal is of tremendous value.

Louis H. Murray
Manager
WPAM-AM-FM Pottsville, Pa.

[EDITOR'S NOTE: Such articles will continue to appear regularly, and as usual, reprints will be available at cost.]

Seeing's Not Believing

EDITOR:
In all the words which have been written and spoken about television and radio nothing has been said about the overlooked but potent factor of "Audiovision."

Audiovision concerns that wonderful picture which the mind's eye can create when it is stimulated by the ear.

If proof be needed one may recall the radio personalities who have been "one shot" movie stars. To put it bluntly, they didn't look like the way they had sounded when they appeared on the screen. The mind's eye had created a clearer, better picture of what they should have looked like.

Television is a sales agency, not an advertising medium.

The viewer has an easy chance to turn down the merchandise shown on the screen; when that happens, the actual salesman then never gets a chance to sell him. In radio, interest and curiosity are aroused, but the final decision will be made in person where a trained sales person can sell the deal.

Audiovision (the modern word for radio) gets the job done!

Gustav K. Brandborg
KOVO Tulsa

Tsk, Tsk

EDITOR:
In reading your write-up "Royal Tour..." Nov. 5, I noticed some discrepancies—tssk, tsk.

The facilities of CBS-WTOP-TV in Washington were used to cover the event at the National Airport with Walter Cronkite describing the activities. It was a pool feed to all networks with CBS-TV doing the pick-up. Charles Collingwood, CBS White House correspondent, carried the ball on the CBS Radio Network.

NBC-TV did pick up and feed the reception at the Statler Hotel immediately following.

Rod Frank
Special Events
CBS, Washington

Rebuttal

EDITOR:
As one who has enjoyed and learned much from your well-edited publication, I do not cavil at your editorial judgment when in the Oct. 29 issue you found only 13 words worth quoting from a brief containing some 5,000. In such matters the editor is the boss.

However, I was surprised by the editorial "Burning Bridges" (Nov. 5) in which you state that the sentence stood alone and unexplained in the brief.

Since your readers have not had a view of the contents of the brief, let me explain the sentence, "Television must be saved from the..."

(Continued on page 102)

ASSOCIATED PROGRAM SERVICE

151 W. 40th Street, New York
F I N A L  N O T E S

Page 16 • November 12, 1951
is the cable a fable?

There's been a lot of romancing about the new relay stations which in effect extend the cable to the Coast and make possible "live" coast-to-coast television. Certainly, it's a tremendous technical achievement. But all it means to national advertisers is that with these new facilities they can add just four TV markets "live"—and these for only a restricted group of network programs.

The new facilities can accommodate only one network program at a time. And that program must be aired at a time when it will not be plagued by that time difference of three hours (or four "Daylight" hours) between New York and the Coast.

For all other network programs, kinescopes are still the order of the day—with this change, thanks to science: kines can now be taken off the tube in Los Angeles instead of being shipped from New York, and vice-versa. But they're still kinescopes!

Life is much happier for the Spot Program advertiser. His program is either "live" or on film—a lot easier for the audience to take than kine. His television time is planned market by market. And he uses only the markets he needs and wants. No "must" stations or minimum group requirements in Spot Program advertising.

There's a cost advantage, too, for Spot Program advertisers. Spot rates are generally lower than network rates for the same time period, on the same station. The difference is enough to cover the extra film prints required, their handling, distribution and other costs.

If you're thinking about television for 1952, you owe it to your marketing plans to get the full story on Spot Program advertising. You can get it from any Katz representative. It shows, in very realistic terms, that when it comes to television advertising . . .

You can do better with Spot. Much better.
feature of the week

RADIO-TV is assuming its traditional role again as public servant in times of emergency. With blood bank reserves depleted and the U. S. putting out a special call for donors, the broadcast media responded by joining in the national drive.

Conspicuous among the reports received by Broadcasting • Telecasting were the following:

ENBC San Francisco weekly has been turning its Studio A into a mobile blood bank for the American Red Cross, with listeners urged to visit the studio during broadcasts. Typical day saw 181 pints of blood donated.

To show how painless the donation of blood can be, Bernie Bracher, of WAVE-TV Louisville's "Sports Slants," conducted his program while giving a pint.

WFIL-TV Philadelphia staffers, Neil Harvey, m.c.; Chief Halftown, station personality, and John Corcoran, news commentator, contributed heavily to the success of a mid-city rally held by the local Junior Chamber of Commerce for the benefit of the emergency blood collection program of the American Red Cross.

WKY-TV Oklahoma City staged an all-day Red Cross blood collection campaign telecast Oct. 31. The station switchboard was deluged with about 2,250 phone calls.

PREPARING to donate a pint of blood splice to the Southwest Blood Bank to meet the current blood shortage, Lynn Cole (l), singer on KPRC-AM-TV Houston, and Francis Sullivan (r), production manager at KPRC, get briefing from nurse on blood need. Messrs Cole and Sullivan were just two of the 100 KPRC staffers who pledged a donation.

Station used recorded interviews during National Radio and Television Week to promote campaign.

187 volunteers were processed through the mobile blood center set up in a TV studio and 166 pints of blood were collected. Many donors said they otherwise would have been afraid if television hadn't shown them how easy it was. P. A. Sugg, WKY-AM-TV manager, was

(Continued on page 98)

strictly business

And after nearly six decades of life in a democracy, he naturally believes with utmost sincerity that it is the finest type of government.

Putting these two together, "Chet" Ruth wields one of the most potent weapons on behalf of freedom—an advertising campaign promoting the democratic way of life. He does this job in his role as advertising director of Republic Steel Co., headquartered in Cleveland.

He is convinced every company has a responsibility to promote the system that makes possible the existence of every business now operating. "If they don't defend it, who will?" he asks.

Republic holds classes in basic economics, with cooperation of the U. of Chicago, for its 6,000 administrative people. It operates a speakers bureau and maintains other promotional and advertising services with one objective—to alert the general public and other companies on the need to protect

(Continued on page 10)
Paper Money...

...income from manufactured paper products exceeds 308 million dollars annually in the two Carolinas. Whether you write, wrap, box or smoke, chances are you contribute to the income of WBT's 3,000,000 listeners—the largest group of your prospects you can reach through any single advertising medium in the two Carolinas.
TELEVISION'S ONLY 2 KW VHF TRANSMITTER

IT'S ALL AIR COOLED
If you plan to start TV station operations with a modest equipment investment... and still be sure you get adequate signal coverage... this new "2 kw" is a logical, economical solution to your problem. Initial equipment expense is lower than that of most TV stations on the air today. And tube costs are low—because all the tubes are standard types.

Used with RCA's popular and inexpensive high-gain 3-section Super Turnstile Antenna, this transmitter produces 5 kilowatts ERP—at the lowest cost per radiated kilowatt in TV history. Used with RCA TV antennas of higher gain, this transmitter provides up to 20 kw ERP!

Why not ask your RCA Broadcast Sales Specialist to help you with your planning. He can tell you precisely what you'll need to go on the air—and how to do it at lowest cost. Make use of his "know-how." Call him today.

For any TV power to 200 KW—go RCA!

The heart of the "2 kw"—the forced-air-cooled triode, RCA-5762

This service-proved triode features sturdy internal construction—and a very efficient plate radiator. The tube takes less than half the air flow previously needed for a tube having the same power-handling capability. And it's available through any RCA Tube Distributor!

ANNOUNCING—a 64-page book on RCA's new line of TV broadcast equipment for all channels, 2 to 83! An indispensable reference for station planning. Available only from your RCA Broadcast Sales Specialist.

*Effective radiated power
Who isn't, these days? But you want a real bargain—one that really gives you more for your money. That's the kind of advertising buy you get at W-I-T-H—a real, honest-to-goodness BARGAIN.

Here's why—W-I-T-H regularly delivers more listeners-per-dollar than any other radio or TV station in Baltimore. It delivers this vast, buying audience at low, low cost. That's what makes W-I-T-H the station that delivers low-cost results, the real bargain buy in Baltimore.

Just ask your Headley-Reed man for the whole W-I-T-H story.

The results station
Baltimore, Md.

TOM TINSLEY, PRESIDENT—REPRESENTED BY HEADLEY-REED
All-Industry Group Hits ‘ Expediency’

Clients Line Up

radio audience with spot schedules.

and among the first to recognize the value of early morning radio listenership were the oil companies: Standard Oil, Conoco Oil, and Magnolia Petroleum.

In a sense it has taken radio at least 15 years to sell early morning radio to national advertisers, with this year reliably predicted to be the most successful in the medium’s history for these hours. Actually, the lead in selling morning time had long since been taken by the individual stations, with local automobile dealers, clothing stores, tractor distributors and local drug chains carrying the burden of that pioneering. Their success has been the real spur to the current radio action of national advertisers.

The radio success of national advertisers in turn has been responsible in part for alerting advertising agencies to the prospect of comparable results in television. The daytime TV market is beginning to figure with increasing importance in their plans. This week, in fact, one agency, Grey Advertising, New York, specifically ad

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MORNING DEMAND

By FLORENCE SMALL

WITH morning time sales in radio rising to an all-time high, national advertisers, reawakened to the selling potential of the early-hour periods, are beginning to spill over into morning television to sell their products.

Late last week both NBC-TV and CBS-TV were understood to be on the verge of completing negotiations for sale of substantial morning segments on television. CBS-TV was expected to sign two separate clients for the 10:30-4:5 a.m. period and the following 10:45-11 a.m. quarter-hour slot, five times weekly, to start in January; while NBC-TV was slated to counter with a sale of half the newly-singed Ralph.

NBC-TV contracted Mr. Edwards for $5,500,000 for his exclusive radio and TV services during the next five years. He is scheduled to appear on a daily half-hour TV show, coast to coast, starting the first week of January (12:30-1 p.m. EST) in the network’s effort to build mass morning audiences.

NBC-TV also is preparing a five-minute kinescope on a 7 to 9 a.m. show, slated to start Jan. 7, for

agency and advertisers’ perusal.

Meanwhile, CBS-TV already has signed Lever Brothers’ Rinso for sponsorship of Arthur Godfrey on the 10:15-30 a.m. time, five times weekly effective early in January.

Radio, still unchallenged as the dominant morning medium, traces the resurgence popularly of its early time periods to the coincident use in spot consciousness of the national advertiser. It is a trend that has been building for two years now and has recently reached its highest development with such diverse advertisers as Life Magazine, Shulton Toiletries for men (Old Spice Shaving Cream), and U. S. Tobacco’s Snuff placing spot announcement schedules in the early morning time periods on stations across the country.

Cold Remedies Considered

The cold remedy manufacturers such as Vick Chemical, Save-The-Baby Cough Syrup, Musterole, and others expressing their faith in early radio time with heavy schedules at the beginning of the fall season.

Breakfast food clients such as Chase & Sanborn (coffee), H-O Oats, Jelke Margarine, etc., are also attempting to capture the early

station’s present network rates because of television.

“Radio stations right now are doing some of the best business they’ve ever done—another good argument against cutting rates,” one committee man said. “But even so,” he asked, “how is a station going to make out if its rate is discounted 70%?”

Contributing to the significance of the committee’s attack on the NBC plan, observers noted, is the membership of the committee itself, which includes representatives of major NBC affiliates, as well as of all other networks, and also includes broadcasters who operate TV as well as AM.

Mr. Morency, the chairman, is vice president and general manager of WTIC and also is a former chairman of the NBC Stations (Continued on page 104)

NBC PLAN BLASTED

By RUFUS CRATER

THE ALL-INDUSTRY Affiliates Committee served notice last Thursday that it will turn its guns on anything it thinks is apt to undercut the structure of radio.

Its first target: NBC’s revolutionary new basic economic plan [B+T, Oct. 5, et seq.,] or any like it.

In a statement generally expected to stir up fireworks for the NBC affiliates convention late this month—it’s obviously not intended to do otherwise — the committee called for an end to sales gimmicks and gadgets and a return to what it deemed thoughtful long-range planning which makes no concession to “expediency” for the sake of “a fancied short-term advantage.”

The NBC plan was the only one formally mentioned by name, but the committee explicitly included within its target range “any similar plan which might be proposed”—presumably taking cognizance of plans well afoot at CBS [CLOSED CIRCUIT, Nov. 5] and reported in the preliminary study stage at both ABC and Mutual.

Devices such as ABC’s “Pyramid Plan” of multi-program multi-sponsorship, as well as its predecessor “Tandem Plan” of NBC and successor “Multi-Message Plan” of Mutual, and the one-shot program sponsorship in which CBS officially led the way, for instance, came by implication within the range of the committee’s condemnations.

Cite Lack of Dignity

Throughout the committee’s meetings, which lasted for a day and a half in New York’s Hotel Ambassador, ran the theme that the networks—apparently all of them, in committee thinking—have given radio an air of undesirable and unwanted un-dignity in the scramble to sign up sponsors on one-shot or other than straight network, straight card-rate basis, and that radio was likely to come into the “cloak-and-suit” category if network sales policies continue at their present level.

The committee, whose formally announced conclusions were described as unanimous, was said to be of a single mind that radio will have to make adjustments to meet TV or any other competitive development—but not on any fixed, all-covering formula such as NBC’s new economic plan envisions or, worse yet, the Assn. of National Advertisers’ computations which automatically turn a TV home into a 100% non-radio home.

Under Paul W. Morency of WTIC Hartford, the committee conferred at length with Robert Elder, research expert and consultant, who invented the Audiometer, and came up with a definite decision to undertake “sound constructive research” to show radio’s true worth in comparison with other media.

Who will be retained to do the research job was left undecided. But the committee definitely decided that despite all the money radio has spent on research thus far it has “scattered its shot,” and said the Committee will explore the subject further and come up with a recommendation.

The committee’s formal report was taken as a clear indication that the group had forcefully rejected any suggestion that it had served its purpose and should wind up its affairs.

Not ‘ Punitive’ Conclusions

Members insisted there was nothing “punitive” about its conclusions, directed though they were against the NBC economic plan primarily. Rather, the conclusions were offered in line with the belief—of “every member”—that “in the many years to come, radio will be a tremendously factor in the lives of every citizen of the U. S.”

The committee’s conclusions would indicate that it particularly endorses the NBC plan’s formula which, they said, would permit up to a 70% cut in a station’s present network rates because of television.

“Radio stations right now are doing some of the best business they’ve ever done—another good argument against cutting rates,” one committee man said. “But even so,” he asked, “how is a station going to make out if its rate is discounted 70%?”

Contributing to the significance of the committee’s attack on the NBC plan, observers noted, is the membership of the committee itself, which includes representatives of major NBC affiliates, as well as of all other networks, and also includes broadcasters who operate TV as well as AM.

Mr. Morency, the chairman, is vice president and general manager of WTIC and also is a former chairman of the NBC Stations (Continued on page 104)
CASH LEAVES NBC
To Join Crosley Corp.

NORMAN CASH resigns, effective Nov. 19, as director of station relations for NBC to join the Crosley Broadcasting Corp. as assistant general sales manager for radio, it was announced last Tuesday.

Mr. Cash had been with NBC for the past 12 years. During that period he was associated with production, sales, radio and station relations. In World War II he served with Army Corps of Engineers in the Italian Campaign and was awarded the Purple Heart and the Bronze Star.

NBC had not named a successor to Mr. Cash as of last Friday.

Simmel to NBC

LUDWIG W. SIMMEL, manager of radio co-op program sales department for ABC, has been appointed to newly created position as manager of “minute man” and co-op program activities for NBC. Carlston D. South, vice president of station relations, announced Wednesday. Mr. Simmel, who previously was manager of Blue network sales service department, will assume his NBC post Nov. 16.

BALL APPOINTED
Named CBS Radio Editor

DON BALL, program director and editor of directing for WCBS New York and editing director for WCBS-TV, last week was named director of editing for CBS Radio, effective immediately.

The appointment, announced by CBS Radio Administrative Vice President James M. Seward, was made as part of the division of CBS Radio and Television into separate operating entities. James Shattuck, who formerly was editing director in both Radio and TV holds the post in the TV division, under the divorence. Mr. Ball has been with CBS since 1929 except for a brief period with Neff-Rogway agency in 1946.

REYNOLD KRAFT
Dies in Chicago Nov. 5

FUNERAL services were to be conducted in Chicago Saturday afternoon for Reynolds (Ren) Rudolph Kraft, 56, manager of the midwest office of the Fort Industry Co. in Chicago. Mr. Kraft, who opened the office in July, died suddenly Monday afternoon in Presbyterian Hospital after suffering a heart attack in his office. His doctor reportedly found him in “excellent condition” the previous week.

A radio and television sales executive since 1937, Mr. Kraft joined NBC New York that year as a network radio salesman. In 1945 he began selling network television and soon became television sales manager. He left NBC in 1950 to work as president and television director of the Paul H. Raymer Co., station representative firm, in New York and then joined Fort Industry Co.

Mr. Kraft was born March 29, 1885, in Menominee, Wis., and attended high school in Oak Park, Ill., a Chicago suburb. In 1916 he was graduated from the U. of Illinois where he was an All-American football star and a member of Beta Theta Pi. He received a mining degree after majoring in metallurgy. For several years he worked as an engineer. His first sales job was for Collier’s magazine from 1894 until 1897.

Mr. Kraft and his wife, Grace, lived on Chicago’s South Side. He also is survived by a son, Reynold R. Jr., and two grandsons.

EXECUTIVES of two broadcast-minded advertisers were guests at the Spot Radio Clinic held by National Assn. of Radio & Television Station Representatives tonight ago. L to r: Murray Grabhorn, managing director of NARTS; Edward G. Offerington, national manager, radio-TV Division, Shell Oil Co.; Ralph McKinzie, Paul H. Raymer & Co.; D. C. Keith, vice president and general manager, Pepsodent Division, Lever Bros.; Jerry Lyons, Weed & Co.; William Reed, John Blair & Co. Clinic was held at Biltmore Hotel in New York City.

ABC Shifts
Phillipson, Others Are Promoted

TO STRENGTHEN executive responsibility, William Phillipson, ABC assistant director of TV programming and operations, New York, has been transferred to Hollywood as Western Division director of radio and television operations [CLOSED CIRCUIT, Nov. 5].

Robert E. Kintner, ABC president, in Hollywood for the realignment of duties, also revealed last Tuesday that Gayle Grubb, general manager of KGO-AM-TV San Francisco, has been elected a vice president of the company.

Don B. Tatum continues as director of ABC Western Division TV, with Fran Conrad manager of Western Division radio network, both working directly with Mr. Phillipson.

Under the new setup, Amos Baron, former sales manager of KECA Hollywood and Western Division radio network, becomes manager of KECA. Philip G. Hoffman, general manager, KOB Albuquerque, becomes manager, KECA-TV Hollywood. Matt Bar, account executive, succeeds Mr. Baron as KECA sales manager.

Duties Outlined

Mr. Phillipson will serve as division head until merger of ABC and United Paramount Theatres is finalized. He will then resume his New York duties and be succeeded on the West Coast by an UPT executive with title of vice president.

Ernest Felix, assistant treasurer, has been Western Division acting manager since June, taking over those duties shortly after Frank Samuels resigned as vice president to join William Morris Agency as West Coast head of radio and television.

In keeping with the new ABC policy of taking its owned stations out of network supervision, KECA and KGO will be operated as separate entities. Managers will report direct to Mr. Phillipson.

Gill Leaves McGillvra
HELEN GILL has resigned as vice president of Joseph Hershey McGillvra Inc., station representative firm. She is a former time buyer with Kenyon & Eckhardt.

NARTB POST
Stubblefield Named
WILLIAM T. STUBBLEFIELD, account executive in the station relations department of Associated Program Service, was named last week to head NARTB’s station relations activity. The appointment was announced Friday by NARTB President Harold E. Fellows.

Mr. Stubblefield will join NARTB Dec. 1. He succeeds John F. Hardesty, who resigned a fortnight ago to become director of local promotion for Broadcast Advertising Bureau [B&T, Nov. 5]. William K. Treynor continues as assistant director of the NARTB department. He currently is covering the final leg of the NARTB district meetings.

Entering radio at KONO San Antonio in 1939 as an announcer, Mr. Stubblefield became a management consultant after the war and directed the building of several Texas stations. He joined Capitol Records in 1949 as field representative in the South, going to Associated last Jan. 1. He attended U. of Texas. He is married and has a son, William T. Jr., aged 2. His past activities have given him acquaintance with broadcasters in every state.
COMPARABLE RESEARCH that would enable the advertiser to apply a common measuring tape to radio, television, newspapers and magazines is the pot of gold that so far has eluded media research men. Some strides toward it have already been taken, a study by Raymond A. Kemper Assocs. in Louisville [B&T, Oct. 1] and story on Mr. Kemper's talk to District 7, page 28 this issue. Is such an objective attainable on a national scale? Here's a summary of expert answers to that question. The experts don't agree on methods of getting there, but they believe the objective can be won—if the advertising industry is willing to stand the cost.

FREE TIME & P.I.'s

COMMERCIAL religion a la Percy Crawford had radio stations up in arms last week as the Philadelphia sponsor asked for free broadcast time because he is spending so much money on television commercials. All high in the high baggage was reached when the Rev. Crawford (M.A., D.D.) sent his radio plea on a letterhead bearing this banner across the bottom: $5,000 is needed to purchase radio and television time. Please pray and give.

Having slipped that verbal dagger between broadcasters' ribs, the Rev. Crawford said: "Our budget will not permit us to purchase time on the radio, but we have had about 24 stations already offered to run a 15-minute program on Sundays if we would make a recording; so this is what we have decided to do."

He explained that a 14½-minute tape, "with no commercials," would be submitted to interested stations with the proviso that they be made a part of radio expense "to a designated station."

Now using a big ABC coast-to-coast video hookup (Sun., 10:30-11 p.m.), the Rev. Crawford attempts to sell broadcasters with the reminder that "we used to be on 450 stations on Sundays."

New angle entering the mixup is the presence in NARTB's television code of a clause in opposition to such contracts. The clause reads: "A charge for television time to churches and religious bodies is not recommended."

The proposed TV code, already approved in principle by the NARTB TV membership, is slated for final board action in early December. NARTB headquarters currently is revising the text in line with suggestions made by the membership [B&T, Oct. 22].

McRaney's Views

A typical broadcaster comment on the latest Crawford offer is that of Bob McRaney, general manager of WCBS, Columbus, Miss.

"I have received an outright invitation for radio to use its medium to solicit funds to support a program paid for on television. It is simply amazing that stations are willing to accept such deals."

Religion has appeared again in the field of per inquiry advertising. This time it takes the form of a Christmas Bible offer by Kenzine Distributors, 6000 Sunset Blvd., Los Angeles.

The company offers "a wonderful Christmas combination offer" consisting in all of a 224-page Bible with pictures and gold gilding, a Christmas wreath, 154 Christmas seals and mailing tags "all for just $1."

"As I am not using an agency," wrote Marc L. Strauss, advertising manager, "I can afford to pay $0.40 net to the station."

Then comes the kicker: "In addition we both know that the local newsman in either a broadcast or make a deal. Therefore I will pay another $0.05 per order to the announcer, because I feel the additional volume will compensate me."

"A very ethical, conservative" drug house using full-color pages in TV Saturday evening spot is marketing an acne ointment for teen-agers through Robert Holley & Co., New York agency, according to a letter sent stations over the signature of Charles J. Cullar, vice president. The stations are asked if they have a program "on which merchandise is offered on a per inquiry or per sale basis." The product is being advertised in

List Still Grows

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(Continued on page 82)
Many of the nation’s largest retail organizations have grown out of catalog houses. And catalog houses developed when smart merchandisers made the still neglected discovery that rural and small-city people like to buy things. Often they buy major articles, such as machinery and appliances, as well as clothes and household furnishings. Nearly three-score years ago the mail order house of Cussins & Fearn was started in Columbus. Now it blankets the state with branches, though a nice mail order business continues. Radio has taken an active part in the company’s recent growth, sparked by Ray Wunderlich, four-time president of National Houseware Buyers Assn.

BUCKEYE BUCKS
Come Easy When Cussins & Fearn Uses Radio

Phones were ringing, buzzers buzzing and memos flying out of over-worked type writers around the 40-store Cussins & Fearn chain.

This Ohio organization, doing a vast business in hardware, auto supplies, household articles and all sorts of hard goods, had a problem—an inventory problem that grew out of a clerical mistake.

In any multi-million dollar business, occasional errors in ordering and billings are inevitable. But here was a new kind of mistake, and Cussins & Fearn found its big Columbus warehouse bulging with garden hose. A blanket order had been sent to a manufacturer for the season’s supply of this garden merchandise, stating Cussins & Fearn’s estimated needs for the season.

Later, the actual order itself, giving the specific needs, was sent to the manufacturer.

What happened? Well, the delighted manufacturer not only filled the large order necessary to supply Cussins & Fearn’s garden-minded clientele all over Ohio but the factory went even farther—it filled the advance estimated order, too.

Quite a crisis in the life of a hardware chain!

But Cussins & Fearn figured a way out. For three years the chain had been using dawn to dusk radio newscasts on WHKC Columbus. Out of the rush of memos, conferences and phone calls came the decision—turn the hose over to the radio department.


The catastrophe turned into a bonanza. But let Ray Wunderlich, Cussins & Fearn president, tell in a few words how easily it was done:

"With our warehouse full of hose, we decided it was time for action. We turned to radio and radio saved our necks. For 10 days, half of the spots on our news programs were devoted to sale of garden hose."

"The result? We sold out."

"We could have sold as much more if we had known a summer drought was coming."

Cussins & Fearn blankets an area radiating over 100 miles out of Columbus, with stores located mainly in smaller cities ranging from 4,000 to 40,000.

Seventy-five percent of sales are to the rural and suburban population, according to Mr. Wunderlich.

"You city folks are passing over a tremendous market," he likes to say as he listens to advertising shop talk in metropolitan-minded groups.

Cussins & Fearn started 58 years ago as a little mail order house in Columbus. The business grew and the firm reached 500,000 circulation with its monthly catalogs.

The mail order business continues but the number of catalogs has been cut down to five a year because of radio’s sales impact, Mr. Wunderlich declared.

"We hit the rural folks with our news from the time they get up until they go to bed," he said. "Rural and small-city people like to keep up with the news."

Coordinating the radio promotion with the Cussins & Fearn advertising and promotion activity is Robert Neer, radio director.

Originally Cussins & Fearn used radio as a "plus—something extra" added to its newspaper and catalog advertising, according to Mr. Wunderlich. Now radio has a very definite place in the company’s sales promotion scheme, he added.

"Radio stands so squarely on its own feet," Mr. Wunderlich said, "that radio advertising and merchandising do not go through our advertising office. One man handles radio merchandising exclusively. It is his responsibility to select items for promotion and to inform all 40 store managers around the state what the items will be, well in advance of the time they are on the air."

The items are selected three weeks ahead of broadcast time, he continued. Cussins & Fearn insists that merchandise must be "our best in the sense of competitive quality, customer demand, timeliness and price." Mr. Wunderlich explained. The items must be in good supply at all stores so no customer will be disappointed because an article is sold out.

"If you don’t have good merchandise at the right price you are wasting the money you spend on radio advertising," he said. "Our stores all over Ohio choose a station that gives complete coverage of our market. We use radio as the ‘blanket medium’ and let local newspapers do the job of localizing the sales message from each individual store.

"To reach the complete audience of the station we use 10 newscasts each day, five days a week, 6 a.m. to 6:30 p.m., a total of 1½ hours of news daily. Some of these newscasts are 15 minutes, some 10, some ‘capsule reports’ of five minutes.

"We pick three items each week for radio advertising. Using two or three announcements on each newscast adds up to over 100 spots per week on just these three items. There is variety in the way (Continued on page 36).

Mr. WUNDERLICH

Mr. NEER

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### How to Do's Theme

A two-hour afternoon session with the NARND annual awards, during which representatives of winning stations will explain their operating methods.

To hear what his committee has done in helping gain equal access to the news for all media, follow by a report on freedom of information by Bill Call, executive editor of the Minneapolis Star and Tribune and a member of the ASNE executive committee. Newsroom policies and operations will be described by Bill Henry of Mutual.

Newspaper-owned station men and Canadian news directors will meet Wednesday afternoon to hear D. McD. Murray, publisher of the Asbury Park Press. Charter (Continued on page 38)

### RADIO NEWSMEN

**Named to Assist Schools**

VETERAN newsmen from stations in Canada and all sections of the United States have been named to the journalism school speakers bureau of the National Assn. of Radio News Directors.

Bradley H. McMullen, NARD president, who started the bureau at the request of a group of journalism professors, said that the newsmen appointed will be asked to assist colleges and universities in their areas in teaching fundamentals of radio and TV news gathering and preparation.

**Named to the bureau were:**
- Canadian: WACV-Alberta; D. C. Cannings, CKWV-Vancouver; D. C. McCarthy, CFCF-Toronto; and A. S. Bready, CFIJ-Winnipeg.
- Rocky Mountains: Paul Sullivan, Intercontinental Network; Salt Lake City; Harry Sweet, KOLO-Boise; Colby Weyrich, KUTV-Salt Lake Springs; Sheldon Peterson, KLZ-Denver.
- Midwest: Bill Renick, KCHI-Chicago; Bill McMurray, KPRC-Houston; William P. H. Keating, KQV-Milwaukee; and W. W. Bailey, KQW-Salt Lake City.
- West: W. B. Hiebert, KFI-Los Angeles; W. T. Kelton, KPTV-Portland; and Jack Gafney, KZTV-Los Angeles.
- South: James A. Bridges, WSBD-Atlanta; John Renick, WTVJ-Miami; Tom Eaton, WITC-Hartford; and John Renick, WTVJ-Miami.
- Northeast: Ben Chattington, WNBC-New York; Tom Eaton, WITC-Hartford; and John Renick, WTVJ-Miami.
- Midwest: Bill Renick, KCHI-Chicago; and William H. Keating, KQV-Milwaukee.
- East: Dexter Mullen, WFAST-Fordham; Tom Bentley, WAVE-New Haven; and Willard Miller, WOR-New York.
- South: James A. Bridges, WSBD-Atlanta; John Renick, WTVJ-Miami; and Jimmy Black, WTVJ-Miami.

### ASBURY PARK CASE

NARND Offers Copies

CONVENTIONEERS at the National Assn. of Radio News Directors meeting, starting today in Chicago, can get copies of the Asbury Park decision, NARND President, Ben Chatfield, WMAQ-Morton, Ga., has announced.

The decision, handed down by Superior Court Judge C. Thomas Cheetino, ordered the Asbury Park, N. J., city council to permit WJLK, Asbury Park, N. J., to broadcast a public hearing (WBT, Oct. 1).

Copies of the decision were printed by NARND Executive Secretary, Soren Munkhof, Hotel Sherman, Chicago.

### CBS INCOME

**39-Week Report Shows Growth**

CBS INC. and its domestic subsidiaries had a gross income of $119,731,379 for the first 39 weeks of 1951, compared to $80,668,187 for the same period a year ago. Taxable earnings (after federal income taxes) totaled $3,532,666 as against $2,670,783 for the first 39 weeks of 1950.

These figures, with the 39-week totals for the period including the extraordinary events of the NBC government and television stations, have been calculated in accordance with the Revenue Act of 1951. The figures for the comparable period of 1950 reflect estimates, based on sales, expenses and costs of goods sold at $42,936,070, as compared to $43,616,098, selling, general and administrative expenses were $17,522,409, against $13,640,241; provision for depreciation, etc., $1,374,380, against $1,118,470, while "miscellaneous" income (less deductions) was $10,812 against $7,141. Income before federal income taxes amounted to $8,785,666 for the first 39 weeks of 1951, compared to $8,300,783 for the comparable period of 1950.

**Nine Months Ending September 29, 1951 (39 weeks) September 30, 1950 (39 weeks)**

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<th>Gross Income</th>
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### BROADCASTING • Telecasting

**How To Do's Theme**

A two-hour afternoon session with the NARND annual awards, during which representatives of winning stations will explain their operating methods.

To hear what his committee has done in helping gain equal access to the news for all media, follow by a report on freedom of information by Bill Call, executive editor of the Minneapolis Star and Tribune and a member of the ASNE executive committee. Newsroom policies and operations will be described by Bill Henry of Mutual.

Newspaper-owned station men and Canadian news directors will meet Wednesday afternoon to hear D. McD. Murray, publisher of the Asbury Park Press. Charter (Continued on page 38)

### NARND MEETS TODAY

THREE-DAY annual convention of the National Assn. of Radio News Directors, which opens in Chicago today (Monday), will feature a "how to do it" approach to general news presentation.

Jim Borman of WCCO Minneapolis has planned an agenda of work sessions on wire service coverage, crime reporting, coverage of political conventions, news of atomic energy, television news, access to stories generally, documentary programs and the salability of news show business.

Although all of the invited guest speakers were not definitely committed late last week it was apparent the program would include several top government and news executives. Sen. Richard Russel (D-Ga.), chairman of the Senate Armed Forces Committee, will give a talk on the subject.

The meeting opens this morning at the Hotel Sherman with registration at 9 a.m. and a business session at 10 a.m. President Ben Chatfield, WMAQ-Morton, Ga., will give his annual report and the nominating committee will present its slate.

With the possible exception of three-year directors include Mr. Borman; Jim Byron, WBAP Fort Worth; E. L. Heywood, CFAC Calgary, Alberta, Can.; Max Linder, WJAY Hollywood; Reuben Van Dyke, KRNT Des Moines; Brooks Watson, WMBD Peoria, Ill.; Ken Miller, KVOD Tulsa, and Paul Wagoner, KOSU; Ohio State University, Columbus.

The nominating committee has recommended that Bill Ray, NBC Chicago, and Orrin Melton, KSNF-Sioux Falls, fill unexpired directorial terms, Mr. Ray for two years and Mr. Melton for one. Committee members are Jack Krueger, WTMJ Milwaukee; Roy Finley, WEEK Peoria; George Gow, KANS Wichita; Dave Kessler, WHAM Rochester; Godfrey E. Hudson, CFCQ Saskatoon, Can., and Earl Bell, NBC Washington.

Members of NARND will be guests at several luncheons, dinners and cocktail parties planned by private business concerns and wire services. On opening day, after a wire service committee report and discussion in the morning, Malcolm Johnson of International News Service will lead discussion on crime reporting. Ken Fry of the National Democratic committee and Ed Ingle of the Republican Committee will report on plans for the nominating conventions in Chicago next year.

Coverage of the Korean war will be outlined at the opening session Tuesday morning by Phil Newman of United Press, after which the Television Committee, headed by Sig Mickelson of CBS and Frank McCall of NBC, will make its report. Sen. Russell has been scheduled as the Tuesday luncheon speaker.

### Broadcasting • Telecasting

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Newspaper-owned station men and Canadian news directors will meet Wednesday afternoon to hear D. McD. Murray, publisher of the Asbury Park Press. Charter (Continued on page 38)
TO THOSE WHO DENOUNCE ADVERTISING and deem it a parasitic and price-boosting aspect of the American Economy, Harold E. Fellows, NARTB president, has an answer—an effective answer. Suppose all advertising were stopped under official edict. What would happen? The holocaust would reduce to triviality the fantastic events of the famed Man From Mars drama that shocked the populace a decade ago. Tragedy would stalk the nation—and then the world. Mr. Fellows believes. He laid it out, on a cold slab, this forecast of the economic and human events that would follow advertising’s death in a speech delivered Friday to the Advertising Club of Louisville. Following his fictional delineation, Mr. Fellows recited the basic facts of advertising’s role in today’s world and called on all advertising people to rededicate the profession “to the good cause of America’s free economy.”

There are long faces in the Treasury Department—where Defense Bond officials read quickly the handwriting on the wall. Defense Bond sales would drop to a trickle, and inflation would run amok. Department of Defense officials speedily made plans for manpower drafts, for they could expect very few recruits in the absence of selling assistance from the crippled media of the nation. The Red Cross, long thwarted in its attempts—even under ideal conditions—to bring blood banks up to minimum requirements, has given up the fight completely.

**Tax Returns Dwindle**

The Bureau of Internal Revenue anticipates only a small percentage of the taxes which it’s required to meet the growing demands of emergency operation of the nation.

In Korea, where news of the disaster reached men at the fighting front by radio, there is complete bewilderment.

And in Russia, there is a man with an enigmatic smile.

Something had happened in America that reduced that nation to shambles faster—oh, so very much faster—than could have a thousand atom bombs and a million lives expended.

**NEWS SOURCES**

NARTB Dist. 7 Hears KBA Plan

In addition, District 7 heard reports from Loy Livesay, WLBT AM-FM Mattoon, president of the Illinois Broadcasters Assn.; and Robert W. Ferguson, WTRF AM-FM Bellaire, president of the Ohio Broadcasters Assn.

Mr. Livesay said that his group had adopted a resolution opposing use by the U. of Illinois of tax money to install television and radio broadcast equipment and against possible reservation of channels for educational broadcasting. His association, Mr. Livesay said, favored use of tax money to produce educational programs which would be seen over existing commercial facilities.

Mr. Ferguson declared that in Ohio broadcasters had attacked what he termed “discriminatory” action. Notable, Mr. Ferguson said, was a ruling by the Ohio tax commissioner that transcriptions over Ohio stations are state sales tax. By action of the broadcasting, Mr. Ferguson added, this had been upset.

All three associations reported progress in campaigns against the charging of fees for broadcasts.

(Continued on page 38)
THE WRITER'S LAMENT

IS MANAGEMENT short-changing itself when it keeps continuity budgets pared to the bone? The author of this article believes it is. Cheap help isn't apt to create memorable or productive advertising copy, particularly when the help regards itself as abused and misunderstood. Here are one man's suggestions for improving the morale of the staff writer and, of interest to management, making radio pay off in bigger sales.

By BRUCE F. ANDERSON

THE TERM, continuity writer, is therapeutic—titular in the sense of soothing the irritated ego of radio's lowest paid talent. But when you scratch off the euphemism, a continuity writer emerges as a single woman, usually in her early twenties, who writes advertising for a radio station. She is the one to whom announcers, salesmen, station managers, sponsors, and listeners unconsciously refer when they suffer through a distressing commercial, pivot on their hunkers and groan: "Who writes that stuff, anyhow?"

Radio salesmen live in a solvent world of their own, where nothing disturbs the tranquility but the rustle of contracts and the capping of Parker 51s; newsmen wear loosely-knotted ties and vaunt easily from Washington to Tokyo on confident "meanwhiles"; announcers are always your announcer; and promotion men are born with silver hyperboles in their mouths, the better to spread themselves. The continuity writer has nothing—neither prestige, nor commissions, nor a faithful listener in Grandy Center. And many times she is no more guilty of the atrocities she commits than a chef is guilty of poor cooking, who must make his omelet with aged eggs.

Yet the very fact that she is the focus of outrage, and not the announcer who read the spot, or the salesman who sold it, proves that her work is important. It also suggests that good writing is important, which is not the same thing as formula writing—symptom of a highly contagious mental disease. Some light was shed on the nature of this disease in a recent study by B.A.B. The study said: "We find that young people who have no established writing habits or styles of their own are very good prospects." These "copy trainees" are then carefully infected with the writing habits of the incurables until their imaginations are sickly.

Not mentioned is the freakish aspect of the disease, causing capons to beget capons so that now all of radio is swarming with the little beggars, who of course look upon anyone with a plastic imagination as a thoroughly idiotic, senior grade.

This article will take up the cudgel for idiots, may even try to explain them. More than that, we'll try to define good writing, or at least get some indication of its character.

Who is she, this writer of continuity? In many cases she is a primitive with a powerful yen to scrawl her pictures on the dark wall of the cave. In short, she's fundamentally an artist. Her job as a continuity writer is only temporary, until such time as Scriber's beakons with succulent royalties. This is the secret she hides in her bosom, the religion that saves her from the contamination of her work. In many other cases, she is a craftsman with no literary illusions whatever. In either case, when she turns on the creative spigot, seldom does she direct the full blast into the chain-breaks and minute spots. Why? Maybe an answer will suggest itself when we dissect her job.

Writer vs. Sponsor

She writes advertising. That means that she works in an office five and a half days a week, committing to paper ideas that are supposed to stimulate commerce. These are rarely her own ideas. Most of them were laid by tired businessmen. The writer's job is to reduce these ideas to a consistency suitable for broadcast without damaging the content. Most of the time that's all that's required of her. Most of the time it's not important that she use her imagination, that she communicate with the listener, or even that she sell the product. The important thing is to keep the sponsor happy, period. The accepted way of doing this is to serve him his own ideas, garnished with his own pet phrases; and—make no mistake about it—a great deal of continuity is written with this objective in mind. Because radio is enormously effective, merchandise is often sold in spite of it. Often, however, when the copy is bad the merchandise doesn't sell, but that doesn't matter either. It's still possible to keep the sponsor happy by plying him with double shots of that old hokum derivative—"the-important-thing-is-to-keep-your-name-in-front-of-the-public."

Radio executives will argue that there are many enlightened sponsors who love to sell merchandise and welcome new ideas. True, and we should cleave unto them steadfastly. But the radio writer is still prevented from unleashing her talent by a number of further considerations; not the least of which is herself.

She's human. She works for approval as well as for salary and gets precious little of either. When she knocks herself out on a commercial or a series of commercials, and they're fresh, interesting and effective, she may get a perfunctory pat on the head if she's lucky. Verily the writers of books, plays and newspaper columns have their reward in the sweetest of all bouquets, the by-line. The writer of a radio program is mentioned hastily—if at all—just before the system cue and in a manner that

(Continued on page 66)
**Dem., GOP Site**

**Television** proved to be the big wheel last week in Chicago discussions among GOP and Democratic party leaders on choice of a convention site for the 1952 national convention.

Won over by the persuasion of industry representatives -- and to the evident disapproval of printed media -- party chairs selected the Illinois Institute of Technology near Chi-

The amphitheatre, located on Chicago's South Side, will be used for both conventions -- the Republican beginning July 7 and the Demo-

Thus, broadcasters were assured of substantially larger facilities than they would have enjoyed had both parties returned to the Chi-

The selection was jointly announced Thursday by Frank E. Mc-

The amphitheatre has spacious "upstage" and numerous rooms to accommodate radio and television facilities. Requirements of each network were submitted to the Radio and Television Convention committee, headed by Bill Hen-

Over 2,000 radio and 100-plus video stations throughout the coun-

Broadcasters recommend

It was understood that originally the International Amphitheatre was acceptable to the Democrats de-

Use of the Chicago Stadium would have entailed the construc-

EYES and ears of Americans were glued to Chicago radio and TV last week as stations throughout the country gave up-to-the-minute coverage of state and municipal elections.

While major networks inserted election bulletins into their usual radio and television newscasts, full-

Fairly typical coverage of New York municipal elections was given by ABC's WJZ and WJZ-TV over both radio and television net-

Headquarters Pickups

Pickups from Republican, Demo-

WJBX television cameras, sta-

**Elections**

**Radio-TV Lead Coverage**

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Headquarters Pickups

Pickups from Republican, Demo-

WJBX television cameras, sta-
WHO SAID MORNING RADIO LISTENING IS "OFF"?

The 1951 Iowa Radio Audience Survey reveals increased listening for every quarter hour, 5 a.m. to 12 noon, 1951 over 1949! The increases range from 4.1% (10:45 to 11 a.m.) to 73.9% (6:45 to 7 a.m.), with an average quarter-hour increase of 22.2%!

This remarkable, almost exact comparison is possible because the 1951 Survey asked the same questions about listening habits at these hours, and at approximately the same week of the year as in 1949.

For the twelve-hour period 8 a.m. to 6 p.m. the Survey found an average increase in adult listening of 14.4%! Yet all increases must also be weighed against the fact that Iowa now has more families, more homes, more car radios, and more multiple-set homes than in 1949! It all adds up to an even greater amount of listening, making your Iowa dollar a better value than ever.

With its 50,000-watt, Clear Channel voice, WHO of course continues to be your best radio buy in Iowa. You can prove this to your own satisfaction by spending a few minutes with the 1951 Iowa Radio Audience Survey. Write for your complimentary copy today!
MACHINE TOOLS

(See earlier conservation story, page 87)

INDUSTRY trend away from new model changes in radio-TV receivers, occasioned by materials shortages, was implemented with a virtual government ban on machine tool shipments for civilian goods last week.

The “lid” on shipments becomes authorities felt it would have little practical effect on electronics production of radio, television and other appliances.

After Feb. 1, manufacturers of these so-called Class B products may not receive machine tools for making effective new bats for receiver models for the general public. They will be able, however, to obtain replace-

MONITORS ASKED

FCC Would Ease Rule

OPERATION of a broadcast station—AM-FM-TV—without monitors or indicating instruments for 90 days without the necessity of getting FCC approval was proposed by the FCC last week.

Measure is one of a series of administrative actions which the Commission’s Broadcast Bureau is working on to cut down on its routine workload and red tape.

In its notice of proposed rulemaking, the FCC proposed to amend Parts 1 and 3 of the Rules and Standards, as well as Engineering Sections 13, 9 and 10 for AM, FM and TV respectively to accomplish this purpose.

At present, all broadcast stations must get immediate FCC approval to continue operating under modification and frequency monitors or indicating instruments. This involves paper work by FCC engineers and clerical help that occupies too much time, according to the FCC staff, particularly in view of the budget cut and reduced personnel ceiling Congress imposed during the last session (B&T, Aug. 20).

Proposal also aims to permit field engineers to authorize such continued operation after the 60-day period when necessary.

Comments on the proposal (FCC Docket No. 10082) are requested by Dec. 8; reply briefs by Dec. 18.

NPA Order Means Few Model Shifts

(SEE PREVIOUS PAGE)

STATEMENT OF FUTURE trends in electronics was made last week by Curtis B. Plummer, chief of Broadcast Bureau, FCC; E. T. Morris Jr., chairman, Electronics Production Board; C. W. Miller, Westinghouse Electric Corp., moderator; Col. C. A. Pourie, Munitions Board; Fred R. Lock, Western Electric Co., chairman, Electronics Industry Advisory Committee.

FUTURE of electronics in 1952, with emphasis on effect of TV freeze living, was probed by this group at panel discussion held Nov. 1 at Transmitter Division of Radio-Television Mfrs. Assn. (B&T, Nov. 5). Panel members were (1 to r): Curtis B. Plummer, chief of Broadcast Bureau, Fred R. Lock, Western Electric Co., chairman, Electronics Industry Advisory Committee.

KFMV STUDIOS

KBIJ Avalon to Use

WITH PRICE at “around $40,000,” John H. Poole has acquired the former studios of KFMV (FM) at 640 Sunset Blvd. as Hollywood studios and general offices for KBIJ Avalon, Calif., new 10 kw daytime station on 740 kc, directional, now under construction and scheduled to start operating in March 1962.

Constructed in 1948 at cost of more than $120,000, KFMV’s Hollywood studios were acquired by Mr. Poole from Harry Maihtah, president and general manager of KFWB there, who purchased them along with KFMV from Union Broadcasting Corp. of California, subject to FCC approval (B&T, Sept. 24).

Mr. Poole sold his Pasadena area-station, KALI to Consolidated Broadcasting Corp. to comply with FCC duplicity regulations [see FCC ROUNDUP, page 108]. He also operates experimental UHF television station KMXAZ Long Beach, now being moved to Mt. Wilson, overlocking Pasadena. Mr. Poole also is former owner of KSMA Santa Maria, Calif.

The KBIG transmitter will be located on Santa Catalina Island. Programs will be microwaved from Hollywood to the transmitter, supplementing broadcasting originating at Avalon.

Sunset Blvd. studios have not been used by KFMV since last April.

STATION EXCHANGE

Involved KTOK And WEEK

CONTRACTS were signed last week for the exchange of O. L. (Ted) Taylor’s KTOK Oklahoma City for the San Robert S. Kerr-Dean McGee group’s WEEK Peoria, which Mr. Taylor then would sell to Fred L. Vance for $225,000.

The proposed transfers are subject to the customary FCC approval, applications for which are now being prepared.

The KTOK-for-WEEK exchange was described as a “straight trade,” involving no consideration other than the physical assets of the respective stations. Although giving up WEEK, the Kerr-McGee group will retain a 30% interest in a separate corporation which is applying for a TV station for WEEK. Mr. Taylor will retain 16% in the same company. Mr. Vance as owner of WEEK also will hold control of the applicant for WEEK-TV with 55%.

Mr. Vance, a native of Peoria, currently is manager of the Dallas office of Mr. Taylor’s O. L. Taylor Co., station representative firm. He was schooled in Peoria and at the U. of Illinois, and entered radio on the station he now is buying. He subsequently served as national sales manager of KTSW San Antonio during its ownership by Mr. Taylor, and later was in charge of sales for WOA1-TV San Antonio before joining the Taylor representative firm last January. Now 33, Mr. Vance during World War II entered the Navy as an ensign and emerged as a Lieutenant-Com
KJBS
SAN FRANCISCO
"The West's Leading Independent"
joins the growing family of
H-R stations by announcing

the appointment of

H-R REPRESENTATIVES, INC.

NEW YORK    CHICAGO    LOS ANGELES    SAN FRANCISCO

as Exclusive National Representatives
effective January 1.

KJBS—the West's Leading Independent—is happy to be represented by
these five H-R owner-salesmen, backed up by their competent sales staffs
and two outstanding West Coast managers, all of whom will be
serving you—and us—beginning January 1.

Dwight Reed, Carlin French, Frank Pellegrin, Paul Weeks, Frank Headley

Harold Lindley
Los Angeles

James Alspaugh
San Francisco
IN AN obvious maneuver to allay further criticism from industry, the government’s price stabilizers have issued a new formula to treat on the controversial Capehart cost formula.

In simultaneous actions, the Office of Price Stabilization:

- Granted manufacturers the option of using old pricing on the basis of advertising, selling, research and other “overhead” costs since the advent of the Korean war, in addition to computing costs under present regulations.
- Set a mandatory effective date of Dec. 19 on new price regulations affecting manufacturers.

Thus, OPS Ceiling or Trade Regulation 25—which had been issued last April as an interim measure—goes into effect on a compulsory basis. Increases are permitted to be made only if the dealers and manufacturers have filed applications with the agency. The way was left open, however, for review.

The “retreat” accomplished by the OPS in the Capehart formula is implied in the explanation that manufacturers “who are eligible for adjustments but who do not wish to recompute their ceilings” under the OPS-imposed by OPS is that requiring manufacturers to reflect cost decreases, if any, before that date. Price stabilizers also revealed they would issue shortly another order which would permit manufacturers seeking adjustment under the Capehart plan to adjust up to the time of the order preventing a 25% reduction in its price since the July 1, 1955, effective date.

Sets Cutoff Date

The so-called cutoff date on the new supplementary directive is July 26, 1955. One condition imposed by OPS is that requiring manufacturers to reflect cost decreases, if any, before that date.

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Covers 70,000 Firms

The administration's objective was to impose formula costs across the board for each industry and relieve the agency of ministering to individual applicants.

The new directive covers some 70,000 manufacturers, including makers of autos, trucks, TV receivers and other durable goods. The set-producers have bought a tailored price regulation for their own industry, particularly to reflect the decrease in cost and growth of TV sets, contending that CPR is generally unsuitable [B*T, Oct. 22].

Whether a specific regulation still would be issued for these firms was left open.

However, even though these manufacturers remain subject to CPR 22, it was felt the majority of them would not choose to exercise the Capehart option. Bulging inventories, coupled with slackened consumer demand might dissuade them to formalize a move until such time as the market warrants price increases. Industry has been operating at a slim profit level.

Manufacturers may obtain adjustment by filing a Public Form 100, to be made available shortly at OPS regional and district offices.

One formula is the work of Sen. Homer Capehart (R-Ind.). A substitute version subsequently was prepared by administration forces, only to be bottled up in the OPS prior to the cut off date.

During the interim, OPS sat out petitions for adjustments pending action on Capitol Hill [B*T, Oct. 15, 8].

POLITICAL TIME

Judge Orders KSFO

A FEDERAL District judge in San Francisco has ruled that a radio station cannot refuse to sell air time to political office. Such refusal would be a right of a station owner.

The decision was returned by Federal Judge Oliver J. Carter in a case involving KSFO San Francisco and Oleta O’Connor Yates, one of the West Coast Communist leaders recently jailed on conspiracy charges in Los Angeles. Mrs. Yates was a candidate for the San Francisco Board of Supervisors.

Mrs. Yates had bought time to publicize her campaign on KSFO and, according to testimony offered by her husband, Allan T. Yates, KSFO accepted $80 or the time—a 15-minute period Nov. 2. But prior to the scheduled time, KSFO announced it would not allow the program on the air “in the best interest of the public.”

Mrs. Yates, who still is in jail and unable to raise $50,000 bail pending her conspiracy trial, protested the cancellation in court. Just before the station made this favorable offer and issued an order directing KSFO to grant her equal opportunity with other candidates to present her platform to the voters. He had paid in full 15 minutes before the program was to go on the air as scheduled.

Attorney for Mrs. Yates argued that the station’s refusal to use the station at censorship.”

In his finding for Mrs. Yates, Judge Carter said: “The station has not the right to enforce certain

the Capehart option a further alternative of adjusting either their effect on CPR 22 or base period costs. In this way, OPS explained, "It may maintain price relationships among different products prevailing under existing government regulations.

Also forthcoming is a regulation governing manufacturers not under CPR 22 and doing less than $250,000 of business each year. This could open up a new method for adjusting maximum prices. Another order governing radio, household and auto appliances also is on the mill.

The government's action was explained by Price Stabilizer Michael DiSalvo at a conference last Thursday. Doubtless, it will serve to allay fears that the administration seeks to curtail advertising budgets and even exercise indirect control over broadcast and printed media.

The fact of that concern arose over the language of price regulations allowing for increases in overhead costs, except those considered "unusual," is not the subject at determined by the President. This has been interpreted in OPS quarters.

OFS Makes Effective

as an immediate relief might be denied unless a company is losing money on its products.

Mr. DiSalvo said Thursday that this provision would be decided on an individual basis within the agency if it should consider a review of applications after new ceilings go into effect. Apparently according to Congress, at least, is the plan for uniform cost formulas for each industry. These presumably would have encompassed an allowance for overhead expenses incurred in advertising, selling, research and administration. Labor costs already were incurred under CPR 22.

Provisions Compared

Here is a comparison of provisions under CPR 22 with those of the supplementary regulation:

(1) CPR 22—(Base Period) of the four quarters between July 1, 1949 and June 30, 1950 may be used for new or base period determination.

1. The suit asked $5,000 general damages and $1,000 exemplary damages on the grounds that the station acted in malice in attempting to cancel the time after it had been sold. The fact that the reordering was granted and the program went on the air removed the grounds for the general damages, but the attorney for Mrs. Yates said he would press the action for exemplary damages.

KSFO must now file an answer to the damage suit.

At the hearing preceding the judge's finding, it was pointed out that the issue did not involve a candidate speaking for herself but rather a presentation of a skit supporting her candidacy.

The judge said that he felt that because the station had sold time to supporters of other candidates, it must also grant opportunity to supporters of Mrs. Yates to be heard.

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- Granted manufacturers the option of using old pricing on the basis of advertising, selling, research and other “overhead” costs since the advent of the Korean war, in addition to computing costs under present regulations.
- Set a mandatory effective date of Dec. 19 on new price regulations affecting manufacturers.

Thus, OPS Ceiling or Trade Regulation 25—which had been issued last April as an interim measure—goes into effect on a compulsory basis. Increases are permitted to be made only if the dealers and manufacturers have filed applications with the agency. The way was left open, however, for review.

The “retreat” accomplished by the OPS in the Capehart formula is implied in the explanation that manufacturers “who are eligible for adjustments but who do not wish to recompute their ceilings” under the OPS-imposed by OPS is that requiring manufacturers to reflect cost decreases, if any, before that date. Price stabilizers also revealed they would issue shortly another order which would permit manufacturers seeking adjustment under the Capehart plan to adjust up to the time of the order preventing a 25% reduction in its price since the July 1, 1955, effective date.

Sets Cutoff Date

The so-called cutoff date on the new supplementary directive is July 26, 1955. One condition imposed by OPS is that requiring manufacturers to reflect cost decreases, if any, before that date. Price stabilizers also revealed they would issue shortly another order which would permit manufacturers seeking adjustment under the Capehart plan to adjust up to the time of the order preventing a 25% reduction in its price since the July 1, 1955, effective date.

Covers 70,000 Firms

The administration’s objective was to impose formula costs across the board for each industry and relieve the agency of ministering to individual applicants.

The new directive covers some 70,000 manufacturers, including makers of autos, trucks, TV receivers and other durable goods. The set-producers have bought a tailored price regulation for their own industry, particularly to reflect the decrease in cost and growth of TV sets, contending that CPR is generally unsuitable [B*T, Oct. 22].

Whether a specific regulation still would be issued for these firms was left open.

However, even though these manufacturers remain subject to CPR 22, it was felt the majority of them would not choose to exercise the Capehart option. Bulging inventories, coupled with slackened consumer demand might dissuade them to formalize a move until such time as the market warrants price increases. Industry has been operating at a slim profit level.

Manufacturers may obtain adjustment by filing a Public Form 100, to be made available shortly at OPS regional and district offices.

One formula is the work of Sen. Homer Capehart (R-Ind.). A substitute version subsequently was prepared by administration forces, only to be bottled up in the OPS prior to the cut off date.

During the interim, OPS sat out petitions for adjustments pending action on Capitol Hill [B*T, Oct. 15, 8].

POLITICAL TIME

Judge Orders KSFO

A FEDERAL District judge in San Francisco has ruled that a radio station to Communist candidates for constituency censorship which is not a form of a suit for damages and petition for a temporary restraining order preventing KSFO from cancelling the time purchased.

The suit asked $5,000 general damages and $1,000 exemplary damages on the grounds that the station acted in malice in attempting to cancel the time after it had been sold. The fact that the reordering was granted and the program went on the air removed the grounds for the general damages, but the attorney for Mrs. Yates said he would press the action for exemplary damages.

KSFO must now file an answer to the damage suit.

At the hearing preceding the judge's finding, it was pointed out that the issue did not involve a candidate speaking for herself but rather a presentation of a skit supporting her candidacy.

The judge said that he felt that because the station had sold time to supporters of other candidates, it must also grant opportunity to supporters of Mrs. Yates to be heard.
"At this ratio, we could carry 38 minutes of commercials per hour."

Yes, if radio worked on the same basis as many newspapers, 64% of air time would be commercials!

Maybe that's another reason why people spend 66% more time with radio than with newspapers in the WAVE area!

WAVE, however, works on about a 10% ratio, and still gives you 1000 one-minute, Class-A impressions for only 37c!

Facts above are from scientific, authoritative survey made by Dr. Raymond A. Kemper (head of the Psychological Services Center, University of Louisville) in WAVE area, July, 1951. Copy on request.
they are presented but highlights and selling points of the items are repeated. We keep hammering away at the fact that we have the items, that they're good and that they are values at the price offered. We prefer short, punchy copy and we like announcers who know how to emphasize the sales points."

Now, the key question: "Does radio sell merchandise?"

It certainly does, according to Mr. Wunderlich.

"Storm doors were more plentiful this year," he said. "During the first week in September we used two spots on each newscast—10 times each day. We told the customers Cussins & Fearn was well stocked with storm doors and windows.

"We did this in early September when it was warm and sunny whereas last year we had our sale in October.

"With radio this year our gain in sales was 35% over last year. We had to re-order storm doors and windows 30 days before the season for this merchandise in order to meet normal demands during the time people are more aware of winter's coming."

"Two weeks ago radio did another outstanding job. We had a 60-day inventory of roofing material, a regular stock in anticipation of normal demand. We advertised on the air at the regular price, without promoting the item as a sale.

"We sold so much roofing that we have ordered four more carloads for our Columbus stores alone. We're going to repeat these spots because we're confident they will sell still more for us."

"I would sum it up with this advice to anyone curious about the best buy in radio. Whatever radio time you buy, spots or programs, buy enough. Be sure your requirements are covered. Blanket your area and your audience if you want results in a very competitive market.

"If you have many outlets, as we do, let radio offer only merchandise available in quantity in all of them. Advertise only good merchandise at a good price. Push and display that merchandise in the store to take full advantage of the repetition of your sales message on the air.

"Radio will not supplant your other advertising media but works with them. If you use radio the right way, it carries its own weight. The results it gives you are worth the price you pay. Let radio build your store's reputation—by repetition."

**BUCKEYE BUCKS**

(Continued from page 28)

**Mitchell-Rowles**

MAURICE B. MITCHELL, vice president and general manager of Associated Program Service, and Mary Virginia Rowles, daughter of Mr. and Mrs. Clark H. Pool, of Scarsdale, N. Y., were married Nov. 3 in Scarsdale.

**FUR ADV. GUIDE**

Hearings set Dec. 4

Hearings have been set by the Federal Trade Commission for Dec. 4 on a proposed Fur Products Name Guide, to be used by advertisers after Aug. 9, 1952, when the new Fur Products Labeling Act becomes effective.

Only those names listed in the guide, slated for issuance by next February, may be used by firms under provisions of the new act governing the advertising, labeling and invoicing of fur and fur products. The public hearings will be held at the FTC Bldg. in Washington at 10 a.m.

Fur dealers have not been among the largest users of either TV or radio network or spot time. Most of the billing has been centered at the local community level in Chicago, New York and other large cities.
The facts about radio in California's $660 Million* FRESNO MARKET

<table>
<thead>
<tr>
<th>COUNTIES</th>
<th>PERIOD</th>
<th>KMJ TOTAL WEEKLY AUDIENCE</th>
<th>2ND STATION TOTAL WEEKLY AUDIENCE</th>
<th>PLUS FOR KMJ %</th>
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<td>60,490</td>
<td>18.9</td>
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<tr>
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<td>D</td>
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<td>4,740</td>
<td>63.3</td>
</tr>
<tr>
<td></td>
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<td>130,730</td>
<td>104,560</td>
<td>25.0</td>
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</table>

Note that in each of the 4 counties — and in the market as a whole — KMJ leads in total weekly audience, both daytime and nighttime. In 6 or 7 days or nights KMJ also leads anywhere from 57% to 201% over the next station!

AND IN THE CITY OF FRESNO, KMJ is the top station, too — Latest Hooper (Oct. 1950 through Feb. 1951) shows KMJ has highest rating during all 4 segments. KMJ also leads in 5 out of the 7 individual evenings rated. And of the 115 quarter and half hours rated (morning, afternoon and evening, throughout whole week) KMJ rates highest in 69. That's a 76% lead over next closest station!


NUMBER 1 STATION IN THE $660 MILLION FRESNO MARKET

580 KC. NBC  5,000 WATTS
One of the Bonanza Beeline Stations...McClatchy Broadcasting Company
Paul H. Raymer, National Representative

AFFILIATED WITH THE FRESNO BEE

BROADCASTING * Telecasting
NARND Meets Today
(Continued from page 57)

Healey of the Atomic Energy Commission also will appear that morning.

In the afternoon, Fred Friendly of CBS will outline building of documentaries and Oliver Gramling of Associated Press will show a strip film on the salability of news. Winners of the NARND awards competition will be presented at the closing banquet. The NARND board met Sunday before the convention opening and will convene again Wednesday morning. Present officers, in addition to President Catfield, are Mr. Bornmann, first vice president; Tom Eaton, WATIC Hartford, second vice president; Soren Munkhof, WOW-TV Omaha, executive secretary, and Sheldon Peterson, KLZ Deser, treasurer.

Agenda for the three days is as follows:

Sunday, November 11
2:30 p.m., Meeting of Board of Directors (House on the Roof).

Monday, November 12
8:30 a.m., Registration; 9:00 a.m., Report by President and following committees: Resolutions, Nominations, Education, Standards, Constitution, and News Room Operations; 11:30 a.m., Wire Service Committee report and discussion; 12:15 p.m., Luncheon and Speaker (Gen. Richard Russell); 1:30 p.m., Crime Reporting (Malcolm Johnson of INS); 3:30 p.m., Ken Fry—Ed Ingle (Dem. and GOP Convention); 3:30 p.m., Convention Banquet (INS Host); 7:15 p.m., Dinner at Drake (American News Institute Host); 9:30 p.m., Bull Session.

Tuesday, November 13
8:30 a.m., Pancake breakfast (Pillsbury); 9:30 a.m., Phil Newcom of UP (War coverage); 10:30 a.m., TV Committee report and discussion headed by Sig Mickelson of CBS and Frank McCall of NBC; 12:15 p.m., Luncheon and speaker (to be announced), (U.S. Steel Host); 1:30 p.m., NARND award competition committee report and discussion; 2:30 p.m., Building the Documentary program (Fred Friendly); 3:30 p.m., Report by Bill Ray's committee on equal access to news with Bill Steven as guest speaker; 5:00 p.m., Cocktails (AP Host); 9:30 p.m.—10:00 p.m., Debate (Senators McCarthy and others to be announced). (Broadcast over CBS); 10:30 p.m., CBS affiliates session.

Wednesday, November 14
9:30 a.m., (a) Newspaper-owned stations committee report and discussion. (Publisher, Asbury Park paper); (b) Canadian news directors meeting and discussion; 10:30 a.m.—12 noon, Business session, election of officers, adoption of resolutions; 12:15 p.m., Luncheon with speaker (Charter Healey of AZC); (Ford or Hallcrafters Host); 1:30 p.m., Oliver Gramling of Associated Press—Salability of News; 5:00 p.m., Cocktail Party (Up Host); 7:00 p.m., Convention Banquet (Presentation, NARND awards); 10:00 p.m., Board of Directors Meeting.

News Sources
(Continued from page 58)

of high school athletic contests.

Mr. Ferguson reported that in Ohio the state high school association had advised each school that it could control its own fees, but had recommended that none be charged. In other states high school associations had sold tickets for the last basketball tournament, he said, the charge had been cut to a straight $25 for each station. This he called a nominal fee to control the number of broadcasters.

Mr. Livesay said that in Illinois rights were given upon payment of a sliding scale based on distance from the tournament site and the number of tournament games carried.

Mr. Warren said that in Kentucky action had been taken and in some cases no fees were charged.

At a question period following an address by President Harold Fellows of NARTB, Victor Sholis, WHAS Louisville, urged that trade associations give greater attention to industry-wide problems on an industry-wide basis.

Mentioning the All-Industry TV Per Program Committee, he said that since whatever agreement was finally recommended by that committee and became standard for television he felt would eventually apply to all radio. Thus, he said, radio should join and the "splinter committee" should be brought into a united support. Mr. Sholls was particularly worried over the present plan of payment to ASCAP on the basis of spot announcement adjacencies where the spot did not carry ASCAP music.

There was considerable discussion of station responsibility in regard to political broadcasting, as well. Robert C. Fehlman, WHBC Canton, Ohio, brought the matter up after Hrecht Lackey, WSON Henderson, Ky., had asked if NARTB had any plan for liberal insurance. Mr. Fellows had replied to Mr. Lackey that liberal insurance was awaiting completion of present plans for health and life group insurance as well as tower insurance. The libel action against KBI Seattle was cited, where the station had been held liable for words used by a network commentator.

Mr. Fellows said that the "due caution" clause in most libel laws should protect stations used for network programs. Mr. Fehlman asked what would be the responsibility of stations on a state-wide political hook-up or where one station fed several others. Ralph Hardy, director, NARTB Government Relations Dept., said the Hoffman Bill for which he urged support by broadcasters should be of help in this regard. This bill, he said, would establish that a broadcaster was not liable on political program utterances, nor could he censor them.

In response to a question by Vernon Noltz, WHIZ Zanesville, Ohio, Mr. Fellows said that several stations at this election had announced that the station as an entity was supporting certain candidates. He said he felt that there was no objection to such a course by the FCC as long as equivalent time was given to the opposition.

Mr. Lackey pointed out that under Kentucky law at least no time could be given to a candidate under any interpretation of the law and that some stations had been called by the FCC when they gave such time to candidates for rebuttal.
KPRC Delivers

the lowest cost per-thousand

in the fabulous Houston market

- Network station B’s cost-per-thousand is 52% HIGHER than KPRC

- Network station C’s cost-per-thousand is 142% HIGHER than KPRC

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

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

JACK HARRIS, General Manager

Represented Nationally by EDWARD PETRY & CO.

November 12, 1951
Strictly Business
(Continued from page 18)

free enterprise and free government. Chet Ruth was born in Kimball, S. D., in 1892. The family moved in his childhood to Mitchell, S. D. There he reported for the local paper while attending high school and Dakota Wesleyan U., learning to set type in the process. Eager to move along in journalism, he went to Cleveland in 1916 and got a job on the Leader. With the United States becoming actively involved in World War I he and his brother joined the Marines because they wanted action quickly, and lots of it. Four months later they were in France where they had two years of action.

Just before enlisting he had married. After the war he moved over to the Cleveland News, spending evenings taking the Cleveland Ad Club’s night course. First advertising connection was at a Canton, Ohio, agency, Paul Moffett Co. Newspaperdom called again and he got a job on the Canton Daily News, but this time it was on the advertising side. Later he became advertising manager at a local department store and in 1926 joined United Alloy Steel Co.

A few years later Republic Steel Co. was formed with United as one of its units. Mr. Ruth was installed in the organization’s advertising department as assistant advertising manager and in 1939 became director of advertising.

Republic is not presently very active in radio or television, but Mr. Ruth likes both media and recalls a highly successful radio series in 1947, Songs America Sings. Up the line at Republic there is opposition to radio and TV but the administrative officials feel these media can’t be ignored by a company that wants to maintain good relations with its 70,000 employees and 60,000 stockholders.

Mr. Ruth is a past president of the Cleveland Ad Club and director of Assn. of National Advertisers. He was vice president for one year of Advertising Federation of America. His faith is Presbyterian. Principal hobby is fishing in remote Canadian lakes. He has one son, an eye surgeon.

Canadian Music

CANADIAN broadcasters predict a battle with the Composers, Authors and Publishers Assn. of Canada (CAPAC), the Canadian ASCAP, on 1929 copyright fees. Preparations within the broadcasting industry are being made for a possible long fight. CAPAC is understood to be asking for about 21% of station gross revenue plus a half-cent per person in each station’s area. This will bring the annual fee far in excess of the present 7 cents per licensed receiver now paid to CAPAC by independent stations and a similar amount by CBC. Hearings before the Canadian Copyright Board take place annually in November.

The greatest General Motors plant city in the world... that's hustling, booming Flint. Saturating this whole area with their sales messages is Flint's first station, WDFD.

Record earnings ($6134 per family, per year; $1613 above the national average), record sales (over $238,000,000 retail dollars this year!), increase local merchants' reliance on WDFD to put across their sales message. You, too, can rely on WDFD!

910 Kilocycles
Represented by the Katz Agency

BROADCASTING • Telecasting
HIT THE JACKPOT
With ONE OPERATION!

★ The BILLION-DOLLAR MARKET of
EASTERN OKLAHOMA'S MAGIC EMPIRE—
Plus THE RICH FORT SMITH TRADE AREA—
SHOPPING CENTER of WESTERN ARKANSAS.

KTUL-KFPW
- Tulsa
- Fort Smith

JOHN ESAU—Vice President, General Manager
AVERY-KNODEL, Inc., Nat'l Representative

AFFILIATED WITH KOMA, OKLAHOMA CITY
ARMED FORCES

Radio-TV Time Set

RADIO-TV is again marshalling its forces on behalf of a vital national campaign, this time to spur enlistment of women for the armed services.

President Truman was slated to lead the way with a tape-recorded and filmed address scheduled on all major radio and television networks yesterday (Sunday).

An ambitious series of public service programs have been lined up by the Office of Public Information, Dept. of Defense, which is launching the drive in all media under the direction of Charles Dillon, OPI's radio-TV chief. Purpose is to recruit 75,000 women for the armed forces by next June.

The campaign ties in with the recently appointed Defense Advisory Committee on Women in the Services comprising broadcasters and other noted persons. The Advertising Council also is participating, though it has not yet announced allocations.

Aside from radio-television networking commitments, tape recording and films are being made available to local stations.

The Chief Executive's five-minute talk was to have blanketed the various TV stations at various times yesterday, there being no live coverage. For radio, it was ABC, CBS, LBS, MBS and NBC; for TV, it was ABC, NBC, CBS and DuMont.

Some programs already have been created by the networks. These include You and the World on CBS Radio; the Thursday and Friday Shows of NBC-TV; Church of the Air on CBS Radio; and a special program featuring Hazel Markel on MBS. Plans for women recruiting. interviews and appearances of celebrities typified the broadcasts. Miss Markel is a member of the advisory group.

Commitments this week are: Truth of the Matter (Nov. 13), CBS-TV (with Helen Hayes); Time for Defense (Nov. 13), ABC Radio (Mrs. Anna Rosenberg, who heads advisory committee); CBS Television football schedule of service games (Nov. 17); four 30-minute documentary programs (CBS: NBC Radio: Edward D. Murrow documentary two date); CBS-TV and the Pea and the Poet Show (Nov. 12-16), NBC-TV (with film of Miss Falkenberg's visits to service bases).

All networks also will be offered tape recordings of talks by the Secretaries of the Army, Navy and Air Force for radio use, and film clips of other military leaders for video. Local stations may obtain five-minute tapes of interviews with members of the women's advisory committee and 15-minute recordings of discussions.

AMATEUR CHANNELS
Set for Civil Defense

AMATEUR radio channels allocation plan, effected by Northeastern States Civil Defense Amateur Radio Alliance, was approved last week by the New York State Civil Defense Commission.

Plan places radio bands available for civil defense emergencies in a series of quadrants so the least possible interference results from the use of comparable bands in adjoining states. System is based on a 10-state agreement among New York, Connecticut, Delaware, Maine, Massachusetts, New Hampshire, New Jersey, Pennsylvania, Rhode Island and Vermont.

In addition, a "Metropolitan Plan" for emergency communications in the New York City area has allocated more than 100 VHF channels to 12 different county and borough civil defense organizations. The New York plan will be used as basis for similar arrangements in other heavily populated areas of the ten-state group.

SCBA Presentation

ROBERT J. McANDREWS, managing director of Southern California Broadcasters Assn., who recently completed demonstration of the new SCBA presentation, "Mass Medium of the New Mass Market: Southern California Radio," in various eastern cities, this month plans to show the presentation to buyers and prospects in San Francisco. Continuing series of presentations to Southern California advertisers and agencies is also scheduled by the SCBA Sales Promotion Committee. Stan Sporo, salesman, KFAC Los Angeles, is committee chairman. Tom Frandsen, KMPC, Los Angeles, is assistant chairman.

MIDDLE man in awards presentation is Fred L. Bernstein (c), manager of WTTM Trenton, N. J., as Thermoid Co. receives New Jersey Safety Council Award of Merit. Accepting certificate from Thomas T. Jones (l), council president, is Fred E. Schluter, president of Thermoid, which sponsored 100 hours of safety promotion on WTTM. Time was devoted to urging safety at home on the highway and in industry.

WTV PROTEST

Asks FCC Hearing

COLLUSION was imputed between a former CP-holder and a new applicant in a petition filed with the FCC last week by WTVM East St. Louis, Ill.

Former CP-holder referred to is the Journal (Ill.) Staff-Democrat. The new applicant is Franklin County Broadcasting Co. Latter is applicant for 1250 kc with 500 w daytime only, in Washington, Mo.

The East St. Louis station, which last year lost its attempt to change from 1490 kc with 250 w to 1200 kc with 2 kw directivity, filed a petition to "reinstate, reconsider and grant" its bid in October [B&T, Oct. 8]. The petition alleged that the Belleville newspaper, the successful applicant last year, never made any attempt to construct the station and failed to keep the FCC informed of its decision to buy.

This content was opposed by the Chief of the FCC Broadcast Bureau as "too vague and conjectural" and also as "unlawful"—citing which which permits such legal moves only up to 20 days after a final decision.

54 Miles From Belleville

Referring to the fact that Washington, Mo., is 54 miles from Belleville, Ill., and Franklin County application is for the same frequency for which the Belleville newspaper held a CP until last August, the petition stated:

The Chief of the FCC Broadcast Bureau as "too vague and conjectural" and also as "unlawful"—citing which which permits such legal moves only up to 20 days after a final decision.

Under these alleged circumstances, WTVM called for an investigation of the "radio news in general acting to deter the good faith of the Belleville News- Democrat" and "to deter the existence of a station at a site other than that proposed by the Petitioner...." Under these circumstances WTVM stated that the Petitioner is the owner of a station at a site other than that proposed by the Petitioner....
The midnight hour is a mighty busy hour for thousands of listeners tuned to KDKA's "PARTY LINE" program (11:30 PM - 1:00 AM Monday through Saturday).

From Pennsylvania, Ohio, West Virginia... even from Utah, Colorado, Florida, and still other states... listeners keep telephoning questions to Ed and Wendy King. In turn, Ed and Wendy get other listeners to help with the answers. Here's audience participation at its best... and, in view of moderate time cost, it's advertising value at its best!

Participations are available at very attractive across-the-board rates. Any way you look at it, "PARTY LINE" is a buy. For rates and for detailed information about the surprisingly big audience, check George Tons at KDKA or Free & Peters.
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.

Stanley Pulver, Lever Brothers, takes a good look at a Yearbook ad.

OR... (you know what?)

IT COULD BE YOUR ADVERTISEMENT

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:

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The ONLY fully authoritative source of facts about radio and radio advertising.
**WOV SOLD OUT**
Manager Weil Reports

SPECIALIZED programming and adaptation to new markets has paid off for WOV, New York bilingual independent, General Manager Ralph N. Weil said Wednesday. He announced that for the first time in the station's history, WOV has sold all its commercial time from dawn until midnight and has a waiting list of advertisers.

The station's post-midnight programming—a remote pickup from a Harlem nightclub from midnight to 3 A.M.—is well booked, he added, and all programs, as rated by Pulse surveys, have climbed from their last year highs.

"AM radio is not only here to stay, but there's room for growth," Mr. Weil said a year ago that the station instituted an increased advertising campaign. Asserting then that "the big swing is to independents," Mr. Weil took a firm stand against the then-current rate cutting and the station threatened increases if any change at all were to be made.

WOV management continues to stress that "radio's low cost per thousand cannot be beat if you get after the right thousands."

With a long record in foreign language broadcasting, WOV currently broadcasts a daily 10% in hours in Italian, including taped shows from its Rome studios. It recently altered programming to include three shows directed to the Negro market, with the late-night show rating third in a city-wide Pulse survey after being on the air for only six months.

**SCHWIMMER SUIT**
To File Petitions by Nov. 20

ATTORNEYS for Walter Schwimmer Productions, Chicago package firm, will file petitions and a sworn list of documents with the Superior Court before Nov. 20 in answer to a request from Monitor Productions, same city, which is being sued for $150,000 by the Schwimmer concern.

Mr. Schwimmer's lawyers are also seeking an injunction restraining Monitor from making further sales of "Relay Quiz" [B+T, Oct. 28], charging "plagiarism and pirating." Monitor has 20 days after Nov. 20 to file an answering brief.

It is represented by Moses, Bachrach and Kennedy, which last week released a statement saying "we are satisfied that the pending suit was brought entirely without justification and will be dismissed by the court after it is made familiar with the true facts." Schwimmer attorney is Louis Swidler of Lifelilt and Swidler.

KBIG Avalon, Calif., new 10 kw day-time station on 740 kc now under construction, which starts operating in March of next year, has joined Southern California Broadcasters Assn. as 60th member. Station is licensed to John P. Poles who also operates UHF experimental TV station KM2XAZ Long Beach, Calif.

**MORE WORK**

WCCM Scores News Beat

PROMOTING a city's industrial welfare by public service programs is a worthy objective in itself, but the effort provided a news beat as well for one New England station.

WCCM Lawrence, Mass., located in a textile area, initially launched a Greater Lawrence at Work series under sponsorship of local businessmen. But orders for the basic industry were slow in materializing.

News Director Bill Mitten, hard faced with maintaining optimism over the "more work" theme of the program, made a searching study of various group activities—the Chamber of Commerce, real estate brokers and others. He learned that Western Electric Co. was considering a plant at Lawrence and wrapped up all the facts.

When the deal went through, Mr. Mitten broke the happy tidings on Greater Lawrence at Work. He reported to job seekers that WE was moving in and planned to hire 1,000 at the start and perhaps up to 4,000 within a few years. WCCM and local employment offices were flooded with job applications within an hour. Mr. Mitten interviewed the man on the street and obtained tape recorded interviews with chamber, WE and city government officials.

**DUANE JONES VIEW**

Wants Court, Not Press, Trial

DUANE JONES, president of Duane Jones Co., agrees that his proposed million dollar suit against certain of his former employers should be tried in the courts and not in the press.

Mr. Jones said Nov. 2 that he is in agreement with the last portion of a statement made earlier by Joseph Scheideler, president of Scheideler, Beck & Warner and a former employee of the Duane Jones Co. [B+T, Nov. 1].

Mr. Jones said that after talking with 63 advertising agencies, attorneys, 12 national advertisers, more than a score of publishers and radio-TV people, he is even more convinced he has an "unbeatable case." He said the reason for the delay in the suit is that each week gives him additional evidence. However, he added that any further statements made by the other parties will elicit no press statements from him.

**India Visitor**

RAMCHANDRA VAISH, deputy director general of the Indian Posts and Telegraphs Directorate, spent last week with FCC executives and will leave this week for a tour of radio, TV, telephone, telegraph and manufacturing installations in this country. Mr. Vaish is in the United States on a United Nations fellowship to study communication economics.
WHEN SAFETY-TRIP-WIRE (white arrow above) touches man in the way of this fast-moving, giant open-hearth charging machine, wire stops machine within 2 feet.

LOOK! NO HANDS: Hoist automatically frees chains from a load of red-hot steel billets. This is typical of the hundreds of safety inventions which 2 generations of safety engineering have produced in more than 200 companies which make up the American steel industry.

MOST IMPORTANT is the "built-in" understanding, knowledge and skill that keep a man safe on his job. Through continuous education, people who work in steel mills actually are safer at work than at home. The world's most important safety device is the human mind.

Get facts on safety methods used in protecting the lives of more than 600,000 people who work in steel mills. Steel making is one of the safest industries. This record wasn't easy to achieve; steel workers must handle material that is heavy and hot. The story of how it was done makes interesting reading. For factual material, write American Iron and Steel Institute, 350 Fifth Avenue, New York 1, New York, and ask for reprint from Steelways Magazine, "Putting Safety First."
HALFF ESTATE
Leaves Funds to Charity

PROBATE of the will of the late G. A. C. Halff [B*T, Sept. 18, 1960] showed that he owned 1,920 shares of common stock in Southland Industries, which owns and operates WOAI-AM-TV San Antonio. The stock was valued at $1,577,274.

Mr. Halff, who at his death was chairman of the Board of Southland, left the largest of a number of bequests to his nephew, Hugh A. L. Halff, president and treasurer of the radio corporation. The market value of the bequest was set by the probate court at $1,669,643. Other sums were left to relatives and friends.

A foundation will be chartered to administer a $1,362,967 fund bequested to Texas charity by Mr. Halff.

A sum equal to the special Texas fund was left to the National Jewish hospital at Denver, designated in memory of Solomon Halff, father of the WOAI founder.

Gross estate was $9,162,837. Total net estate after deductions was $7,990,161. Appraisal was filed by Hugh Halff as trustee of the estate.

The G. A. C. Halff Fund for Texas charities, Mr. Halff specified, is to be known as the G. A. C. Halff Fund in memory of Fannie L. Halff, mother of the pioneer broadcaster.

Total bequest may be for hospitalization, promotion of health, relief of the afflicted and other medical aid, relief of poverty, advancement of education or governmental or municipal purposes. Expenditure of the fund may be any time within 15 years of the trusteeship.

The late Mr. Halff also had considerable business interests in oil, real estate and ranching properties.

Charles H. Crutchfield, vice president and general manager, WBTV-AM-FM and WBTY (TV) Charlotte, N. C., is shown arriving with Mrs. Crutchfield at New York's International Airport Oct. 27. Mr. Crutchfield on behalf of the State Dept. has been in Greece where he advised Greek Radio executives in their reorganization of Greek broadcasting.

Radio Still Dominates THIS RICH MARKET

No other signal covers the South Bend market like WSBT Radio. Sets in use are up to an all-time high of 32.8! WSBT's share of audience at 66.6 is way above the national average. And here television is insignificant because no consistently satisfactory TV signal reaches South Bend. Don't sell this rich market short. Wrap it up with WSBT radio.

30 Years on the Air

WSBT
SOUTH BEND

5000 WATTS • 960 KC • CBS

PAUL H. RAYMER COMPANY • NATIONAL REPRESENTATIVE

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FCC POLICY

Giveaway Idea Copyrighted

WHGB policy makes that an FCC policy?

That is the question raised by WHGB Harrisburg, Pa., in a petition for rehearing filed fortuitous against an FCC decision in October granting WCMC Lemoyne, Pa., a change of facilities and denying WHGB's request to change.

The Commission granted WCMC permission to change from 960 kc with 1 kw daytime only to 1460 kc with 5 kw, directional antenna, fulltime. At the same time, it denied WHGB's request to change from 1400 kc with 290 w to 1460 kc with 5 kw, directional [FCC Roundup, Oct. 15].

Petition stated that the grant to WCMC was made because the Lemoyne station promised to remain an independent, non-affiliated station, with 36% of its time devoted to local live programs. WHGB, an ABC affiliate, was denied, the petition stated, because it proposed only 6.01% of its time for local live programs.

Ten days after the Lemoyne grant the Commission granted KFYO Lubbock, Texas, authority to change from 1340 kc with 250 w to 790 kc with 5 kw day and 5 kw night with directional antenna, the Harrisburg station pointed out, at the same time denying the new applicant Lubbock County Broadcasting Co. [B*T, Oct. 22].

KFYO's Position

Since KFYO is also an ABC affiliate and its position vis-a-vis Lubbock County was similar to the position of WHGB vis-a-vis Lemoyne WCMB, the unsuccessful Harrisburg station felt that the two decisions "are not merely inconsistent. They are so far irreconcilable as to constitute arbitrary and capricious action by the Commission. If network and non-network program proposals are difficult of comparison at Lubbock they are equally difficult of comparison at Harrisburg. If the percentage of program time devoted to local talent is deemed controlling at Harrisburg, it ought also to be controlling at Lubbock."

Petition noted that the Lemoyne grant was made by Comms. Wayne Coy, George E. Sterling, Robert F. Jones and Paul A. Walker, with Frieda B. Hennock, Edward M. Webster and Rosel H. Hyde not participating. It also noted that the Lubbock decision was made by Comms. Sterling, Jones, Webster and Hyde, with Coy, Walker and Hennock not participating.

In view of this, WHGB asked that the Lemoyne-Harrisburg decision be reconsidered by all seven Commissioners.

TRANSPORTATION DEPARTMENT has established by CBS Hollywood, according to a recent announcement by George McCaughn, director of operations, for CBS Hollywood.

RICHARD J. PRICE, Pres., Booking Agent
THE GEORGIA PURCHASE

only
a
combination
of
stations
can
cover
georgia's
major
markets

THE
GEORGIA
TRIO

ATLANTA
WAGA
5000w
CBS
590kc

MACON
WMAZ
10,000w
CBS
940kc

SAVANNAH
WTOC
5000w
CBS
1290kc

the TRIO offers advertisers at one low cost:

- concentrated coverage • merchandising assistance •
  listener loyalty built by local programming • dealer loyalties

... IN THREE MAJOR MARKETS

represented
individually and
as a group by

THE KATZ AGENCY, INC.

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

BROADCASTING • Telecasting

November 12, 1951 • Page 49
From where I sit  
by Joe Marsh  

"Fair and Square"  

We've had an all-out political campaign with everything in it from a torchlight parade to a neck-and-neck ballot box race.  

Rusty Robinson, with no campaign funds, planned his Election Eve speech for the Town Square. Slim McCormick, who owns the Palace movie house, was finishing up his campaign in Pioneer Hall.  

Then it began to rain. Rusty's political career was slowly fizzling out in the damp when Slim showed up to say that Robinson people could meet in his theatre—for nothing. "I want to beat Rusty," Slim said, "but certainly not with rain!"  

From where I sit, you've got to give Slim credit for acting on his belief that everyone has a right to be heard—just as everyone has a right to his own opinions and tastes. Maybe you like hot coffee, for instance, when you "take a break." Well, my vote goes for a refreshing glass of beer. After all, we're lucky to be living in a free country where we can have our own preferences.  

NRDGA AWARDS  
1951 Contest Rules Set  

CONTEST to determine the year's best radio programs, newspaper ads, and displays—as produced by retail stores — was announced Wednesday by Howard F. Abrams, manager of sales promotion and visual merchandising for National Retail Dry Goods Assn., sponsors of the annual competition.  

Entries in the retail radio program group are limited to NRDGA stores who have sponsored a regularly scheduled, local program for broadcast in 1951 prior to Dec. 1. Syndicated shows and special programs are not eligible.  

One transcription, three scripts, and any other coordinated media that has been used by the store are to be submitted to NRDGA, 100 West 51st St., New York 1, N. Y., by Dec. 10. Each program submitted should be on a separate disc, accompanied by the program transcription from which it originated, time of broadcast (hour as well as day), type of program, date of first broadcast, program objectives and results achieved, sponsoring store name and address, and name and title of person submitting entry.  

Awards will be made in three classifications, according to store volume: under $5 million, between $5-$15 million, and over $15 million. Programs should also be entered by Mr. Abrams advised, according to the audience toward whom they have been directed: children, general family, teen agers, farm groups, men or women, or as saturation spot campaigns.  

The judges are yet to be announced. Winning stores will be awarded certificates, and the one store judged to have made the outstanding contribution to retail advertising will receive a special trophy.  

DREWRY EDITS  

New Journalism Report  

A NEW BOOK, Journalism Enters a New Half-Century, edited by Dean John E. Drewry, U. of Georgia's Henry W. Grady School of Journalism, is being released simultaneously with the meeting at the Grady School of the fifth annual session of the Industrial Editors Institute.  


BOARD of directors of Mid-Hudson Broadcasters Inc. (WEOX), Poughkeepsie, N. Y., have declared an eight percent dividend on both common and preferred stock to all stockholders of record as of Sept. 1.  

Tribute by WOR  

WOR New York sidestepped the press of current national problems last week when it took full-page ad in the New York Herald Tribune to promote the simpler aspects of America. Topped with a landscape painting by Louis Ellishemius, the ad's main caption read: "This is America. In a world of anxiety and doubt, WOR, one of America's great stations, brings you what it hopes is an interpretation of a country it loves." Blank verse described the sensory pleasures of life and attested, "There will always be an America like this; a land that will live and be as it is no matter where you are or what you do."  

N. Y. WOMEN  
To Hold Radio-TV Meeting  

EMPHASIS will be on broadcast operations and public service at the annual conference of the New York State Chapter of the American Women in Radio and Television scheduled for Nov. 16-18 in Albany. N. Y. Nearly 100 women in the industry are expected to attend sessions at the Ten Eyck Hotel.  

Morning panel, Saturday, will be "Teamwork for Successful Operation"; the afternoon discussion, "Is It Public Service or Free Time?" Morning panel will feature Gertrude Grover, WHCU Ithaca, moderator; Al Zink, WHGB Sche- nectady program supervisor, speaking on "How Radio and TV Can Live Together and Like It," Sally Work, WBEN Buffalo; Betty Bock- lage, WHAM-AM-TV Rochester; Anita Monsees, WHCU Ithaca; John Sutphen, WTRY Troy. The afternoon session will feature Doris Corwich, NBC, moderator; Michael Hanna, WHCU manager, speaking on "How Public Service Can Be Profitable for the Station as Well as for the Public." Thomas McEnamie, of National Foundation for Infantile Paralysis, Neal L. Moylan, State Radio-TV-Film Bureau, Commerce Dept.; Betty Stuart Smith, J. Walter Thompson; Eleanor Sanger, WOR New York.  

Gov. Thomas E. Dewey is slated to be guest of honor at the Saturday luncheon. During that afternoon WGY WRB (TV) Schene- cady; WXKW WPTL WROW Al- bany; and WTRY Troy, will be hosts at a cocktail party. That night, General Electric will present its House of Magic show for the guests in the WGY studios.  

Sunday morning breakfast will be followed by a business meeting.  

Conference Committee comprises Jane Barton, program director, State Radio-TV-Film Bureau, chairmain; Elaine Drooz, WROW, Beth Lee, formerly of WPTR, and Betty Parry of WXWW, all Albany.
TRUSCON...a name you can build on

Truscon micro-precision typified in this new microwave tower

Stretching more than halfway across the country, from Houston to New York City, runs the service of the Transcontinental Gas Pipe Line Co., Houston, Texas.

The Truscon tower at their relay station KEB-810, Linden, N. J., is a type H-30 Self-Supporting Tower, 175 feet high, designed and built to support microwave disks.

Truscon experience in radio tower engineering is world wide . . . meeting all types of topographical and meteorological conditions . . . and supplying many different tower types—guyed or self-supporting . . . tapered or uniform in cross-section . . . for microwave, AM, FM, or TV transmission.

Your phone call or letter to any convenient Truscon district office, or to our home office in Youngstown, will bring you immediate, capable engineering assistance. Call or write today.

TRUSCON® STEEL COMPANY
Subsidiary of Republic Steel Corporation
YOUNGSTOWN 1, OHIO
On All Accounts
(Continued from page 18)

Los Angeles, on which Mr. Walsh is account man, will follow up last and this year's television ventures with a new television program in 1952.

Dorr Walsh recalls that one of these accounts, Day & Night, pushed the agency into television about 1942 when sets in the area numbered a puny 2,000 and it was perfectly satisfied to busy itself with other media. Radio had done a tremendous job for the sponsor and it was considered a similar job by television. This confidence has been rewarded by substantial sales for their products.

It was also soon shared by Hixson & Jorgensen which went out and experimented in television on its own. Mr. Walsh went a step further and took a course in the medium at UCLA. Now firmly convinced in the power of television, he nevertheless feels there is room for some improvement.

For one thing, he believes there is a need for better coordination between its various elements—sales, engineering, production and art direction.

So far as the TV futures of local and regional advertising are concerned, however, he expresses the fear that, with the cable bringing live competition from the East, all but national advertising may be pushed aside.

Attended UCLA

H. Dorchester Walsh was born in Brooklyn, March 3, 1908. The Dorchester was short-lived as was the stay in Brooklyn which city, he left so quickly after his birth that he was unable to acquire the proper feeling for it according to Mr. Walsh. He attended high school for three years in Plainfield, N. J. and completed his high school course in Glendale, Calif., to where the family moved the following year. In 1926 he won his B.A. in economics and political science from UCLA.

Before starting his bridge club he held various jobs for a few years including one with Retail Credit Co. and one handling promotion for Union Oil Co.

Mr. Walsh is the former Margaret Mee—live in the Baldwin Hills section of Los Angeles.

Chis include the University Club, and hobbies, well, bridge.

Herman Anderson

HERMAN ANDERSON, 68, owner-operator of KCOOK Tulare and KAFY Bakersfield, Calif., died Oct. 31, at his home in Kingsburg, Calif., following a long illness. Funeral services were held Nov. 3 in Kingsburg. He leaves his wife, Mrs. Geneva Anderson, a daughter, Rosa Lee Anderson, and a son, Sheldon Anderson, general manager of KCOOK and KAFY, and part owner of KYNO Fresno, Calif.

LET'S TALK TURKEY...

... about WIBW and the KANSAS FARM MARKET

1. The American Farmer is today's best sales prospect.
2. His income is already 17% above last year.*
3. The Kansas farmer's living standards are far above the national average; his needs and expenditures greater.
4. He lives in an area with only 4.4% TV ownership** and is dependent on radio.
5. His listening habits are fixed. Every year since 1937, he has told independent interviewers that the station he prefers above all others is WIBW.**
6. That's why WIBW is the greatest single mass-selling medium in Kansas. Let us "talk turkey" about your product to America's top prospects. You'll get REAL RESULTS.

* USDA—Sept. '51
** Kansas Radio Audience
Studies 1927 to 1951

Car Plates Pay

WKNE Keene, N. H., has evidence—in orders—that call-letter automobile plates can pay off. Spokesmen explained that a staff member was stopped a short time ago while driving through a neighboring town, by a man who wanted to buy time on WKNE to advertise the opening of a new business. A half-hour later the same staff member was in a restaurant where the restaurant owner came over and said he had noticed the call letters on the car. He also wished to advertise on WKNE.

MEDICAL SHOW

28 Stations Win Thanks

SOME 28 stations have been commended by the house of delegates of the State Medical Society of Wisconsin for carrying a weekly medical program as a public service feature.

Dr. R. L. MacGormack, speaker of the house, in a letter dated Oct. 1, wrote FCC Chairman Coy:

"For varying periods during the past six years, each of these stations has broadcast our health education program, The March of Medicine, as a public service feature. They have handled the confidential listener correspondence initiated by the program with professional skill. They have been most cooperative in suggesting improvements for the program and the method of its distribution on tapes."

In the final paragraph, the letter reads, "We trust that you [Chairman Coy] will encourage this kind of social consciousness among other radio stations."

A formal resolution passed by the house of delegates directed that a letter of appreciation be sent to each station. Participating stations were listed as:

WJMS Ironwood, Mich.
WIBS Appleton, WIBU Beaver Dam, WBAU Eau Claire, KFIZ Fond du Lac, WBAW Green Bay, WLIP Kenosha, WKBH La Crosse, WLDW Ladymoth, WHA and WIBA Madison, WMAM Marinette, WOSQ Manitowoc, WDLB Marshfield, WEGM Medford, WEMP Milwaukee, WNAW Neenah, WOSH Oshkosh, WQBT Rhinelander, WDLS Rice Lake, WSCO Richland Center, WHER Sheboygan, WIBL Stevens Point, WBAU Waushau, WHKW (FM) Chilton, WHAD (FM) DePere, WHLA (FM) Holmen, WHRM (FM) Rib Mountain.

WAIT Moves

WAIT, Chicago independent, has moved most of its studios to its suburban Elmhurst transmitter site and its downtown business office to 75 E. Wacker Dr. The station operated for many years in the London Guarantee Bldg., 360 N. Michigan Ave. Shows are also originating downtown in what Tom Davis, general manager, described as a "split-operation."
From our many memories throughout 25 years in radio, we at WJR cherish most the pleasant association with loyal friends and listeners down through the years. It is you who have made our years of growth possible and we are deeply grateful.

THE
Goodwill Station
DETROIT
Silver Anniversary Year
In 1951, more new have chosen CBS Radio combined. Of the other Radio today, two out of network for more than
network advertisers than all other networks advertisers on CBS three have been on the five years.

*Advertisers who have not previously been in network radio at any time during the past four years. Of these, 13 are in network radio for the first time.
Recess: Time to Act

ASIDE FROM the bleatings of the blue-nosers, the record of radio is replete with success stories in the public interest sphere. A catastrophe strikes, and radio is on the job. A bomb drive lags, and radio steps in. Constantly, radio performs the role of anchor man on the humanitarian team.

Only in one field is radio remiss. And that is in the protection of radio itself.

Take the McFarland Bill (S 658) which would correct abuses that have been inherent in the regulation of the radio media for years. It is designed to help the broadcaster by placing limitations on the jurisdiction of the FCC. It would mean the saving of time and money for the broadcaster and the taxpayer. It would minimize opportunities for "hinder and delay" tactics.

Yet this bill, which has passed the Senate a half-dozen times, has never gotten out of the House Interstate & Foreign Commerce Committee. Repeated efforts have been made by some bureaucrats to sabotage it, because it would halt the powers of the FCC which has grown steadily by arrogation and interpretation over the last quarter-century.

The bill becomes the first order of House Committee business when Congress reconvenes in January. It is the first piece of important legislation affecting radio to reach this stage since the enactment of the original radio law in 1927. The existing Communications Act, which became law in 1934, simply absorbed the provisions of the old law, and then broadened it to cover wire lines and cables.

The McFarland Bill, in our view, can be passed at the next session. But it won't happen automatically. Broadcasters must let their Congressmen know they are interested in its passage, for the good that will inure to the taxpayer, the licensee and the Government.

The job to be done is to get the McFarland Bill reported out by the House Committee. The old excuse that the committee members are not familiar with the intricacies of communications legislation is no longer valid. The Committee has held hearings and has worked over a substantial portion of the bill in executive session.

Once the bill is reported, favorable action of the House can be expected—if broadcasters acquaint their Congressional delegations with the merits of the bill, and with the urgent need for its passage. Technicalities can be adjusted in the conference between House and Senate. The time to do this legislative contacting is now, while Congress is in recess. Next January will be too late, because Congress will be absorbed in an accumulation of important matters related to the national emergency. Besides, it will be an election year.

ANPA's Bureau of Advertising, in ads now appearing in daily newspapers, says magazines and radio and TV programs reach only fractions of a market, but a newspaper "talks to everybody in town." Well, we're a trade news magazine, which probably makes us a fraction of a fraction, but we still recognize a whole number when we see one. A couple of whole numbers we recommend to the Bureau of Advertising are 2 + 2 = 4. About the same time that newsmen learn 2 + 2 = 4 they also learn that you can't add apples and oranges and lemons to make anything but fruit jam. The ANPA communications program to an entire press run of a paper. The answer adds up to jam all right—and it's being spread too thick.

BEN FRANCIS CHATFIELD

VERY much in evidence at the National Assn. of Radio News Directors convention in Chicago this week will be Ben Chatfield, who is just completing a highly successful year as NARND president.

Mr. Chatfield, soft-spoken news director of WMAZ Macon, Ga., has during the past year made sure that the voice of NARND has been heard throughout the nation, loud and clear.

His election in 1959 to the NARND presidency came the same year that Mr. Chatfield's station was awarded a George Foster Peabody radio citation for "outstanding reporting and interpretation of the news."

The 6'to, 220-pound leader of the nation's radio newsmen has his own special feeling about the relative merits of radio versus television and newspapers in the matter of news dissemination.

In his best southern drawl, he will point out, "World War II made the general public radio news conscious. The fact that audiences have stayed proves that the personal tone of the human voice is much more effective and popular than the printed word."

He will admit that for special events and features, TV has an edge on radio. But for straight news, radio's comparatively unhampered mechanical facilities puts it way out in front for speeding news to the public.

Success of news at WMAZ has established that station as a training ground for journalism fledglings interested in radio news. For many years WMAZ has worked closely with the National Council on Radio Journalism by bringing journalism teachers from various colleges into its newsroom for summer employ-

In addition, journalism students from Georgia colleges are receiving training as part time WMAZ newshawks. Two of these part-time workers have been graduated to full time jobs.

An ex-newspaper reporter, Mr. Chatfield said, "Actually, getting news for radio is not very different from gathering it for newspapers. You've still got to have a wealth of contacts, friends and regular news sources."

When in 1946, after World War II Army service, Mr. Chatfield joined WMAZ, he brought scores of contacts with him.

Once it took an undertaker to dig up a baseball score for WMAZ. But Mr. Chatfield knew the score would be correct because he knew also that the undertaker had been scorekeeper at the game.

A born worrier, Mr. Chatfield worries about

(Continued on page 64)

BROADCASTING * TELECASTING

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Our respects to:
Something to roar about...

WFAA-TV
Sales Results

"Our Bob Stanford Show’s first year on WFAA-TV for Fritos has done an excellent job increasing sales. It has also enabled us to get disribution way beyond expectation on an item not advertised any other way."
Ray K. Glenn, GLENN ADVERTISING, INC.

"Special credit goes to the Julie Benell Show participations which gave the Dallas area a sales increase that more than doubled the national increase in sales over a ten-week period!"
C. S. McGill, District Representative, E. L. BRUCE COMPANY

"More than 23,000 registered members in Sanger’s Webster Webfoot Club. Enough said!"
C. T. Kelly, Director Public Relations, SANGER BROS., INC.

"A two-minute SALADMASTER participation spot ran at 10:07 P.M., October 12, pulling 107 telephone calls requesting SALADMASTER home demonstrations in Dallas and Ft. Worth!"
TED WORKMAN ADVERTISING AGENCY

Television Service of THE DALLAS MORNING NEWS
DALLAS' PREMIER TELEVISION STATION

Martin B. Campbell, General Manager
Ralph W. Nimmons, Station Manager

EDWARD PETRY & CO., National Representative
ROUNDING out his first month as telecommunications advisor to the President, Haraden Pratt is working to formulate a national policy for allocation of scarce spectrum space among government and civilian users.

To further solidify his position, Pratt has been conducting a series of meetings with government agencies to determine the problems confronting him in his new task.

Mr. Pratt already has conferred briefly with some top government officials and will set up a series of bi-weekly meetings in the weeks ahead before laying the groundwork for a blueprint on frequency allocations. Most of these discussions have been preliminary.

Among those with whom he has talked, it was learned, are FCC Chairman Wayne Coy and representatives of the government's Interdepartment Radio Advisory Committee (IRAC) and the Central Intelligence Agency.

Mr. Pratt's conference with Mr. Coy was brief and touched on problems of mutual concern, it was understood, but specific references to Sec. 306 and Sec. 606 of the Communications Act—reportedly were not discussed. It was agreed that the problems are complex and that caution is necessary.

These sections respectively authorize the President to assign radio frequencies to government stations without regard to FCC licensing regulations, and commander civil radio and wire telecommunications facilities.

Backlog of Work

It's reported that the telecommunications advisor to the Chief Executive has voiced concern over the backlog of work confronting IRAC for assignment of frequencies for military and other government users. How best to bring IRAC "current" is with its work is a matter of speculation in light of the importance of pressing national security problems. Again, budgetary and other factors are involved.

Under the President's executive order of last month [B-T, Oct. 15], the IRAC (comprising Defense, State and other department authorities) "shall report to and assist [Mr. Pratt] in the performance of his functions as he may request."

Another issue at stake is that of resolving repeated complaints that the military has exacted more than its share of frequencies at the expense of private users, whose requirements are administered through FCC. This has precipitated concern in the radio industry.

Despite the pressure of these problems, Mr. Pratt appears determined to function with a small token staff. It's understood that he is reluctant to surround himself with considerable personnel lest he be charged with operating a small FCC.

The question of calling on experts who are predisposed to certain communications views, by dint of their association with industry or government, also has been posed, and it was understood.

Aside from necessary clerical help, Mr. Pratt is being assisted by Fred Alexander, who organized and directed technical studies for the President's former Temporary Communications Policy Board, and William E. Plummer, formerly with Glenn D. Gillett & Assoc., Washington consulting radio engineering firm.

Mr. Alexander is serving as assistant to Mr. Pratt, while Mr. Plummer may be expected to handle problems relating to radio engineering data.

Pratt Duties

As outlined in the executive order, Mr. Pratt is charged with (1) coordinating development of telecommunications "policies and standards" for the Executive Branch; (2) assuring "high standards" of management; (3) coordinating development of telecommunications plans by participating agencies; (4) assigning frequencies to agencies under Sec. 306 of the Communications Act, and (5) developing U.S. frequency requirements.

The telecommunications office also has its own budget worries. At present Mr. Pratt's salary (he draws $15,000 annually) and that of his aides is drawn from the President's emergency fund. As a matter of housekeeping, this brings the fiscal matter under the jurisdiction of the National Security Resources Board, which operates under the Executive Office of the President. There is no other budgetary provision for telecommunications at present.

SUIT NAMES CAPITAL

Larry Bozo Valli Files

CHARGING that Capitol Records, Hollywood, used his name for a series of records without permission or remuneration to him, Larry Bozo Valli, professionally known as Bozo the Clown, last week sued the record company for $500,000.

The action was filed in Los Angeles Superior Court through Mr. Valli's attorney, J. G. Bragin. Mr. Valli, who claims he has been known by the Bozo label since 1917, further charged that Capitol licensed some toy manufacturers to turn out toys with the Bozo label. An accounting of the profits provided from these sources is being asked in the suit.

Also named in the action were four "John Doe" actors who have appeared in the Bozo records produced by Capitol.

'Music of the Stars'

TRANSCRIBED radio series, Music of the Stars, 52-quarter-hour programs produced by Harry S. Goodman Productions, N. Y., has attracted interest of Wurlitzer Co. (musical instruments), North Tonawanda, N. Y. Company is offering the series to some 250 Wurlitzer dealers in a three-week push that was announced last week. Program features Dick Liebert, organist, at the giant Wurlitzer in Radio City, who is national equipment manufacturer in his trade journal advertisements. Dealers in Baton Rouge, La.; South Bend, Indianapolis and Fort Wayne, Ind., have already signed on for Music of the Stars and air time is being cleared on a Chicago station.
The Christmas that starts in the summer!

For some people, the Yuletide season starts around July.

They're the department store buyers of America — and they do their Christmas shopping really early. They begin their purchasing months in advance of the Christmas buying spree.

But despite careful buying, December is a wild, unpredictable month. Shelves are quickly emptied. Sell-outs become the rule. Thousands of sales may be lost through simple lack of merchandise.

But these buyers know the answer. To them, a sell-out means one thing — a quick call for more merchandise, via Air Express!

The world's fastest shipping service fills their shelves overnight!

Whether you buy or sell goods, here are the unique advantages you can enjoy with regular use of Air Express:

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

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

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

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

For more facts call Air Express Division of Railway Express Agency.
HERBERT D. OLSON, treasurer and program director KXIC Iowa City, named general manager KQCS Ontario, Calif. He succeeds WALLY SEIDLER, who resigned to join KPMO Pomona, Calif., as station manager. Mr. Olson retains financial interest in KXIC his station duties having been taken over by KENNETH M. BAILEY.

CHARLES E. SMITH, general manager WTBQ Cumberland, Md., appointed president. Mr. Smith before joining WTBQ served with WMMN Fairmont, W. Va., and WINX Washington.


JOHN F. (Jack) NEAL appointed manager WHBS-AM-FM Huntsville, Ala., succeeding E. H. KEOWN, resigned. Mr. Neal was with WKRG Mobile, Ala.

JAMES WHATLEY, chief engineer, assistant manager and salesman WRPS-AM-FM Alexander City, Ala., appointed manager. Mr. Whatley succeeds LEM COLEY, resigned to accept position as personnel director of Russell Mfg. Co.

JOSEPH H. MATTHEWS appointed office manager of San Francisco office Weed & Co., effective Nov. 12 (today). Mr. Matthews, a member of Weed's Chicago staff, replaces MOBILE EASTMAN, who will remain with firm in San Francisco.

POWELL ENSIGN returns to Everett-McKinney Inc., N. Y., as sales manager, following an extended illness. CHARLES WHIPPLE, account executive Paul Raymer Co., Chicago, appointed midwestern sales manager Everett-McKinney.

ROBERT A. KILPATRICK, national sales manager KING Seattle, named acting sales manager. He succeeds ROGER RICE, who had been recalled to active duty with Marine Corps.

MARY ALICE CONNELL appointed manager of television spot sales service department ABC, succeeding EMILY CLARK, resigned. Miss Connell was with DuMont Television Network.

LEO M. MORRIS, sales staff WPAT Paterson, N. J., appointed northern New Jersey sales manager.

AMBASSADOR FLETCHER WARREN, political advisor to American Delegation at NARBA conferences last year in both Canada and Cuba, appointed as Ambassador to Uruguay. Since NARBA sessions, he had served as assistant to Assistant Secretary of State Miller, in charge of Latin American affairs.

OLIVER J. KELLER Jr., appointed assistant manager WTXF Spring- field, Ill. Mr. Keller has just returned from Korea where he served with the U. S. Navy.

H-R REPRESENTATIVES Inc., N. Y., appointed national representative for WTSP St. Petersburg, Fla.

FRANK G. ATKINSON Jr. assistant manager of radio co-op program sales for ABC, appointed manager of department.

RALPH C. KELLEY, sales staff WAAF Chicago, appointed midwest manager of Walker Co., radio and TV station representatives.


DICK GRAVETT, KJBS San Francisco, to sales staff KFRC San Francisco.

ROBERT MEKER Assoc. opens San Francisco office under direction of DON PONTIUS, formerly Chicago manager of firm. Offices are located in Russ Building, 205 Montgomery St.

PAUL LAURIERE named commercial manager KBAS Bakersfield, Calif., replacing HOMER GRIFFITH, resigned to become national sales manager KNYO Fresno, KOKU Tulare and KAFY Bakersfield.

BILL MERTZ, Chicago representative Frederic W. Ziv Co., to regional sales staff KWDL Waterloo, Iowa.

EDWARD J. MCROSSIN, counsel for DuMont Television Network, to network legal staff ABC. Prior to his association with Du Mont, Mr. McRossin was a member of legal staff of NBC.

WARREN M. MORTON, sales staff in New York office of WLWT (TV) Cincinnati, to sales department WOR-TV New York, as account executive.

VINT BLISS, H-R Reps., Chicago, to CBS Radio Spot Sales, same city.

J. W. MONDOUX, promotion manager CJSO Sorel, Que., named manager CFDA Victoriaville, Que.

GEORGE L. BAREN BREGGE appointed to sales staff WDTV (TV) Pittsburgh. He was with KQV Pittsburgh.

PERSONALS

DAVID MEBLIN, salesman, KFSO San Francisco, father of boy, Andrew James. . . . TED COTT, general manager WNBC and WNBT (TV) New York, appointed co-chairman of 1952 campaign of The Legal Aid Society, which provides legal services to those who cannot pay. . . . DONN B. TATUM, director of television ABC Western Div. and manager KCA-TV Los Angeles, elected president United Cerebral Palsy Assn. of Los Angeles. . . . JACK FRITZ, representative, ABC Spot Sales, Detroit, father of boy, Jack Wayne, Nov 1.
Graybar announces the new Altec 220A portable speech input equipment

ASSOCIATED MICROPHONES
Graybar can supply a wide variety of units for all types of remote and studio use.

New Altec 633C
This reliable "salt shaker" mike is now available in all three impedances—30, 150, and 850 ohms. Multi-purpose, the new 633C dynamic is suitable for field, studio, or news use.

New Altec 632C
A ruggedly-built, bantam-sized "salt shaker". Light in weight, it is ideal for voice-only use...in high noise level areas...and as a sports pickup unit.

Altec 639A and B
The ever-popular directional type for controlling pickup and reinforcement. Superior technical quality and versatility, make this unit a reliable standard for AM, FM, and TV use. Controllable pickup pattern—omni-directional to cardioid.

Altec 21B
Combining minute size with top technical performance, the Altec "thin man" mike is blast-proof, shock-proof and omni-directional. It is available in stand, lapel, and chest-plate types.

Your near-by Graybar Broadcast Equipment Representative will be glad to give you complete specifications and prices on the Altec 220A portable speech input equipment, Altec microphones, as well as on any of your other broadcast requirements.

Our nation-wide network of offices and warehouses places Graybar service close to you no matter where you are located. Make it a point to call today for full particulars. Graybar Electric Company, Inc., Executive offices: Graybar Building, New York, New York. 1C3-111

Distributor of Western Electric products

EVERYTHING ELECTRICAL TO KEEP YOU ON THE AIR

Graybar Brings You Broadcasting's Best...

Manufactured By...

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

ALANTAMA
E. W. Stone, Cypress 1751

DETOIT
P. L. Gundy, Temple 1-5500

DAMASOON
J. P. Lynch, Kenmore 6-4567

HOUOTON
R. T. Asbury, Ashwood 4571

CHICAGO
E. H. Taylor, Canal 6-4100

JACKSONVILLE
W. C. Winfree, Jacksonville 6-7611

CINCINNATI
W. H. Hansher, Main 6000

KANSAS CITY, MO.
R. B. Uhlig, Baltimore 1644

CLEVELAND
A. C. Schweger, Cherry 1-1360

DALLAS
C. C. Ross, Randolph 6454

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

MINNEAPOLIS
C. W. Greer, Geneva 1621

NEW YORK
J. J. Connolly, Exeter 2-2000

PHILADELPHIA
G. J. Jones, Walnut 2-5405

PITTSBURGH
R. F. Grossett, Allegheny 1-4100

RICHMOND
E. C. Toms, Richmond 7-3491

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

SEATTLE
D. E. Craig, Mutual 0123

ST. LOUIS
J. P. Lenker, Newstead 4700

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BLOOD PLEDGES
CBS Radio Plans Marathon
TO HELP meet national requirements for 300,000 pints of whole blood each month, CBS Radio Network of 206 affiliated stations will hold a blood pledge marathon Nov. 15 (Thursday). Move was part of broadcasters national effort in behalf of the blood bank drive [see FEATURE or WENS, page 18].

The 15-hour appeal for blood donation pledges will receive personal round-the-clock participation of Abur Godfrey, with nearly every network program and numberless local shows shortening scripts by one minute each that day for Mr. Godfrey's 66-second appeal. The remaining 10 seconds will allow local announcers to give Red Cross telephone numbers, so donors can call their home units. Cooperation in the marathon has been assured by all CBS Radio stations, program sponsors and many broadcasting personalities, as well as by local Red Cross chapters, the U. S. Army, the Union Pacific and Western Pacific Railways.

Defense Dept. officials have reiterated that an even supply of blood each month is as important as a guaranteed minimum. Shortages in one month cannot be compensated for with later increases since whole blood cannot be preserved indefinitely. Blood will be used for Korean combat casualties, replenishing stockpile reserves—now low—and for civilian emergency needs.

IN MONTREAL

it's

CFCF

Ask the man who knows best—the local advertiser on CFCF.

Best proof that he gets prompt action at the cash register is the fact that Over a 3-year period local advertising on CFCF has increased 250%.

National advertisers, too, can bank on CFCF. For Canada's FIRST station has the coverage, the listenership, to do a real selling job in the rich Montreal market area.

U.S. Representative—Weed & Co.

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OVER 300 representatives of radio, TV and press convened during open house held Oct. 23 for all media by VanSant, Dugdale & Co., Baltimore. Caught chatting are trio of WFBR Baltimore executives and agency official. L to r: John E. Surrick, vice president and general manager of WFBR; William S. Pirie Jr., station's sales director; Bob Walsh, radio-television director, VanSant, Dugdale; and Robert S. Mastin Jr., WFBR publicity director and secretary. Guests toured agency's new quarters at 13 E. Fayette St. in downtown Baltimore.

WRAL SCORES
Listeners Share Expenses

LISTENERS shared cost of a three-hour gridcast delivered by WRAL Raleigh, N. C., from Washington, D. C.

- On Oct. 19 another Raleigh station decided not to air a football game that night between George Washington U. of Washington and Wake Forest College of Wake Forest, N. C., near Raleigh. Wake Forest fans began to phone WRAL, which already had a crew in Washington to air another game the following day. Telephone lines were ordered, engineers were hired, broadcast facilities were lined up. There had not been time to find a sponsor but WRAL carried the game nevertheless.

Instead of commercial announcements, the WRAL announcer simply related the story of the last-minute arrangement. He itemized the expense involved, and mentioned that if any listener wished to share costs, the station would welcome a dollar along with any comments.

The next day the WRAL post-office box was jammed—and 10 days later dollars still were coming in. Not only were there more dollars than the station would have received from a straight sponsorship deal, but the comments reflected hundreds of newly-won friends. WRAL sent each contributor an "honorary stock certificate" noting that the holder "had an interest" in WRAL's sports coverage.

STORM AID
Radio Gives Relief

RADIO was out with the snow plows in the Midwest last week as the first big storm of the season broke early.

First report reaching Telecasting • Telecasting from the snow-bound area came from KXOK St. Louis which continued operations during an emergency caused by the fifth heaviest fall in all Weather Bureau history in the area. Station worked closely with city police, public service officials and the telephone company.

Service announcements from all over the city were handled by half of the staff who were able to get to work themselves. They stayed at their jobs after the regular day to take incoming calls for help. KXOK-FM's Transit Radio also pitched in, keeping snow-covered riders posted on storm conditions. As storm hit the city, Bruce Barg-

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

Also:
WIOF — Flint
WGGA — Evansville
WFBE and WFBE-TV independents • KATE AGENCY

BROADCASTING • Telecasting

5000 WATTS • NBC AFFILIATE AND MBS • GRAND RAPIDS, MICHIGAN

AFRA CHARGE
Filed Against KCBQ Owner
UNFAIR labor practice charges were filed by AFRA with NLRB last week against Charles E. Salik, owner-manager, KCBQ San Diego.
A two way charge asserts Mr. Salik told Grady Edney, program director and only non-AFRA announcer at station not to join union, and further, that the station owner at a staff meeting told announcers to insist on a May, 1954 date for length of contract recently negotiated with union, with the implication that various favorable conditions might be denied them if they did not carry his wishes through. Contract duration date insisted on by union was Oct., 1953, one on which the union had understood to have already been agreed.
The union further ordered the five station staff announcers not to work on any programs on which Mr. Edney performs.

Existing knowledge of Mr. Salik's position with the union and four network stations—KFSF (NBC), KGB (MBS), KFMR (ABC), and KCBQ (CBS)—agreed on a five dollar weekly raise to staff announcers in all brackets and extension of a new contract to Jan. 31, 1954 with provisions for reopening in 1955 and 1963. New increase brings new basic salaries to $70, with $10 increase after 20 months. Mr. Salik's meeting with the announcers assertedly followed these negotiations.

AFRA currently is negotiating with KSJO San Diego, an independent, following authorization by staff announcers to represent them.

Labor Cases
TWO AFL petitions seeking representation of certified employees at Westinghouse Electric Corp. and General Electric Supply Corp. have been dismissed by the National Labor Relations Board. IBEW Local 110 sought a unit for all appliance, radio-TV servicemen and repair men at the GE plant in St. Paul, Minn. The parent AFL also requested a group for all maintenance workers at Westinghouse's Cleveland plant.

RELIGION Makes the News, weekly radio feature sponsored by the Council of Churches of Syracuse and Onondaga Counties in New York, presented second award in religious news category of Protestant Broadcasting and Film Commission.
AUCTIONBUCKS
Giveaway Idea Copyrighted

WLIZ Bridgeport, Conn., is so enthusiastic about its Auctionbucks giveaway program that it has protected the idea under copyright and trade mark laws.

Auctionbucks [BT, Oct. 8] was aired for the first time Oct. 8. Listeners bid for prizes with scrip "money" distributed by participating merchants. The scrip, "auctionbucks," given by merchants is determined by the amount of each sale.

Next sitting is slated Nov. 24.

Philip Merryman, WLIZ president-general manager, said that under a new company, Auctionbucks Inc., of which he is president, he is willing to give the idea with other stations. "Our original plan was to defer outside arrangements until January 1st, but this proved to be too big a promotion to hold in check and we are now entering the national field immediately," Mr. Merryman said. "Only one station in a city will be licensed," he added.

RURAL SURVEY
WLW Reports Listening Up

FARM listeners in the Ohio Valley are tuning in their radio sets more frequently these days, with rural listening in the WLW Cincinnati area up 8% over 1950, according to Crosley Broadcasting Corp.

Figures were contained in a rural audience survey released last week by Robert E. Dunville, Crosley president.

The study also refutes claims that AM radio is losing ground, Mr Dunville said, showing the WLW farmer-listener is spending 1:17 hours each day by his set, with dial tuned to WLW. Crosley research also claimed the 50 kw station reaches 1,045,000 rural homes during an average week and 1,385,000 homes per month or 70% of farm homes in the station's area.

Listening has jumped 10% over 1949, the study found. The hours-minutes finding of 1:17 each day compares with 1:11 chalked up last year in a similar survey.

PROCESS LINE
FCC Asked to Reorganize

CALL for the FCC to reorganize its standard broadcast processing line was made last week in a petition filed by Tri-County Broadcasting Co. of Hawkinsville, Ga.

Georgia applicant — for 610 kc with 500 w, daytime only—asked that the Commission pull out all applications for new stations in communities that do not now have primary radio service and process them "expeditiously."

Petition declared that it would be fairer for applications for stations in communities where there is no existing station or primary radio service to receive consideration ahead of those that seek changes of facilities or "merely to add a station in a city where already there is an abundance of stations."

Tri-County cited the fact that it filed its application May 21, 1951 and became No. 71 on the processing line. As of Nov. 7, it said, it was No. 58. At this rate, it declared, it would be two and a half years before its application got staff attention.

Growing pileup of applications in the standard broadcast processing line has caused some concern among broadcasters and radio lawyers and engineers. They fear a recurrence of the situation that existed in 1947, when the FCC found it necessary to clamp a "temporary expediting" freeze order on AM applications in order to get out from under a huge logjam [BT, Jan. 15, 1947 et seq.].

KVOL POWER BOOST
Examiner Proposes Denial

RECOMMENDED denial of permission for KVOL Lafayette, La., to increase its daytime power on 1230 kc from 1 kw to 5 kw was made in an initial decision issued four nights ago by FCC Hearing Examiner Fanny N. Litvin.

Overlap between commonly-owned KVOL and KANE New Iberia, La., was cited as the primary reason for the proposed denial. The examiner found that George H. Thomas, general manager of both stations, owned 50% interest in KVOL and 60% interest in KANE.

Also cited in the record as reasons for denial of the application was the adjacent channel interference that the proposed facility would receive from KXYZ Houston and KOLE Port Arthur. Such interfaces would affect a population of 39,510 out of the 109,010 KVOL estimated it would add to its audience through boosting daytime power, the examiner held.

At the same time, the examiner found that the proposed 5 kw daytime operation of KVOL would interfere with 2,420 people receiving interference-free KXYZ service and 6,500 people now getting interference-free KOLE service.

Solid Service... assured!

Your RCA Tube Distributor is set up to handle calls for tubes in minimum time. He knows the "angles" in your field... talks tube language. And he's established in the business. By all means, take advantage of his experience. He's as near as your telephone.

And speaking of solid service... the vhf tetrode pictured here... is a top performer when it comes to FM and TV operations. RCA 4-125A/4D21 is but one in RCA's complete line of tubes meeting each and every broadcast station's need.
Respects
(Continued from page 56)
all the news in Macon. If that situation is under control, he worries about all the news in Bibb County. And if that doesn't keep him occupied, he extends his worry to including the whole of Georgia.

About four years ago, he found that he had worried himself into a stomach ulcer.

His ulcer and his three-year-old son, Biff, are the only things he can't manage. The ulcer interferes with Mr. Chatfield's eating—one of his favorite pastimes. He likes also to take an afternoon nap but Biff has put an end to that.

Mr. Chatfield's wife, Elizabeth, however, has shouldered some of the duties of being both father and mother to Biff during this past year when Mr. Chatfield has been fighting to preserve news freedom against government encroachment.

As if he didn't already have his hands full, Mr. Chatfield has found time to become an important participant in community affairs.

He is a member of the Bibb County draft board, vice president of the County Safety Council, a member of two committees of the Macon Chamber of Commerce, a member of the Salvation Army Advisory Council, publicity chairman for the Georgia Dept. of the American Legion and, in addition, handles publicity for the Moose Club, American Legion Post 74, the 40 & 8 Society and the Bibb County Game and Fish Club.

Mr. Chatfield also is a member of President Truman's Radio Advisory Committee, the National Council on Radio Journalism and the National Conference of Christians and Jews.

With Mr. Chatfield's appointment to the National Council on Radio Journalism, WMAZ became the only station in the country to have two members on the council at the same time. Wilton Cobb, station manager previously appointed to the committee, represents the National Assn. of Radio and Television Broadcasters.

In addition, Mr. Chatfield has served as president of the Georgia Wildlife Federation, the Bibb County Sportsmen's League, the Macon Softball Assn., and the Middle Georgia Baseball League, and is a member of Sigma Alpha Epsilon, social fraternity, and Sigma Delta Chi, national professional journalistic fraternity.

Fights for Information Freedom

As NARND president, Mr. Chatfield is particularly proud of the Freedom of Information and the Newspaper Affiliates Committees which were organized under his leadership.

Born in Camilla, Ga., Sept. 28, 1918, he moved about during his early childhood as his father, a Methodist minister, received his church orders.

Young Ben attended grammar school in Macon, Emory Academy in Oxford, Ga., and Lanier High School for Boys in Macon before entering Mercer U. there in 1933.

Even such a capable executive as Mr. Chatfield, however, runs up against a situation when he feels at a loss. This happened to Mr. Chatfield in Tokyo just after the war.

As one of the organizers of the Pacifica, an Army newspaper put out in Manila, Mr. Chatfield covered the surrender ceremonies aboard the Battleship Missouri Sept. 2, 1945.

Later, Mr. Chatfield went to conquered Tokyo and, as is his way, made friends with many Japanese.

It didn't take long for him to realize what a rigid framework of politeness governs Japanese social life. For instance, it's almost inconceivable to refuse a gift offered by a Japanese friend.

One evening, a new Japanese friend came in with a present for Mr. Chatfield. The "present" turned out to be a Japanese girl, very much alive!

For just this once, Mr. Chatfield was at a loss.

MBS PROMOTION
Extends to Canada

MUTUAL's "Radio—It's Wonderful" campaign is branching into Canada.

In wide use already in the U. S., it also has won the commendation of FCC Chairman Wayne Coy.

MBS spokesmen said that 200 copies of the "Radio—It's Wonderful" booklets, consisting of suggested air announcements stressing the basic role of radio in every-day life, have been forwarded to the Canadian Assn. of Broadcasters in Ottawa for distribution throughout Canada. Sent at the request of CAB General Manager T. J. Allard, they will be revised to substitute Canadian radio-home and set-ownership statistics for those relating to the U. S.

FCC Chairman Coy was quoted by MBS authorities as having commended the campaign in a statement asserting:

"A large segment of the public has too long taken radio for granted, failing to realize the tremendous influence this medium of mass communication wields on their day to day living. Any effort to awake present-day influence to make them more aware of its power and particularly to awake them to their responsibilities in seeing that radio is truly used in the public interest is to be commended. I wish you every success."

CBC BOARD MEET

Scheduled Nov. 23

TEMPORARY discontinuance of FM broadcasting is being asked by CFCA-FM Kitchener, Ont., at Nov. 23 meeting of the board of governors of the Canadian Broadcasting Corp., at its headquarters in the Victoria Bldg., Ottawa. Station is requesting retention of license while discontinuing broadcast temporarily.

Same meeting will consider stock transfers of eight stations, recapitalization of companies owning CHAB Windsor, CHCRC Quebec and CKRC Winnipeg and transfer of control of ownership of CHLN Three Rivers and CKLB Oshawa.


N. Y. AUDIO FAIR
New Products Shown

An estimated 100 exhibitors displayed broadcast and industrial sound products at the Audio Engineering Society's third audio fair held in New York Nov. 1-3 at the Hotel New Yorker.

RCA displayed a number of new products, including a new broadcasters' lightweight announce microphone, a master switching consollette combining many functions heretofore offered only in custom-master control equipment, and a complete line of 16 mm projectors, among them a new "RCA" magnetic sound projector.

Magneocord Inc. displayed for the first time its new "Binaural" tape recorder, which, based on the same principle as stereophonic photography, gives a "third dimensional" effect. Officials foresaw far-reaching industrial uses for the new development but said its radio-TV value is limited—at least for the present—to off-the-air uses such as checking orchestra rehearsals, etc., since its dependence on two simultaneous recordings (and two simultaneous reproductions) makes it unacceptable to standard broadcast transmission techniques.

Among technical papers presented during the fair were two emphasizing the use of electronic equipment in civil defense warning and communications systems. They were presented by R. C. Du Bois of RCA and John K. Hilliard of Altec Lansing Corp.
talent unions

merger proposal gets pros and cons

merger of all associated actors and artists of america with television authority was proposed by american guild of variety artists last wednesday when it wired an invitation to all aaa members to talk it over.

telegram suggested that the union consider a "program for merger," that each union notify agva at once whether it was willing or not to consider such a plan and that responsibility for setting up meetings be conceded to agva.

step was the result of potboilers during the previous week when members of aaa—parent union of some eleven stock company unions—started lining up against the merger of tv and american federation of radio artists, suggested by the radio artists' guild.

although the afra suggestion has been the only official utterance on the two-group junction, both afra and tv—members of both unions—have been lining up terms in unofficial huddles, with the subject scheduled for presentation at the tv convention to be held in new york dec. 7.

seeks postponement

the agva national board, at a recent chicago meeting, started opposition when it passed resolutions asking for an aaa-a association of the tv-a to be set up, contending that creation of a separate union by tv was contrary to the purpose for which the television group, an aaa trusteeship, had been established.

agva asserted the true purpose was to combine all aaa members into a one-card organization and affirmed its belief in an all-eastern-union combination. the wednesday invitation to discuss such a merger was a step to back up their stand.

monday's council meeting of actors and chorus equity organizations resulted in further opposition to merger of tv with any one aaa affiliate. the meeting held to discuss friday evening, tv, and its status, to be determined at the december convention, stressed that the primary requisite was to establish peace in the television field by settling the jurisdictional dispute between tv and screen actors guild over actors appearing in films designed for television.

meanwhile, actors and chorus members are voting for delegates to the tv convention, with the 23 candidates reported to be in favor of the council's stand, it was reported.

the tv board meeting last week sought to relieve the situation by appointing two members from each aaa union to study the afra position, consider the equity stand and study the agva move for postponement. board meeting today (monday) was expected to result in a tv statement to the opposition.

explaining the subsequent agva move for total merger, albert j. westbrook, national administrative assistant, said there was no question that all working members of the aaa wanted it, but that no concrete steps to effect it had ever been taken. a similar merger was attempted several years ago, although agva—then undergoing reorganization—was not included in the talks. plans dissolved, however, when equity refused to accept the proposed terms.

ymca week aid

all major networks and many local stations will participate in celebrating the first national ymca week nov. 10-18 to commemorate the 100th anniversary of the ymca in america and canada. programs which will pay tribute to the organization's history and activities include "a line of heroes," which will be telecast on the networks, "the first of the family," "luke's dinner" and "the little man" on cbs, and "the ymca story" and "women of the decade" on abc.

source: march, april, may—hooper

wdef

chattanooga 1370 xc • 5000 watts
carter m. thorndike, president

represented by branham

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Adequate advertising helps business manufacture more customers at low cost. Your advertising in Printers' Ink tells the leading buyers of advertising how your station can help them manufacture more customers in your market—at low cost.

Technical...

WILLIAM KLINKE, engineer WJJD Chicago, to engineering staff WKBK (TV) Chicago.

To Address Grocers

BILL COSTELLO, recent chief of CBS Radio's Tokyo bureau, A. C. Nielsen, president of the A. C. Nielsen Co., will speak on political situations and marketing, respectively, before the 49th annual meeting of Grocery Manufacturers of America in New York this week.

VICTOR C. DIEHM (c), president-general manager, WAZL Hazleton, Pa., who has just completed a term as president of the Pennsylvania Assn. of Broadcasters, was presented an award for "Meritorious Citizenship" by the Veterans of Foreign Wars. Formal presentation was made at a meeting sponsored by Hazleton Kiwanis during National Radio Week. At ceremonies were (1 to r) Louis G. Feldman, attorney and immediate past commander of VFW, Pa. Dept.; Mr. Diehm, and Frank White, MBS president.

Agency Beat (Continued from page 13)

Adv. (of Canada) Ltd., Toronto, succeeding late DAVID McMillan Sr.

GORDON Effer moved from Chicago to Toronto office as vice-president, following three years in United States and South America, as assistant research director.

JEAN H. BREIG, partner in Wertheim-Breig, N. Y. opens new agency, Breig Associates, 908 Witherspoon Bldg., Phila. Associated with her will be MARY WINSTON, art director; JEAN MCKAY, production manager, and GLORIA BEUTNER, publicity and copy.

JEROME B. GRAY, founder of Gray & Rogers Adv., Phila., will be the principal speaker at luncheon meeting of Philadelphia Direct Mail Club in Sylvania Hotel on Wed., November 14. Mr. Gray will speak on "An Agency Looks at Direct Mail Advertising."

ROBERT A. Mcalear Jr. appointed account executive Davis-Daniels Adv., Detroit.

GERALD M. LAUCK Sr., executive vice-president N. W. Ayer & Son, Phila., resigns from agency, effective January 1. Mr. Lauck intends to serve as a business consultant next year.

ROBERT D. WILLIAMS, advertising department Armour & Co., to plans-merchandising department N. W. Ayer & Son, Phila.


JAMES H. KNOX, Ken-Sell Adv., West Palm Beach, Fla., and Katharine Stitler, married.

JOHN PHILIP BLANK, art department Gray & Rogers, Phila., to Geare-Marston Adv. same city, as art executive.

ROBERT OTTO & Co., N. Y., opens new offices at 225 Mutual St., Toronto, Ont. ATHOL STEWART is in charge of office.

MICHAEL DONOVAN, Ward Wheelock Co., Phila., named timebuyer in radio-TV department, McCann-Erickson, N. Y.

WORKS by contemporary American composers will be performed this winter and spring during special series on CBS Radio, according to announcement last week by James Fassett, CBS Radio Div. supervisor of music. Titles of compositions to be presented will be announced in early November.

BROADCASTING • Telecasting

REACHES 93,217 Radio Families

Represented by Devkeye
TODAY
220 MORE
KEY ADVERTISERS
ARE FEELING THE
POWER OF SPOTV

In the three short months since July, 220 additional national advertisers have joined the ranks of SpoTV users on these twelve stations. That's a jump of 49% . . . in one quarter.

Yes, the trend to SpoTV is a strong one. Availabilities are going fast. Be sure that your product is getting the sales ride which only SpoTV can give it.

WSB-TV ........... Atlanta
WBAL-TV ........... Baltimore
WFAA-TV ........... Dallas
KPRC-TV ........... Houston
KHJ-TV ........... Los Angeles
WHAS-TV ........... Louisville
KSTP-TV . . . . . . . . M'r'l's-St. Paul
WSM-TV ........... Nashville
WTAR-TV ........... Norfolk
KPHO-TV ........... Phoenix
WOAI-TV ........... San Antonio
KOTV ............... Tulsa

REPRESENTED BY
EDWARD PETRY & CO., INC.
NEW YORK • CHICAGO • LOS ANGELES
DETROIT • ST. LOUIS • SAN FRANCISCO • DALLAS
now we're solo...

logging television spot time only...helping you chart soaring sales with our wealth of TV knowledge and specialized, single-medium service in seven of your finest TV markets—New York (WCBS-TV); Philadelphia (WCAU-TV); Los Angeles (KNXT); Washington (WTOP-TV); Charlotte (WBTV); Salt Lake City (KSL-TV); and Birmingham (WAFM-TV).

CBS Television Spot Sales
SAVING HELLO AGAIN

... to thousands of women in Wilmington and its surrounding communities. Every Monday, Wednesday and Friday from 2:15 to 2:30 "The Mary Lou Sherwood Show" is telecast to an extremely important segment of WDEL-TV's audience — the ladies. For them Miss Sherwood mirrors life and measures its tempo. She brings to her viewers — interesting and important local men and women ... interprets civilian defense and welfare needs ... covers a full range of the activities of women from gowns to gadgets.

Through public service presentations such as "The Mary Lou Sherwood Show," WDEL-TV endeavors to enrich the lives of its viewers and to help make the Wilmington area a better place to live.

In the photograph, "The Mary Lou Sherwood Show" is helping celebrate the fifth birthday of the Kingswood Community Center — a Wilmington welfare organization providing health and recreational activities for children living in a crowded Wilmington neighborhood.

WDEL-TV
WILMINGTON, DELAWARE

Represented by
ROBERT MEEKER Associates Chicago • San Francisco • New York • Los Angeles
LESS RESERVED TV

By EARL B. ABRAMS

EDUCATORS may get a shock when the FCC issues its final table of TV allocations—due about Feb. 1 [B&T, Nov. 8]. They are not going to get all the channels that are reserved for them under the proposed city-by-city allocations. In fact, if some Commissioners have their way, educators will end up with mighty few.

Chairman Wayne Coy's warning that educators cannot be laggards, that "people are hungry for TV [and] if you can't use those channels ... they are going to demand that someone else do it" is the warning light. Mr. Coy made these remarks during his talk to National Assn. of Educational Broadcasters in Biloxi, Miss., tonight ago (see story on page 74). The pressures for commercial TV are so great, most Commissioners feel, that something has to give. Since several of them were dubious about the reservation plan in the first place, it looks as if the educational reservations are tagged.

Consensus seems to be that:

1. Where educational institutions have made the proper engineering and financial showing during the "paper" proceedings, the reservations will be retained.

2. Where no showings have been made—or where the showings have been merely pro forma and without engineering or financial substance—reserved channels will probably be reclassified commercial. This is particularly true where there are an overabundance of commercial applicants.

No Support to Claims

In between those two extremes is a twilight zone where educators have made a good claim for channels, but they have not technically substantiated these claims with engineering and financial data.

What may happen in these instances is the shift of the reservation from VHF to UHF—the target of virtually all commercial filings during the past two and half months dealing with city-by-city allocations.

Although educators pushed their case before the Commission in the number of their fillings, the vast majority of them did not measure up to a full and proper showing, in the eyes of several FCC Commissioners and staff men.

However, there is one silver lining in the cloud hanging over the non-commercial, educational reservation issue.

This is that when the city-by-city allocation table is finally fixed, the Commission has said it will not change it for at least a year.

So, those channels that are finally reserved will be kept for educators for at least a 12-month period. Under the proposed allocation, the FCC has reserved 73 VHF and 127 UHF channels for educators.

In the 168 metropolitan areas of the U.S. [B&T, Nov. 8], the Commission has reserved 87 VHF and 88 UHF channels for educators.

Commission's doubts about the reservation plan are not new. Chairman Coy devoted his entire additional views in the Commission's Third Report to this point of view. In like manner, Comr. E. M. Webster and George E. Sterling also expressed their doubts on this subject. Comr. Francis B. Hennock, leading protagonist of educational reservations, of course took the extreme opposite view— that not enough channels were reserved for educational institutions.

Not much success is expected for those educators who have asked for partial commercialization permission—i.e., "non-profit" operation of a TV station.

"If educational institutions want commercials," one Commissioner said, "let them take their chances in competition with applicants for commercial channels."

Another Commissioner said, "They can't have their cake and eat it too."

Among a number of such requests was one from the U. of Missouri at Columbia which asked that it be permitted to operate on a non-profit basis. The Commission's attitude is that non-commercial means just that.

Other educational questions that the FCC must answer before it can come out with its final allocations concern the desires of the State of Connecticut for additional reserved channels and of New Jersey for four such. The Commission proposed only one educational channel at Storr's, Conn.; none in New Jersey [B&T, Sept. 10].

AUG. NETWORK GROSS Food Group Highest

<table>
<thead>
<tr>
<th>Product Group</th>
<th>Sales (in Millions)</th>
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<tbody>
<tr>
<td>General Foods Corp.</td>
<td>$497,066</td>
</tr>
<tr>
<td>Colgate-Palmolive-Peet Co.</td>
<td>420,978</td>
</tr>
<tr>
<td>R. J. Reynolds Tobacco Co.</td>
<td>418,830</td>
</tr>
<tr>
<td>Procter &amp; Gamble Co.</td>
<td>382,550</td>
</tr>
<tr>
<td>Liggett &amp; Myers Tobacco Co.</td>
<td>320,990</td>
</tr>
<tr>
<td>P. Lorillard Co.</td>
<td>295,704</td>
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<tr>
<td>Lever Bros. Co.</td>
<td>282,090</td>
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<tr>
<td>Ford Motor Co.</td>
<td>258,100</td>
</tr>
<tr>
<td>American Tobacco Co.</td>
<td>239,140</td>
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<tr>
<td>Admiral Corp.</td>
<td>209,889</td>
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<tr>
<th>Product Group</th>
<th>Sales (in Millions)</th>
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<tr>
<td>Apparel, Footwear &amp; Access. Equip.</td>
<td>68,087</td>
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<tr>
<td>International Shoe Co.</td>
<td>58,000</td>
</tr>
<tr>
<td>Sporting Goods &amp; Equipment</td>
<td>50,087</td>
</tr>
<tr>
<td>Ford Motor Co.</td>
<td>285,100</td>
</tr>
<tr>
<td>Joseph Schlitz Brewing Co.</td>
<td>173,000</td>
</tr>
<tr>
<td>Pepsi-Cola Co.</td>
<td>80,580</td>
</tr>
<tr>
<td>Coca-Cola</td>
<td>11,910</td>
</tr>
<tr>
<td>Geesman Services</td>
<td>63,070</td>
</tr>
<tr>
<td>Drug &amp; Remedies</td>
<td>67,900</td>
</tr>
<tr>
<td>General Foods Corp.</td>
<td>497,066</td>
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<tr>
<td>Gasoline &amp; Lubricants</td>
<td>68,625</td>
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<tr>
<td>Gulf Oil Corp.</td>
<td>76,250</td>
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<tr>
<td>Household Equip. &amp; Supplies</td>
<td>165,000</td>
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<tr>
<td>Westinghouse Electric Corp.</td>
<td>125,400</td>
</tr>
<tr>
<td>Household Furnishings</td>
<td>72,990</td>
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<tr>
<td>Armstrong Cork Co.</td>
<td>62,990</td>
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<tr>
<td>Appliances &amp; Convenience Goods</td>
<td>50,580</td>
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<tr>
<td>Anchor-Hocking Glass Corp.</td>
<td>49,900</td>
</tr>
<tr>
<td>Graen Watch Co.</td>
<td>55,140</td>
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<tr>
<td>Jewelry, Optical Goods &amp; Cameras</td>
<td>35,500</td>
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<tr>
<td>Minn. Mining &amp; Mfg. Co.</td>
<td>55,140</td>
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<tr>
<td>Office Equip., Stationery &amp; Writing Supplies</td>
<td>55,140</td>
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<tr>
<td>Writing &amp; Office Supplies</td>
<td>55,140</td>
</tr>
<tr>
<td>Publishing &amp; Media</td>
<td>55,140</td>
</tr>
<tr>
<td>Curtis Pub. Co.</td>
<td>53,640</td>
</tr>
<tr>
<td>Radios, TV Sets, Phonographs, Musical Instruments &amp; Access.</td>
<td>203,889</td>
</tr>
<tr>
<td>Admirals Corp.</td>
<td>203,889</td>
</tr>
<tr>
<td>Drugstore Televisions, Druggist &amp; Access.</td>
<td>154,998</td>
</tr>
<tr>
<td>R. J. Reynolds Tobacco Co.</td>
<td>154,998</td>
</tr>
<tr>
<td>Procter &amp; Gamble Co.</td>
<td>154,998</td>
</tr>
<tr>
<td>Colgate-Palmolive-Peet Co.</td>
<td>154,998</td>
</tr>
<tr>
<td>Quaker Oats Co.</td>
<td>15,750</td>
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GENERAL FOODS Corp. again topped the list of buyers of TV network time in August, spending $497,066 for facilities to transmit its video network programs to the nation's TV families. Sum is up slightly from the $497,652 TV network time expenditure of General Foods in July, when it also was the number one TV network client.

This increase matches the general increase for the month of August, for which Publishers Information Bureau reported total TV network time sales of $5,082,071, compared to a July total of $5,094,473.

Nine of the top 10 users of TV network advertising in August (Table I) were also on the top 10 roster for July. The lone newcomer was Admiral Corp., replacing Philco Corp. in tenth place. Leading advertiser in each product class is shown in Table II.

Food advertising was the major August user of TV network time among all product groups, according to PIB figures, which show $1,988,189 in gross time sales coming from this group, more than a fifth of the total gross time sales of the four TV networks from all types of sponsors (Table III, page 84).

Advertising of cigarettes and other tobacco products ranked second in point of TV network (Continued on page 84).
**NCAA SCOLDED**

**Policy Stirs Public Protests**

**TV RESERVATIONS**

**Must Be Used—Coy**

*FCC CHAIRMAN Wayne Coy warned the National Assn. of Educational Broadcasters in convention at Biloxi, Miss., Nov. 8 that educators cannot be laggards in converting reserved TV channels into educational TV stations.*

*But he felt that the reservation of a channel for educational TV would "in no way relieve the licensees of commercial stations of any responsibility to render a well-rounded program service, including a reasonable amount of time devoted to the educational needs of the community./*

*Mr. Coy said TV needs "without further delay" to make plans for "positive programming" that will serve the real needs of our communities and the nation, and to take action "to throw off the fetter."*

*Educators' Role*  

Apart from their operation of stations, he said, educators can take "a most significant role" in this field. He noted that the TV industry "is just getting up and is considering adoption of a code."

*"We will be interested in the results," he said. Repeating that he is not for censorship, he said that neither does he favor "doing nothing attitude on the part of the industry."*

*The FCC chief reiterated his approval of the Benton bill to set up a citizens advisory board to review TV-radio public service performance.  

On the subject of TV fresee lifting, he pointed out that, if the thaw were to begin in March, he could see the first activities. - And wouldn’t it make for richer programming to have some commercial programs?/*

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*BROADCASTING * Telecasting

Page 74 \* November 12, 1951

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**BOTH the public and the broadcast last week put the heat on the National Collegiate Athletic Assn., which has been conducting a cold war against football telecasts.**

It thawed the frigid NCAA football TV rules twice when the association bowed to Detroit and Washington pressure demands that it lift its ban on last Saturday’s Notre Dame-Michigan State game.

The control of the telecasting of nationwide collegiate football contests under a carefully worked out formula which stipulates the number of games to be shown for the season in TV areas and the games to be "blacked out."

But Mr. Football’s appeal to the public, and an apparent discrimination in TV schedule by the association that brought a whirlwind of seething public opinion and broadcast industry antagonism swearing to NCAA’s front door.

The Detroit protest arose when football fans loudly protested NCAA’s "blackout" of its area since the Irish-Spartans game was keyed into, a situation which obviously undercuts NCA’s position that TV should be banned when it threatens gate receipts.

**WJJ-TV Permission**

WJJ-TV Detroit, after the fans, the station, local and national officials protested, obtained permission from NCAA to telecast the game.

WJTM-TV, Lansing, had tried to ban the game in addition to 18 eastern stations. Reason for this was the station was so occupied with picking up the game for NBC-TV that it couldn’t program anything else.

WJJ-TV asked the same right, noting that there was a seething demand in East Lansing to also relay the game. The same time, the station noted it was equipped to carry the program.

Similar protests broke out in Washington, D. C., where one of two "blackout" dates occurred last Saturday. Fans deluged WCNB (TV) Washington, the NBC station, with complaints. Backing them up was The Washington Post (WTOP - AM-FM - TV), affiliated with NBC.

Nub of the Washington complaint was that no collegiate game was being played in the area while in nearby Baltimore, where Maryland played Navy, the Michigan State-Notre Dame game was being telecast.

Late Thursday, action was taken on the Washington protest. Mr. Farrington, director of men’s athletics at the University of Detroit, and a member of the four-man steering body of the NCAA- TV committee, announced the East Lansing game will be seen in Washington WCNB.

Mr. Farrington earlier said he was in favor of telecasting the game as the blackout might only create ill will.

Westinghouse, sponsor of NCAA games on NBC-TV, was expected to foot the bill for the Detroit-Washington telecast.

Certainly ill will was generated in Detroit where a U. S. Congressman from that area, Rep. Gerald R. Ford Jr. (R-Mich.), rapped NCAA for its stand. He lodged his protest with Ralph Furey, of New York, head of the NCAA TV group; John A. Hannah, president of Michigan State, and Henry Hatcher, president of Michigan U. His office in Washington also reported Rep. Ford had sent a protest to NBC-TV.

Rep. Ford assailed NCAA’s stand as "unrealistic" and "extremely arbitrary," saying the plan looked "good on paper" but lacked "realism" and was "devoid of practicality."

He said: "I feel strongly that an inflexible program or policy such as that now enforced by NCAA inevitably will lead to state legislation based on the premise of interference, which in the long run will be undesirable and certainly costly."

Originally, NCAA had decided to deny WJJ-TV’s bid for telecasting the game. However, in a last-minute maneuver, Mr. Furey telephoned Ralph Young, Michigan State athletic director, to hold up the denial.

Another hornet hovered in NCAA’s bonnet—a request that USC-Stanford game, Nov. 10, be telecast to the East. But NCAA stood firm and rejected an FCC appeal that the telecast be made as the game wouldn’t begin until 5 p.m. ET.

A letter that created little excitement was NCAA’s study of influence of TV on small college football. Selected was Franklin & Marshall vs. Washington & Jefferson. In this laboratory test only one station, WGAL-TV Lancaster, Pa., was involved. Stadium seats about 8,500.

**Attendance Increase**

Meanwhile, an Associated Press quick survey found college football attendance slump since gate receipts were down half of the season when last year gate receipts were down 2%. Surveyed were 89 schools. The press association said when NCAA banned TV and NCAA’s controlled TV plan were responsible for better turnouts in the stands. The official NCAA survey, however, was still under way. It is being conducted by the National Opinion Research Center at Chicago U. Questionnaires are distributed to fans attending college games. Sandwiched into eight questions is a six-part question on television asking ownership of radio or TV and whether any football contest was viewed during the year at home or in a movie theatre.

Reportedly, petitions were being circulated to Capitol Hill to rise the extent of opposition in Congressional offices. At the same time, Sen. Ed C. Johnson (D-Col.) urged colleges to set up a special commission to study trends in amateur athletics.

He cited charges of over-commercialization in college sports as likely to be fed by Congress by an independent investigating group.

"Colleges, which foster amateur athletics, should try to find out whether their needs are being met and if not, the trend is," the Senator said.

Professional football, now fighting a government lawsuit charging it with conspiracy in restricting TV, pressed another petition. New York TV viewers its first National Football League game—Detroit Lions vs. Green Bay Packers. One Thanksgiving Day the league has banned telecasts in Gotham City when local league teams play. There are two in New York, the Yanks and the Giants.

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"(Continued on page 80)"
STATUS OF TV

Gen. Sarnoff Interviewed

UNIVERSAL color TV receiver that can receive the CBS field sequential system as well as the RCA or National Television System Committee color-subcarrier system can be made all-in-one company of about 15% more than a single color system receiver.

Statement was made by Brig. Gen. David Sarnoff, RCA board chairman, in the course of interview with the editors of U.S. News & World Report. Covering seven pages in the Nov. 9 issue of the magazine, the interview ranged from color TV to the use of motion picture films in TV.

Gen. Sarnoff said the universal color receiver has been made experimentally by RCA. It contains a triode tube and circuits that automatically receive the official field sequential system's 405 lines and 144 fields per second as well as the color system's 525 lines and 60 fields per second.

"The dual receiver, however, is not the ideal solution," General Sarnoff said. "I think there ought to be a single set of standards that everybody can use. This additional cost of the dual receiver would not be justified normally. But, in this situation, you have a condition where there's a controversy and doubt—let me assume sincere doubt—so why not let the public see both and decide which one it wants? The television system A, those are the standards that will ultimately prevail; and if it prefers system B, it will be the one to prevail.

This is in line with General Sar­noff's previous declarations in favor of dual color standards [BT, Sept. 3].

Large Use of Film

More than 50% of TV program fare will be on film, General Sar­noff predicted. But feature pictures are not commercially "applicable" to TV, he added.

"I think the small 10 or 15 or 20-minute pictures, especially de­signed for TV, will have great appeal and a large market," he said.

Nor does he think the present major Hollywood producers will be the makers of TV films. "I see de­veloping a new group of independent producers with new opportuni­ties for young people of creative imagination to make these pictures and make them available to TV networks and stations," he said.

No great profit is in sight for TV networks, General Sarnoff fore­saw. Each of NBC's five owned-and-operated stations is in the black, he said, but the network itself still is not profitable.

"We hope to do better as we go along," he said, "but I do not see any great profit for networks as such because it is the network that must carry on research and development, must furnish the ex­pensive physical facilities, make contracts with artists that involve heavy financial commitments and render a reasonable amount of free public service."

Only comment on radio vs. TV occurred in answer to a question. "I think radio is doing well," the RCA board chairman said, "and I think it can continue to do well. I believe there is need for both radio and television."

In answer to other questions, General Sarnoff stressed the im­portance of "selective listening or viewing," derided the emphasis on the entertainment aspect of TV, listed some of the new electronics inventions possible including the use of solids to perform the func­tions now accomplished with the vacuum tube [BT, Oct. 22].

TOP BRASS take instruction in saying "KNXT" new call letters of CBS Television station in Hollywood. They are (1 to r) Marie S. Jones, vice president in charge of stations and general service; J. L. Van Volkenburg, president; Harry S. Ackerman, vice president in charge of network programs, Hollywood; Wayne Tiss, BDDO vice president and head of agency's Holly­wood office; Wilbur S. Edwards, general manager KNXT, giving the instruc­tions, and Charles L. Glett, vice president in charge of network services, Hollywood. Station changed call letters from KTLT to KNXT and moved transmitter from Mt. Lee in Hollywood to Mt. Wilson, overlooking Pasadena, inaugurating event with 12½ hour program Oct. 28 [BT, Oct. 29].

MEREDITH REPORT

Cites TV Progress

TAX BITE that is up 89.5% over the same period for the previous year brought earnings of Meredith Pub. Co. down to $2,965,000 for fiscal year ending June 30, 1951 compared with $5,118,000 in 1950, according to a financial statement issued last week.

The financial statement revealed that the firm, which owns WHEN (TV) Syracuse, WOW-AM-TV Omaha and is a TV applicant for Albany and Rochester, N. Y., car­ries WHEN at $4,050,024 under as­sets. This is at cost less accumu­lated depreciation compared with $534,949 year before. Also that publishing company invested $150,000 in Princeton Film Center Inc., TV film producer, last July. Mered­ith carries $600,000 as a reserve for additional TV stations.

Net revenue went to a peak of $29,278,000 this past year, com­pared with $24,470,000 for fiscal 1950. This is a gain of $4,808,000. Dividends equally $1.75 per share for this year, compared to $2.50 per share last year.

Operation of WHEN is now proving successful, the statement read, although initial losses were termed "substantial." Revenue of the Syracuse station more than doubled during the fiscal year, the statement said, and the operation "produced substantial earnings with the outlook for the coming fiscal year increasingly encouraging."


AT&T EXPANSION

$60 Million Plan Filed

APPLICATIONS covering a $60 million proposed construction pro­gram, including "extensive" addi­tions to its TV network facilities —planned to be announced previously, however—were filed by AT&T with FCC last week.

Improvements in radio network lines are contemplated in the applications.

TV network additions covered in the proposals include the follow­ing (most of which are expected to be completed by 1954):

- Equipping the existing Jackson­ville-Miami cable to provide one southbound TV channel;
- New cable from Jackson, Miss., to New Orleans, which will make it possible for cable to reach Birmingham to New Orleans;
- Equipping the recently completed Dallas-Houston cable to link to provide one channel from Dallas to Houston.

Installing terminal equipment on radio relay now under construc­tion, to provide two south­bound channels from Charlotte to Atlanta (this does not necessarily mean these two channels will be added to the two channels cur­rently reaching Atlanta—one via Charlotte and Jacksonville and the other via Nashville, Memphis, and Birmingham. The existing TV channels conceivably may be con­verted to other use.);

Relays to Southwest

Installing terminal equipment on radio relay now under construction between Kansas City and Dallas, to offer two simultaneous lines south from Kansas City to Wichita, Okla­homa City and Dallas.

In all, the proposed program provides for about seven million miles of telephone circuits and thousands of miles of private line telegraph and teletypewriter ex­change circuits, as well as the TV-radio additions and improvements.

AT&T officials pointed out that telephone message traffic has in­creased on all of the company's principal routes and is expected to increase again next year. AT&T will pay $43 million of the total expenditure, and the remainder will be borne by the 11 Bell Sys­tem associated companies which joined in the applications.

TV Contract Meet

ALL-INDUSTRY Television Standardization Group, working on uniform television contracts, will meet in New York Nov. 29. TV stations and American Assn. of Advertising Agencies members will continue efforts to work out agreement. George G. DuMont TV Networks sales manager, is chairman of the committee. The standard TV con­tract would parallel the standard document used in broadcasting.

November 12, 1951 • Page 75
BRONZE and crystal Sylvania television awards were given leading programs and performers Thurs- day night in New York, but the 17 judges—given a free hand—were unable to name a great winner because they found none meeting the high qualifications they expected.

Identifying television as the most intimate and forceful form of mass communication ever devised, the judges cited coverage of UN sessions, Kaufman hearings, and the Memphis Getaway as TV at its best, but lamented the "dearth of creative excellence" in the field at large.

The awards, as announced by the Sylvania Electric Products Inc., last spring, were to include a chief award for the program which made the greatest contribution to television as a means of developing social responsibility, in the period from Jan. 1 to Aug. 31. Persons nationally recognized in education, social work, public relations, television, broadcasting, communications, television production, music, women's clubs, industry, and politics served as judges.

As chairman of the announce- ment dinner, held for some 200 guests in the Hotel Pierre, Deems Taylor introduced Don G. Mitchell, Sylvania president, and Jean Her- sholz, former president of the Motion Picture Academy of Arts and Sciences. Rudolph Halley, elected president of the New York City Council Tuesday, made his first post-election appearance and gave awards based on Kaufman hear- ings. The awards were:

Awards Named

For the year's outstanding TV jour- nalism, arranging the network pool for covering the Kaufman Committee hearings in New York: WPIX (TV) New York

For first telecasting of the Kauf- man Committee: WCBS, the CBS station, and 

KTRK-TV Los Angeles, KGO-TV San Francisco, ABC, Time Inc., NBC, CBS, and Du- Mont Network.

Best public service program: Revere Copper & Brass Inc., Martha Roentgen and Lawrence Spivak for Meet the Press, Certificates: St. George & Keys Inc., NBC.

Best children's program: Marin Perkins for The Chicago Zoo Parade, Certificates: Quaker Oats Co., NBC.


Program was cited for avoidance of long shots, for not overcrowding the screen, and for a different camera technique.

Winning for television, with Fire- side Theatre's "International Incident" as an example: Arnold Belgard. Production-director, with his work on "International Incident" cited: Frank Frazer.

Direction, for producing the hour and a half long Your Show of Shows: Max Liebman.

Best actor and actress, for steadily bringing "something hilariously new to the screen, a combination of expert pantomime and satiric humor that makes them outstanding in a crowded field": Sid Caesar and Imogene Coca on Your Show of Shows.

For excellence as a moderator or master of ceremonies: John Daly. The judges explained that he "performs the difficult task of being dignified without being pompous. His voice is thoroughly agreeable, his speech is flawless, and what he has to say on What's My Line? and his new pro- gram is refreshingly literate and spon- taneous." Certificates: CBS for What's My Line and ABC for Mr. Daly's new programs.

Stocking Firm Buys

HOLEPROOF Hosiery Co., Mil- waukee, uses network TV for the first time Dec. 5 with sponsorship of the last half of the Miss U.S. Television finals from Chicago on 12 DuMont stations. Agency is Weiss & Geller, Chicago.

MacLatchie Eastern Sales Head; Five Others Named

TV DIVISION of Edward Petry & Co., station representative firm, com- peted its separation from radio in six of its seven offices last week with the appointment of Douglas MacLatchie as eastern sales manager and the appointment of five new salesmen and the addition of another writer in the promotion department.

The expansion, spokesmen said, makes it the largest sales organization in the television station representa- tive field.

New appointees

Mr. MacLatchie to the Petry TV sales staff are Herbert C. Watson, James C. Rich- dale, and LeGrand S. Redfield, all joining the New York office; Charles Pratt, added to the Chicago office, and Richard W. Hughes, to the St. Louis staff. Thus the New York sales organization now totals eight men, while four are selling in the Chicago office, and the TV Division's total personnel is 48.

Miss Piers Robinson, formerly a promotion writer with KSTP-AM- TV St. Paul-Minneapolis, has been added to the TV promotion-sales service-research unit, bringing this department's personnel to six. The promotion staff, under the direc- tion of Robert L. Hutton Jr., was described as the largest in the field devoted solely to spot tele- vision promotion.

Mr. MacLatchie, who takes over as head of the New York office, has been with the Petry staff for two and a half years. He formerly was a sales executive with WFLP-AM-TV Philadelphia for three years, and from 1938 to 1946

Mr. Pratt Mr. Redfield Mr. Richdale Mr. Hughes Mr. Watson

ACTIVE entry into TV film production by Hollywood motion picture companies continues as Monogram Pictures Corp. and Republic Produc- tions Inc. announced definite plans this past week.

Although both have bought reprints of old movies to TV, each having a "number.

A wholly-owned Monogram subdi- vision, it is headed by G. Ralph Branton as president. Recently nominated to Monogram's board of directors, he has an extensive career as an exhibitor and also has other TV activities, including a reported interest in Des Moines Enterprises, headquartered at Motion Picture Center, Des Moines, Iowa.

Plans Mystery Series

Interstate's initial production calls for a series of 15 half-hour TV filmed mystery dramas starring George Brent, movie star, in character of Lake the Savin will handle production of the filmed series, according to Mr. Branton. He said additional package deals are being worked out for produc- tion on Monogram studio lot.

Republic expects to launch its TV film production in January and reports it has earmarked $1 million for the initial series, with additional money available once activity gets under way.

Filmed on Republic's lot, product will be sold or leased through the studio's subsidiary, Hollywood Television Service, headed by Earl Collins and Morton Scott, presi- dent, and vice president respec- tively.

COLOR TESTS

RCA Uses NTSC Standards

FIRST field test of color material using the standards proposed by the National Television System Committee, made Wednesday morn- ing, "showed an excellent picture," according to Dr. E. W. Engstrom, vice president in charge of the RCA Labs Division.

In the test, signals originating in an NBC studio in New York were telecast by KC2XJV, NBC experimental TV station using Channel 4, regularly assigned to NBC's commercial television station WNBW-TV New York. These signals also were relayed to KC2XAK, RCA-NBC experimental UHF TV station at Bridgeport, Conn., and broadcast there.

Results of the dual transmissions were viewed on sets in the home of D. B. Hanson, NBC vice president and chief engineer, at Westport, Conn., 58 miles from New York and 12 miles from Bridgeport.

They also were watched by mem- bers of the technical staff of the David Sarnoff Research Center of RCA at Princeton, 40 miles from New York.

KNX Hollywood The Jack Owens Show extended its 15 to 25 to 30 minutes and expanded to full Columbia Pacific Net- work, Mondays-Fridays, 4:15-4:45 p.m. (PST).

BROADCASTING * Telecasting
Yes, sir! WJBK-TV has the television audience in Detroit, and these Hoopers prove it! Most important, WJBK-TV really delivers the goods—your goods—to this responsive audience in the wealthy Detroit market. Whatever way you look at it, WJBK-TV is your best television buy in Detroit.

Call your KATZ representative today.
Says Variety: “The Egg & I will have little difficulty building a sizable midday audience...most viewers will be presold...should easily nab a sponsor within a few more airings.”
Says The Billboard: “the Grade A label predominant...humorous and heartwarming, undeniably rates attention from sponsors. It should get and hold an audience.”
All eyes are on this CBS Television Package Program, dressed up with all the topnotch showmanship, cast, and production values that make CBS Television the place both audience and advertisers choose... where 6 of television's 10 most popular programs originate... where average ratings are higher than on any other network. (Trendex, Oct. 1-7)

Here's one show where you concentrate on selling your product, not the show itself. That's already been done. The Egg & I is already beating all the competition in its time period. And because it takes full advantage of one of the biggest box-office titles in modern book and motion-picture history, it's midday television's top sponsor opportunity.
time in the future through the use of FM facilities only."

Every radio station in America, it said, "except the clear-channel stations, potentially can render extended service and better service through the use of FM facilities instead of AM facilities. And, in my opinion, the broadcaster who does not seek to extend his service area and to render a better signal to his primary area, is more vulnerable to the impact of television service in his community.

The NABE convention, held Nov. 2-5, was described by delegates as the most successful in the organization's history. Registrants numbered 200, representing 31 states, and guests included representatives of the British Broadcasting Corp., Canadian Broadcasting Co., and the Voice of Israel.

Seymour N. Siegel, head of New York's city-owned WNYC, who was re-elected NABE president, told the convention that "educational broadcasters always remember they have a great deal in common with commercial radio operators."

Sen. John Sparkman (D-Ala.) reviewed foreign problems facing the U.S. and told his listeners that these alone are "indisputable proof of the need for an intelligently informed public." He said he knew of no single group "so well qualified for that important job as the NABE."

Congressional confidence in NABE, Sen. Sparkman said, contributed to FCC's proposal to reserve TV channels for educators. "It is our intent to avoid some of the pitfalls that have been experienced in the radio field," he asserted, adding that this intent "is the reason" for the Benton bill. Among other speakers, Lynn Poole, creator and producer of "Johns Hopkins Science Review on Broadcasting"

Johns Hopkins University preferred methods of preparing an educational TV show, following with a filmed recording of the Science Review.

NABE officers elected, aside from the re-election of President Siegel, were Graydon Aumus of the U. of Alabama's WUOA, vice president; Marion E. K. E. of the U. of Minnesota's KUOM, secretary, and Frank Schooley of the U. of Illinois' WTTL, treasurer. Three new directors were named: Parker Wheatley of Harvard U., John Dunn of U. of Oklahoma, and Waldo Abbott of U. of Michigan.

Durkee to Burnett

DURKEE: Famous Foods Division of the Gildden Co., Cleveland, has named Leo Burnett Agency, Chicago, to handle advertising effective Jan. 1. Meldrum & Feistung, Cleveland, which now supervises the entire account, will continue to handle the print and varnish division, the pigment, feed mill and naval stores divisions and all Gildden corporate advertising. An estimated $50,000 is spent for radio and TV last year by Durkee.

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Set in Allocation Table

CHANGE in Mexican border TV allocations [B • T, Oct. 29] was officially incorporated into the FCC's table of proposed allocations last week.

Commission also announced that comments and counterproposals from interested parties would be due Nov. 25; oppositions Dec. 5; legal exceptions, etc., Dec. 17.

Agreement between the U.S. and its Latin-American neighbor gives Tuscon, Ariz., an additional VHF channel, making four, while San Diego loses San Diego's to the Mexican.

The FCC of Mexico has an additional VHF channel while Mexico City loses one.

FCC notice also disclosed that stations on both sides of the border—other stations cover 250 miles on each side of the Rio Grande—will use U.S. standards as far as powers and offset carrier are concerned and will also notify each other within 30 days of a grant.

JUDGE JUSTIN MILLER, chairman of the board and general counsel of NARTB, was sworn in Friday morning as chairman of the Salary Stabilization Board, created last May within the Economic Stabilization Agency.

In announcing the appointment, Eric Johnston, ESA administrator, said ESA is "fortunate that Judge Miller has agreed to respond to our demands for a fresh approach to this position which is of major importance to our entire stabilization program. I have assured Judge Miller that his activities on the board will not interfere with his duties as chairman of the association."

Judge Miller succeeds Dr. Raymond B. Allen, who returned to the presidency of the U. of Washington to continue his legal account, having resigned from the board.

Richard P. Doherty, NARTB employee-employer relations director, is an industry member of the Wage Stabilization Board, related organization.

BASEBALL

Radio-TV Rights Fees

Swell League Income

HOW MUCH money does baseball make from radio-TV rights? That question is at least partly solved now that further information has been disclosed by the House Monopoly Subcommittee which has been investigating big league baseball.

Figures—subject to revision—released by the Congressional group in the past few weeks showed big league baseball netting more than 10% of its $556,000 revenue from the broadcast media [B • T, Nov. 5].

While 1951 figures are not yet complete, data already compiled promise to zoom the percentage of revenue earned from radio-TV rights in 1951 even higher.

The subcommittee asked the leagues to furnish information on a spot year basis. Years taken were 1929, 46, 46, '50 and a part return for '51.

Figures for 1950 and 1951 for both American and National Leagues were printed in the Nov. 7 issue of Broadcasting.

These figures showed the leagues realizing a 10%-plus take from radio-TV for the 1950.

Other Years Revealing

For the other spot years, figures are even more revealing.

In 1939, when the U. S. was climbing out of the "great depression" and when TV was unknown on a commercial basis, radio alone accounted for more than 7% of American League revenue and more than 6% of National League revenue.

Four years later as the U. S. pitched its resources into a fight for survival in World War II, the leagues were losing money. That year—1945—the National League had a consolidated net loss of $76,970.

Nevertheless, radio alone contributed nearly 8% of the total revenue gained by the National League.

Radio's dollar contribution was less for the American League in 1943, which showed an even higher net loss, reduced again in 1944. However, radio rights still came up with about 5% of the American League's total revenue for the year.

1946 was the leagues' best of the spot years covered. It was a money maker. The American League came up that year with a consolidated net of $2,924,555, the National League with $1,814,491.

Significant is the fact that when income from home, road and exhibition, after selling admission on home radio payments did not show up percentage-wise. Although the American League received $373,461 from radio in 1946 and the National League got $464,750 from the medium, percentagewise it was about 3% of both leagues' total revenue.

However, in 1951 with television added to media coverage, the picture has changed considerably.

Total received from radio-TV rights this year, including league rights, World Series and the All-Star game, amounted to $4,561,312.50. In 1950, the radio-TV figure was $3,364,000 for league games only.

MILLER NAMED

Becomes Chairman of SSB

A CHICAGO TV station last week spent $150,000 for 27 feature films and ordered each to be reprinted on 35mm film. Hauser-Nash Sales Co. President Bud Nash, new and used-car dealer, will run the films on WBNQ (TV) in Chicago four nights weekly starting Nov. 26, Mondays, Wednesdays and Fridays from 9:30 to 11:30, each film-


Mr. Brown claimed that he is being restrained from doing business with national radio advertisers by ABC—a charge he has made against Alan Broidy, next few years. His most recent allegations were made during the McFarland Bill hearings before the House Interstate & Foreign Commerce Committee last April [B • T, April 9].

Charges Restrained

ABC, he said, is acting in restraint of trade and its alleged "monopolistic" practices have cost WSAY "several million dollars in revenue ... [and] well over $100,000 out of pocket losses."

"To allow the consolidation of Paramount Pictures Inc. [Mr. Brown meant United Paramount Theatres Inc.] with ABC would seriously affect the ability of WSAY and hundreds of other stations to compete with such a combination in the field of TV much less the field of radio broadcasting," he said.

This is the second petition to interfere in the consolidated Paramount Pictures Inc. licencessale. Initial and transfer of the ABC-UPT merger case. Last August Fanchon & Mario Inc., theatre owners and booking agency, petitioned to intervene, but were denied by the FCC on the grounds that it had no standing as a party in the case [B • T, Oct. 8].

ABC-PARAMOUNT

Brown Asks Hearing

OFFICIAL request to intervene in the ABC-United Paramount Theatres Inc. merger hearings scheduled for Jan. 15, 1962 [B • T, Nov. 5] was made last week to the FCC by Gordon M. Brown, owner of WSAY Rochester, N. Y.

Mr. Brown claimed that he is being restrained from doing business with national radio advertisers by ABC—a charge he has made against Alan Broidy, next few years. His most recent allegations were made during the McFarland Bill hearings before the House Interstate & Foreign Commerce Committee last April [B • T, April 9].

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Broadcasting • Telecasting

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Guessing?

OR FACTUAL PLANNING

for that television station

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...

Available upon request to all managers and station engineers.
TV-Sports Attendance
Study Made by Meck

(Report 189)

He pointed out the Robinson-LaMotta fight had a good audience, and "stirred up such interest" it helped make the baseball season "the most exciting about the biggest non-heavyweight fight in history". He said the "sudden revival" of the Chicago White Sox started drawing crowds, which, combined with TV making new fans, gave the club a large increase of more than 66% over 1950.

Nielsen Reports
Oct. 1-13 TV

TOPPING Oct. 1-13 report of A. C. Nielsen Co. was Texaco Star Theater as first to 10 programs cited in percent of TV homes reached. Listings reported were:

<table>
<thead>
<tr>
<th>Program</th>
<th>Sets in Air</th>
</tr>
</thead>
<tbody>
<tr>
<td>Texaco Star Theater</td>
<td>7,576</td>
</tr>
<tr>
<td>Your Show of Shows (Participating)</td>
<td>5,447</td>
</tr>
<tr>
<td>Your Show of Shows</td>
<td>5,102</td>
</tr>
<tr>
<td>Arthur Godfrey &amp; Friends</td>
<td>4,974</td>
</tr>
<tr>
<td>Your Show of Shows</td>
<td>2,276</td>
</tr>
<tr>
<td>Colgate Comedy Hour</td>
<td>840</td>
</tr>
<tr>
<td>Your Show of Shows</td>
<td>748</td>
</tr>
<tr>
<td>Red Skelton</td>
<td>742</td>
</tr>
<tr>
<td>Philco Playhouse</td>
<td>4,747</td>
</tr>
</tbody>
</table>

* * *

That Nielsen "number of homes reached" provides a reliable estimate of the audience actually delivered by each program's average telecast. It is based on all electronic measurement of the performance of a virtually fixed cross-section sample of all TV homes.

(9) Average Audience Basis
Copyright 1951 by A. C. NIELSEN Co.

* * *

'Texaco Theatre'
Tops Videoedex

MAINTAINING its lead of last fall-winter season, Texaco Star Theater again heads the list of top ten TV programs in the Videoedex

(Continued on page 84)

Weekly Television Summary—November 12, 1951—Telescan Survey

<table>
<thead>
<tr>
<th>City</th>
<th>Outlets On Air</th>
<th>Sets in Air</th>
</tr>
</thead>
<tbody>
<tr>
<td>Albuquerque</td>
<td>KOE-TV</td>
<td>9,450</td>
</tr>
<tr>
<td>Ames</td>
<td>WOC-TV</td>
<td>71,126</td>
</tr>
<tr>
<td>Atlanta</td>
<td>WABT-WLW</td>
<td>165,000</td>
</tr>
<tr>
<td>Baltimore</td>
<td>WAAM, WBAI, WMAI, WBBR</td>
<td>354,993</td>
</tr>
<tr>
<td>Birmingham</td>
<td>WBFM-WRT, WRTX</td>
<td>65,000</td>
</tr>
<tr>
<td>Boston</td>
<td>WBZ-F, WOR, WJAR</td>
<td>155,000</td>
</tr>
<tr>
<td>Buffalo</td>
<td>WGR, WKBW, WNYT, WMA, WMAF</td>
<td>766,790</td>
</tr>
<tr>
<td>Charlotte</td>
<td>WBTY</td>
<td>93,734</td>
</tr>
<tr>
<td>Cincinnati</td>
<td>WCPO, WRTW, WJW, WJZT, WJY</td>
<td>320,000</td>
</tr>
<tr>
<td>Cleveland</td>
<td>WREX-WJW, WLW, WTVN</td>
<td>516,922</td>
</tr>
<tr>
<td>Columbus</td>
<td>WNOH-WLW, WJW, WTVN</td>
<td>299,000</td>
</tr>
<tr>
<td>Denver</td>
<td>KRLD-TV, WFAA-TV, WBAP-TV</td>
<td>140,808</td>
</tr>
<tr>
<td>Dayton</td>
<td>WTHI-TV, WBWD</td>
<td>210,000</td>
</tr>
<tr>
<td>Dallas</td>
<td>W W, WW, WWJ-TV, WJYTV</td>
<td>705,222</td>
</tr>
<tr>
<td>Detroit</td>
<td>WTVG</td>
<td>76,875</td>
</tr>
<tr>
<td>Ft. Worth</td>
<td>KRLD-TV</td>
<td>75,260</td>
</tr>
<tr>
<td>Des Moines</td>
<td>WOC-TV</td>
<td>67,805</td>
</tr>
<tr>
<td>Grand Rapids</td>
<td>WBAO-TV, KRLD-TV, WFAA-TV</td>
<td>140,608</td>
</tr>
<tr>
<td>Kelso-Moscow</td>
<td>WOOD-TV</td>
<td>160,413</td>
</tr>
<tr>
<td>Green Bay</td>
<td>WITI-WKOW, KPRC-TV</td>
<td>84,049</td>
</tr>
<tr>
<td>Houston</td>
<td>KFTV</td>
<td>92,885</td>
</tr>
<tr>
<td>Huntington</td>
<td>WSAZ-TV</td>
<td>61,161</td>
</tr>
<tr>
<td>Indianapolis</td>
<td>WELR, WJW, WJZC, WJZU, WJZU-AM</td>
<td>187,500</td>
</tr>
<tr>
<td>Jacksonville</td>
<td>WJAC-TV</td>
<td>45,000</td>
</tr>
<tr>
<td>Kansas City</td>
<td>WJZC</td>
<td>112,300</td>
</tr>
<tr>
<td>Kalamazoo</td>
<td>WKEO-TV</td>
<td>204,413</td>
</tr>
<tr>
<td>Kansas City</td>
<td>WCYI</td>
<td>114,296</td>
</tr>
<tr>
<td>Lancaster</td>
<td>WAGL-TV</td>
<td>117,295</td>
</tr>
<tr>
<td>Los Angeles</td>
<td>KECA, KFV, KF, KFV, KFV, KNBH</td>
<td>65,005</td>
</tr>
<tr>
<td>Saint Louis</td>
<td>KSD, KLTV, KTFL, KTVN</td>
<td>1,334,899</td>
</tr>
<tr>
<td>Salt Lake City</td>
<td>KDYL, KSL, KSLT</td>
<td>59,400</td>
</tr>
<tr>
<td>San Antonio</td>
<td>KETL, WALA, WJMI, WJMI-AM, WJMI-AM</td>
<td>55,605</td>
</tr>
<tr>
<td>San Diego</td>
<td>KFMB</td>
<td>111,985</td>
</tr>
<tr>
<td>San Francisco</td>
<td>KGO-TV, KPIX, KRON-TV</td>
<td>247,000</td>
</tr>
<tr>
<td>San Francisco</td>
<td>KGTV-WKTV</td>
<td>172,800</td>
</tr>
<tr>
<td>Seattle</td>
<td>KTVG</td>
<td>99,900</td>
</tr>
<tr>
<td>St. Louis</td>
<td>KLTV</td>
<td>317,000</td>
</tr>
<tr>
<td>St. Louis</td>
<td>WHDH, WSBD</td>
<td>135,420</td>
</tr>
<tr>
<td>Toledo</td>
<td>KOSD</td>
<td>157,000</td>
</tr>
<tr>
<td>Toledo</td>
<td>WSPD-TV</td>
<td>137,000</td>
</tr>
<tr>
<td>Toledo</td>
<td>KGTV</td>
<td>182,563</td>
</tr>
<tr>
<td>Toledo</td>
<td>KFRT</td>
<td>36,250</td>
</tr>
<tr>
<td>Toledo</td>
<td>WHAS, WNKB, WJOP, WJOP-TV, WITG</td>
<td>301,260</td>
</tr>
<tr>
<td>Toledo</td>
<td>WDEL-TV</td>
<td>84,866</td>
</tr>
<tr>
<td>Total Markets on Air 64*</td>
<td>Estimated Sets in Use 14,299,000</td>
<td></td>
</tr>
</tbody>
</table>

* Includes XELD-TV Matamoros, Mexico

Editor's Note: Totals for each market represent estimated sets within television area. Where coverage areas overlap set counts may be partially duplicated. Sources of set estimates are based on data from dealers, distributors, TV circulation committees, electric companies and manufacturers. Since many are compiled monthly, some may remain unchanged in successive summaries. Total sets in all areas are necessarily approximate.
"We get WFBM-TV only, and get it good!" says
ROBERT D. GRAVITT
1604 12th Street
Lawrenceville, Illinois

"I install the channel 6 antenna for best reception here...this is a WFBM-TV town!" says
FLOYD V. MILLER
1006 Jefferson Street
Lawrenceville, Illinois

You won't find a word in Standard Rate & Data about WFBM-TV's big Bonus in TV Sets—but it's something you want to remember! As indicated on the map of Indiana, there's a wide belt around Indianapolis where hundreds of TV sets, in scores of towns outside the station's 60-mile area, are tuned to this pioneer Hoosier station, exclusively.

Get the facts about the WFBM-TV selling area today. Write for details about this prime TV market that packs a load of sales dynamite for many a leading manufacturer. To put the products of your clients up in front, and keep them there—in the heart of heavily populated, high-income Indiana—recommend the Hoosiers' first station . . . WFBM-TV!

The home of WFBM-TV at 1330 North Meridian Street in Indianapolis is a beautiful new building, designed exclusively for radio and television. Complete facilities for both studio productions and film presentations are available.
NO KIDS HERE

No, you won't find many youngsters watching the WHEN "Mystery Theatre."

But, if it's a massive Adult audience you're after, you'll find it here. They all stay up to watch the full-length film features on "Mystery Theatre" four nights a week on WHEN.

There are just a few choice participations available in "Mystery Theatre." Monday, Tuesday, Wednesday and Thursday nights at 11:35 on WHEN.

STATION BIDS

Booth Seeks Lansing Outlet

Fifth application for a television station was filed last week with the FCC by Michigan broadcaster John Lord Booth for Lansing. He has had previous television interests in Detroit, Saginaw, Flint and Grand Rapids.

Other TV applications to the FCC last week were for outlets in Fort Worth and Oshkosh, Wis.

Mr. Booth requests Channel 10 with an effective radiated power of 200 kw visual and antenna height of 547 ft. He estimates construction at $331,176.

In Fort Worth, A. H. Lightfoot, K. K. Keliam and Basil S. Roper, d/b/a Broadcast Group Television Co., ask for UHF Channel 20 with an effective radiated power of 200 kw visual and antenna height of 442 ft. Messrs. Lightfoot, Keliam and Roper are partners in a Fort Worth Ford dealership. They estimate the station would cost $379,500, with the first year operating costs of $150,000 and revenue of $250,000.

In Oshkosh, WOSH filed for UHF Channel 48 with an effective radiated power of 1,106 visual, and antenna height of 376 ft. The cost of construction is estimated at $183,838.75, first year operating cost $80,000, revenue $120,000.

Aug. Network Gross

(Continued from page 78)

Aug. Network Gross

(Continued from page 78)

Aug. Network Gross

(Continued from page 78)

Aug. Network Gross

(Continued from page 78)

time purchases in August, with toilet goods advertising third, automotive advertising—including tires and accessories—fourth, and advertising of laundry soaps and cleansers fifth. The same five groups, in the same order, were tops for the January-through-August period as well.

A year before, in August 1950, food advertising ranked first, smoking materials second, toiletries third and automotive fourth, as this year, but then industrial materials advertising ranked fifth. Soaps and cleansers, in fifth place in August 1951, the previous August ranked 15th out of the 17 advertiser categories. For the January-August 1950 period the top five groups, in descending order, were: smoking materials, automotive, food, radios and TV sets, toiletries. (Note: Direct dollar comparisons should not be made between the 1950 and 1951 figures as the latter cover all four TV networks while the 1950 figures do not include time sales of the DuMont Network.)

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Capeshirt Plan

(Continued from page 84)

1951, the cutoff date for both labor and materials.

(4) CPR 22—(Types of costs. Takes into account only changes in cost of factory labor and manufacturing materials.)

We have no choice under the amendment to the Defense Production Act, Mr. DiSalle told newsmen, "but to allow manufacturers, if they wish, to adjust their ceilings. We fought the amendment because we believed it would spur inflationary pressures and because we believed that it presented tremendously complex administrative problems, both for the agency and the industry."

This action will result in higher prices on many industrial products, Mr. DiSalle said. But, he added, "letters to . . . OPS . . . strongly indicate that many companies will avail themselves of [its] provisions. . . ."

A similar regulation will be issued by OPS on industrial services falling under CPR 34 and manufacturers not under CPR 22.

Fay Day Promoted

FAY DAY, assistant research manager of company-owned CBS Radio stations and Radio Sales, has been appointed research manager of company's connected television stations and CBS-TV Spot Sales. He joined CBS in February 1947 as director of research for WTOP Washington.
Standard Measurements
(Continued from page 25)

rural circulations may be compared, etc.

"(B) Circulation by income class, educational levels, size of family, homes with children, etc., etc.

"(C) Circulation by purchasing power for each commodity. For example, the magazine should be in a position to show conclusively the extent to which its subscribers are above or below the national averages in their purchases of each of the major magazine-advertised commodities.

"Such information would parallel the Nielsen Program-Market Ratings which reveal, for each national area, the extent to which its audience is above or below the national average in purchases of each of principal commodity advertised or marketable via radio or television. Time spent listening to radio and telecasting of each medium one needs but to multiply the average percent of homes 'listening to radio,' or 'reading newspapers' by 60. Thus a rating of 16.0 means the average home listens 9 minutes—16 percent of 60 equals 9.

Time Can Be Compared

"The time of use which is measured refers to the medium as a whole, be it newspapers, magazine, radio or television. Time spent listening to radio and reading newspapers can be measured and reported. So can time spent listening. 'Time spent reading magazines can be compared with time spent listening to the radio. Time spent listening to a specific station can be compared with time spent reading a specific magazine or specific media.'

"The study covers the at home behavior of all members of the family. It can cover all hours of the day, the day every day from 8 a.m. to 11 p.m. It furnishes comparative minutes of use for each medium hour-by-hour, day-by-day and sums up results by individual newspapers, magazines, radio and television stations for the entire week.

"[Hooper's] new service provided by the 'Media-Meter,' reduces the four great media—newspapers, magazines, radio and television—to a common denominator, 'minutes of use.' The method of measurement is the telephone coincidental but applied to all four media . . . and the first step is to produce average 'ratings' for each medium. Within the limits of accuracy set by sample size, this measurement can produce average time of use comparisons of stop-watch precision..."

"The Media-Meter is not a measure of advertising effectiveness. 'Effectiveness' is what media do to people. The Media-Meter measures what people do to media."

"In a recent Media-Meter study of commercial proportions in a top television city, in one of the two lowest-listening-months of the year, July, 'minutes of use' of radio topped 'minutes of use' of magazines (all of them combined) by over five times. Actually radio was 51.3% of magazines..."

Ryan Statement

BAB President William B. Ryan said:

"BAB, of course, is anxious to find a 'common denominator' for measuring all media. A measurement which would show radio in its true light in comparison with other media, holding the same yardstick of performance for all of them, we would inevitably show radio's advantage.

"Whether it is possible to develop an 'ideal' method of achieving comparable measurements of this sort is another question. We would like to get, for radio stations, a measurement of actual circulations within the stations' potential circulation areas.

"The answer lies somewhere between total potential, as exemplified by Audit Bureau of Circulations figures for newspapers and magazines, and the other extreme of radio's rating services, which certainly are not a true measure of circulation. Any properly handled measurement of radio's basic overall circulation should be accepted by advertisers on an equal basis with the figures for the printed media." A spokesman for the Assn. of National Advertisers, without suggesting desirable ways of doing it, said:

"ANA of course would like to have comparable data on all media, so that advertisers could make more intelligent decisions."

Goldberg View

Melvin A. Goldberg, director of sales planning and research, DuMont TV network:

"I think Mr. Brockway is absolutely right. Unfortunately, too much research in the media today is devoted to circulation. This is true of all media, whether it be newspapers, magazines, radio, or TV. The latter media have even broken down circulation to estimate the number of sets that are tuned to a particular show.

"Rarely, do we analyze the audience to which we are appealing, however. For example, if a variety show gets a rating of 25 and a dramatic show also gets a rating of 25, are we appealing to the same people?"

(Continued on page 86)
One of the top ten multi-week shows—"Armchair Theater" is a natural for national advertisers. It provides a ready and responsive central Ohio audience at low participating rates that assure top value for your TV dollar.

This popular late evening show features exclusive first TV run motion pictures—outstanding feature films with famous stars. Phone Blair TV or write direct for list of coming attractions and complete details on the "Armchair Theater" series.

*Dinkle, Sept. 1951

"DRAFT" KOBAK
For Top BAB Post
THE BAB Nominating Committee voted unanimously last week to "draft" Edgar Kobak to remain as BAB board chairman until next spring and to increase the bureau’s board of directors to make it more representative of the industry it serves.

John Patt of the Goodwill Stations, chairman of the Nominating Committee, reported the group voted over Mr. Kobak’s objections to retain him in office until the annual membership meeting at the time of the NARTB convention next April, to give the committee more time to find a successor to the consulting and station owner. "We need someone for chairman who is able, acceptable and available," Mr. Patt said. "Mr. Kobak meets those qualifications, though he is only barely available. At first, he said 'no.' But I think he will agree to serve until we find the right man to fit all three A’s.'"

The Nominating Committee, meeting in New York on Monday, also renominated William B. Quanton of WITM Cedar Rapids as BAB secretary and Allen M. Woodall, WDAK Columbus, Ga., as treasurer. The nominations, including proposed additional and some substitute directors, will be voted on at the annual meeting of the BAB convention tentatively scheduled Nov. 30 but subject to change in view of that date’s conflict with the NBC conventions held at Boca Raton, Fla.

BAB Board
The BAB board membership currently numbers 24. The maximum number permissible under the bylaws is 30. It is expected the corporation meeting will be asked to increase the membership to the top number in order to provide better representation of the various fields of broadcast interest and of various size stations as well as better representation geographically. The names of proposed new directors and of successors to some of the present directors were not made public pending their acceptance of the nominations.

Mr. Patt said the committee hoped to find a new chairman in time for him to be presented to the membership at the annual meeting in April. In order to make the search, the committee plans to ask the corporation meeting to continue in office for that purpose.

The office of president, held by William B. Ryan under contract, was not open for nominations.

Members of the Nominating Committee are Mr. Patt; Mr. Woodall; NBC Board Chairman Niles Tremain; Mutual President Frank White; Charles C. Casey, WMBD Peoria; Simon Zollman, WJEN Jamestown, N. Y.; and H. Preston Peters, Free & Peters, station representative firm.
THE ELECTRONICS industry has made tremendous strides in the conservation of critical materials and substitute techniques, but much of the progress to date will not be required until 1982.

This conclusion was voiced by the Material Advisory Council of Radio-Television Mfrs. Assn. in a special report on industry conservation efforts for October 1951.

The report covers estimated metal usage for radio-TV receivers and special apparatus for 1950 and 1951 and was prepared at the request of E. T. Morris, director of the National Production Authority's Electronics Division.

Mr. Morris has consistently lauded RTMA figures on metal use and availability as of great value to the government and had requested further estimates of conservation based on 1950 production figures.

'Great Deal of Work'

"A great deal of work has been going on of a more fundamental nature by the parts, material and end product manufacturers which requires the use of new materials, new circuit designs and new mechanical arrangements," the report explained. "Much of this work will not be reflected into apparatus until 1962 because of the design work, time required to prove out the new materials, components and products and the time for tooling preparation to and the manufacture of new items."

The report is based on six representative type radio and TV receivers and unit material use figures of a 1950 report and are used for the first half of 1951. Figures for the last half of 1951 reflect metal savings based on a study of typical receivers in the light of savings in use during production the last half of this year. Latter report was prepared by Motorola Inc. RTMA's Parts Division handled estimates.

Highlights of the study were progress reports on conservation programs by Westinghouse, Hoffman Radio Corp., Radix Wire Co., Zenith Radio Corp., and Essex Wire Corp.

Westinghouse reported elimination of cadmium as an electroplating material in 65% of cases, turning to an organic finish or zinc plating. With cobalt, an alloying element in permanent magnets, units were completely redesigned to those utilizing new magnets containing only one-fifth of the cobalt in the original.

"We have not been able to date to convert any of our copper to aluminum. The changes which we have made in conservation . . . have been in shorter leads for capacity and resistors, and the use also of cooperweld in the place of copper," the firm explained. Copper is an electrical conductor.

Westinghouse also reported an 80% reduction in nickel on X-ray apparatus where combinations of nickel and chromium are brought into play. For decorative purposes, a bright zinc plus Iridite is used. Wherever practical, the company also changed from 75% nickel to Westinghouse Hipernik, a 50% nickel alloy.

At Hoffman Radio Corp., use of electrostatic focus picture tubes is part of present designs. Eliminated are previously-used focus coil and a reduction in copper requirements. Hoffman reported changes in designs encompassing metal savings in a smaller chassis (steel), electrostatic tube (elimination of focus coils), power transformers (locating them so as not to require copper strap), and power supply systems (reduced from 350 v to 270 v, conserving aluminum).

Zenith explained it has "eliminated all varieties of focusing magnets and focusing coils" on television receivers and is utilizing the new electrostatically-focused picture tube not requiring a separate source of focusing voltage. The procedure "results in a considerable saving of either Alnico or copper wire, or both, and in addition, steel used to house and mount the focusing element."

The Chicago firm also has done away with all structural steel in the mounting of the face plate end of the picture tube, using wood supports and a simple steel strap. Previously Zenith had reduced the size and length of leads on resistors and condensers to conserve copper wire.

A saving of aluminum can be effected, too, if required by using cardboard tube electrolytics rather than the conventional aluminum can. Use of aluminum for dial face plate was also recommended.

(Continued on page 98)

**Set Materials Report on Conservation Issued**

**RTMA Meet**

STEPS to meet the growing shortage of critical materials during the period of increased set production and expanding military output will be taken at a meeting of radio and TV receiver and component parts manufacturers to be held in Chicago on Nov. 14-16 under auspices of Radio-Television Mfrs. Assn.

A score of RTMA committees will hold separate meetings to take up industry problems and association activities.

RTMA President Glen McDaniel and D. P. Plamondon Jr., chairman of the RTMA Small Business Committee, will open the meeting Nov. 14 with a small business conference. They will report on RTMA's program to expand subcontracting of large military orders.

RTMA's board will wind up the sessions Nov. 16 with Chairman Robert C. Sprague, Sprague Electric Co., presiding. Executive committee will hold separate meetings to take up industry problems and association activities.

**Chicago Sessions Study Materials Shortage**

TELEFILM, INC.

COMPLETE FILM PRODUCTION FOR TV SPOT-PROGRAMS

All Production Steps
In One Organization


HOLLYWOOD 6-7308

BROADCASTING • Telecasting

Nov. 12, 1951 • Page 87
G.E. OFFERS YOU THE **POWER** YOU WANT...

**LOW or HIGH channel at the**

**FOR EXISTING STATIONS**
Did you know that G-E amplifiers will work with any standard TV transmitter? In most cases you can get the high power you want at a cost much lower than you'd expect. Ask General Electric for details.

**FOR PROPOSED STATIONS**
You get a complete balanced package when you go all General Electric. The 5 kw transmitter and 35 kw amplifier are coordinated in design to give you your desired ERP reliably and economically.
FOR EXAMPLE: To Get 100 kw ERP, Use G.E.'s 35 kw Amplifier, 5 kw Transmitter, and 3-Bay Antenna...

Keep it simple if you want to go to high power economically and without headaches. And simplicity is the keynote of the G-E broadcast equipment line. A comparative examination of transmitter, amplifier, and antenna combinations will demonstrate the superior ERP capabilities of G-E.

When you check such items as tower costs, antenna ratings and tube complement costs, G-E figures will startle and please you.

The men whose pictures appear below are specialists, each with an engineering background and long experience in the broadcast field. Their knowledge can help you with your TV station planning. Why not call your G-E Broadcast Man today?

YOUR G-E BROADCAST MAN—AT YOUR SERVICE

You can put your confidence in—

GENERAL ELECTRIC
film report . . .

THIRD in its Hollywood at Work half-hour television film series showing behind-the-scenes of Hollywood motion picture production has been completed by Hollywood at Work Inc., Hollywood. Film unit formerly named B-M-D Productions. Latest program titled The Huge Haas Story dramatizes the story behind the producer's recent release, Pickup. Also slated for production is the story behind producer Stanley Kramer's Death of Salesman.

SOL LESSER PRODUCTIONS, Culver City, Calif., has acquired 40 Ken Krippene stories dealing with buried treasure, which will be filmed for theatrical and TV releases. Firm will also make TV film series based on Thornton Wilder's Pulitzer prize-winning stage play Our Town.

Two more television film producers have joined the newly-organized Alliance of Television Film Producers in Hollywood bringing total membership to 10. New members are Frank Wisbar Productions, based on a part of the Fernande Theatre series, and TCA, which produces the Abbott & Costello TV films. Other ATPF members include Ziv TV Programs, William F. Broidy Productions, Jerry Fairbanks Productions, Primrose Productions, Gene Autry Flying A Productions, Bing Crosby Enterprises, Screen Television Productions and Roy Rogers Productions.

ODYSSEY PICTURES Corp., Culver City, Calif., will produce series of 26 half-hour TV films, Jerry & Pinto, based on the comic strip. Julius Schwartz has been assigned producer. Norman S. Hall, screen writer and formerly with Gene Autry Flying A Productions, is writing first program.

Highlights of each week's sports events from Madison Square Garden, N. Y., are being seen on the opposite coast via KGO-TV San Francisco. The 15-minute weekly Madison Square Garden TV film program started on the station Nov. 8 for 26 weeks. Program is produced and packaged by Wink Films, N. Y. Stuart Reynolds is handling sales of the package.

JIMMY PAUL'S PRODUCTIONS, Hollywood, has purchased You Kill Me original television play by Monroe Manning and John Kohn for its Front Page Detective television film series.

Sales and Production . . .

SOME 30 stations have contracted for the new holiday film released by Sterling Television Co., Inc., New York, A Day of Thanksgiving. The 16-minute dramatic program tells the story of a typical American family, and how the 1951 holiday is an occasion for the thoughtful of freedom and privileges they enjoy as Americans.


UNITED TELEVISION PROGRAMS, national film distributors, has sold 13 weeks of Fashion Previews, 15-minute style show featuring current fashion pictures by national magazines, to WJZ-TV New York. Run was scheduled to start Friday with Majeska, well known jewelry de-

SIGNER, as guest. Eight other markets where Fashion Previews are shown each week include Cincinnati, Wisconsin, Minneapolis-St. Paul, Kansas City, Atlanta, Seattle, New Haven and Indianapolis.

SARRA, Chicago, has prepared series of animated film commercials for R.H. Macy & Co., St. Paul, and its Hamm's beer. Series of three 20-second and one 60-second spots shows a musical staff that changes into "sky blue beer" and one of the product's themes. Agency is Campbell-Mithun, Minneapolis.

Sarra also has completed three 20-second and one 60-second spots for Bruce Floor Products floor cleaner and cleaning wax. Bruce, animated trademark for the company, shows viewers how to care for their floors. Agency: Christiansen Adv., Chicago. Pro-ducer, W. W. Partee, sales manager for Bruce Harold E. Christiansen, agency president, and Arthur Roberts, agency vice-president.


RELIGION ON TV

Baptists to Study at Meet

RELIGIOUS TV conference will be held in Washington, D. C., Nov. 27 by the Southern Baptist Radio Commission, Dr. S. F. Lowe, director, has announced.

Radio-TV industry figures as well as church leaders will participate. Among them: Radio-TV—FCC Chairman Wayne Coy; Dr. George B. Crothers, CBS; Davidson Tar, ABC; James Caddigan, NBC; and Dr. DuMont; as yet unnamed ABC representative; J. Leonard Reinsch, WBZ Atlanta, WIOD Miami, Fla.; WHIO Dayton, Ohio; Arnold Wines, WNBAL Baltimore; Reynor Rash, WMAL Washington; W. H. Harrington, AT&T; Julius A. Renhard, RCA; Religious—Dr. Percy Crawford, Philadelphia and Wilming-ton; Dr. C. C. Meeden, Balti-more; Dr. T. F. Adams, Richmond; Dr. R. Alton Reed, Dallas, and Dr. Lowe, Atlanta.

To be studied are possibilities of religious telecasting and exploitation of the most effective ways of presenting the church message via TV. It was noted that the conference may lead to TV activity among stations. Stations that broadcast the Baptist Hour radio (carried by 270 stations).
**SAG CONTRACT**

Delays Cancellation

SCREEN Actors Guild postponed its cancellation of a contract with Lippert Productions in an agreement last week with the Independent Film Producers Assn. that no IPFA member would sell for television use during the next 90 days any theatrical picture made after Aug. 1, 1948.

The Guild took action against the independent producer early in September, in accordance with its basic contract, following Lippert's sale of films made under the last three years to KTTLA (TV) Los Angeles [B.T. Sept. 10].

Contract gives SAG right of cancellation within 60 days if such films are released for television without making arrangements with the Guild for additional payment to actors appearing in the films.

The 90 day grace period will allow SAG time to continue its contract negotiations with the IPFA, and the major motion picture producers and to take up negotiations with television film producers.

In approving the postponement, the Guild made it clear that it is not deviating from its "firm policy of cancelling its contract with any producer who refuses to television any theatrical pictures made after Aug. 1, 1948, without first negotiating an arrangement with the Guild for additional payment to the actors for such use." 

In its new contract negotiations, SAG seeks to ban from TV showing theatrical films made after the 1948 date in place of the present cancellation clause.

Sao Paulo TV

RADIO TELEVISAO PAULISTA, Sao Paulo, Brazil, plans to begin programming Nov. 15, according to word received last week from Joe Harold, U. S. engineer supervising the installation. The station, with modern TV studios and facilities, will use DuMont equipment throughout.

Mr. Harold, former technical director of WOW-AM-TV Omaha, also supervised installation of the first TV station in Havana, Union Radio's CMUR (TV).

On the Job

HOSPITALS may be confining to some people, but they can't stop Klaus Landsberg, vice president of Paramount Television Productions and general manager KTTLA (TV) Hollywood from carrying out his duties. Confined to Cedars of Lebanon Hospital where he is recovering from surgery [B.T. Oct. 29], Mr. Landsberg had himself taken by ambulance to Pasadena Oct. 31 so he could personally direct the weekly "Frosty the Frog." Following the cast, he was taken back to the hospital.

**BELKNAP TV PLAN**

Opposed by WMCT, KSD-TV

HEARING has been asked by the St. Louis Post-Dispatch's KSD-TV and Memphis Commercial Appeal's WMCT (TV) on the application of J. E. Belknap & Assoc. for common carrier frequencies to serve two Missouri communities with community-type TV signals [B.T. Oct. 15].

In letters to the FCC, the stations' attorneys raised the question of possible "serious and adverse effects" the proposed operation might have on the operation of the two stations. Also mentioned were such other problems as (1) unauthorized rebroadcasts, (2) distribution of programs without regard to "balanced program structure," (3) appearance of noisy and artistic property without authorization and for profit.

Stations' legal counsel is Segal Smith & Hennessy.

The Belknap organization applied for common carrier frequencies between Memphis, Kennett and Poplar Bluff, Mo. It also filed tariff rates to be used in feeding TV programs picked up from Memphis' WMCT (TV) to Kennett. If successful, the plan is to extend the service to other Missouri, Illinois and Kentucky cities.

The service only would be to a distributing organization in each city. The distributing firm would make its own contracts with individual subscribers.

At the present time, about a dozen local distributing organizations use coaxial cable to bring TV signals down from a nearby high receiving antenna site and feed them to individual TV set owners.

The FCC has been studying the situation for some time and is expected to use the Belknap applications as a peg on which to issue a policy decision on community-TV activities.

**RCA EQUIPMENT**

Dominican TV Outlet Buys

EQUIPMENT for the first television station in the Dominican Republic, to be located at Ciudad Trujillo, has been ordered from RCA by Director Colonel J. A. Mendieta Trujillo Molina, president, treasurer and founder of radio station La Voz Dominicana at Ciudad Trujillo.

The order, covering an RCA 5 kw transmitter and associated studio and mobile equipment, was announced last Tuesday by Meade Brunet, a vice president of RCA and managing director of the RCA International Division.

It is the ninth TV transmitter sold by RCA in Latin America.

The station's official Presidential inaugral program is scheduled for August 1960.

**SELLING AMERICA**

WLWD Show Discusses Sales

LEADING sales executives of Dayton, Ohio, are giving an informal sales training course in a program entitled, "Selling America," aired Sunday by WLWD (TV) Dayton.

The half-hour show is presented by the Dayton Sales Executives Club. Each week the club is represented by a panel of executives who discuss every phase of selling, including advertising, merchandising, even budgets.

Primary purpose of the show is to project the idea that selling is a profession and preparation should be made in college. An automotive firm has asked to buy spots before and after the show.

STACKPOLE Carbon Co., St. Marys, Pa., has opened a new branch plant in Kane, Pa., to manufacture electronic components. New plant contains almost 45,000 square feet of floor space and employs upwards of 100 people.
CAMELS ADS

Reynolds Loses Appeal

An order issued by Federal Trade Commission against R. J. Reynolds Tobacco Co. (Camel cigarettes) for alleged "false, misleading and deceptive" advertisements was affirmed Nov. 1 by the U. S. Court of Appeals for the Seventh Circuit.

The firm had petitioned the appellate court for a review of a commission order, issued March 31, 1965, charging R. J. Reynolds with "unfair methods of competition and unfair and deceptive acts and practices." Specifically, dissemination of statements, representations and testimonials in broadcast and printed copy was cited.

In affirming FTC's action with modifications and laying the groundwork for an enforcement decree, the circuit court took certain exceptions to commission findings. It questioned:

(1) The phrase in FTC's order which ordered the firm to cease "using in any advertising media testimonials of users or purported users of said cigarettes which contain any of the representations [contained in the cease and desist order] or which are not factually true in all respects."

The italicized phrase, the court held, is too all-inclusive, broad and is "beyond the concern of the commission." A testimonial might not be factually true and would "virtually make the petitioner an insurer of the truthfulness of every statement in a testimonial, no matter how immaterial or beside the issue in controversy it might be," the court reasoned. Therefore, it should be eliminated.

(2) The inclusion in the original order of "officers, agents, representatives and employees" as respondents. In the absence of appropriate findings that they were responsible for the violations, the court continued, FTC is "without authority" to cite them.

Under such language, the court said, officers and others would be subject not only to contempt proceedings but also to a penalty not to exceed $5,000 for violation of the enforcement decree should it become final.

Actually, as it was noted, FTC has more reason for naming individual respondents than the National Labor Relations Board where it can sustain the burden of proof of its findings. But such is not the case in this instance, it added.

Reynolds' Denial

R. J. Reynolds originally had denied most of the allegations made against it, though it admitted dissemination of advertisements and use of testimonials.

The FTC order asked the tobacco company to cease representations that:

(1) Smoking of such cigarettes encourages the flow of digestive fluids and/or aids digestion; (2) smoking them relieves fatigue, or creates or restores body energy; (3) cigarettes do not affect or impair the "wind" or the physical condition of athletes; (4) smoke is "suffocating, restful or comforting to the nerves;" (5) smoke will never harm or irritate the throat; (6) Camel cigarettes differ in these respects from other brands; (7) Camels contain less nicotine than any of the other four leading or largest selling brands.

The circuit court said it was impressed with the testimony of medical, scientific and other witnesses and felt there is "scarcely any dispute that in general [smoking] has a deleterious effect, the extent of which is dependent upon the number of cigarettes smoked and, to a lesser extent perhaps, upon the physique and condition of the smoker."

The court added: "We have carefully examined the record and find [Camel's] contention in the main to be devoid of merit. The record not only substantially but abundantly supports the findings made by the commission and findings furnish a sufficient basis for the findings contained in the order."

On the job!

Our volunteer speakers are saving thousands of lives today...in factories and offices, at neighborhood centers and at organization meetings all over this land...showing people what they can do to protect themselves and their families against death from cancer.

For information just telephone the American Cancer Society or address a letter to "Cancer," care of your local Post Office.

American Cancer Society

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**FACSIMILE**

THE ARMED services are maintaining a watchful eye on the development of RCA's Ultrafax and other facsimile transmission systems, the offspring of that growing giant—television.

"In view of the progress in the field of high-speed facsimile as evidenced by recent developments, it is recommended that the present status of the art be brought to the attention of all interested activities within the National Military Establishment in order that latent applications...may be exploited by the preparation of military characteristics and subsequent development to that end."

This recommendation is the outgrowth of a special inquiry into the practical speed limitations of facsimile on the basis of tests conducted by the Signal Corps Engineering Labs at Fort Monmouth, N. J.

This high speed radio-telephone communications systems was applied in principle prior to World War II to OSS, at which time facsimile was utilized in the preparation of military communications with the Chinese, at a variety of points, including transmission of weather maps active in China and Ceylon and actual weather maps processed.

During World War II facsimile equipment was utilized to advantage by the armed services for a variety of purposes including transmission of weather maps charted at centrally located points to key installations. Ultra-high speed facsimile—"as exemplified by the RCA version, Ultrafax, developed in cooperation with Eastern Kodak Co. and NBC—made its public debut in October 1948 before members of Congress and high-ranking government, military and industrial officials.

The audience was electrified as Ultrafax reeled off written or printed messages at the fabulous rate of a million words a minute.

Brig. Gen. David Sarnoff, RCA board chairman, outlined a number of potentialities for Ultrafax and discussed them subsequently with high government leaders, including President Truman. The USRS sought to obtain authorization from RCA but was rejected [B*1, Jan. 10, 1949; Nov. 1, Oct. 26, 1948].

Relative little has been publicized about Ultrafax and other systems since that time, but the Army Signal Corps has kept close liaison with commercial firms looking toward valid conclusions. Indeed, there was speculation that the military was placing security restrictions on the service.

"The data which have been accumu-

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**ARMED FORCES WATCH FAST SYSTEMS**

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**TECHNICAL AID**

**ECA Reports on Funds**

SUM of $15,043,711 was obligated by the Economic Cooperation Administration for its technical assistance program during the last fiscal year, with $383,815 set aside for communications and transportation, ECA announced Nov. 3.

As part of its program, the Dept. of State provided the assistance of radio-TV experts in Greece and other countries, with the aim of helping those areas modernize their broadcasting operations.

Assistance was given to 16 European countries at a cost of less than one cent of each dollar of ECA's $2 billion for foreign aid. It was explained. Types of aid included basic surveys and technical or professional services; procurement and furnishing of technical literature, films and materials; technical analysis; research performed by U. S. government agencies and services abroad of U. S. experts and delegations.

In return for Marshall Plan aid, participating countries were required to deposit currency in the ECA-country counterpart fund to finance costs of other ECA-approved projects. Countries also paid the expenses of American experts while in Europe as well as overseas transportation costs and salaries of their own technicians who visited and studied in the U. S.
OFFICIAL ruling on compliance with the new state campaign expenditures law, which the Florida Assn. of Broadcasters considers "confusing," was asked in a resolution adopted Nov. 3 at the FAB's meeting in St. Petersburg.

"We cannot determine how to comply with it and at the same time comply with the federal laws and regulations governing broadcast practices," an FAB resolution stated. The new state elections law specifies that statewide candidates must name a treasurer to pay all campaign expenses, with a central depository designated.

State Attorney General Richard Ervin was asked to clear these points: 1, "Whether individuals without the knowledge of a candidate may buy time for the promotion of a candidate without authorization from the campaign treasurer of such candidate, and whether liability then would attach to the station accepting such business;" and 2, "whether federal or state laws control in this phase of the operation of a federally licensed station."

The association met a serious problem head-on when it adopted a resolution condemning double billing, calling it "a bad commercial practice which is bound to reflect on the integrity of all members of the association." The resolution said that under this practice "time on the air to advertise a national product is paid for by the distributor at a local rate and in turn is reimbursed for a portion of the cost by a national producer at a much higher rate."

Such double billing "is an untruthful statement of advertising cost, and is a fraud on the public as well as the producers of nationally distributed merchandise," according to the resolution, and "may well undermine the faith of the whole advertising fraternity in business methods of radio stations."

"This association condemns double-billing as a rotten spot in an otherwise healthy industry," it continued, urging members "to council together to isolate such practices and to bring upon those few who practice them the condemnation of the many who give honest value for the advertising dollar to the end that this practice may be stamped out under the weight of public disapproval."

FAB adopted a resolution urging FCC to review further its rule on radio engineers because of the acute shortage of first-class ticket holders, reminding that use of other technicians will not affect technical service but on the other hand will give small stations a chance to give greater emphasis to selection of personnel for announcing ability.

A resolution condemning the Benton bills in Congress was adopted, warning that the public should be alerted to the dangers facing freedom of expression in all media.

William B. Ryan, president of Broadcast Advertising Bureau, was speaker at the dinner meeting. NARTB President Harold E. Fellows and Richard F. Doherty, NARTB employee-employer relations director, were Saturday speakers.

FAB named committees to explore the idea of hiring an executive secretary; to write the bylaws, and to see that all awards "are handled in the proper manner."

Eugene Hill, WORZ Orlando, was named to fill the board vacancy created by resignation of Robert G. Venn, who recently resigned as manager of WMIE Miami. Next meeting will be in May in the Miami area.

WCPO Aids Arrest

A WCPO Cincinnati newscast was instrumental in a gunman's arrest an hour after a holdup Oct. 31. The gunman had robbed a Cincinnati shoe store of $82. A local watchmaker heard the WCPO description of the thief. Minutes later, a man answering the description walked into the watchmaker's shop. The watchmaker arranged a police trap. When the man returned to collect a watchstrap he'd left to be fitted, he was nabbed by police.
FOR MEN ONLY
WCKY Cincinnati starting new Sunday afternoon program, Music for Men. Bob Fleming is writer and producer, Pete Allen narrator. Music preferred by masculine sex and featuring favorite tunes of well known local business and professional men is basic background of new show.

SLEEPY-TIME GAL
KPOA Honolulu, T. H., through General Manager Fin Hollinger, lent airwaves for unique hypnotism-by-radio stunt performed by The Great Franquin, New Zealand hypnotist-entertainer. Hypnotist put girl seated in downtown shop window asleep for mattress concern sponsored half hour. Onlookers blocked traffic while KPOA Announcer Gene Fossall jibed her arm with needles to no apparent discomfort. Franquin awakened girl via radio again after her siesta.

TWO VICS WITH HITS
RCA Victor and Vick Chemical Co. teamed up on promotion of new RCA record when more than 2,000 disc jockeys across nation received box of Vicks cough drops and letter reading, “The Two Vics Have Smash Hits... If You Catch a Little Cold (I'll sneeze for you) ... new release by Tony Martin and Dinah Shore now on its way to you. If You Cough a Little Cough (Here's Vicks for you) ... Let Dinah sneeze for you, let Vicks take care of your cough.” The letter is signed, “Gesundheit! Fred Mann” (a member of RCA-Victor's promotion staff).

G-GUYS AND GALS
WTOP-TV Washington presenting Government Guy's and Girls, Sun., 11-11:30 a.m. TV version of popular radio show on WTOP AM. Government employees compete for prizes by answering questions about government affairs and of general interest. Officials of federal agencies will guest-speak each week. Show emceed by Ted Lingo, direct ed on TV by Bob Jones.

COOKIE CUTTERS
WIBW Topeka, Kan., sending advertisers and trade small green cookie and biscuit cutters. Piece headed “To shape a more effective Kansas selling program... Hire WIBW.” Continuity gives facts about station listening effect on Kansas audience.

COMMUNITY PROJECT
WM C Memphis, Gobblin Give-Away, used gift gimmick to keep kids off streets on Halloween Night. Program originated with H. W. Slavick, station manager, and staff, who worked with Memphis Park Commission and Memphis Commercial Appeal on project. Names of previously registered teen-agers were drawn from barrel in studio, and phone calls brought generous prizes from local merchants, if child was home to answer. More than 55,000 tickets were turned in for program that kept kids out of mischief.

OLD PIANO ROLLS
WTAX Springfield, Ill., Piano Roll Time, 3:35 to 3:55 p.m., Mon. through Fri., featuring actual “live” player piano in studio. Program handled by Gin Farrington and John Begue, who intersperse music with bright chatter and commercials. Rolls for piano donated by listeners who found them in basements and attics and enjoyed chance to hear them after so many years. Program’s charm is its informality, no attempt made to disguise mechanics of rewinding or pumping piano, and guests welcome to come sing any time.

TV EXHIBITION
KSBF Jamestown, N. D., KCBF Minot, N. D., by arrangement with J. B. Klinworth of Television Transmitter Div., Allen B. DuMont Labs, Clifton, N. J., demonstrated world’s largest TV tube, 30” DuMont Royal Sovereign, at recent Red River Valley Fair in Fargo. Over 12,000 people attended “See Yourself on Television” exhibit after appearance of station’s ad in local papers. Several DuMont TV receivers placed at various points carried telecasts to wide and scattered audience around fairgrounds.

SALE FOLDER
“A CHICK A TICK!” is title of new 3-color promotion folder issued by CBS Radio Spot Sales, N. Y. Piece spotlights sales of baby chicks through efforts of KMOX St. Louis.

PHILCO BROADCASTS
FOURTEEN international broadcasters were to be originated from Miami Beach last Friday and Saturday in conjunction with Philco International’s convention of Latin American distributors there. These included Philco Rendezvous, theatre and fashion news program broadcast weekly via International Station WRUL Boston to a Central and South American audience estimated at 800,000; 12-minute interviews, and a half-hour roundtable discussion for the State Dept.’s Voice of America, with a total of approximately 50 Philco distributors from 12 Latin American countries participating along with Florida dignitaries and Beth Holland of Philco Rendezvous.

DISPLAY PROMOTION
WBEL Beloit, Wis., sending “point-of-sale” cards reading “As Featured on WBEL” to all local advertisers. Cards fold like restaurant table tents, making it easy for advertisers to use them in any type of display.

SALUTE TO NBC
RADIODIFFUSION FRANCAISE—French Broadcasting System—in honor of NBC’s 25th Anniversary, will broadcast half-hour variety program over NBC Radio, Sat., Nov. 17, 11:30 p.m. midnight. Linking NBC’s Silver Jubilee, with 2000th anniversary of Paris, show will feature top-ranking French stars.

MONKEYING WITH TV
WTTR (TV) Richmond, Va., The Women’s Workshop, conducted by Evelyn Black, played host recently to 53 lb. Barnum & Bailey gorilla, “Tony.” Show went smoothly till Tony spotted himself in monitor and thought some big ape was trying to make a monkey out of him. Trainer Ruth White brought new TV star under control and show continued.

WOMEN DRIVERS
WHAS-TV Louisville Potpourri, Mon. through Fri., participating show beeped toward housewives has public service feature. Once weekly Potpourri hostess Louise Wellier interviews most courteous woman driver selected by Louisville Police Dept.

JOINT PROMOTION
WJMO Cleveland and W. T. Grant Co., department store, conducting one week contest for shoppers who must complete sentence: “I like to shop at Grant’s because...” in 25 words or less. Entries judged by WJMO and winner receives $100 Defense Bond. Window displays and newspaper ads giving contest wide coverage.

Further ideas or samples of the promotion items mentioned on this page are available by writing to the individual companies.

There’s More on... WRNL
RICHMOND VIRGINIA
910 KC — 5 KW
ABC AFFILIATE

NATIONAL REP — EDWARD PETRY & CO., INC.

November 12, 1951 • Page 95
MICHIGAN MEET

STATEWIDE adoption of the radio cooperative project, "Wherever you go, there's Radio," was voted by the Michigan Assn. of Broadcasters at its No. 2-3 meeting held in Detroit.

Daniel E. Jayne, WJW Battle Creek, was elected president of the board of directors for a three-year term. Jayne's most encouraging aspect of the campaign, he said, was the satisfaction obtained by participating stations in the results and the "positive thinking and fight" that had resulted in many radio quarters.

Robert Petronoff, WTTV (TV) Detroit, was named new president of the National Broadcasters Association. Petronoff is well known in the industry for his work in the field of advertising.

IN WJPG'S GREEN BAY

(Wave 1020 kHz 952.799.000)

The way to sell easily, quickly, economically,

WJPG

The station that gives more people, more reasons to listen more often.

ASK the man who sells your product.

ASK any dealer who sells any product advertised on WJPG.

ASK McGilvra, N. Y., CHL, for the most convincing story of local listener preferences, local radio influence.

WJPG radio is a service to a way above average area where individual spendable income is way above national and state averages.

Radio Promotion Emphasized

The most significant aspect of the campaign was the satisfaction obtained by participating stations in the results and the "positive thinking and fight" that had resulted in many radio quarters.

Edward Baughn, WJPG's managing editor, presided at the sessions as retired president. The opening day's discussion included review of legislative activities, including successful sponsorship of a new bill restricting the responsibility of the broadcaster after exercise of due care. MAB is active in the problem created by a 3% sales tax and use tax added to price of all equipment and supplies.

Robert Westmore, WJTV (TV) Bloomington, Ind., described operation of a television station in a small market. James Ketchie, RCA, also went into the cost problem.

Joe Gentile and Ralph Binge, WJBK Detroit, entertained at the annual banquet. After the dinner delegates saw a special MAB "Radio in Michigan" show on the stages of WWJ Detroit. The show will be transmitted and broadcast by stations throughout the state. Later it will be translated and rebroadcast by Radio Free Europe.

Theme of the program is "Count Your Blessings." It features interviews with displaced persons in Michigan. Delegates were taken on a tour of the new WWJ plant.

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SCHERER Elected

By Mich. AP Group

Meeting in Detroit as a part of the Michigan Assn. of Broadcasters convention, the Michigan Associated Press Broadcasters elected J. F. (Jake) Scherer, general manager of WHFB Benton Harbor, to be president for the next year.

Thomas McMahon, news director of WWJ, Detroit, was named vice president and Ray Keiser, chief of AP's Detroit bureau, was appointed secretary-treasurer.

Named to the board of directors were Lester Lindow, WFDF Flint; Otis Harper, WPG Ann Arbor, and Jack Parker, WBAM Saginaw.

An announcement of a new activity to be awarded to the AP station in Michigan "which has done the most outstanding job of supplying news to the state bureau." Donated by WFDF Flint, the trophy will be awarded on an annual basis, with any station winning it three times getting permanent possession.

AIR MUSIC INC.

Field Makes Investment

MARBURG FIELD'S Field Enterprises Inc., owner of WJID Chicago, KOIN Portland, Ore., and KJF Seattle, has made "a substantial cash investment" in Air Music Inc., New York, it was announced tonight.

Air Music, which operates under an exclusive franchise from Field's Functional Music Inc. of Chicago, furnishes voice-free background music to more than 400 subscribers in the metropolitan area. Clients include industrial plants, banks, insurance companies, hotels, stores, offices and restaurants.

Transaction—warrant a stock—has been in negotiation for some time and was ratified Oct. 29 by the Air Music Board. Fund received from the Field investment will be used, it was reported, on an expansion program already instituted by Air Music.

Substantial stockholders in the music distributing company include James N. Rosenberg, former FCC Chairman James L. Fly, W. G. H. Finch, Ben Schanzer, Judge Robert P. Patterson, and Mr. Wells.

NEW OFFICERS and directors of Michigan Assn. of Broadcasters met with predecessors at Detroit meeting.

Left to right: Lester Lindow, WFDF Flint; Edward Baughn, (standing); WPG Ann Arbor, retiring president; Daniel E. Jayne, WJW Battle Creek, new president; Don DeGroot, WWJ Detroit, vice president; Leonard Versuch, WLAV Grand Rapids; Robert Meskill, WCN Mt. Pleasant; William A. Pomeroy, WLS Lansing, secretary-treasurer, not present when photo was taken.
CBC INCOME

New Deficit Reported

CBC in its annual report for the year ending March 31, 1951, showed an increase of about $5 million in commercial revenue from $243,746 to $2,463,344. Total revenue increased from $7,997,615 to $8,301,379, with income from license fees up from $5,481,488 to $5,571,991.

During the year, however, CBC had an operating deficit of $1,271,874 as compared to a deficit of $243,746 in 1944-45. The commercial department expenditures totalled $208,708, the equivalent of 2.2% of total expenditures. Commercial broadcasting revenue totalled 25.7% of total revenue.

The report on commercial operations showed three small stations added to the network operated by CBC plus a new CBC-owned outlet at Windsor, CBE. About 60% of sponsored programs are reported to have originated in Canada, many of these on the French network. The remaining 40% and bulk of the English-language network programs originated in the U. S.

While there is no actual television in Canada, the CBC report dealt with construction of TV buildings at Toronto and Montreal, where first stations are to be erected. It also detailed the training and program planning being done by CBC in preparation for its TV operations.

Mentioned in the report is a survey made in connection with engineers of the Department of Transport on sources of interference with TV reception. Because the closest stations to Canada are in the Detroit area, interference tests were made at Windsor while some also were made on fringe reception at Canadian sites closest to Rochester and Syracuse. FCC engineers are understood to have attended some of these tests. CBC spent $106,184 on preliminary TV operations in the fiscal year.

CBC PROMOTIONS

For Jennnings, Dilworth

FIRST of a number of important changes in top executives of Canadian Broadcasting Corp., have been announced with the move of Charles Jennings, general supervisor of programs at CBC national program headquarters at Toronto since 1938, to general assistant director general of programs. Ira Dilworth, general supervisor of CBC International Service since 1947 at Montreal, is moved to Toronto as director of program production.

In announcing these promotions, E. L. Bushnell, director general of programs at Toronto, stated they were intended "to strengthen the CBC's activities in the exploration and development of new ideas in both the planning and production of programs."

Mr. Jennings started as a 20-year-old announcer at the former CRGW Toronto in 1928. He freelanced for a number of years as commercial announcer and then joined the Canadian Radio Broadcasting Commission as announcer on its formation in 1935. He became chief announcer of CBC on its formation in 1936 and two years later moved to program department where he became supervisor of program planning in 1939 and general supervisor of programs in 1945.

Mr. Dilworth was a professor of English at the U. of British Columbia when he was appointed British Columbia regional representative of CBC in 1938. From there he moved to Montreal to supervise programming of the CBC International Service, which is part of Canada's External Affairs department and now broadcasts programs in 14 languages from a number of 50 kw transmitters at Sackville, N. B.

AUTO ADS

JOHN K. HERBERT, NBC vice president in charge of radio sales, told a group of automobile dealers in Houston Nov. 3 that he couldn't understand why auto manufacturers don't "monopolize the air" on Sunday afternoons in particular to reach the vast numbers of Sunday drivers.

Noting that 19 million car radios "in the country provide a "terrible bonus audience" aside from home listeners, he cited the customary Sunday afternoon upsurge in driving, "What a terrible time to reach a prospect. When is a man more interested in his car than when he is out driving it? . . . What other medium gives your advertising to your best prospects when they are most interested in what you've got to sell—and doesn't even charge your 19¢ for it?"

Mr. Herbert addressed the Texas Automotive Dealers Assn.

He told the group that "radio not only sells—it sells at minimum cost in the national field just as you have proved to yourselves that it is your cheapest salesman locally."

Network radio, he said, is the cheapest, most complete and most effective "preparation" for local sales effects. "National advertising," he explained, "is the extension, the background, for the punchy local advertising that clinches sales."

Mr. Herbert pointed out that "about two-thirds of all radio sets are in places where no TV receivers are available and 44% of them operate in places where newspapers and magazines are not commonly read." He said the average network radio evening sponsor buys listeners at the rate of four for a penny—or $2.23 per thousand—in addition to reaching listeners that other media do not.

He described national advertising as "the teaser that creates the

Opens Chicago Office

HARRY J. DALY, Washington, D. C., radio attorney, has announced the opening of an associated office in Chicago with the law firm of Downs, Johnson & Zahler, 138 S. LaSalle St. Mr. Daly has practiced law for 21 years, 15 of them before the FCC.
**Feature of Week**  
(Continued from page 18)

pruded of the showing but hopes to do even better next time. Among station staffers who took part were Tom Paxton and Dave Williams, announcers, and Prissy Thomas, women's director.

Further north, WLAW Lawrence, serving Greater Boston for ABC, united its efforts with those of Sammy Kaye, orchestra leader, who airs Sylvania Sunday Serenade for WLAW listeners in the area. A booth was set up on Boston Common during the five-day period Oct. 22-26, the station broadcasting appeal with 15-minute interviews daily, plus other features.

Quotes were filled in the Central Florida area highlighted by WOR Orlando (NBC affiliate) programming saturation announcement schedule giving time and place of donor locations. In addition, station interrupted network programs, spotted others, with calls for blood. Campaign was begun one week ahead of Blood Donation Day and more than 50 appeals were aired in two days.

Other stations in Orlando used weekend news programs to publicize the event, broadcasting about 50 spots each. These spots plus newspaper promotion resulted in three times as many donors as could be handled turning out.

WWD Washington designated Oct. 27 as Blood Donor Day and then went all out to get the donors. More than 125 persons donated blood en masse. Each was interviewed by staffers. At the same time, 65 persons — the entire station staff — contributed a pint of blood with a different staffer at each Red Cross center that day.

In New York, more than 2,500 employees of the Long Lines Dept. of AT&T, more than a quarter of the 10,000 employees in the department, gave blood to the first Red Cross bloodmobile operated under joint union-management.

At NBC, officials and employees, led by President L. William DOWNIE, president in charge of television, began a two-day participation in the blood drive. More than 350 employees pledged. Among executives were Mr. Weaver and Robert Montgomery, NBC-TV producer. Also reporting were WNJR Newark [B-T, Oct. 22], KNX Hollywood, KLRA Little Rock, Ark., KNZU Houston and WMMN Fair, W. Va. [B-T, Oct. 29].

**PRATT, KAN. OUTLET**

**Proposed to Be Granted**

INITIAL DECISION proposing grant of an AM outlet to Pratt (Kan.) Broadcasting Co. for 1570 kc with 250 w daytime was issued by the FCC. The station, examined Fanney N. Litvin last week.

A question of interference between the proposed Pratt station and KVGB Great Bend, Kan., was resolved in favor of the applicant because the new station would be the first local outlet in Pratt (nearest station now 50 miles away), and it would furnish the first primary daytime service to business and commercial areas of the city, and the second primary service for residential areas. In addition, in the rural areas where interference between the Pratt station and KVGB would result, there is already primary service from a number of stations, the examiner found.

Partners in Pratt Broadcasting Co. are Glen Morgan and Robert E. Schmidt. Mr. Schmidt is manager of KAYS Hays, Kan. The application has been pending more than two years. After being filed Oct. 20, 1949, the FCC in November 1950 found it could not issue a grant without a hearing which subsequently was held last April.

**Canadian Survey**

PLANS for a 1952 survey of coverage of Canadian broadcasting stations by Bureau of Broadcast Measurement, Toronto, is now nearing completion. Research organizations in the U. S. and Canada have been notified of specifications of survey. This will be BBM's fifth survey and will be taken early in 1952. Past surveys have been made in March of each survey year. The 1952 survey report is expected to be ready for distribution by midsummer.

**FCC actions**

**NOVEMBER 2 THROUGH NOVEMBER 8**

<table>
<thead>
<tr>
<th>CP-construction permit</th>
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<tbody>
<tr>
<td>DA—directional antenna</td>
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<td>ERP—erected powered</td>
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<td>STL—studio-transmitter</td>
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<td>link</td>
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<tr>
<td><strong>November 2 Applications</strong></td>
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<td><strong>ACCEPTED FOR FILING</strong></td>
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<tr>
<td><strong>Modification of CP</strong></td>
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<td><strong>KNBR North Platte, Neb.—Mod. CP as mod. new AM station for extension of completion date.</strong></td>
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<tr>
<td><strong>KMBI Cheyenne, Wyo.—Mod. CP as mod. new FM station for extension of completion date.</strong></td>
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<td><strong>License for CP</strong></td>
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<td><strong>WTBW Two Rivers, Wis.—Lic. for CP as mod. new FM station for extension of completion date.</strong></td>
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<td><strong>License Renewal</strong></td>
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<td><strong>RAPH Flagstaff, Ariz.—CP to change from 1350 kc to 1450 kc, increase power from 250 w to 1500 w during 24-hour period.</strong></td>
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<tr>
<td><strong>XERH Gainesville, Fla.—Mod. CP as mod. new AM station for extension of completion date.</strong></td>
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<tr>
<td><strong>November 5 Decisions</strong></td>
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<tr>
<td><strong>ACTIONS ON MOTIONS</strong></td>
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<tr>
<td>By Comr. E. M. Webster</td>
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<tr>
<td><strong>KTB Moderato, Calif.—Granted petition to amend application to change in DA which will result in decrease of population within blanket area, and for removal of application as amended, from hearing docket; issue hearing notice.</strong></td>
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<td><strong>Mexican Stations</strong></td>
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<td><strong>FCC Receives Changes</strong></td>
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<td><strong>LATEST</strong></td>
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<td><strong>Changes</strong></td>
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<td><strong>in Mexican</strong></td>
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<td><strong>stations’ operating assignments</strong></td>
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<td><strong>have been reported by the FCC, following notice to BOC under provision of the 1941 North American Regional Broadcasting Agreement.</strong></td>
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<tr>
<td><strong>Changes reported (with probable commencement dates in parenthesis) are:</strong></td>
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<tr>
<td><strong>XEY Celaya, Guanajuato, new Class IV station, 1 kw day, 250 w night, 1360 kc fulltime (April 1, 1952).</strong></td>
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<tr>
<td><strong>XELW Guadalajara, Jalisco, increase in power from 250 w to 1 kw day, 250 w night, on 1360 kc, Class IV (Dec. 1).</strong></td>
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<tr>
<td><strong>XERX Salamanca, Guanajuato, change in frequency from 470 kc to 560 kc, 500 w day, Class III-B (January).</strong></td>
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<tr>
<td><strong>XEPN Guanajuato, Morelos, change in call letters from XEP to XGG, 1400 kc (before April 1, 1952).</strong></td>
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**MEXICAN STATIONS**

**FCC Receives Changes**

| LATEST changes in Mexican stations’ operating assignments have been reported by the FCC, following notice to BOC under provision of the 1941 North American Regional Broadcasting Agreement. Changes reported (with probable commencement dates in parenthesis) are:

| **XEPN Guanajuato, Morelos, change in call letters from XEP to XGG, 1400 kc (before April 1, 1952).** |

**November 6 Decisions**

|  
| **BY THE SECRETARY** |
| **WMPM Chattanooga, Tenn.—Granted license Assignment, and station studios location, 1890 kc 1 kw day.** |
|  
| **WSSV-AM Harrisonburg, Va.—Licensed license station, 100.7 mc, (Ch. 264) 7.7 kw, ant. height 354 ft.** |
|  
| **WCCB Charlotte, N. C.—Licensed license station, 102.9 mc, (Ch. 275) 1.3 kw, ant. height minus 40 ft.** |

**SERVICE DIRECTORY**

**Custom-Built Equipment**

**U. S. RECORDING CO.**

1121 Vermont Ave., Wash. 5, D. C. Lincoln 3-3703

**COMMERCIAL RADIO MONITORING COMPANY**

**PRECISION FREQUENCY MEASUREMENTS**

**Engineer on duty all night every night**

**JACKSON 5302**

P. O. Box 7037

Kansans City, Mo.
BROADCASTING

mod. to cancel (Ch. Granted cense date rain)

Executive Offices
National Press Building
Offices and Laboratories
1339 Wisconsin Ave., N. W.
Washington, D. C. 20005
Member AFCEE

COMMERCIAL RADIO EQUIPMENT

mod. to cancel (Ch. Granted cense date rain)

Executive Offices
INTERNATIONAL BLDG. DL 1319
WASHINGTON, D. C.
P. O. BOX 7037 JACKSON 5302
KANSAS CITY, MO.

Chapter 60, June 1952

P. O. Box 7037
JACKSON 5302
KANSAS CITY, MO.

Chapter 61, June 1952

P. O. Box 7037
JACKSON 5302
KANSAS CITY, MO.

Chapter 62, June 1952

P. O. Box 7037
JACKSON 5302
KANSAS CITY, MO.

Chapter 63, June 1952

P. O. Box 7037
JACKSON 5302
KANSAS CITY, MO.

Chapter 64, June 1952

P. O. Box 7037
JACKSON 5302
KANSAS CITY, MO.

Chapter 65, June 1952

P. O. Box 7037
JACKSON 5302
KANSAS CITY, MO.

Chapter 66, June 1952

P. O. Box 7037
JACKSON 5302
KANSAS CITY, MO.

Chapter 67, June 1952

P. O. Box 7037
JACKSON 5302
KANSAS CITY, MO.

Chapter 68, June 1952

P. O. Box 7037
JACKSON 5302
KANSAS CITY, MO.

Chapter 69, June 1952

P. O. Box 7037
JACKSON 5302
KANSAS CITY, MO.

Chapter 70, June 1952

P. O. Box 7037
JACKSON 5302
KANSAS CITY, MO.

Chapter 71, June 1952

P. O. Box 7037
JACKSON 5302
KANSAS CITY, MO.

Chapter 72, June 1952

P. O. Box 7037
JACKSON 5302
KANSAS CITY, MO.

Chapter 73, June 1952

P. O. Box 7037
JACKSON 5302
KANSAS CITY, MO.

Chapter 74, June 1952

P. O. Box 7037
JACKSON 5302
KANSAS CITY, MO.
Help Wanted


North Carolina station needs 3 engineers—announcer/salesmen $75.00 weekly. 48 hours per week. One half time plus per- sonal calls. 2 engineers with first class ticket (no experience necessary) 3 straight experience announcers. 1-experience sales man, 1-experience announcer, 1-experience engineer, etc. Send complete resume to Box 494L, BROADCASTING. All replies answered. See classified ads 80 cents each. BROADCASTING.

Managers

Commercial manager with proven sales experience and background of sales management. Want a man with ability to sell and promote in station promotion and with sales drives that will increase revenue and keep station profit will pay well with salary, percentage commission, and all necessary expenses as per station. Major network affiliate in Pacific north-west. Exceptional opportunity for energetic man. Send complete history of age, experience, education, marital status, business experience. Box 494L, BROADCASTING.

Wanted: Commercial manager of experience and ability on contract which should entitle him to manage $250,000. 50,000 population. South western station. Immediate opening, 800 watts. BROADCASTING. Send references and photographs, personal data first letter.

Salesmen

Salesman, preferably with small market experience, for new AM Broadcasting station. Excellent opportunity. Box 494L, BROADCASTING.

Salesman-seller for southern network. Must have experience in sales. Car necessary. Established accounts. $50 per week plus 10% on sales. 960 hour block. 800 miles per month. Box 494L, BROADCASTING.

Experienced salesman, engineer, announcer for new AM Broadcasting station. Excellent opportunity. Box 494L, BROADCASTING.

Sales representative, assistant sales manager. Top network affiliate, southern New York state. Young, aggressive family man seeking solid position in radio TV salary, commission. Immediate assignment approximately one-hour sales territory. Young married, every other week ends, Continental. Box 901L, BROADCASTING.

Announcers

Announcer-engineer for station in Minnesota, Iowa, South Dakota area. Salary open. Write Box 494L, BROADCASTING.

Wanted—announcer with good hearing and experience in midwestern market. Send audition disc and tape to Box 494L, BROADCASTING.

Announcer wanted for AM-TV station in Cleveland. Excellent opportunity. Box 494L, BROADCASTING. Must be versed in all phases, with emphasis on TV. One year's experience. Send tape and letter to Box 494L, BROADCASTING.

Upper Michigan station desires staff announcer. One year experience. Send letter and disc or tape. Box 494L, BROADCASTING.

Help Wanted (Cont'd)

Announcer, experienced, although exceptional ability may compensate for lack of experience. Exceptional opportunity with rapidly expanding organization. Send experiences in radio, television, photo and audition disc immediately. Box 494L, BROADCASTING.

Announcer-engineer needed by CBS affiliate to act as outlet in southeaster. Must have complete background and ability to jockey work. With first letter: Replies confidential. Box 494L, BROADCASTING.

Immediate opening, announcer, copywriter. Good salary for the right man. Apply to Box 494L, BROADCASTING.

Wanted: Young announcer for station in North Carolina. Please submit background, disc, sample copy and photo. Box 494L, BROADCASTING.

Wanted: Young announcer, who can write local news. Send tape and resume to KMVL, La Crosse, Wisconsin.

Wanted: Personality man who can sell time. Must be able to call on advertisers and sell. Open position for Ted Nelson, KVER, Albuquerque, New Mexico. Do not send audition discs or other returnable material.

Wanted: Announcer, opportunity for advancement with versatile, good selling voice in morning drive. Owner is manager. Selling not required but will pay all expenses on all sales. Starting salary $65.00. Write Box 494L, BROADCASTING.

Wanted: Announcer-copywriter wanted immediately by 5000 watt CBS affiliate. Must have complete background and all details including salary requirements and whether he prefers disc or tape to KPGB, Great Falls, Montana.

Wanted: Full time NBC announcer to work in Chicago. Must have 5000 watt ABC affiliation. Send complete background, including salary requirements. Box 494L, BROADCASTING.

Wanted: Morning man needed at once. No prima donnas. Contact Jack Thomas, KROS, Clinton, Iowa. $75.00 weekly.

Wanted: Engineers, and announcers for 50,000 watt CBS affiliate needs a staff announcer with a deep good quality voice. Must be good imaginer. Send letter outlining background, experience and qualifications, recent photo. Also send audition tape or disc covering several types of commercials and complete repertoire. Application considered without audition, photo and letter. Apply to KWKN, Shreveport, Louisiana.

Wanted: Immediate opening, announcer with deep voice. Position available with small but progressive station with small but rapidly expanding organization. Good creative work and assignments in other departments available. Call, wire or write qualifications. KXAR, Hope, Arkansas.

Wanted: Hi-de-hillly disc jockey who can sell. Must have at least three more years experience. Do not send audition discs or other returnable material. Write Ted Nelson, KVER, Box 1388, Albuquerque, New Mexico.

Help Wanted (Cont'd)

Help Wanted


Just out of school? Well here's an opportunity to join a good network affiliated midwest station. Immediate opening for engineer-an-ouncer. No experience necessary. Send experience and particular to Box 411L, BROADCASTING.

Immediate opening, chief engineer-announcer. RCA equipment. Good salary, good future. Immediate opening. Box 400L, BROADCASTING.

Engineers and combo men needed for local and small stations augment staffs. 40-hour week. All first class stations. Send tail and disc please. Box 497L, BROADCASTING.

We seek permanent transmitter engineer. Good pay and future. Good salary and good future. Also opportunity for competent and ambitious, Car necessary. Contact KROS, Effingham, Illinois.

Wanted at once, engineer first phone, writer or wire chief engineer KROS, Clinton, Iowa.

First class engineer: No experience necessary. Suburban Chicago. Contact WEAV, Evanston, Ill.

Immediate opening for engineer with engineering background. Send samples, references, to Box 200L, BROADCASTING.

Wanted: Engineer, AM and FM NBC affiliate WKJT, Kingston, Pennsylvania.

We seek permanent transmitter engineer. Good pay and future. Good salary and good future. Also opportunity for competent and ambitious, Car necessary. Contact KROS, Effingham, Illinois.

Wanted: Engineer with first class license. $50.00 for 40 hours, and a half. Contact Station WYOT, Williamsport, Pennsylvania.

Production-Programming, Others

Where 'n Sam Hill are all the copywriters? Good job, good pay, good station. Good man. Come on, sells: Samples, background, etc. Pay good. Write Box 400L, BROADCASTING. We want to get ahead in the world, don't you?

Farm editor progressive Iowa station. Rush photo, disc, full information first letter. Box 291L, BROADCASTING.

Wanted: Experienced news man, rewrite. Excellent opportunity for man with the right qualifications, Good salary. Work not essential. Send letter outlining experience, background and salary expected to Station WDFI, Flint, Michigan.

Situations Wanted

Managerial

20 years broadcast experience. Last desire permanent job with notable station. Box 390L, BROADCASTING.

Successful manager available to California station. Prove records with sound policies that pay off. Box 494L, BROADCASTING.

Manager-sales manager now employed commercial manager 1000 watt network station. Proven record under $20,000. 35 years background radio-news-paper production. Opening current position, three stations. Versed administrative, and on the air, your opening. Prefer midwest consider other areas. Write with complete background, a mature judgment, economical operation, host ideas. Let's get acquainted. Box 494L, BROADCASTING.

General and commercial manager with background of success is ready for large to small market. Young but experienced (from 2 years, W.W. II). Came up thru all phases, now looking for outlet. Bringing money making station and doing a good job. Will consider combinations. I'm ready for bigger job and will be my own boss. Box 200L, BROADCASTING.

Sellers

18 years selling and servicing radio accounts. Sales record on request. Excellent opportunity for sales manager opening above. Married, daughter. Box 494L, BROADCASTING.
Television

Salesmen

I am from "the old school." No coffee! I just poured the punch. Whole day long. Presently employed AM, FM, TV. BROADCASTING TELECASTING.

Technical

I just got off the phone with my buddy, Tom Quoin. Good ad lib. Tell some stories. Need some information on small TV station. Have TV. Send me a tape, record, and picture. I have some knowledge of film and movie cameras. Wishing for position. Box 465L, BROADCASTING.

Production-Programming, Others

Wanted-Experienced broadcaster with capital to consider buying interest in station. Proof of good financial standing on which choice of three affiliations has become available. Box 255L, BROADCASTING.

Wanted new 1 kw transmitter. Collins type 21-B, in original crate. Unused crated. $750.00 bid? Box 465L, BROADCASTING.

Complete equipment for FM station. GE type EY-4-B 4 bay antenna. Gates 10 kw. 100 kw 1-A station monitor. 706 feet Andrew 314 coaxial cable and other necessary equipment. Contact WYTL, Fort Burch, Michigan.

For sale, Kay Meg-3 match model 1 purchased new in 1948. Used but in excellent condition. Price $250.00. Box 255L, BROADCASTING.

Complete equipment, 146-foot Truscon steel roof-type antenna; 150 kw. BROADCASTING.


Equipment etc.

100 crystal controlled FM receivers complete with supervisory controls. Price for least 12. BROADCASTING.


For sale, R.L. model 3-AE-3-01-C. Equipment $250.00 or nearest offer. Box 255L, BROADCASTING.

Managerial

Wanted to Buy

Stations

Wanted-station W.S.T. wanted. Address to box 501L. BROADCASTING.

Wanted-Local or regional network station eastern seaboard city over station. Ready cash for attractive property. Confidential. Box 455L, BROADCASTING.

Equipment, Etc.

I wish to purchase 150 foot tower, 12 kw. 22 volt. 400 foot feed back, 500 feet quicks line. This is urgently needed. Send 5000 for rush same forward at once. Box 465L, BROADCASTING.

Wanted 1 kw amplitude modulated station to fill present B.S.T price. Also need C.A.A-A3 beacon and C.A.A-A3 TV. Listed in the Universal pickup kits, type M I-475G or equivalent. KREM, Spokane, Washington.

ANNOUNCEMENTS

KWOF 5000 watt station dothan, alabama.

WANTED

Two needed combinations at ninety dollars per week for daytime work. Your announcement must be above average.

Situations Wanted

We are seeking men who are interested in becoming National radio buyers. Been employed by only two people in twenty years. Write Box 141L, BROADCASTING.
The best way to get results from any of the above classifications is to place an ad in Broadcasting * Telecasting ... where all the men who make the decisions meet every Monday morning.

| Situations wanted, 20c per word ($2.00 minimum) |
| Help wanted, 25c per word ($2.00 minimum) |
| All other classifications 30c per word ($4.00 minimum) |
| Display ads, $15.00 per inch |

If transcriptions or bulk packages submitted, $1.00 extra charge for mailing.

Please address all correspondence to Classified Advertising Dept., Broadcasting, 870 National Press Bldg., Washington 4, D. C.
Docket Action

INITIAL DECISION
-Frank Klyendorf, M. E., Co-, Hearing Examiner, Weis, issued his decision on applications of new AM station on 1750 kc, 250 w, day. Decision Nov. 5.

Non-Docket Actions

TRANSFER GRANTS
- WJQN-FM, Danville, Va.-Granted involuntary transfer of control to licensee of WJRN, WJRN, owners of control of station in Danville, Va., involving WJRN's interest in the latter.
- WENY, Schenectady, N. Y., to WMAL, Washington, D. C., to WRCH, Columbus, Ohio, to WJQ, Atlanta, Ga., to WMAQ, Chicago, Ill., to WOC, Des Moines, Iowa, to WJZ, Baltimore, Md., to WJTV, Jacksonville, Fla.
- WCN, Champaign, Ill., to WBBM, Chicago, Ill., to WJAM, Boston, Mass., to WJBK, Detroit, Mich., to WTOP, Washington, D. C., to WFSB, Hartford, Conn., to WBBF, Chicago, Ill., to WJZ, Baltimore, Md., to WJTV, Jacksonville, Fla.
- WJQ, Atlanta, Ga., to WJZ, Baltimore, Md., to WJTV, Jacksonville, Fla.
- WOC, Des Moines, Iowa, to WJZ, Baltimore, Md.
- WBBF, Chicago, Ill., to WJZ, Baltimore, Md.
- WJZ, Baltimore, Md., to WJTV, Jacksonville, Fla.
- WTV, Minneapolis, Minn., to WBBM, Chicago, Ill.
- WBBM, Chicago, Ill., to WOC, Des Moines, Iowa.
- WOC, Des Moines, Iowa, to WJZ, Baltimore, Md.
- WJZ, Baltimore, Md., to WJTV, Jacksonville, Fla.
- WJQ, Atlanta, Ga., to WJZ, Baltimore, Md.
- WJTV, Jacksonville, Fla., to WOC, Des Moines, Iowa.
- WOC, Des Moines, Iowa, to WJZ, Baltimore, Md.
- WJZ, Baltimore, Md., to WJTV, Jacksonville, Fla.
- WOC, Des Moines, Iowa, to WJQ, Atlanta, Ga.
- WJQ, Atlanta, Ga., to WJTV, Jacksonville, Fla.
- WJZ, Baltimore, Md., to WOC, Des Moines, Iowa.
- WOC, Des Moines, Iowa, to WJZ, Baltimore, Md.
- WJZ, Baltimore, Md., to WJTV, Jacksonville, Fla.
- WJQ, Atlanta, Ga., to WJTV, Jacksonville, Fla.
- WJTV, Jacksonville, Fla., to WOC, Des Moines, Iowa.
- WOC, Des Moines, Iowa, to WJZ, Baltimore, Md.
- WJZ, Baltimore, Md., to WJTV, Jacksonville, Fla.
- WOC, Des Moines, Iowa, to WJQ, Atlanta, Ga.
- WJQ, Atlanta, Ga., to WJTV, Jacksonville, Fla.
- WJZ, Baltimore, Md., to WOC, Des Moines, Iowa.
- WOC, Des Moines, Iowa, to WJZ, Baltimore, Md.
- WJZ, Baltimore, Md., to WJTV, Jacksonville, Fla.
- WOC, Des Moines, Iowa, to WJQ, Atlanta, Ga.
- WJQ, Atlanta, Ga., to WJTV, Jacksonville, Fla.
- WJZ, Baltimore, Md., to WOC, Des Moines, Iowa.
- WOC, Des Moines, Iowa, to WJZ, Baltimore, Md.
- WJZ, Baltimore, Md., to WJTV, Jacksonville, Fla.
- WOC, Des Moines, Iowa, to WJQ, Atlanta, Ga.
- WJQ, Atlanta, Ga., to WJTV, Jacksonville, Fla.
- WJZ, Baltimore, Md., to WOC, Des Moines, Iowa.
- WOC, Des Moines, Iowa, to WJZ, Baltimore, Md.
- WJZ, Baltimore, Md., to WJTV, Jacksonville, Fla.
- WOC, Des Moines, Iowa, to WJQ, Atlanta, Ga.
- WJQ, Atlanta, Ga., to WJTV, Jacksonville, Fla.
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- WJQ, Atlanta, Ga., to WJTV, Jacksonville, Fla.
- WJZ, Baltimore, Md., to WOC, Des Moines, Iowa.
- WOC, Des Moines, Iowa, to WJZ, Baltimore, Md.
- WJZ, Baltimore, Md., to WJTV, Jacksonville, Fla.
- WOC, Des Moines, Iowa, to WJQ, Atlanta, Ga.
- WJQ, Atlanta, Ga., to WJTV, Jacksonville, Fla.
- WJZ, Baltimore, Md., to WOC, Des Moines, Iowa.
- WOC, Des Moines, Iowa, to WJZ, Baltimore, Md.
- WJZ, Baltimore, Md., to WJTV, Jacksonville, Fla.
- WOC, Des Moines, Iowa, to WJQ, Atlanta, Ga.
- WJQ, Atlanta, Ga., to WJTV, Jacksonville, Fla.
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- WJZ, Baltimore, Md., to WJTV, Jacksonville, Fla.
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- WOC, Des Moines, Iowa, to WJZ, Baltimore, Md.
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- WOC, Des Moines, Iowa, to WJZ, Baltimore, Md.
- WJZ, Baltimore, Md., to WJTV, Jacksonville, Fla.
- WOC, Des Moines, Iowa, to WJQ, Atlanta, Ga.
- WJQ, Atlanta, Ga., to WJTV, Jacksonville, Fla.
- WJZ, Baltimore, Md., to WOC, Des Moines, Iowa.
- WOC, Des Moines, Iowa, to WJZ, Baltimore, Md.
- WJZ, Baltimore, Md., to WJTV, Jacksonville, Fla.
- WOC, Des Moines, Iowa, to WJQ, Atlanta, Ga.
Elections (Continued from page 50)

been accused of ordering news slanted against Democrats and certain minority groups.

This case became a campaign issue because Mr. Halley, who ran as a Liberal - Independent - city

plum, was a member of the law firm which represented Mr. Richards during the FCC hearings.

A Democratic supporter asked if Mr. Halley therefore was not "guilty by association" and accused him of going to the dogs.

Mr. Halley retorted that such charges were "reaching to the bottom of the barrel" to sling mud.

He stated further that his firm ended its association with Richards Case only after Mr. Richards had apologized to the FCC and that the hearings proved that news distortions were never broadcast by his stations.

Elsewhere across the nation campaign plans were formulated with equal zeal. It was agreed that all radio and television stations were serving of high compliments for the manner in which they kept the public informed.

Only a few reports of the roles played by individual stations reached broadcasting - telecasting by deadline. Among them were:

West Coast Coverage

KNBC and KRON-TV San Francisco reported municipal elections in a series of programs aired simulatenously. Bob Letts, KNBC news commentator, and Al Constant, KRON-TV program director and newscaster, reported returns as fast as they came in.

The combined coverage was under the direction of John H. Thompson, KNBC manager of news and public affairs.

WBZ-AM-TV Boston kept area listeners posted through both radio and TV accounts. From a microphone in the WBZ newsroom, Ken Mayer, Streeter Streut and Ann Millett, and several newswomen. Arch MacDonald, staff announcer for WBZ-TV, served as television elections news reporter. Operation was directed by F. E. Whitmara, WBZ manager.

Also in Boston, Lbert B. Beeuwkes, WHEE manager, remained on the job until 4:15 a.m. when determining results of the see-sawballoting were posted. Mr. Beeuwkes immediately went to work taping recording victory interviews and also future plans of the victors.

Listener-viewer interest reached a peak in Philadelphia where the Democrats overthrew the Republicans and a Democratic mayor was elected for the first time in 67 years.

WFIL-AM-TV presented election returns directly from the city room of the Philadelphia Inquirer.

WPTZ (TV) in Burlington, Vermont, pictured programs to air ballot standings and had special analysts on hand. WCAU-AM-TV was among those stations having direct lines to Democratic and Republican headquarters. KYW broadcast election news from 6 p.m. to 11:15 p.m. WIP aired the Republican city chairman's election returns, while WPEN had tape recorders on the streets interviewing citizens. WIBG staffers also turned in first rate performances.

Ernie, Pa., WICU (TV), in addition to displacing commercial shows to give political parties free time in pre-election campaigns, presented a special two-hour show last week giving returns and introducing successful candidates.

WLW Cincinnati covered major issues in the Ohio, Indiana, Kentucky and West Virginia area.

In Cleveland, WEWS (TV) brought mayoral candidates face-to-face-Nov. 4 in an election-eve courtroom-style telecast during which candidates were "cross-examined" on current civic issues.

WPTV Albany in five-minute newscasts on the hour and half hour from 7:15 to 8:30 p.m. election night kept listeners posted on returns in Albany, Schenectady. Troy in its own area. It also had made special arrangements to keep close tabs on elections in New York City, Philadelphia, Rochester and Buffalo.

AWARD of the Connnie Bronze Medal for Heroism to Mrs. Florence Warner (r.), administrative assistant to CBS Radio Director of talks, was occasion for congratulations from Howard S. Money, president of CBS Radio Division. Mrs. Warner was awarded the medal for saving a drowning man in the Hook channel of the Florida States in April 1950 (BET, Nov. 5).

Planning Advisory Committee. Clair McCollough of the Steinman Stations also is a former SAC chairman, as is G. Richard Shaito of WIS Columbia and WSPA Spartanburg, S. C. (WIS is an ON affiliate; WSPA is CBS). Walter J. Damm of WTMJ Milwaukee was a SAC member.

In striking out at the NBC plan — or any other which may be devised — the committee held that a station's own circulation values in its own market should determine its rates, without regard to any other medium — meaning, it was understood, not only home television but theatre TV, subscription TV, motion pictures, printed media or any other.

To adopt "any arbitrary form of paring" a rate, the base for fixing radio rates, the committee said, "will necessarily lead to the destruction of radio."

Specifically, the report continued, NBC plans to change the existing formula of radio rates on a basis which the Federal Communications Commission had interpreted as aimed basically at NBC's elimination of the "must-buy" provision which formerly required network advertisers to use specific stations in any event.

Private Views

Some members maintained privately that the networks should refuse advertising to stations that have been "cut-throat" and the other affiliates, and one, at least, insisted that networks should not divulge the rates of any station to any of their affiliates.

The report also struck out at sales in less than 13-week cycles, and denounced existing plans of offering multi-sponsorship of groups of programs "tandem, pyramid, etc.

The committee pointed out that it was essential to make a careful, objective analysis of presently available information to determine if its permissible re-evaluation each six months on the basis of increased television circulation will lead to the result.

The basic reason for the existence of national networks is to provide a network system which tend to break down this concept will redound to the injury of the network, the affiliate and the public.

5. The effectiveness of network radio as an advertising medium has gone through the years been greatly enhanced by insistence on continuity of effort, that is, sale of time in 12-week cycles. Any move to destroy this custom of necessity work to the detriment of radio and the advertiser alike.

7. A large part of the valuable services performed by radio to its local communities has been possible by revenues from the sale of time. Any plan that results in diversification of spot revenue from local stations to national networks threatens the continued existence of individual stations.

Every member of the Affiliate Committee is convinced that in the many cases also of being bigoted, continues to be a tremendous factor in the lives of every citizen of the United States.

It naturally follows that we should be forced to the conclusion that the basis of the long haul and not yield to any plan of expediency for a fanciful dream.

Committee members attending the meeting were: Chairman Morency and Messers. McCollough, Damm & Shafto; John Patt of the Goodwill Stores; P. L. D'Amico; KLZ Denver; Edgar Kobak, consultant and owner of WTTA Thompson, Ga.; Robert D. Sweeny, WDSU New Orleans; Kenyon Brown, WKTW W slick; and Messrs. WIBC Indianapolis; Ben Brusoe, WDCD Washington. Absent were George Storer, Fort Industry Co., and Leonard Kapner, WCAE Pittsburgh.

BROADCASTING • Telecasting

ELECTIONS (Continued from page 102)

$1,500. Stockholders in assignee corporation trust to which assignee transferred the "art and property," "art and business," the business and the "art and property," as by Alien Law, are entitled to receive a proportion of the Trust property which represents the assignee's interest in the "art and property." 52.25% stockholder Durand National Bank. Filed Nov. 8.

Deletions

TROY (NY) - Deletion to date since Jan. 1, 1951. AM 60, FM 81. 1 new deletions.

WLFY-FM Haverhill, Mass. - The Haverhill Telecasting Corporation, Inc., Licensee said there seemed to be no FM station on that frequency and that the assignor was economically unable to operate.

WHTF (FM) Chicago - Radio Station WHTF. Licensee was economically unable to continue operations.

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N BC Plan Blasted (Continued from page 22)

1. Radio rates should be based on the actual circulation values delivered by individual stations, not on the basis of some other medium may be doing or failing to do.

2. No arbitrary compromises can effectively measure the values of hundreds of radio stations each operating under special conditions of its own market.

3. The effect of television on radio in any market does not follow an inflexible and predictable pattern and we resoundingly reject the theory that the installation of a television station automatically eliminates the use of radio in that home.

4. The adoption of any arbitrary formula which bases radio rates on television circulation patterns is fundamentally un-American, and rather than on radio's own efficacy will necessarily lead to the destruction of radio. Any plan of this proposal will lead to a change of rate structure.

5. The basic reason for the existence of national networks is to provide a network system which tend to break down this concept will redound to the injury of the network, the affiliate and the public.

6. The effectiveness of network radio as an advertising medium has gone through the years been greatly enhanced by insistence on continuity of effort, that is, sale of time in 12-week cycles. Any move to destroy this custom of necessity work to the detriment of radio and the advertiser alike.

7. A large part of the valuable services performed by radio to its local communities has been possible by revenues from the sale of time. Any plan that results in diversification of spot revenue from local stations to national networks threatens the continued existence of individual stations.

Every member of the Affiliate Committee is convinced that in the many cases also of being bigoted, continues to be a tremendous factor in the lives of every citizen of the United States.
A NEW joint sales organization has been formed in New York to attract advertisers who wish to buy “good music” radio programs on a national basis. Name of the organization is “Good Music Broadcasters.”

Announcement was made last week by Elliott M. Sanger, executive vice president, WQXR-AM-FM New York, and Pennsylvania comprising the Rural Radio Network and also WFMZ Allentown, Pa., WBBN New Haven, and WSNJ Bridgeport, N. J. These stations also will be represented.

Also announced were sales made to Zenith Radio Corp. and General Electric Co. by the Good Music Broadcasters, whose headquarters will be in New York at the offices of WQXR.

Sales and market research will be supervised by Norman S. McGree, vice president in charge of sales, WQXR, and by Mr. Sanger. Station members in other major markets will be sales representatives for the group in respective areas.

There will be no physical tie-up among the stations at present; it was noted, thereby permitting an advertiser to take advantage of best programs and listening time in any market.

“proved” that while afternoon radio programs might conceivable get a tiny listening audience—morning programs would win. And the stations now they, this type of “Breakfast time” program, where the “authorities” become a bit wasteful.

—How the early “authorities” finally conceded that women might take some time off from daytime housework to listen to radio broadcasts, as the cooking lessons, but never, never for straight entertainment. (Shades of soap operas.)

—How the early “authorities” were positive that soap operas could never make the transition from radio to television because of reasons of cost, rehearsal problems, etc.

—How the early “authorities” were so certain that “everybody goes to sleep, or 11 p.m.—air time later in the evening could not possibly have any value!

—How the early “authorities” all-too-persuasive in their arguments against Saturday broadcast time, against summer broadcast time.

—And, finally, how these same “au-
torities” now are sure that radio would be illegal and, anyhow, people couldn’t drive and listen to radio—nevertheless—that there is an air audience worth measuring until after 8 a.m.—that women don’t listen to women on the air; they want to hear commercials.

—After that remarkable record (a record that ranks them with our economic forecasters!) these same “authorities” have turned thumbs down on daytime television!

While the doubters doubt—daytime television begins to see broad areas of opposition. Indeed, in the last few weeks (not today or tomorrow) the same race to obtain choice hook-ups and time slots has characterized evening telecasts a few years ago will start in daytime television.

**Free Time & P. I. ’s**

**MBS BILLINGS**

**Announces a 9% Gain**

NINE percent gain in gross billings was made by MBS during the first ten months of 1951, according to Rob Hult, vice president in charge of sales, reported Thursday.

Estimated gross billings for the January-October period this year reached $4,920,992. October business alone totaled $1,759,467.06.

Mr. Hult reported, which is a 14.5% increase over the same month in 1950.

Increased October billings were attributed to new accounts placed by Sterling Drug Inc., Wildroot Co., Merson Brewing Co., Mail Pouch Tobacco, Chillicothe Co., and American Schools, as well as renewals by Derby Foods Inc., Voice of Prophecy Inc., Belton Market Aid Co., and Nexum Chemical Corp.

**WFMJ to NBC**

WFMJ Youngstown, Ohio, will become an NBC affiliate effective Dec. 1. Now affiliated with ABC, the station for the time being will continue to try ABC program. In addition, it was reported, WFMJ, on 1380 kc with 5 kw, is licensed to WFMJ Broadcasting Co. and is headed by William F. Maag Jr.

November 12, 1951 • Page 105
WPX EXPANDS SALES STAFF ADOPTS 'REALISTIC' POLICY

WPX (TV) New York has changed its sales policies to "realistic" approach and has added five new salesmen to its regular staff of 11. "It is our intention to maintain its glamour era," Sales Director John F. Noone said. "Having already established itself as a successful advertising medium, we believe that it is time for the sales force to prove its worth and that the techniques that are standard in other competing media...just being on television is no longer a short cut to successful living," he said. "Our sales policy is aimed at producing sales results for people who are interested only in sales results."

Recent additions to WPX sales force include Paul Fischbein, formerly with Hearst advertising sales; Spencer L. Rowe, packaged programs specialist, New York City; and account executive with WLIB and WHOM New York; Richard Romanelli, former assistant advertising manager of IL Progresso Italo-Americano; and Harold E. Mulford Jr., promoted from sales service assistant for station's commercial manager.

WKOW LICENSE RENEWAL FCC HEARING SET JANUARY 21

IMPLICATION that WKOW Madison, Wis., got CBS affiliation by hiring Atlas Amusement Co. as management consultants is made in list of issues for license renewal hearing Jan. 21 in Madison and released by FCC Petroleum (see story page 38).

Also believed to be at root of hearing designation is Commission's desire to take good look at Atlantis' radio activities. H. Leslie Atlas Sr. in CBS Central Division vice president and general manager of CBS-owned WBMM Chicago, also owns 19% of Chicago Daily News' WIND. H. Leslie Atlas Jr. is president and, with his sister and brother, owner of Atlas Amusement Co. He is also program director of WIND. Ralph Atlas, brother of H. Leslie Atlas, is vice president and general manager of WIND, controls WLOL Minneapolis, KIOA Des Moines and staff management contract with WMCA New York.

According to issues set for Jan. 21 hearing. FCC apparently believes WKOW is controlled by Atlas Amusement Co. H. also asked for information on the following:

1) Negotiations regarding purchase of WKOW by H. Leslie Atlas Jr. early in 1950; (2) Cancellation of WKOW's affiliation with MBS and its affiliation with CBS in May 1956—including any "consideration" involved in change; (3) Relationship of Michael Henry, present WKOW general manager, and Atlas Amusement Co., and whether he is actually an employee of Atlas Amusement Co.; (4) Amount of payments made to Atlas Amusement Co. under management contract, which calls for 60% share in profits of WKOW.

WQAN FULLTIME DENIED

INITIAL decision denying application of WQAN Scranton for change from 630 ke, 500 w day time to 1450 ke, 100 w fulltime [BT, Oct. 1] was remanded to hearing examiner Friday by FCC on petition by Scranton Times station. Significant part of examiner's original denial was based on fact that WSCR Scranton was independent. Station is now NBC affiliate and FCC felt WQAN should have chance to argue its proposed coverage with new status of WSCR in mind.

POOR BUTTERFLY

RADIO AUDIENCE measurements may soon be introduced into Japan, which now permits private broadcasters to compete with government controlled broadcasting. These preliminary conversations now being held with A. C. Nielsen Co. may be extended to other radio research organizations before final decisions are made.

NEW GROUP PLANS TO TAKE OVER AVA

COURT ACTION expected tomorrow on plan to revitalize and save American Vitamin Assoc. Inc., Hollywood, Calif., from possible receivership. Under plan submitted to creditors and referee in bankruptcy last Friday, Archie Taft and J. Eilerman McCaw, West Coast station owners, with Lloyd H. Daviscourt and Homer Snowden, would form a new corporation with initial capitalization of not less than $28,000 and additional $100,000 to be obtained as working capital.

In addition, group would be given franchise to use AVA trademark and name and sell Thayvals, paying royalties. Group would also be given option to buy 51% stock in AVA. With liabilities reported approximately $1,000,000 and assets in excess of $350,000, AVA early this month petitioned in Los Angeles to reorganize under Chapter 11 of Federal Bankruptcy Act.

Reportedly spending around $300,000 per month to promote Thayvals or Orvita firm cancelled all advertising in early October [BT, Oct. 16] when financial backing was withdrawn. Biggest single creditor is Schwimmer & Scott, Chicago agency, with sum involved reported in excess of $400,000.

EXECs HONOR NBC

H. V. KAL TEN BORN will present news from NBC's network inaugral broadcast of Nov. 15, 1926, as one of features of special New York Radio Executives Club luncheon program Thursday marking network's silver anniversary, it was announced Friday. Number of pioneer personalities to be on hand, and Milton Berle will entertain. NBC meanwhile planning series of special network announcements that day calling attention to its 25th anniversary.

GOOD MUSIC POPULAR

INFORMAL survey conducted by Broadcast Music Inc. among its member stations indicates that average of 5.6 hours of classical music is being broadcast per station weekly. More than 80% of stations planned to continue their current concert programming or increase it this fall and winter, which ties in with company officials' reminder: More people attended concerts last year than baseball games. Returns—as of late last week—indicate NBC alone totalled about 2,498 hours of concert music each week.

PEOPLE

FOREST MCLUNNEY, former European director of Radio Free Europe, named director of radio for American Committee for Liberation of People of Russia which hopes to have European transmitter on air next summer to beam broadcasts into U.S.S.R.

ALFRED S. MOSS, vice president, Peck Adv. N. Y., was named as vice president and member of plans board.

JOSEPH R. WARNER, formerly with Marfree Agency (see story page 12), to Rand Adv. Agency, N. Y., as vice president.

WILLIAM LAUTEN, trade news editor of NBC press department in New York, is father of girl born Nov. 9 (Friday).

HADACOL CREDITORS DOUBT COURT'S JURISDICTION

JURISDICTION of U. S. Southern District Court was challenged by group of southern creditors Friday afternoon when hearing was held in New York on appointment, made Oct. 5, of Milton F. Rosenthal as trustee for reorganization of Le Blanc Corporations of Louisiana, which filed for reorganization with Hadacol. Creditors' committee, represented by Newman & Bisco, New York law firm, opposed southern group—led by L & H Brokerage Co., Lafayette, La., which holds note for some $100,000—and Judge Wollert on Nov. 21 as date to hear further argument.

Attorney for trustee, Cahill, Gordon, Zachry & Reindel, presented report of action taken thus far in reorganization, in which it was revealed that members of Le Blanc family including Dudley J. Le Blanc who was to have received $100,000 per year—have been dropped from company payroll. (Members of same family was said, still hold major interests in L & H Brokerage Co., lead group of southern creditors.)

DISTRICT 7 URGES NARTB TO HANDLE ASCAP DEALING

RECOMMENDATION that NARTB handle ASCAP TV negotiations since both radio and TV will be affected was adopted Friday at NARTB District 7 meeting at Louisville (early story page 28). All industry group now handling ASCAP TV.

Other resolutions lauded William B. Ryan, BAB president; opposed Benton legislation; pledged support to NARTB; opposed rate-cutting petition; favored relaying to Creditors' Committee for U.S.S.R. into U.S.S.R.

WRIA TO KEEP LICENSE

DECISION and order by FCC Friday adopted initial decision of Comr. Paul A. Walker, rescinding Commission's Nov. 13, 1950 order, revoking license of WRIA Caguas, P. R. Station had been cited by FCC for unsatisfactory engineering conditions. In hearing conducted by Comr. Walker, station asserted financial trouble was cause of its deprivations. Comr. Walker decided background of stockholders and personnel staff in giving WRIA additional chance for success.

WNOE, KNOE TO H-R REPS

WNOE NEW ORLEANS and KNOE Monroe, La., to have news and Mercy H-R representatives. As station representative effective immediately, it was announced by former Louisiana governor James A. Nee, owner of the two stations.
It's the new Station WMAQ transmitter tower which reaches the record Chicago-land height of 1,500 feet above sea level and showers a stronger WMAQ signal over a greater area than ever—MORE THAN 135,000 SQUARE MILES of the great Middle West, an increase of almost 7,000 SQUARE MILES.

Total population within this new WMAQ signal range is MORE THAN 17½ MILLION PERSONS, adding almost 300,000 to the WMAQ "family."

Two hundred and fifty feet higher than the previous antenna, here is one more step in a continuing effort by Station WMAQ to provide ever improved service to the radio audience and to advertisers.

Now more than ever, the leading radio voice in Middle America is...
between 11 PM and MIDNIGHT...

43% of all sets in the area in use instead of the usual 10 or 15% in this time period?*

83% of these families viewing WLW TELEVISION?*

WELL IT'S TRUE !!!

"FAMILY THEATRE"—this new series of first-run on TV movies is telecast in Cincinnati, Dayton and Columbus, 11:10 P.M., Sunday through Friday.

Opening picture was "The Story of G I Joe" with star Burgess Meredith on hand for the Hollywood type premiere promoted and exploited in true WLW-TV style.

ANOTHER — HIGH RATED

LOW COST FEATURE OF

WLW - TELEVISION

The Nation's TV Stations

WLW-T
CINCINNATI
OHIO

WLW-D
DAYTON
OHIO

WLW-C
COLUMBUS
OHIO

*Survey by WLW Research