A Chicago manufacturer made toys. He introduced them in the New York market last Spring. Sales were fine at the start, but by September they had dropped sharply. In an effort to boost them, the sales agent decided that—for the first time—he'd try television. He chose "The Merry Mailman" on WOR-tv. He went on the air for a two-week test—to boost his sales in Woolworth's. He used no other advertising. And on the strength of the WOR-tv campaign, he sold a fresh stock of his toys to the Woolworth stores of Metropolitan New York.

What happened when the campaign broke? Within two weeks, Woolworth not only sold out of his toys COMPLETELY but re-ordered more than TWICE the quantity they had originally purchased for the campaign.

Sales were the highest of any comparable period prior to the WOR-tv campaign.

There are, at the moment, a few availabilities in "The Merry Mailman" on WOR-tv, channel 9.
FIRST...for 25 years

in Virginia...

A quarter-century ago, NBC started as the nation's pioneer network... WMBG began its career as the pioneer NBC outlet for Richmond, Virginia's first market.

The character of a nation is often influenced by that of its founders and Virginia has contributed the greatest names of American freedom and independence. As Virginia is synonymous with historical firsts, so are the Havens & Martin Stations, WMBG (AM), WCOD(FM), WTVR(TV) pioneers in the Old Dominion. We are proud that the network the country listened to first is still the network the country listens to most.

WMBG AM  WCOD FM  WTVR TV

Havens & Martin Stations are the only complete broadcasting institution in Richmond.
Pioneer NBC outlets for Virginia's first market.
Represented nationally by John Blair & Company

FIRST STATIONS OF VIRGINIA
THERE'S ONLY ONE EIFFEL TOWER

... and there's ONLY ONE
National Radio Network devoted to SMALL TOWN and RURAL AMERICA

Each year thousands of people flock to the Eiffel Tower, the only one of its kind — but, every day, millions of people, who live in rich, Small Town and Rural America, are listening to their home town stations which are affiliated with the fast growing Keystone Broadcasting System — the only national, established transcription network reaching this market!

According to BMB, these Americans listen more often and longer to their local level impact stations — than they do to the far off metropolitan power stations. And these same Americans possess more than half of the nation's buying power!

There are 476 KBS stations . . . strategically located, now delivering this sales-producing local level impact for many of America's most particular advertisers! All of these stations may be purchased in a complete package — or the number required to cover your distribution pattern.

NO TELEVISION RECEPTION!
Small Town and Rural America possesses few television sets. Practically all of the KBS affiliates are in towns of 50,000 or less . . . where there's little or no satisfactory reception.

Keystone listeners are radio fans!

THE VOICE OF RURAL AMERICA

KEYSTONE BROADCASTING SYSTEM, Inc.
NEW YORK: 580 Fifth Avenue
CHICAGO: 111 W. Washington
An important educational experiment to determine the value of teaching by television, as compared to regular classroom instruction, is currently under way on WGAL-TV. Professor George R. Anderson* of the mathematics department of Millersville State Teachers’ College is conducting this series of six classes in THE USE OF THE SLIDE RULE. Each Wednesday from 9:45 to 10:15 A.M., he is telecasting his instructions to one class at each of three Pennsylvania high schools—Lancaster McCaskey High School, Manor-Millersville High School and Denver High School. Later, on the same day, Professor Anderson gives personal instruction in exactly the same subject matter to a different class in each of the three schools. From this experiment, it is expected that some important deductions can be made as to the value of television for classroom instruction, as compared with personal instruction. WGAL-TV is proud to conduct this important educational research as part of its wide and varied program of public service.

*Professor Anderson is using the research material gathered from this educational test toward his doctorate at Pennsylvania State College.

A Steinman Station—CLAIR R. McCOLLOUGH, Pres.

Represented by
ROBERT MEEKER ASSOCIATES • Chicago • Los Angeles • San Francisco • New York
CLOSED CIRCUIT

WHAT HAPPENS after adoption of final revision of NARTV Television Code, expected to be at board sessions in Washington Dec. 5-7? There's already talk of appointment of an outstanding individual as "code authority" to head enforcement operations.

EYES of telecasters and would-be telecasters will be focused on St. Louis for next fortnight to learn extent of job "segmentalization" in new contract for KSD-TV. Station agreed to union terms last week but final contract wasn't been negotiated.

LOOK FOR CBS Radio to announce its new sales plan, pairing NBC's, and perhaps also feeling with radio-television re-evaluation questions, or about Dec. 5.

CRAIG LAWRENCE, vice president and general manager of WCOP Boston, expected to join headquarters Cowles organization upon transfer of that station to T. B. Baker Jr. and A. G. Beanman, owners of WKDA Nashville for $150,000 [B-T, Nov. 12-5]. Precise assignment, it's expected, will await return to country of Gen. Luther L. Hill, president of Cowles Broadcasting Co., early next year.

GUIDEPPOST for broadcasters soon to be settled with political campaign problems may be forthcoming from FCC this week when it acts on complaint of unsuccessful 1950 New Orleans mayoralty candidate, Alvin A. Cobb. Mr. Cobb claimed WDSU censored one of his campaign speeches. What makes case unique is that it was a political candidate himself who was blue-penciled; most other such cases usually involve supporters of a candidate. WDSU claimed that deleted portions of Cobb speech were libelous.

OLIVER TREYZ, director of research, ABC sales department, slated to join executive staff of William H. Weintraub, N. Y. Agency has given severance pay to six persons in radio and television department because of its preponderance of film shows as compared to live programs it had been producing.

EUGENE S. THOMAS, manager of TV operations of WOR-TV New York, on leave of absence from station. Understand he will not return to this position, although no successor named as yet.

ABC UNDERSTOOD about to hire top-ranking program man to head up all ABC-TV programming.

DON'T EXPECT Supreme Court to heartransmitting case [B-T, Oct. 22] before late January or early March next year. Illness of Paul M. Segal whose firm Segal, Smith & Hen nevey represents anti-transit radio-battlers Pollak and Martin, will be reason for postponement request in case court sets earlier date. Mr. Segal developed pneumonia in Denver several weeks ago, is now recuperating at home in Washington.

BURLINGTON MILLS (Cameo hosier), (Continued on page 6)

BROADCASTING • Telecasting

RTMA SEES 4,440,000 TV, 10,900,000 RADIO IN 1952

PRODUCTION of 4,440,000 TV sets and 10,900,000 radio receivers in 1952 estimated Fri. day by set-makers on 42-man board of Radio-Television Manufacturers Assn. meeting in Chicago. Group, representing all major set manufacturers, estimated a high of 5 million and a low of 5 million TV sets next year, with 25% of those voting in informal poll choosing a higher figure. Range for radio sets went from 7 1/2 million to 12 1/2 million.

Group agreed not to take positive stand on subscription TV, referring matter to sub-committee of TV committee which will formulate resolution and make recommendations to board at February meeting in New York. Glen McDaniel, RTMA president, chairman of committee, will name its members.

Plans for FM promotion program going ahead, General Manager James D. Secrest said, explaining initial test of plan will be made in Washington, D. C., Wisconsin and North Carolina in January. Ray J. Yeranko of Magnavox named chairman of committee, filling out unexpired term until June. Group, which fosters improvement of TV set servicing and education of trained technicians for work, will sponsor display at American Vocational Assn. meeting in Minneapolis Nov. 26-Dec. 1.

MURROW SDX FELLOW

FIRST RADIO MAN so recognized, Edward R. Murrow, CBS commentator and board member, last week was made a fellow of Sigma Delta Chi, professional journalistic fraternity. Award of honor was made at closing session of 32d national convention of fraternity in Detroit Saturday (early story page 100). Others made fellows were Dr. Alberto Gainza of New Mexico, and Pres Purcell and Ben Botimer, editors of the editorial page of the St. Louis Post Dispatch (KSD-AM-TV). Fraternity now has 12 fellows.

PARAMOUNT, ABC-UP'T MEET

PRE-HEARING conference of attorneys in Paramount license renewal and ABC-United Paramount Theatres merger cases will take place Nov. 20 before FCC Hearing Examiner Leo Resnick in Temporary Bldg. T, Washington. Conference had been scheduled for Nov. 21, but was moved ahead due to prior commitments by some attorneys.

NBC to Guarantee Advertising Attention

RADICAL NEW RADIO sales procedure—"guaranteed advertising attention plan"—to be announced by NBC Nov. 8 (Cameo). In what appears to be unprecedented step for any advertising medium, network will offer, on three programs, $1 guarantee total of $3,000,000 full advertising messages each week to stations with fewest stations will call for A. C. Nielsen Co. to audit series at end of 13-week cycle, with NBC rebating to advertiser on pro-rata basis if it fails to deliver as promised.

Offer to be made on 13-week full-network basis, it was understood, at $14,600 per week for time and talent, with advertiser to get one full-minute commercial and opening and closing billboards on each of following programs:

* The 64 Question (10:10:30 p.m. Sundays); Nightbeat (10:10:30 p.m. Fridays), and Hollywood Love Story (11:30:12 noon Saturdays).

Plan slated to be disclosed in detail today by John K. Herbert, NBC vice president and director of radio sales.

BUSINESS BRIEFLY

PEPSODENT BUYS GODFREY • Pepsodent Division of Lever Brothers, N. Y., slated to co-sponsor (with Rinso) Arthur Godfrey morning telecast on CBS-TV, starting Jan. 7.

ADVENTISTS RENEW • General Conference of Seventh Day Adventists, Washington, renews Faith for Today, Sundays, 12:30-1 p.m., on 11 ABC-TV stations, for 52 weeks effective Dec. 2. Agency: Western Adv., L. A.

NOT PEANUTS • Planter's Nut & Chocolate Co., S. F. (Planter's peanuts), starts five week participatory on Lucky-U Ranch, Mon.-Fri., 12:30-1 p.m., on ABC Pacific Network plus KHJO Phoenix, KCON Tucson, for 26 weeks effective Nov. 19. Agency: Raymond R. Morgan Co., L. A.

DROPS TV • Bonafide Mills Inc., N. Y., drops sponsorship of its Versatile Varieties on ABC-TV, effective Dec. 14, because client could not get enough markets on network to satisfy dealers and distributors, agency reported Friday. Gibraltar Adv., N. Y., expects to announce further TV plans in near future.

SANKA BUYS ABC • General Foods Corp., New York (Sanka and Instant Sanka coffee), will sponsor a five-minute newscast each Friday over full ABC radio network from 9:58-10 p.m. EST, beginning Dec. 28. Agency: Young & Rubicam, same city.

WESTERN CAMPAIGN • Nestle's Ever Ready Cocoa, N. Y., through Cecil and Presbrey, N. Y., conducting six-week spot announcement campaign placed near children's shows on stations in California.

AAAA EXECUTIVE CHANGES

WILLIAM B. LEWIS, president of Kenyon & Eckhardt, N. Y., elected to board of governors for AAAA New York Council. Mr. Lewis will complete unexpired term of Sam M. Ballard, of Gardner Adv., who resigned because of increased activities outside New York area.

Harold H. Webber, vice president of Foot, Cone & Belding, Chicago, elected to governing board of the Central Council to fill unexpired term of Rolland Taylor of same agency, who recently transferred to New York office.
LOSS OF POINT RATING NOT SERIOUS—RATNER

ADVERTISERS WHO become alarmed because their radio or TV audience ratings may fall off a point are deluding themselves, Joseph E. Ratner, owner-editor of Better Homes and Gardens (Meredith Publishing Co., WHEN (TV) Syracuse, WOW-AM-TV Omaha), told Sigma Delta Chi convention in Detroit last Friday. Ex-researcher and former college professor, Mr. Ratner, urged editors, publishers, broadcasters and motion picture exhibitors to appraise surveys in proper perspectives.

"Some of us are going nuts in research in all media," he said in an address debunking surveys generally. He did not advise the elimination of research but warned that it’s no panacea for publishing or broadcasting problems.

Report on freedom of information submitted to convention warned against suppression and distortion of information at federal, state and local levels.

These efforts were described as "an alarming portent of totalitarianism."

"The totalitarian state shapes the thinking of the people by propaganda and by allowing the public only such information as will mold favorable attitudes toward those in control. This very thinking is being attempted at various levels in the United States today."

Urging a crusade by working journalists everywhere, Ratner said motion picture exhibitors should be convinced "that the public can know too much. The American people can be trusted to think straight when they get the facts. We have the right to question the motives of those who say they don’t trust the reporter or newspapers. We must ask if they mean they do not trust the public."

Report was drafted by Norman Isaac, former managing editor, St. Louis Star-Times (KXOK), Russell McGrath, managing editor, Stattle Times, co-chairman; V. M. Newton Jr., managing editor, Tampa (Fla.) Tribune, WGN, WBBM, Great Britain British Information Service, Washington; Lyle Wilson, manager, United Press bureau, Washington, and Fred W. Stein, editor, Binghamton (N. Y.) Press.

In this Issue—

IBEW walk-out silences all St. Louis stations for full broadcasting day and forces new contract providing higher wages. Page 25.

A primer in political broadcasting, written for station management, describes the hazards which are encountered in putting politics on the air. Page 25.

NBC says its making headway in getting affiliate acceptance of its new economic plan, as annual affiliate conference approaches. Page 25.

NBC President McConnell pledges the network to campaign of building radio. Page 25.

Paul MClenchey, chairman of Affiliates Committee, tells District 1 that stations that are inadequately staffed and too eager to make a quick dollar are harmful to the industry. Page 50.

BABS is beginning an ambitious series of projects to sell radio and keep it sold. Page 50.

Jim Bormann, WCCO news and public affairs director, is elected president of National Assn. of Radio News Directors at annual convention. Page 27.

Iowa radio listening is more than 20% bigger, than it was in 1949, according to the latest Whan study. Page 40.

Three researchers argue merits of their systems. Page 27.


Here’s how television advertising helped swell a sofa-bed manufacturer’s sales from $400,000 to several million dollars a year. Page 68-70.

Fairleigh Dickinson’s JAG show, is bringing hordes of youngsters (and their parents) to a Cleveland restaurant chain. Page 82.

RCA’s $50 million investment in television research is paying off. General Sarnoff says most of the corporation’s earnings now come from television. Page 67.

Elmer Rice, quitting Playwrights Television, condemns red-baiting blacklists. Page 73.

UHF stations will cost as much to build and run as VHF stations do, according to a consensus of NARTB District 3. Page 66-A.

A letter from Harry Bannister gives his opinions as to why telecasters should adopt and abide by the new television code. Page 78.

Upcoming

Nov. 18-21: Public Relations Society of America, 11th annual conference, Edgewater Beach Hotel, Chicago.

Nov. 19: Southern California Advertising Agencies Assn., panel discussion, ABC Television Center, Los Angeles.


Nov. 24-25: National Assn. of Radio Farm Directors, annual convention, Conrad Hilton Hotel, Chicago.

(Other Upcoming, page 100)

Closed Circuit

(Continued from page 5)

N. Y., through Hirson-Garfield, N. Y., considering sponsoring radio version five times weekly of its new television show, The Continental, as a separate program. (See page 61). Program is Masterson, Reddy & Nelson package.

FIRST of U. S. Census Bureau’s state-county-city radio-TV set counts, due next month, will cover Delaware. Two or three more states due in January when detailed reports will start flowing at rate of several per week.

ELECTRIC COMPANIES advertising program, through N. W. Ayer & Son, N. Y., considering sponsorship of television of its Most Corliss Asher show (currently heard on CBS Radio), among other properties. TV campaign is understood to be slated to start sometime in January.

EFFORTS to strengthen airwaves against infiltration by enemies of U. S. got started in first session of 62d Congress, should get steam up in second session. Pending legislation (S 2305 and HR 5801), introduced 48 hours before Congress adjourned sine die, would require persons registered as foreign agents to so identify themselves on air. Penalty for violators would be $10,000 or five years in jail, or both.

BORDEN Co., N. Y., through Young & Rubicam, N. Y., actively interested in early daytime television show.

ABRY SUCCEEDS FRIENDLY

CHARLES R. (CHICK) ABRY, ABC television account executive since June, has been named eastern sales manager for network television, effective today (Monday), Alexander Stronach, vice president for television, announced Friday. Mr. Abry succeeds Edwin S. Friendly Jr., recently appointed national editor of TV network sales [B&T, Oct. 29]. Prior to Joining ABC, Mr. Abry was network sales account executive for DuMont network and had been, before that, publisher of Young America magazine.

HELICOPTER TESTS COVERAGE

HELICOPTER, bearing 1,000 pounds of special engineering equipment, scheduled to be used from 7-9 a.m. Sunday to test newly increased signal strength of ABC's WJZ-TV New York. Former measuring—from mobile units throughout the city—has become difficult in highly built-up area, network engineer explained. Plane was to fly 4,000-foot circle level with the Empire State building tower, with camera and transmitter have been located since Aug. 9.

BELL NAMED TO NARTB-TV

HOWARD H. BELL, WMAI-AM-FM-TV Washington sales promotion manager since 1948, joins NARTB's TV organization Dec. 1 as executive assistant to director, Thad Brown. The new post was authorized last September by TV board. Mr. Bell, aged 35, is 1948 journalism graduate of U. of Missouri. He entered radio at KFBU Columbia, Mo., while attending school. Before graduating he served two years in Navy. Bette Doolittle continues as member of NARTB’s TV executive staff.

BROADCASTING • Telecastini
There's Nothing Better Than... First Place!

**Hooper Radio Audience Index, October, 1951**

|----------|----------|----------|----------|----------|----------|
| **Morning**
8 A.M. - 12 Noon Mon. - Friday  | 22.8     | 15.8     | 30.8     | 17.5     | 8.1      | 0.3      |
| **Afternoon**
12 Noon - 6 P.M. Mon. - Friday  | 37.0     | 29.4     | 10.8     | 12.0     | 8.3      | 2.3      |
| **Saturday**
8 A.M. - 6 P.M.         | 27.6     | 22.6     | 17.3     | 16.5     | 8.8      | 2.6      |
| **Total**
8 A.M. - 6 P.M. Mon. - Saturday | 32.4     | 23.8     | 18.6     | 14.6     | 8.3      | 1.7      |

*Every rated hour shown above given equal weight.

- KOWH has the largest total audience of any Omaha station, 8 A.M. to 6 P.M., Monday through Saturday!
- KOWH has the largest share-of-audience, in any individual time period, of any independent station in all America!*  

'And these top ratings aren't all! You want coverage — and KOWH gives you wide coverage on clear-channel 660 Kilocycles! You want low cost — and economical KOWH offers you the lowest cost-per-thousand-listeners of any in the market, at a rate less than half that of KOWH's two closest coverage-competitors!

It's "know-how" and teamwork that moved KOWH to the top, and the same team can be depended on to further the gains KOWH has made in the Omaha market area and in the nation! For "bonus" sales, use "bonus-value" KOWH ... get way more for far less!

Now Represented Nationally By

The Bolling Company

Nebraska's first Radio Station, founded in 1922.

"America's Most Listened-to Independent Station"
In West Virginia, one order buys two powerful, sales producing stations at a combination rate that is about the same as you would pay for any single comparable station in either locality!

This means twice the impact in a lush industrial market that spends $500,000,000 annually. Write for details about WKNA-WJLS today!

Joe L. Smith, Jr., Incorporated
Represented nationally by WEED & CO.
WKY WINS 81
OUT OF A POSSIBLE 108 DAYTIME AND EVENING RATED PERIODS IN OKLAHOMA CITY

WKY WINS
41 out of 52
Daytime Rated Periods
Hooper Report
Dec. 1950 thru April, 1951

Summary of Daytime "WINS"

<table>
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<tr>
<th>Time</th>
<th>WKY</th>
<th>STA. &quot;B&quot;</th>
<th>STA. &quot;C&quot;</th>
<th>STA. &quot;D&quot;</th>
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<td>12:00-6:00 PM Sunday</td>
<td>4*</td>
<td>4</td>
<td>0</td>
<td>3*</td>
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<tr>
<td>8:00-1:00 PM Mon.-Fri.</td>
<td>17*</td>
<td>0</td>
<td>1*</td>
<td>1</td>
</tr>
<tr>
<td>1:00-6:00 PM Mon.-Fri.</td>
<td>20</td>
<td>0</td>
<td>0</td>
<td>0</td>
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<tr>
<td>TOTAL</td>
<td>41</td>
<td>4</td>
<td>1</td>
<td>4</td>
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WKY captures 41 of the total 52 Daytime Rated Periods (including Sunday).

Summary of Evening "WINS"

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<th>Time</th>
<th>WKY</th>
<th>STA. &quot;B&quot;</th>
<th>STA. &quot;C&quot;</th>
<th>STA. &quot;D&quot;</th>
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</thead>
<tbody>
<tr>
<td>6:00-10:00 PM Sunday</td>
<td>3</td>
<td>0</td>
<td>4</td>
<td>1</td>
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<td>Monday</td>
<td>1</td>
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<td>Thursday</td>
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<td>Friday</td>
<td>6</td>
<td>0</td>
<td>0</td>
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</tr>
<tr>
<td>Saturday</td>
<td>6*</td>
<td>0*</td>
<td>1</td>
<td>0</td>
</tr>
<tr>
<td>TOTAL</td>
<td>40</td>
<td>0</td>
<td>11</td>
<td>4</td>
</tr>
</tbody>
</table>

WKY captures 40 of the total 56 Evening Rated Periods.
This, plus 41 of the 52 Daytime Periods, gives WKY 81 out of a possible 108 "Wins."

WKY WINS
40 out of 56
Evening Rated Periods
Hooper Report
Dec. 1950 thru April, 1951

WKY
AM 930 KC — NBC
TV CHANNEL 4 (968 FT. TOWER)
OKLAHOMA CITY

Oklahoma's First Radio Station
Oklahoma's First Television Station
Late every autumn, our Board of Directors meets to adjudge the past year’s performance of every man in our organization—to decide who, if anybody, has earned the right to be called The Colonel of the Year. The resulting award, "for services over and above the call of duty", has come to be regarded as the highest honor any of us can achieve.

Even though this or any other year's Colonel of the Year may be located thousands of miles from your city, you may easily have helped elect him. He may very well have won his award partly on the strength of some job he did for you, even though you two may have never met, never discussed your problems face-to-face, nor given or received any personal recognition for a job well done. Because all of us Colonels, in all seven of our offices, are mutually dependent on each other, and work as a team on any problem that requires any sort of cooperative effort.

Thus, to you as well as to us, our Colonel of the Year citation is a significant incident. It is not given as a substitute for spendable rewards, but we believe that it is as important to our Colonels as are the Profit-Share Plan and the cash bonuses that also provide very tangible measures of our efforts and achievements, here in this pioneer group of station representatives.
You can’t afford to overlook this sales-winning pair of CBS stations when you make out that schedule for the Great Southwest. For availabilities and rates, write, wire or phone our representatives.

National Representatives
JOHN BLAIR & CO.
G. Howard Bagley, WLW, Cincinnati, to Betteridge & Co., Detroit, as account executive.

Elaine H. Samuels, C. J. Herrick Assoc., N. Y., named director of radio and TV.

Annabelle Anderson, timebuyer William H. Weintraub & Co., N. Y., was to be married to Webster Hill Wilson, executive engineer, Hazeline Electronics Corp., Nov. 16.

Russell Young, account executive Russel M. Seeds Agency, Chicago, named vice president.


Sandy Cummings to William Morris Agency, Beverly Hills, in radio-TV department, as account executive.


Norman Zander Fried, account executive Hal Niemann Assoc., Denver, named advertising manager Cup Brew Coffee Co., Denver.

Erwin H. Klaus, marketing director Buchanan & Co., S. F., named director in charge of sales planning, advertising and merchandising for Northrup King Co., Berkeley, Calif.

Davis-Daniels Adv., Detroit, announces opening of new office at 139 Cadillac Square.

Dick Skuse, Chris Lykke & Assoc., S. F., opens advertising agency at 167 O’Farrell street. Telephone number is Douglas 2-8848.

Read Wight, director of radio and TV J. M. Mathes Inc., N. Y., named campaign chairman for annual fund-raising drive of Veterans Hospital Radio Guild, which will seek $25,000 to continue its work.

Joe sells farmers because he speaks their language!

Got something to sell farmers in the big Western New York market? Then Joe Wesp is your man. He’s an old hand at farming and broadcasting. And his new farm program via WBEN has a ready-made audience of personal friends which Joe made himself. The farm-born Wesp has made four memorable tours with buggy, stagecoach and helicopter through the farm country of Western New York for The Buffalo Evening News, broadcasting over WBEN as he rode. (That’s Joe on this side of the fence.) Incidentally, Joe’s Ironic Reporter history — more than 16 continuous years of daily broadcasting for one sponsor — set something of a record in Buffalo.

Joe found out on his tours just what the farmers want and he’s giving it to them: News, livestock, fruit, produce and vegetable prices, music, and lively interviews. Mondays thru Saturdays from 5:30 to 6 A. M. It’s a friendly marketplace to sell your product or service.

Ask Petry about availabilities on WBEN’s
Daily Farm Program
5:30 to 6:00 A. M.
WBEN
NBC in Buffalo

PREMIERE performance on NBC-TV of Fair Meadows USA, new half-hour weekly program sponsored by John-Manville, brought together network, agency and company executives, for party at Hampshire House in New York. All smiles after program’s debut Nov. 4, are (left to right): H. M. Shackelford, vice president in charge of sales promotion and advertising, John-Manville; Adrian Fisher, J-M president; Leslie Cassidy, J-M board chairman; Niles Trammell, NBC chairman of the board; Stanley Resor, president of J. Walter Thompson Co., which handles account. Occasion also marked John-Manville’s first venture into television. Program is seen on NBC-TV Sunday 3-3:30 p.m. (EST).
Nosegays

EDITOR:
Thanks a million for ... congratulating me on my election to "AMA chairmanship," I have a very high regard for Broadcasting * Telecasting ... Wabash. I. Nunn, Manager, Adv. Dept., Standard Oil Co. of Indiana, Chicago.

EDITOR:
... I enjoy reading your magazine, and I must admit I have no sensitive suggestions for improvements in your coverage and penetration.

Peter Rolester, J. A. Rolester & Co., San Francisco.

EDITOR:
I would like to take this opportunity to tell you how much I enjoy reading through your publication each issue. It is full of interesting information that is so necessary to us in this business.

Robert B. Brodmann, Robert E. Brodmann Adv., Charleston, S. C.

Sales Tip

EDITOR:
... We believe this article ["There's Money in Public Relations," B&T, Nov. 5] called to the attention of the proper advertising executives in our local industrial plants can do a good selling job for radio.

Tim Elliot, Pres.-Operations Mgr., WCUE Akron.

We Concede

EDITOR:
Your coverage of the Philadelphia election gave WIBG the following line, "WIBG's staffers, also, turned in first rate performance." You should live so long!

We scooped the town on Republican City Chairman, William Morrow's concession when Tom Donahue, our announcer at Republica Headquarters, beat everybody by shoving a mike to Mr. Morrow's face and asking him to talk. Other stations followed and it was 10 minutes later before the Republican nominee made his concession speech.

Rupe Welting, Production Mgr., WIBG Philadelphia.

Fifth Wheel

EDITOR:
I am quite disturbed when I pick up my copy of Broadcasting * Telecasting and notice reference to the four major networks. I am of the opinion that the Liberty Broadcasting System, with 432 radio stations, certainly deserves recognition as a major network, and feel your stories in this connection should be changed to the five major networks ...

Thad M. Sandstrom, General Manager, KSEE Pittsburg, Kan.

EDITOR:
We wish to protest in the most emphatic terms your continuing practice of not including LBS as a major network ... Seymour D. Libin, President, WYOS Liberty, N. Y.

EDITOR:
As an affiliate of the Liberty Broadcasting System, KASM should like very much to see Liberty listed among the major networks ...

Urban J. Keppers, Manager, KASM Albany, Minn.

EDITOR:
This is to ask your consideration in including Liberty Broadcasting System in any mention of the five major networks instead of omitting Liberty and talking about four major networks ...

Herbert H. Lee, General Manager, KDHK Faribault, Minn.

[EDITOR'S NOTE: Uncle.]

How to Make Rates

EDITOR:
I have just got done reading (in your Nov. 5 issue) the story about NBC's new rate formula.

Although WABI is not an NBC station, we're very much interested in the NBC formula because it seems to us to be the first thoughtul approach to the problem of setting base rates for network affiliates. We're hopeful that NBC's action will start a trend toward more scientific rate-making.

On the other hand, we found it disturbing that NBC's formula is based upon radio homes and retail sales with no consideration being given to each station's ability to exploit those factors in its own area.

Assume two NBC affiliates, each...
When folks hear

THE TOWN CRIER

in the Minneapolis-St. Paul Market

they BELIEVE and BUY*

BEHIND the shuttered windows of early American homes, men and women paused when the Town Crier's bell rang out. They listened while he called out news of events and things to buy.

They knew his bell, his voice; and so the friendship of a voice with many people was formed. To make and keep friends, the Town Crier had to tell the truth; be a friend; be of service.

Our objective here at WTCN is to be Town Criers in the finest sense. That's why our prime purpose is to be people who make friends—who serve our community.

Products—like people—are best introduced through a friend who is known in the way the old Town Crier was known.

*Proof of this belief in our folks by the people out here is ready for you in return for a letter or phone call. It's the human side of selling—about real people who cry real products which real people buy.

WTown Crier N of the Northwest

RADIO ABC—1280  TELEVISION ABC—CBS—DUMONT—CHANNEL 4

Free and Peters, National Representatives
This is no story from Ripley, but there's a "Believe It Or Not" in Milwaukee. You can believe it, radio built a little known beer-wine retail store into the largest single retail outlet of its kind in the entire state of Wisconsin.

The store was called Parkway Tavern when it opened for business in 1933. It was small and located in a secondary shopping district of the city. Like most other retailers in the beer-wine field, Parkway used occasional newspaper advertising and a few stabs at radio.

The store was growing, largely because of low prices and volume sales. However, in 1947, Parkway started a more liberal advertising campaign using a transcribed theme developed by WMIL, Milwaukee that was based on the "Believe it or not" expression.

From then on, as Parkway boosted its radio advertising schedule, the store's business ingredients stopped looking like a tossed salad and began to resemble a full-course sales menu.

Dropping its incidental radio advertising, Parkway stuck to WMIL and its "believe it or not" theme. It eliminated newspaper ads except for the holidays. It picked up the tried-and-true radio trademark of saturation scheduling by placing 12 one-minute announcements daily, seven days per week.

In a period of two years, the beer and wine retailer jumped to the largest in the state—taking the entire output of small up-state breweries to handle demand; drew people from all over the state—it handles only "over-the-counter" sales and doesn't deliver; changed its name to correspond with the theme—and became known as "The Believe It Or Not Tavern" throughout eastern Wisconsin.

Christmas Day 1960, Harry Davidson, proprietor of Believe It or Not, forgot his newspaper ads for holidays and remembered the power of radio. Adding his newspaper budget to radio, Mr. Davidson stepped up his radio to 17 announcements per day.

"What taught me what I should have known before," Mr. Davidson says, "is a season when beer and liquor sales were generally off, my..."

(Continued on page 92)

Tom Dailey of "RECALL IT AND WIN"

Like the pied piper of legend, Tom Dailey's music gathers listeners—plenty of them every day at 11 a.m.—from St. Louis, out-state Missouri and Illinois.

Those housewives love to hear Tom play the songs of yester-year... the music that brings back a host of pleasant and treasured memories. Call them sentimental!

But rain or shine, six days a week, the studio's packed. And the air audience is packed, too.

It's such a following that adds to Tom's sales... with more sales!

Globe-Democrat Tower Bldg. Saint Louis

BROUGHT TO YOU BY

St. Louis' Pied Piper!

...that's super salesman

Budd Gore

Without any question, radio and television can pull, Budd Gore, advertising manager of Marshall Field & Co., Chicago, believes.

He qualifies this, however, by saying local radio is difficult for the Chicago retailer because of the large number of stations competing for business and because good air time is usually pre-empted by national advertisers. "There's no question of television's strength, but the cost problem makes it prohibitive to many retailers," Mr. Gore says. He believes newspapers give the local and national advertisers "an even break" on position, whereas the broadcast media "have bowed to the national advertiser."

"The country's finest department store," Marshall Field & Co., was a pioneer in Chicago television sponsorship, putting Don McNeill in the medium for the first time with the Supper Club in 1943. Its own package, The Adventures of Uncle Mistletoe, is entering its fourth year and in January the company will observe its centennial with an institutional half-hour program each week.

Field's has used Masterpieces in Music on WNMP in suburban Evanston for three years to advertise its outstanding stores.

Budd Gore, whose first name is also a family name, has headed a creative staff of 65 persons since becoming advertising manager in 1948.

His first job at Field's was in...
HOOPER PROVES THAT YOU'RE RIGHT WHEN YOU BUY KRNT TO SELL IOWA'S RICHEST MARKET

KRNT DES MOINES LEADS

MORNING 
AFTERNOON 
EVENING

—AND HAS LED FOR MONTHS AND MONTHS!

Buy That KNOW-HOW GO-NOW STATION WITH THE FABULOUS PERSONALITIES AND ASTRONOMICAL HOOPERS

SOURCE: Any C. E. Hooper Audience Index for months and months

BROADCASTING * Telecasting November 19, 1951 * Page 17
To a time buyer who missed these items in the papers

It's just possible that you didn't see this in the Prairie du Chien papers. So we quote: "John Petra, owner of the Zoo, has been using radio advertising this summer and fall to let people know that he has an outstanding attraction right in their own backyard. It has paid off in big dividends. If you are doubtful, drive down that way any Sunday afternoon and see for yourself the number of people who came here to see the Zoo. Mr. Petra gives a large share of the credit for his influx of visitors to Station WMT of Cedar Rapids."

Prairie du Chien is in Wisconsin, 98 miles northeast of us. The Zoo's three floating spots a week cost about as much as elephant feed, namely peanuts.

While we're on the subject of news items, did you see the UP release which related how some folks out this way worked themselves into a tizzy about certain belly dancers at the State Fair? There was talk which questioned whether or not that particular sort of muscle control offered the right kind of evidence of Iowa's greatness. One of the Fair young ladies said she had no apologies to make, and several fair-goers allowed as how they agreed with her. Far as we're concerned, we'd cut off our legacy before getting mixed up in such controversies. Whatever figures you look at, Iowa is richly endowed, and WMT careses Iowa ears like corn-on-the-cob. Statistics: Iowa cash income from corn (1950), $203,267,000. What wasn't converted into cash went into hogs which were worth $781,498,000.

What went into people isn't known, since exact corn-on-the-cob figures are not available. But for data on what can go into, and come out of, WMT, please see the Katz Agency rep.

---

**Spot**

**Dianol Sales Co., Sunbury, Pa. (industrial insecticides), planning radio campaign in industrial markets in east. Major portion of advertising funds to be placed on radio as campaign progresses. Charles R. Petrie, general manager WISL Shamokin, Pa., acting as advisor to firm on general advertising policy.**

ROBERT HALL CLOTHES, N. Y., preparing a radio and TV schedule in the Boston area starting Dec. 3 to promote the opening of three "super sales rooms." With the Boston salesrooms, Robert Hall will have 110 retail outlets coast-to-coast. Agency: Frank B. Sawdon Inc., N. Y.

TIME Inc., N. Y., to sponsor 100 spot announcements promoting Life magazine on Intercollegiate Broadcasting System. Seventy stations located at key colleges and universities will carry spots.

**Network**

JOHNSON & JOHNSON, New Brunswick, N. J. (surgical dressings and baby products), will sponsor full hour, coast-to-coast TV show now being prepared by Walt Disney in Hollywood. It will be telecast Christmas afternoon. Sponsorship is institutional in character and there will be no product commercials during the hour show. Time and network have not been set. Agency: Young & Rubicam, N. Y.

**Mutual Benefit Health & Accident Assn.,** Omaha, renews On the Line with Bob Considine, NBC Radio, Sat., 4:45-5 p.m. CST effective Jan. 19 for 52 weeks. Company will also renew the newscaster for 39 weeks on NBC-TV network from 4:45-5 p.m. CST Sat. on the full interconnected network from Jan. 19. Agency: Boszel & Jacobs, Omaha.

**Mars Inc.,** Chicago to renew two quarter-hour segments of Howdy Doody on NBC-TV 4:45-5 p.m. CST Mon. and 4:30-4:45 p.m. Wed., for 13 weeks from Dec. 3. Agency: Leo Burnett, Chicago.

BENDIX HOME APPLIANCES, Div. of Aveo Mfg. Corp., South Bend, Ind., and C. A. SWANSON & SONS, Omaha, Neb. (canned and frozen poultry and margarine products), will be alternate sponsors for The Name's The Same, new panel show, when it starts over ABC-TV Wed., Dec. 5, 7:30-8 p.m. EST. Agency for both sponsors: Tatham-Laird Inc., Chicago.

**Pabst Sales Co.,** Chicago (Pabst Blue Ribbon beer), and BRUNSWICK-BALKE-COOLENDER Co. (billiard, bowling equipment), for the third year will sponsor finals of 11th annual all-star bowling tournament on 51 NBC-TV stations Sun., Dec. 16 from 10 to 10:30 p.m. CST. Telecasts of preliminaries will be sponsored on WGN-TV Chicago Dec. 12, 13 and 15. Respective agencies: Warwick & Legler, N. Y., and Al Paul Lefton, Chicago.

**Agency Appointments**

S. AUGSTEIN & Co., N. Y. (Sacony suits, dresses, sportwear & children's wear), appoints Hewitt, Oglivy, Benson & Mather, N. Y.

NATURE GIRL UNDIES Inc., N. Y., (manufacturers of Nature Girl pre-packaged nylon panties), names Wexton Co., N. Y., as its advertising agency.

**Mutual Insurance Assn.,** group of 20 California Mutual insurance companies, appoints West-Marquis Inc., S. F. Radio will be used.

**Trans-Ocean Airlines, Oakland, Calif., appoints Robert L. Pickering Agency, S. F.**

ACOUSTICON Div. of Dictograph Products Inc., manufacturer of hearing aids, appoints Buchanan & Co. RUTH BROWN WARD of San Francisco office and JAMES YATES of New York office are co-account supervisors.

**Consolidated Cosmetics, Chicago, (Spic Deodorant and Lanolin plus cosmetics), names Tim Morrow Adv., same city. TV is used. Mr. Morrow is account executive.
Greater Youngstown
(535,300 People)

Welcomes NBC Programs

On December 1, 1951, WFMJ will deliver NBC programs, from within, to America's...

33rd Area in Population
34th Market in "E. B. I."
39th Market in Retail Sales...

To OHIO'S 3rd Largest Trade Area

(Data from Sales Management)

Sincerest congratulations to NBC

upon 25 years' service to the American people. NBC's great programming, its numberless radio firsts have made America's days and evenings more pleasant for a quarter century. May the familiar chimes continue to sound the note of leadership for the next 25 years!

5,000 Watts WFMJ 50,000 – FM

Youngstown, Ohio
Open Mike
(Continued from page 14)
serving the same number of radio
homes and the same volume of re-
tail sales and each influenced by
television to the same extent. How-
ever, one station develops ratings in
its area which are twice as great
as the other station garners. Under
these circumstances, it seems plain
to me that the first station is twice
as valuable to the network and to
the network's clients as is the
second station.
And these variations in penetra-
tion may well be more important
than the variations in retail sales
index for example.
Not only does the omission of this
penetration factor do an injustice
to those affiliates which are un-
usually aggressive and unusually
successful; it also does an injustice
to the network itself because it
deprives the affiliates of any in-
centive to gain strength in their
own markets.
If I were running a network, I
would want every one of my affili-
tates to be the top station in its
market. With every one of my
affiliates in a position of leadership,
obviously my network would be in
a position of leadership.
And one of the best ways I can
think of to induce affiliates to drive
towards dominance in their re-
spective areas is to make some pro-
vision in the rate formula whereby
those stations which make an effort
toward leadership receive propor-
tionate compensation after they
have achieved it. . .
Murray Carpenter
General Manager
WABI Bangor, Me.

Mismatched Jewelry
EDITOR:
In the interest of accuracy, I
would like to call your attention
to an error in . . . a story which
appeared in Broadcasting * Tele-
casting for Oct. 22.
There is not and never has been
any connection, corporate or other-
wise, between our firm, Elgin Na-
tional Watch Co. and the Illinois
Watch Case Co., also of this city,
a division of which is known as
"Elgin-American" and which manu-
factures compacts.
The confusion undoubtedly arises
from the fact that both firms are
in the jewelry business and both
use the word "Elgin" in their trade
names. . .
Joseph W. LaDine
Director of Public Relations
Elgin National Watch Co.
Elgin, Ill. 

‘Voice’ Lowered
EDITOR:
I would like to correct some in-
accuracies in the article "Voice
Funds" which was printed in your
issue of Oct. 22.
In the first paragraph you say,
"President Truman is slated to
sign legislation assuring the State
Department of $63 million for over-
seas information activities, with
over $25 million of that sum ear-
marked for radio broadcasting."
"Our appropriation amounted to $65
million of which $19,750,000 is set
aside for radio broadcasting."
This appropriation represented
a House and final Senate com-
promise between the $115 million
request by President Truman
and $54 million recommended by
the Senate Appropriations
Committee.
Edward W. Barrett
Assistant Secy. of State
Washington

The Journey of WHDL
EDITOR:
So it took a couple of months to
get WIRO Iron ton, Ohio, on the
air? And only five weeks to get
rolling at Marion [OPEN MIKE, Nov.
5]? . . . Did I ever tell you of the
time we dismantled WHDL Tupper
Lake, N. Y., antenna towers, hay-
wire, kilocycles and all, and moved
the station 50 miles across the
state to Olean, where we had it
back on the air in exactly 10 days
eelapsed time?
It was in the fall of 1934, ad-
mittedly before the days of manda-
tory vertical radiators, but we had
two reasonable tall four-legged
wooden masts, painted black and
yellow in those days, to take down
from the Altamont Hotel roof in
Tupper and reassemble atop the
Exchange Bank in Olean.
The transmitter was an ancient
100 w composite job, so thoroughly
ooked up that we took it apart,
biece by piece, and rebuilt it ac-
cording to modern design, all in
those 10 days. . . .

Historic Scripts
OVER 450 bound copies of his-
torical radio scripts have been
contributed by WLW Cincinnati
script-writers to midwest libraries and his-
torical societies during a
four-month period. Scripts
deal with prominent national
figures and founding of towns
in the WLW listening area.
Project is part of a formula
conceived years ago by James
D. Shouse, board chairman,
and R. E. Duville, president,
Crosley Broadcasting Corp.
Plan was initiated by Gil
Kingsbury, administrative as-
sistant to Mr. Duville.

Page 20 * November 19, 1951
BROADCASTING * Telecasting
For TV station planners

...from your nearest RCA Sales Representative

This 64-page book is prepared specifically for TV station management, chief engineers, architects, consultants, and attorneys connected with station designing, planning, building, and operating. In a single reference it contains concise descriptions of RCA's entire line of TV transmitter and antenna equipment—including transmitter plans and layouts, general application data, and cost charts.

For your copy, get in touch with the RCA Broadcast Sales Representative nearest you:

New York 20, N. Y.
36 W. 49th Street
Telephone: Circle 6-4030

Dallas 1, Texas
1907-11 McKinney Ave.
Telephone: R-1371, R-1372, R-1373

Cleveland 15, Ohio
718 Keith Building
Telephone: Cherry 1-3450

Atlanta 2, Ga.
522-533 Forsyth Bldg.
Forsyth and Luckie Streets, N. W.
Telephone: Walnut 3946

Kansas City 8, Mo.
221 W. 18th Street
Telephone: Victor 6410

Hollywood 7, Calif.
1500 North Vine Street
Telephone: Hollywood 9-2151

San Francisco 3, Calif.
1335 Market Street
Telephone: Hemlock 1-8000

Chicago 11, III.
666 North Lake Shore Drive
Telephone: Delaware 7-0700

Washington 6, D. C.
1625 K Street, N. W.
Telephone: District 1260

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North Carolina Rates More Firsts In Sales Management Survey Than Any Other Southern State.

More North Carolinians Listen to WPTF Than to Any Other Station.
ST. LOUIS STRIKE

SEVEN St. Louis AM stations and one TV station are operating under new IBEW terms, adopted after the union had staged two one-day strikes to force concessions in a new one-year contract [B&T, Oct. 29]. The technicians' strike started early Thursday after negotiations had broken down during the night. By Friday morning all stations were back on the air.

Terms of the new agreement include:
- Wage increase of $5.50 per week, bringing scale up to $117.92.
- Liberal sick-leave benefits.
- Advancement opportunities.
- Contract limited to one year.

Management-union negotiations came to an end about midnight Thursday when the station demand for a wage differential for new employees at small stations was dropped. KSD and KSD-TV withdrew from the joint management negotiating committee Thursday morning when the Post-Dispatch building, housing the newspaper as well as its AM and TV stations, was picketed. The AM station returned to the air after losing less than three hours air time.

Whereas the other affected stations signed a new contract Thursday night, KSD and KSD-TV are operating under a verbal agreement with IBEW Local 1217, it was stated, subject to final negotiation of contracts within 14 days of the strike.

The management committee was concerned with the final form the KSD-TV contract would take. Some committee members felt that a television contract containing general language, which could force "segmented" work, or "featherbedding" as they preferred to call it, might set a local precedent that would affect all future TV stations in the city, large or small.

Six stations were off the air all day Thursday. They were KSTL, KWK, KXLW, KXXK, WEW, WIL, and WTVW. Scheduling with KXXK-FM and WTMX-FM, KMOX, CBS Owned, was not involved since it operates under a national CBS contract and KFUO, an ABC-owned but independent, non-profit station owned by Concordia (Lutheran) Seminary.

While the union had yielded somewhat on a series of demands unprecedented in any type of union contract negotiation, many concessions were made by stations.

The management negotiating committee comprised all station managers affected, up to the time KSD withdrew, with S. E. Sloan, KXLW, as chairman.

Picket lines appeared early Thursday at all affected stations, including three stations located in hotels. The line quickly broke up at KSD when the Post Dispatch story appeared on the front page of the solid management front.

Leading the IBEW negotiators were Denis Volas, president of Local 1217; Frank W. Jacobs, district vice president, and Al Hardy, from international headquarters. A federal conciliator, Arthur Hale, sat in on discussions.

As negotiations continued Thursday night, the parties were close to agreement on a number of points, including a weekly wage of $117.92, the maximum permitted under Wage Stabilization Board regulations. The union obtained a $2 weekly raise last June and another $5 a year ago, bringing pay to $112 at the time of the strike. This meant any increase in pay would be limited to $5.92 a week. Small stations lost their $100 wage scale for new employees, contending the union refuses to increase the number of card men. When more TV stations were built, it was contended, card men will move into TV and then the aural stations will have to hire inexperienced men and train them for a considerable period.

The meal period provided a hot arguing point during negotiations. In a majority of cases the St. Louis technicians have not taken a lunch hour, eating on the job so they could get home an hour earlier, it was stated. Last week, however, the union asked a mandatory meal period with pay, but this demand was dropped with details up to individual stations and employees.

The arbitration clause was another tough one. Stations now use the IBEW's own arbitration plan according to negotiators, but IBEW asked that one arbiter be set up with power to settle grievances. Stations pointed to practical difficulties of this plan and proposed grievances be referred to the American Arbitration Assn. but in the future.

(Continued on page 39)

IBEW Local Silences Stations

NBC RATE PLAN

Adoption Confidently Viewed

NBC officials, completing agenda plans for their annual affiliates convention Nov. 28-Dec. 1 at Boca Raton, Fla., appeared confident last week—on the basis of talks they felt the rate individual affiliates—that their far-reaching new economic plan for radio will win acceptance without undue opposition.

The plan's details had been discussed with a total of 40 affiliates as of last week, a spokesman said. He reported that although it had not met with "unanimous" agreement there nevertheless had been "practically complete acceptance" by all affiliates broached thus far and that NBC officials were "well pleased." They expect to have discussed the plan with at least 50 affiliates by convention time and will resume the station-by-station conferences and negotiations after the Boca Raton sessions.

The All-Radio Affiliates Committee's denunciation of the NBC blueprint [B&T, Nov. 12] was given recognition in a network spokesman's report that one of the committee's principal objections was based on erroneous information, and that other committee complaints reflect an unawareness of the full scope of the plan and the problems involved or indicate an unrealistic approach to industry issues.

The NBC official denied flatly that the network's plan would prejudice members of the Affiliates Committee had charged—up to an ultimate maximum of 70% reduction in an affiliate's radio network rate to compensate for TV competition.

"No affiliate will ever be asked to take a 70% cut because of television," he said. The maximum reduction proposed in any case at the outset is 20%, he declared. At the same time he rejected Affiliates Committee members' contention that the network plan provides for re-evaluation of TV's effects at six-month intervals. No hard-and-fast schedule for re-evaluation has been established, he asserted.

Plan Made Public

Broad features of the NBC plan have been made known both in public announcements and in an elaborate brochure distributed to affiliated stations [B&T, Nov. 5, Oct. 8]. But the new rate formula's effect on the rates of specific stations will continue to be a matter of private negotiation between the network and each affiliate. Some stations' rates go up under the formula while some go down, but network-wide the adjustments average out to approximately the old full-network rate for advertisers, it was pointed out.

Network officials seemed certain that the Boca Raton convention, although sure to turn up important problems for affiliate-network discussion, nevertheless would not develop into a hasle. They were confident, they said, that the NBC blueprint would appeal to the affiliates from the standpoint of realism, fairness, and ultimate advantage to radio generally.

The convention agenda was lining up something like this: Wednesday morning, Nov. 28 (opening day)—Keynote address by NBC President Joseph H. McConnell, followed by Niles Trammell, network board chairman, and Jack Harris of KPRC Houston, chairman of the NBC Stations Planning and Advisory Committee.

Wednesday afternoon — Radio session: NBC Executive Vice President Charles R. Denny will lead off with a resume of the basic economic plan. Charles Barry, vice president in charge of radio network programs, will report on programming plans and John K. Herbert, vice president and director of radio sales, and others will discuss radio selling.

Thursday morning — Television session: Sylvester L. (Pat) Beaver Jr., vice president for television, will discuss programming, followed by Edward D. Madden, vice president in charge of TV network operations and sales, and others in discussions of this phase of network activities, and Frederic W. Wilen (Continued on page 101)
JOHNSON WAX
Buys Four MBS News Shows

Four daily news shows to be broadcast on 539 MBS stations for Johnson Wax. Placed in WJW, [B+T, Nov. 12], was described last week by Adolf N. Hult, Mutual vice president in charge of sales, as the largest schedule of newscasts ever sponsored by a single radio advertiser.

Series is scheduled to start Dec. 31 in four different editions, emanating from Chicago, Washington, Los Angeles and New York.

First of the Monday-through-Friday broadcasts will be Headline News from 11:25-11:30 a.m. EST with Lee Nichols from Chicago. The second will be a ten-minute Capital Commentary by H. R. Baukhage from Washington, starting at 12:15 p.m. EST. Third edition will originate in Los Angeles from 2:25-2:30 p.m. EST with Sam Hayes as reporter, and the final newscast will feature Cecil Brown in New York, from 5:55-6 p.m. local time. On Saturdays all reports will be for five-minutes duration with Mr. Nichols at 11:25 a.m.; Mr. Hayes at 2:25 p.m.; Mr. Brown at 5:25 p.m.—all EST—and Mr. Baukhage at 5:55 p.m., local time.

Agency for the S. C. Johnson Sons Inc. is Needham, Louis & Brody Inc., Chicago.

SERUTAN NAMES
Franklin Bruck Adv.

SERUTAN Co., Newark, N. J., a major radio advertiser, has re-appointed Franklin Bruck Adv., New York, to handle the following products: Serutan, Sedagel and Journal of Living, effective Jan. 1.

Roy S. Durstine Inc., New York, has been handling the account.

The initial advertising for Serutan, including the “after 35” theme, was originally placed by the Franklin Bruck Adv. Co. and was handled the account a number of years ago.

Grey Adv., New York, will handle two other products for Serutan [B+T, Nov. 12].

McKinnie Named
RALPH E. McKINNIE, AM sales manager of Paul H. Raymer Co., New York, radio and television station commodity, has been named television sales manager, it was announced last week. Prior to joining Raymer, Mr. McKinnie served as account executive with DuMont TV Network and CBS TV respectively. He recently was appointed instructor in Adult Education School, New York U.

WFOX Appoints Pearson
WFOX Milwaukee, independent, daytimer, has appointed the John E. Pearson Co., station representative firm, as its representative. It previously was represented by Ra-Tele Inc.

NEW LEE WILL?
Posed In L. A. Court

POSSIBLE existence of a new will that might change the distribution of the late Thomas S. Lee's $12.5 million estate, was revealed last Wednesday.

Disclosure came when his uncle-by-marriage, R. Dwight Merrill, 82-year-old Seattle lumberman appeared before Superior Judge Newcomb Condee seeking approval of his plan to distribute the estate left by heir to the late Don Lee's broadcasting and automobile distribution fortune.

In filing a petition in Los Angeles Superior Court earlier in the week for the distribution of estate, Mr. Merrill, in a surprise announcement, stated he had no intention of keeping any of the money for himself.

Mr. Merrill's petition disclosed young Lee in May 1949 informed him of his May 6, 1934, 27-word will's contents, bequeathing his estate to Mr. Merrill the entire estate. Mr. Merrill had a verbal understanding, however, with his nephew that the fortune would be divided among the members of the Lee family, and he would keep none of estate for himself, according to the petition.

Craig Contention

When the petition hearing opened, Hal Craig, Honolulu automobile man, informed Judge Condee that Tommy Lee told him in 1945 that he had made a will naming himself [Craig] and “a couple dozen others” as his heirs.

Specifically mentioned, according to Mr. Craig, was a cousin, Jim Lee, now a Nevada ranch owner and said to have been a one-time head of the Don Lee used car department. Harrison Musgrave, radio executive and a cousin, also reportedly was named as an heir in the lost will. He was represented in court by Attorney Richard Drudeer, who asked the court to determine if young Lee's will created a trust in which his client should share.

Judge Condee instructed Mr. Craig that he could do nothing unless he had an attorney and filed a proper petition with proof of an alleged lost will.

The hearing on Mr. Merrill's petition was to have been held last Friday (Nov. 16), having been put over by Judge Condee following the new and sudden development.

Terms of Settlement

The disclosure was made for the first time, in Mr. Merrill's petition, of settlement terms reached between himself and Mrs. Nora S. Pate, maternal aunt of Tommy Lee, who contested the validity of the will. She dropped the contest in exchange for 29% of young Lee's estate. Mr. Merrill retained the remaining 71% for distribution to other relatives.

Prior to the settlement with Mrs. Pate, a compromise also had been reached with Mr. Lee's two sisters by adoption, Mrs. Christine Rieber and Mrs. Elizabeth Fry, who received $150,000 each. The sisters sued the estate for shares on complaint they had been disinheritcd by Don Lee in violation of an agreement made when he adopted them.

Mr. Merrill, whose late wife, Mrs. Eula Lee Merrill, was sister of Don Lee, asked the court's permission to distribute half of the Thomas Lee estate to 10 persons in equal shares. These were identified as eight children of Don Lee's brother, the late Cuylor Lee, his divorced wife and his widow.

The other half of the estate, Mr. Merrill advised the court, he intends to give to his own five grandchildren. He made no explanation in the document why no shares were set aside for his own two daughters.

Thomas Lee fell to his death from the 12th floor of a Los Angeles building Jan. 13, 1950. Following the sale of his business enterprises, the estate was valued at $12,726,944.45. Don Lee radio and television properties were acquired by the General Tire & Rubber Co. (B+T, Jan. 1). KTSL (TV), now KNXT Hollywood, was then sold to CBS, with Lincoln Dellar acquiring KBD Santa Barbara.

It is believed the estate will be cut by more than $4 million through payment of inheritance and other taxes, plus administration expenses.

GEN. TIRE, MACY
Radio Merger Detailed

GENERAL TIRE & RUBBER Co. will hold 90% and R. H. Macy & Co. 10% of the capital stock in the operating company and CBS TV plans to establish for merging their respective radio and television properties [B+T, Oct. 15], Jack I. Strauss, Macy's president, told stockholders at their annual meeting in New York Tuesday.

In addition to its 10% stock interest in the new company, which will also control Mutual, the department store will receive $4,500,000 in cash or other current assets for the sale of radio and recording equipment owned by its subsidiary WOR Program Service Inc.

Macy will retain ownership of the operating property and equipment of WOR-TV studios and the two WOR transmitting stations, he said, leasing them to the new company. Purchase options, starting at $50,000 and reducing progressively over the 25-year lease period, are contained in the agreement, however.

Capital Gain

Transactions involved in the merger will result in a substantial capital gain, he reported, and, although subject to capital gain and inter-company taxes, it will amount to more than $1.00 per share on Macy stock.

Outlets involved in merger of Macy-General Tire broadcasting units include radio stations WOR New York, WNAC Boston, WEAN Providence, WONS Hartford, KHJ Los Angeles, KFRC San Francisco and KGB San Diego; television stations WOR-TV New York, WNAC-TV Boston, and KHJ-Los Angeles. The new company—as yet unnamed—will also own the Yankee and Don Lee radio networks and will control about 58% of the Mutual Broadcasting System.
HOW TO STAY OUT OF JAIL

A Handy Guide for Broadcasters Who Air Politics

By EDWIN H. JAMES

IN SAN FRANCISCO a fortnight ago a radio station was sued for damages when it tried to keep from broadcasting a program supporting the political candidacy of a Communist.

In Washington last week the FCC was considering a complaint that a New Orleans station had violated a federal statute when it censored what it regarded as libelous material from a political candidate’s speech.

The managers of both stations are veteran broadcasters and one of them is also a skilled attorney. But, despite their knowledge and experience, they got in trouble with the law. Why?

The answer resides in the mass of perplexing and sometimes contradictory, legislative, regulatory and judicial actions and decisions that has been built up in the past 27 years as Congress, the FCC and the courts grappled with the intricate problem of putting politics on the air. The record is so ramified and so bewildering that the average station operator, confronted by a political campaign season, may wish he could follow the example of the manager of WOF, who appears in the cartoon on this page, and take sanctuary in less perilous surroundings.

Unfortunately for the peace of mind of broadcasters, however, retreat from politics is virtually impossible. The station manager is obliged by law to run his property in the “public interest, convenience and necessity.” Among politicians this phrase, not unexpectedly, is interpreted to include the broadcast of politicians’ campaign oratory. Members of the FCC, being political appointees, have given no indication of dissenting from that view.

Today the radio and television broadcaster finds himself in the enviable position of being forced by governmental pressure to engage in activities which, unless conducted with expert legal advice (and not a little pure luck), may very well get him into as much trouble as he would be in if he refused to engage in them.

Ulcer Season

This dilemma perpetually besets the broadcaster, but it becomes especially confounding every four years when that national convulsion—the Presidential election—comes along. Such an election is scheduled for next year and already old news has been kicked up and new ones relentlessly forming.

As a means of preventing the milk-and-cracker diet from becoming standard fare through the industry, BROADCASTING & TELECASTING conducted a careful study of the laws and regulations governing political broadcasts. The study resulted in this article. It does not resolve the as yet irresolvable political dilemma, but it may help broadcasters avoid some of the avoidable hazards that political broadcasting contains.

All regulatory and judicial decisions on this question stem from the basic law, the Communications Act of 1934. It is Section 315 of that Act, appearing elsewhere on this page, that specifically pertains to political broadcasts.

Section 315 seems at first glance to be a reasonably simple statement, but years of interpretation (and misinterpretation) of its clauses by the courts and FCC have built hundreds of thousands of words of explanation upon the slender foundation of the original 96 words of Section 315.

Right off, the interpreters began to wonder: What’s the definition of a “legally qualified candidate”? In an attempt to answer this, the FCC wrote a rather complicated piece into its rules and regulations, Section 3.100, which reads in part:

A ‘legally qualified candidate’ means any person who has publicly announced that he is a candidate for nomination by a convention of a political party or for nomination or election in a primary, special, or general election, municipal, county, state or national, and who meets the qualifications prescribed by the applicable laws to hold the office for which he is a candidate, so that he may be voted for by the electorate directly or by means of delegates or electors, and who

(1) has qualified for a place on the ballot or

(2) is eligible under the applicable law to be voted for by sticker, by writing in his name on the ballot, or other methods, and

(i) has been duly nominated by a political party which is commonly known and regarded as such, or

(ii) makes a substantial showing that he is a bona fide candidate for nomination of office, as the case may be.

The FCC’s interpretation of qualification for candidacy did not, fortunately, stop there. FCC has been interpreting its own interpretations ever since it wrote Section 3.190 into the rules. Finally, last week, the Commission came out with its most understandable definition yet.

In a letter to the national secretary of the Socialist Labor Party (see page 40B), the Commission said, with admirable brevity, that legally qualified candidates are those who can be voted for.

“This statement has the merit not only of simplicity but also of being the latest authoritative word on the subject. Until it is changed by the FCC or the courts, broadcasters are reasonably safe in applying this definition to decide whether a man is a qualified candidate.

Put it another way: A candidate is not qualified unless it is possible

(Continued on page 60)
A PLEDGE that NBC will aggressively build radio, and to continue to build television to the benefit of advertiser and listener alike was given by the network's president, Joseph H. McConnell, last Thursday.

Speaking before the Radio Executives Club of New York, at a luncheon meeting in honor of the 25th anniversary of the initial NBC broadcast, Mr. McConnell announced the following four-point plan of his network for the future:

1. We intend not only to maintain radio, but to aggressivelv build radio—using any means, saleswise, and merchandisingwise—so that the medium will have a permanent place in the long-range scheme of broadcasting.

2. We intend to continue to pioneer in television—to open up new frontiers, and to finance experimental research to further our near and similar fields of mass communication.

3. We intend to develop both radio and television to the utmost extent. The advertiser, on a price basis which will make it mutually advantageous, AND

4. We intend to give the listeners another form of entertainment and service programs to insure that this will be the most enlightened nation in the world. This, with the rest of the industry, to try to keep the country aware of this.

Some 500 Attend

Some 500 members of New York's radio fraternity jammed into the Starlight Roof of the Waldorf-Astoria to hear Mr. McConnell and to see such familiar radio personalities as Jessica Dragnette, Ray Knight, B. A. Rolfe, Joe White (Silvert Masked Tenor), Guy Lombardo, Jack Pearl, Harry Reser (Cleqout Club Esquimos), Edwin Franko Goldman, Gertrude Berg, Elaine Caddington, Mary Singh Breen and Peter De Rose (Sweethearts on the Air), Meredith Willson, Malcolm La Prade, The Mystery Chef, Frank Luther, Lanny Ross, Charles Winninger, Ford Bond, Ernest La Prade, Sam Landin (Ipana Troubadors), Bill Mundy, Jimmy Haupt, Maria Gambelien, Andy Rice and Douglas Stadtor of Roxy's Gang. Ben Grauer introduced these radio veterans. H. V. Kaltenborn gave a newscast as of Nov. 15, 1926, and introduced McConnell as reporting that he had just been elected president of the senior class of Davidson College. Milton Berle spoke briefly.

Cost Consideration

Mr. McConnell, who fought a recalcitrant microphone throughout his address, urged broadcasters to hook into the medium in their pre-occupation with such imminent developments as color TV, UHF channels and hundreds of new stations to replace the much forgotten industry problems as that of costs.

In addition to the tens of millions of dollars expended on prewar TV research and program development and to the mounting postwar operating and production costs as stations and programs were added to meet the needs of the video audience which now totals 62 million Americans, Mr. McConnell said, are the major increases in the cost of talent. From the 20's, when performers were glad to appear on radio free to publicize their other activities, leading actors today "command pay undreamed of a few years ago," which problem is for stations and sponsors and for the entertainers themselves, he told those present.

But, he pointed out, "the dollar cost is not the problem. The problem is the cost in relation to the return. If we in the broadcast business or the talent business ever become overpriced, I am confident that competition will bring adjustments to the point where our product represents true value. If necessary, we must be wise enough and ingenious enough to accept these adjustments."

Praising the public service performance of the broadcasting industry, which he declared far surpasses that of any government service, Mr. McConnell asked "How many of the American people are aware of that? If we are to enjoy the public favor our performance merits," he stated, "we have got to let the people know we are doing, and I think that calls for great efforts from all sections of the industry."

"This is true of other aspects of broadcasting than public service," Mr. McConnell noted. For example, he said: "Some people say that television is going to swallow radio and a lot of misinformed people believe it. I don't think this is the case. The people should know the true facts. The question is not the death of radio, but how we are going to shape radio and television so that each will do the most effective job."

Basic Communication

Radio he described as "the basic means of communication in America. It can reach more people more cheaply than any other medium. Radio has a flexibility that cannot be equaled. Television is undeniably the most effective and powerful selling force that the world has ever known...in combination, they give the businessman, the politician, the citizen, defense chief an audience guarantee that no other medium can touch."

WINC to NBC

AFFILIATION of WINC WRFK (FM) Winchester, Va., with NBC was announced last Monday by Richard F. Lewis Jr., station president. New affiliation was effective Nov. 1. WINC has been an ABC affiliate for more than 10 years.

APPLIANCE DEALERS

Hear of Radio, TV Value

APPLIANCE dealers of Cincinnati Gas & Electric Co. were advised last week by Murray Grabhorn, manager of the National Assn. of Radio and Television Station Representatives, to consult station management on campaign plans and then, when these campaigns are launched, keep a close eye on the results. They must be satisfied that the campaign is working. They should make sure that the campaign is working with the station alone or with its accredited representative, or both.

Except for short saturation campaigns for specific products, he advised, "approach the use of radio or television on an annual budget basis. This is the way it will pay off most handsomely in the long run."

After reviewing various types of time-purchases available to advertisers, Mr. Grabhorn undertook to enumerate — and answer — "five basic reasons why you should not use radio or television."

For those who don't use the media because "I never listen or watch," he noted that there are over 40 million radio homes, averaging more than four hours of listening daily, and that, in the case of TV, it may be assumed that one in five families would not buy sets "merely to have another fairly expensive piece of furniture."

Case histories were cited in answer to claims that only the big advertisers can compete with high-priced shows. Paramount TV of Providence, R. I., Mr. Grabhorn said, spent $935 for a seven-day campaign on WHIM Providence and sold out a $100,000 TV set in a single night.

Those who say, "I tried it once but it doesn't work for me," he continued, are flying in the face of the judgment of thousands of advertisers who together spent $700 million in radio last year.

A less frequently advanced reason for not advertising on radio or TV, Mr. Grabhorn noted, is that "word of mouth" advertising was "good enough for father and it's good enough for me." That sort of attitude, if widely prevalent, could be ruinous to the appliance deal
Bormann Succeeds Chatfield

Mr. Steven, soliciting this cooperation from newsmen in a loudly acclaimed speech, is a member of the ASNE Committee on Freedom of Information. Charging that the right of the people to know facts is being “abused gravely,” he cited a need for more and better reporters of government news, “with radio and television supplying them.”

Protesting that the President’s security order, which classifies documents in all Departments and agencies as either Top Secret or Secret, permits “no code and no appeals court,” Mr. Steven said: “This country cannot, in times of crisis, afford arguments of half-facts in half-light resolving into half-truths. We need full facts, full light and full truth to remain a free people.”

Local Blocks Cited

Reminding broadcasters that channels of information are also blocked in state, county and city governments, he suggested stations use brief periods of silence with an explanation of why no news was given whenever sources have blocked news information.

Another aspect of Freedom of Information—the “right of radio and TV to report the news in their most effective way . . .” two notable gains this year—William Ray, NBC Chicago news chief and chairman of NARND’s Freedom of Information Committee, said.

At the filings of the Asbury Park Case, permitting a station to broadcast a public hearing, with the latter example “giving the industry its first clear legal precedent.” It “should (Continued on page 81)

AMONG NARND award winners was WBAP-TV Fort Worth. Production unit staffers who put the winning The Texas News show together are: (Seated, I to r) Lillian Hill, narrator, and Doyle Vinson, program editor; standing, Jimmy Mundell, cameraman-reporter; Jimmy Kerr, head of station’s Dallas bureau, and Lynn Trammell, in charge of newscast music transcriptions.

RESEARCH ‘BATTLE’ Continues at Philly Meet

THREE APPROACHES to radio and television research were threshed over before the Television Asan. of Philadelphia at a dinner meeting last Wednesday by their respective advocates—Laurence Roslow (Pulse), James Seiler (American Research Bureau) and Albert Sindingler (Radox).

Before a capacity audience of approximately 120, with Clarence L. Jordan, executive vice president of N. W. Ayer & Son, Philadelphia, as moderator, the three principals reviewed their respective techniques. To varying degrees, they undertook to show holes in their rivals’ techniques and to point out superiority in their own.

Most aggressive stand of the three was taken by Mr. Sindingler, who is currently reviving his Radox technique for measuring tune-in and tune-out via metered sets. Claiming that cumulative data such as Radox offers should be the “basic evaluator” of radio and television, he charged that addiction to program “ratings” not only has “created a financial crisis in radio” but can eventually “bankrupt” the medium.

Messrs. Roslow and Seiler, on the other hand, took the position Radox does not show whether anybody is paying attention to the radio or TV set, but only what station it is tuned to, if any.

Mr. Sindingler’s views had the support of Roger Clipp, general manager of WFIL-AM-FM-TV Philadelphia, who made clear through questioning, and in informal discussions afterwards, that he too feels radio and TV should be measured on the basis of circulation rather than ratings—a is the printed media’s Audit Bureau of Circulations data, or radio’s BMI studies, for example — and that single-minded devotion to the rating concept will undermine broad-casting.

Cuts ‘Not Necessary’

Agency Executive Jordan agreed that ratings should not be the only basis of judging radio and television and said it was his personal view that the network radio rate cuts initiated a few months ago were not necessary. He said he personally “deplored” the cuts.

Opening the discussion, Mr. Roslow outlined the Pulse’s personal roster interview technique, pointing out it utilizes the factor of associating listening or viewing with family activities; covers all programs on all stations in the areas surveyed and provides for the interviewing to be done as soon as practical following completion of the broadcast period involved. In Philadelphia, he said Pulse now interviews 5,600 TV families a month, be away from home should be re- compared to 700 originally.

Mr. Seiler, describing the A.R.B. diary technique, told the group he felt there is not as much confusion in the radio-TV research picture as some people think. Any good method, he said, should: (1) provide a sample which has sufficient size and which is representative; (2) contact as many listeners in the family, not just one member, and (3) be conducted while viewing or listening is in progress.

One stumbling-block—meter systems—saying it is expensive, resulting, he felt, in a small sample.

Turning to the coincidental telephone method, Mr. Seiler said this of course is limited to telephoned homes and to the time periods when calls are made; is expensive to extend into rural areas; is difficult to use in developing cumulative data and encounters problems insofar as surveys in very early and very late hours are concerned.

The A.R.B. diary method, he said, is economical, shows composition of audience and permits breakdowns of audience flow to supply advertisers and agencies with vital information. It is not limited to one, two, or three days.

In the roster-type survey, such as Pulse’s, he felt persons found to be away from home should be recorded as not viewing. He also thought the roster-recognition principle tends to influence interviewers’ answers (though Mr. Roslow... (Continued on page 48)

(Also see story on page 98)

RADIO news directors, meeting for their sixth annual convention in Chicago last week, concluded a three-day session Wednesday with election of Jim Bormann, WWDA Los Angeles, as president, succeeding Ben Chatfield, WMAZ Macon, Ga. (see separate story).

The National Assn of Radio News Directors, in a "How To Do It" conclave at the Hotel Sherman, investigated mutual problems on political and crime reporting, war coverage and the national conventions, measuring tuning and the most interesting free access to government information and accessibility of radio-TV reports to bartrooms and to public hearings.

Mr. Bormann joined WCCO as news and public affairs director last January from WMT Cedar Rapids, Iowa, where he had been news director for three years. He has been a reporter for the Milwaukee Journal, news editor of the United Press radio staff, Chicago, and bureau chief of the division of the Chicago Associated Press office. He was the AP Central Division’s field representative before going to WMT in 1947. He takes office as head of NARND Dec. 14. He was vice president of the news directors group for the past year.

Eleven members of the group were cited for their "outstanding" news work during 1951, with three receiving the top NARND annual awards.

Mr. Bormann is Des Moines, of which Jack Shelley is news director, earned a trophy for the outstanding radio news operation, as managed by Paul A. Loyet, vice president. Top TV news station was WFTV (TV) Fort Worth, of which James Byron is news director and Harold Hough the station director. WTIC Hartford was the recipient of the trophy for its special coverage of the Connecticut State elections. Tom Eaton is news director and Paul W. Morency the vice president and general manager.

Achievement Awards

Distinguished achievement awards went to WMBD Peoria, KLZ Denver and KCMO Kansas City for radio news, to WTVJ (TV) Miami and WNBQ (TV) Chicago for television news and KIRO San Francisco for special events. Special awards for courage and enterprise in radio reporting were given to KNX Los Angeles and KHHK Shreveport, where Dr. John Van Sickle was commended for his air work in connection with investigations of brutality at Angola State Prison.

Newsmen, after hearing a luncheon address Tuesday by William P. Steven, assistant executive editor of The Minneapolis Star & Tribune, passed a resolution late Wednesday commending him and joining the efforts of the American Society of Newspaper Editors in fighting "the creeping paralysis of freedom" in restriction of government information by the recent order of President Truman.
APPLE PIE JOHNNY!

AN OHIO RESTAURANT CHAIN'S PRIZE-WINNING RADIO FORMAT

"HEY, KIDS! This is Apple Pie Johnny. It's 12:30, time for Clark's Fairytale Theatre!"

That's the battle cry for one of Greater Cleveland's top-rated children's dramas, performed for oldsters and youngsters alike by sparkling Esther Mullin's whiz kids.

Entering this month its seventh year on WGAR Cleveland's CBS affiliate, Fairytale Theatre has dominated Cleveland Press popularity polls as Northern Ohio's best program by childhood talent and has even scored among the top three as the area's best radio program. As well as being judged the best children's program on all Press polls, Fairytale Theatre has won repeated top honors as the best juvenile show in the Cleveland Plain-Dealer reader polls. Esther Mullin has ranked among Cleveland's top three local performers on all ratings.

Clark Restaurants, sponsors of Fairytale Theatre 12:30-1 p.m., Sundays, for the past two and a half years, have not been the only one to benefit from the tremendous acceptance that the program enjoys with the Cleveland public. With the help of WGAR's aggressive sales department, under WGAR General Manager Carl E. George when the business was signed now under the leadership of John B. Garfield, Clark's has developed a cluster of snappy promotional ties that won Fairytale Theatre an award of merit in City College of New York's 1956 judging for the most effective promotion of a local radio program.

Husband-Wife Team Spark Show Production

Esther Mullin directs and produces Fairytale Theatre with the help of Cleveland insurance executive and husband Harry Pollack. She is the inspirational force behind the program's wholesome, living value as a sales weapon for Clark Restaurants.

No advertising agency has taken part in the development of Fairytale Theatre. The account is handled by Gladys Stevens and Bernice Fluke directly from Clark Restaurants.

Apple Pie Johnny, impersonated by Wiley Robbins of Cleveland, is only one of a half dozen extremely effective promotional gimmicks boosting Clark Restaurants and Fairytale Theatre.

Here is a complete breakdown of the devices used to make the program snap off results for Clark's:

1. Apple Pie Johnny—Created 20 years ago by R. D. Clark, who with his brother, A. Y. Clark, operates restaurant chains in Cleveland, Akron and Erie, Apple Pie Johnny is a small-boy cartoon character named in honor of one of the Clark specialties, apple pie.

2. Clark Restaurants were founded in 1896 when J. B. Clark, father of the Clark brothers, opened a small lunch counter on East Sixth street in Cleveland, featuring good coffee and apple pie. It has grown into a chain of 18 modern restaurants, and Apple Pie Johnny has grown along with it.

3. Radio sponsorship of Fairytale Theatre was a logical step in the further development of children's business, part of the organization's reputation as the Family restaurants.

Soon after the Clark's and John F. Patt, now president of the Goodwill Stations and then vice president and general manager of WGAR, completed planning the details of the company's first major radio venture, Apple Pie Johnny became the voice of Clark's, discussing Clark's and all sorts of things of interest to children.

Many of Apple Pie Johnny's comments are passed along to the children by the studio announcer but recordings of a small boy's voice (Wiley Robbins) impersonating Johnny are used to open and close the program.

He has become quite a personality who can write catchy little rhymes on table manners, present views on public events or the thrill of eating at Clark's on the children's level.

Last spring, Apple Pie Johnny was named honorary bat boy of the Cleveland Indians in a radio ceremony with Ellis Ryan, president of the Cleveland Baseball Corp., doing the honors.

Small Fry Seek Out Johnny at Clark's

Johnny has become such a real character that small children often ask about him when they enter a Clark Restaurant.

2. Menus — Although children don't meet Apple Pie Johnny in person, they do find his picture on the children's menu Clark's offers them . . . on riders offering special Sunday dinners and the like. Menus especially devoted to children's interests also are tied in to the activities of Fairytale Theatre.

3. Art Contest—One of the promotional projects pushed and reported on Clark's menus is the annual Elementary School Art contest. Sponsored by Clark Restaurants in cooperation with the Greater Cleveland Boards of Education and the Catholic School Board, the Fairytale Theatre art contest draws every Cuyahoga County student.

(Continued on page 44)

SURPRISE birthday celebration at conclusion of Nov. 5 broadcast of Fairytale Theatre has Mrs Mullin blowing out the candles. Looking on are Gladys Stevens, Clark advertising manager, Ammonour Walter Henrich and members of the cast.

BROADCASTING • Telescasting
duPONT AWARDS

ADMINISTRATION of the Alfred I. duPont Awards for distinguished public service was formally turned over to Washington & Lee U. at campus ceremonies in Lexington, Va., last Monday in the presence of leaders of broadcasting and telecasting.

Scope of the awards, presented annually since 1942, was broadened to encompass establishment of scholarships at any university for study in communications. The event was described by industry leaders as one which would build a reservoir of administrative and executive personnel for the broadcast arts.

The duPont Foundation, established by the widow of Alfred I. duPont, every year awards a plaque and $1,000 each to a large radio or TV station, a small radio or TV station, and a national broadcast commentator. Under the realignment of function, the award winners may use the $1,000 to set up scholarships or fellowships. Provision is made to increase the value of the scholarships to cover all educational expenses from one to four years.

WFIL Scholarship

First award winner to take advantage of the new format was WFIL Philadelphia. Speaking for Walter Annenberg, president, and Roger Clipp, general manager, of WFIL, John Scheuer Jr., assistant to Mr. Clipp, announced that the $1,000 prize money awarded the station last year will be designated for a scholarship.

Dr. Francis P. Gaines, president of Washington & Lee, accepted the administration of the awards and formally announced appointment of O. W. Riegel, director of the Lee Memorial Journalism Foundation and one of the country's leading journalistic professors, as curator of awards.

FCC Chairman Wayne Coy, noting the significance of the awards to betterment of broadcasting, cited the "adolescence of TV" and the greater responsibilities of the broadcaster in these times. He reiterated his oft-expressed view that the broadcasters hold a trusteeship from the people "who own the radio and TV channels." The public, he said, has a right to expect stations to assist in promoting civic improvements in their communities and to be active in promoting educational and cultural opportunities. They should present "an adequate flow of news competently and honestly prepared."

"We expect them to give us all sides of controversial issues. We expect them to promote good community labor relations and international understanding. We expect them to give us entertainment—wholesome entertainment—suited for the family circle. We expect their advertising to be reliable and in good taste."

The scholarships that will be made through these awards, Chairman Coy said, "will enable the industry to serve better the educational needs of their communities. But even more important than that, the scholarships will put real substance into the annual awards."

Joseph H. McConnell, president of NBC, said "the radio and television industry has always striven to maintain high standards." He added, however, that mistakes have been made and that, in his judgment, "the duPont Awards for distinguished public service will give networks and stations that added incentive to strive for greater public service."

CBS President Frank Stanton, formerly a professor at Ohio Wesleyan, declared he was looking to the day when universities will be doing important work in radio-TV.

"Our universities turned their back on radio," he said. "But these scholarships awarded for special study in communications and backed by the radio and television industry should encourage our educational institutions to look deeper into this important field."

Frank White, Mutual president, said that of all the various "awards" now being made in radio and TV, "none has the prestige of the duPont awards for public service."

He commended the duPont Foundation as the only awards organization "that took the time and trouble to learn about radio and television."

Others who participated in the ceremonies included Mrs. duPont; W. H. Goodman, Florida banker and secretary of the duPont Foundation, and Dean Riegel. Other speakers for radio and TV included Chris J. Witting, director of the DuMont Television Network; John Pacey, public affairs director, ABC; Morgan Beatty, NBC commentator; Ben Gross, radio editor of the New York Daily News; Gilmore Nunn, president of the Nunn stations and a Washington & Lee graduate, and William J. Scripps, president, WWJ Detroit.

Also attending the ceremonies were James E. Edwards, president, WLS Chicago; Junius P. Fishburn, president, Times World Corp; Roanoke (WDBJ); Carter Glass Jr., publisher of the Lynchburg Newspapers; Henry P. Johnston, executive vice president, WSGN Birmingham; Victor W. Knauth, president, WAVZ New Haven; Charles P. Blackley, president, Virginia Assn. of Broadcasters, WTON Staunton, and Sol Taishoff, editor and publisher, Broadcasting • Telecasting.

PRINCIPAL participants in duPont-Washington & Lee Awards ceremonies (1 to r): O. W. Riegel, curator, Alfred I. duPont Awards Foundation; Frank White, MBS president; Frank Stanton, CBS president; FCC Chairman Wayne Coy; Mrs. Alfred I. duPont; Dr. Francis P. Gaines, W & L president; Joseph H. McConnell, NBC president; Chris J. Witting, director, DuMont Television Network; John Pacey, ABC director of public affairs.

TOWNSEND NAMED
To Columbia Sales Post

APPOINTMENT of Irving Townsend as sales promotion manager for Columbia Records Inc. effective immediately, was announced last week as the final step in the reorganization of the advertising-sales promotion division.

Effective Dec. 1, all copy, art, and production now handled in the company's Bridgeport, Conn., offices will be transferred to the New York Headquarters, under Mr. Townsend's supervision. Cooperative advertising, radio and television advertising, and catalog activities will continue to be handled in Bridgeport, under supervision of George Svendberg.

For the past four years, Mr. Townsend has been account executive with Donahue & Coe Inc., where he had charge of the MGM Records account. He was previously associated with RCA-Victor in Camden, N. J., and New York City, and with both of Columbia Records.

STATION operators attending the duPont ceremony at Washington & Lee (1 to r): J. P. Fishburn, WDBJ Roanoke; Charles Blackley, WTON Staunton, Va., and president, Virginia Assn. of Broadcasters; John Scheuer, operations assistant to the general manager, WFIL Philadelphia; Victor W. Knauth, WAVZ New Haven; James E. Edwards, WLS Chicago; William J. Scripps, WWJ Detroit; Henry P. Johnston, WSGN Birmingham.

CUT 'PIRATING'
Federal Aid Sought

A PLEA that the government help to stabilize the engineering profession by minimizing the "pirating" of employees among firms and making greater use of trained personnel was made to Defense Mobilizer Charles E. Wilson Nov. 11.

The request was made by Stanley W. Oliver, president of the American Federation of Technical Engineers (AFL). AFTE represents about 10,000 professional engineers.

Mr. Oliver said the rearmament program has created havoc in the profession leading to pirating of employees. He urged a special committee to look into industry problems.
RADIO sales-getting projects designed to bring new business and to hold established accounts will be undertaken by Broadcast Advertising Bureau, NARTB District 3 was told Tuesday by Kevin Sweeney, BAB general promotion manager.

Making his first public appearance since joining BAB in late Oct., Mr. Sweeney took part in a BAB session that closed the two-day district meeting at the William Penn Hotel, Pittsburgh.

Support McFarland

The 16th of the 1952 series of NARTB sessions adopted a resolution calling on stations to support the McFarland Bill (S 568), bringing FCC procedure up-to-date. Recognition of the need for more refinements in the bill was given in the resolution.

Other resolutions endorsed BMI; opposed the Benton legislation as leading toward radio-TV censorship; approved work of BAB and its president, William E. Ryan; urged support of defense projects; voiced appreciation of TV panel moderated by Clair R. McCollough, president of WGAL-TV, of the Steinman stations (see panel story this issue); expressed approval of administration of NARTB President Harold E. Fellows and work of the headquarters staff on behalf of free radio; approved BMI activities.

Leonard Kapner, WCAE Pittsburgh, presided at meetings as district director. Members of the Resolutions Committee were George D. Colema, WGPI Scranton, past district director; J. Gorman Walsh, WDEL Wilmington, Del.; George Clinton, WPAR Parkersburg; Dan Hydrick, WDTK Cumberland.

Total attendance at the two-day meeting passed the 150 mark. In laying out the BAB national promotion program, Mr. Sweeney said a competitive pitch directed toward magazines will be useful not only to networks but to many other segments of the broadcasting industry.

Auto Study Next

Next in line, he continued, will be a "real study of auto listening audiences" to be conducted by an established research firm. BAB considers this an important audience whose size has not been properly appreciated by broadcast advertisers.

BAB is planning a series of specific presentations covering American industries, according to Mr. Sweeney.

(Continued on page 91)
Long hair or jitterbug?

In Baltimore, it makes no difference what kind of music you like. If you like any kind, W-I-T-H is your station! W-I-T-H plays more music—and more different kinds of music—than any other station in town.

And that means thousands upon thousands of loyal listeners for W-I-T-H. They make up part of that huge buying audience that W-I-T-H delivers to advertisers at such low, low cost. They are one more reason why W-I-T-H provides more listeners-per-dollar than any other radio or TV station in Baltimore. One more reason why W-I-T-H is the bargain buy!

Here's proof: W-I-T-H carries the advertising of more than twice as many retail merchants as any other station in town! Just because W-I-T-H produces low-cost results! Get all the facts from your Headley-Reed man today.

The results station WITH
Baltimore, Md.

TOM TINSLEY, PRESIDENT—REPRESENTED BY HEADLEY-REED
the truth about radio listening in New York...

One of the most thrashed-out topics of conversation these days is the ultimate effect of TV on our living habits ...and, specifically, on radio listening. We should like to toss a small bombshell into this speculation. It comes wrapped in figures that bid fair to explode all the theories on the overpowering effect of television on radio.

RADIO SETS-IN-USE ARE NOW 23.1% (January-September 1951) compared with 24.8% in the last pre-TV year (January-December 1948)*—in the nation’s number one market where 60% of all families own TV sets!

INCREASES IN RATINGS AND SHARE OF AUDIENCE are shown by all the independents, on the same comparative basis as above, while all network stations show decreases.

*Source: Pulse of New York
At-Home Listening Only
6 a.m. to Midnight, Monday-Sunday
BUT STILL MORE INCENDIARY is the listening story of Blair-represented WNEW. In 1948, WNEW had an average rating of 2.3'and a 9.2% share of the audience. Thus far in 1951, WNEW's average quarter-hour rating is 2.5 with share of the audience 10.9%. WNEW is up in rating, share and rank compared with the last pre-TV year.

For September alone, WNEW chalked up a 2.7 average rating, with 12.3% of the audience. This rating places WNEW in second position among all New York stations.

THE FUSE BURNS CLOSER when you consider WNEW's out-of-home audience—which is merely number one, every day of the week. WNEW averages a fifth of all out-of-home listeners, which in August 1951 included three out of every ten people daily in the metropolitan area... an increase of 11% over August 1950 and 30% over August 1949. This happy situation increases WNEW's audience by 32%!

It is obvious, then, that radio listening is here to stay despite television... and in the case of WNEW growing, too. We have specifically cited the case of WNEW which we have represented for 13 years—actually, it is typical of many other Blair-represented stations throughout the United States where smart local programming has more than held the line against TV. If you want to put some fireworks into your media plans, call your John Blair man today. He'll show you exactly which is the most powerful medium—and the most reasonable medium—to sell your product in the markets most important to you.

JOHN BLAIR & COMPANY

Representative for 13 years of

WNEW

1130 ON YOUR DIAL

New York's Favorite Station for Music and News 24 Hours a Day
MEET NARDT (Continued from page 27) prove to be a valuable legal weapon for stations faced with a similar problem," he said.

After listing eight decisions favorable to radio-TV news reporting, Mr. Ray outlined numerous rulings in "violation of the constitution against radio newsmen, radio and television." Only four states out of 12 which grant the privilege to newspaper reporters give the same right to radio and television, he said in summary to three mention television, he said.

Mr. Ray said the problem of gaining access to news is primarily local, "to be fought out by each station. He reminded his audience that "every right carries with it a responsibility, the responsibility to make use of the right in a manner designed to serve the public."

Record coverage in radio and TV is essential, he said, for the Republican and Democratic National Conventions in Chicago next summer [BWR, Nov. 12]. Radio-TV chairman of both parties reported to NARDT in Chicago last week that Democrats and Ed Ingle of the Republicans agreed press facilities in the Chicago Amphitheater next summer will be provided there and also at the Conrad Hilton Hotel (formerly the Stevens) for networks and independents.

A code of sponsorship covering broadcast and teletext from the convention floor has been submitted by the networks to the two national committees and is expected to be returned to them with revisions and approval within the next week, Mr. Fry said. Both men predicted sponsorship of the national convention coverage will bring a great deal of money, that the type of product must be in good taste. Mr. Fry said no specific have been discussed about the possibility of theatre TV showings.

Stresses News Value

Radio news provides a station with its best chance for public service, audience building and making money, in the opinion of Oliver Gramling of the Associated Press. He said the major advantages of news is that it is preferred by 74% of listeners to any other type show, it is "the best salesman" for sponsors, therefore, the "most salable commodity in radio.

Emphasizing the importance of local news, Mr. Gramling said no wire service can provide hometown coverage as well as the station if there is a minimum of one or more full-time men on the staff, although some stations "get by" with just a teletype.

Television news, despite its cost, is worth the money because of its "polarity," said Frank McCall, NBC's TV news chief, and the cost of a TV news show from 10 to 15 minutes greater than once on radio. He predicted airplane delivery of news film will be replaced by a multiplex coaxial cable system, with film being transmitted instantaneously.

News directors at the concluding business session elected these officers to serve with Mr. Bornmann: Tom Eaton, WTIC Hartford, president; John A. Smith, KLZ Denver, treasurer, William Ray, NBC Chicago, and Paul H. Wagner, WOSU Columbus, Ohio are one-year directors. James L. Jepson, WBAP Fort Worth; Mort Linder, WSBT South Bend, Ind., and Russ Van Dyke, KRTN Des Moines, are three-year directors.

McCarthy Quizzed

A major event at the three-day meeting was a forum discussion featuring Sen. Joseph McCarthy (R-Wis.), in which he answered political questions from a panel comprised of Alex Dreier, NBC Chicago, moderate; Sheldon Peterson, KLZ Denver; Dick Oberlin, WHAS Louisville; Sereno Gammell, WHTH Hartford and Bill Henry, MBS Washington.

Other convention features were a speech on crime reporting by Mark Sanford, WTAP Wheeling, W. Va.; a “bull-session” conducted after the Monday Dinner by Mr. Henry and Robert K. Richards, public relations director of CBC; a panel report on why “Scientists Won’t Bite” by Charter Hesper, Chief, Radio-Visual Branch of the Atomic Energy Commission’s Public Information Service, a session on Korean War coverage and censorship matters there by Phil Newson, TV director for the United Press. Bob Lang, at the final session outlined the objectives and accomplishments of Radio Free Europe.

Mr. Hanna

Mr. Hanna won in an extremely close race among 15 candidates. It was understood he noused out Everett L. Dillard, WASH (FM) Washington, also a former board member, by a margin of a few votes. He took his oath at once for the FM term expiring April 1951. Mr. Hanna will chair the NARDT board meeting Dec. 5-7 in Washington.

Besides directing WHCU, Mr. Hanna is general manager of Rural Radio Network, serving a number of stations. He has served on the board 1946-50 as director for District 2 (N. Y., N. J.).

Balloting procedures will get under way in December for district directors representing even-numbered districts as well as one of the four directors-at-large classifications, including Mr. Hanna’s directorship.

Eligible for Re-election

Eligible for re-election in even-numbered districts are William A. Fay, WHAM Rochester, District 2; Harold Essex, WSJS Winston-Salem, District 1; Richard C. Wheelahan, WSBM New Orleans, District 6; Richard M. Fairbanks, WIBC Indianapolis, District 8; Jack Todd, KARE Wichita, Kan., District 12; David E. Grosvine, KFBC Chisago, Minn., District 14.

William B. Quarton, WMF Cedar Rapids, Ia., District 10, and Calvin J. Smith, KPAC Los Angeles, District 16, are ineligible to run for re-election under a bylaws clause limiting board service to two consecutive terms.

Mr. James,網站ISW Cleveland is ineligible to run for re-election as director-at-large for large stations. There will be ballot- ing for one director-at-large in the large, medium, small and FM categories. The medium-station post held by A. D. Willard Jr., WGAC Augusta, Ga., becomes vacant as well as the small-station post previously held by Capt. Joel Sereno Gammell from WHHM Memphis but now at WNOE New Orleans, becomes vacant.

WWL New York and the New York Journal American have extended their time-for-space reciprocal promotion agreement to November 1965. Station has similar agreement with New York Amsterdam News, a leading Negro newspaper.
here's the way to new sales popularity in the nation's No. 2 market...

**Increase Your Earning Power**

When you spot your advertising campaign on WMAQ, you are reaching the second most active, cash-register-ringing market in all the land. Here is where almost 14 billion dollars is spent annually for consumer goods — an increase of 632 per cent in dollar volume in the past ten years; here per capita income and buying power is 13 per cent above the national average; here industrial growth is first in the nation!

**Develop a Strong Speaking Voice**

Chicagoland is a place of many markets — 4 states (Illinois, Wisconsin, Northwestern Michigan, Northern Indiana), 60 counties, 91 cities with 10,000 population or more. Within its borders, WMAQ is the most powerful — most listened-to — media voice of all (has the largest daily audience of all Chicago stations).

**How to Make a Penetrating Impression**

As an advertising medium, there's no topping WMAQ. WMAQ delivers 87% penetration of Chicago proper, plus 90 other big markets. Chicago's largest newspaper provides only a 51% penetration of Chicago itself — and effective penetration in only 14 other markets.

**The Formula That Spells Success**

The secret of successful selling can be yours. Just call your nearest NBC Spot Salesman. He will be happy to demonstrate how you too can gain and build audiences . . . reach new friends . . . arouse enthusiasm in Chicago . . . or wherever you want to go. Serving only seven key radio stations, he has the time to devote to your account — and the knowledge, organization and research services to show what Spot can deliver for you in the nation's major markets . . .

via Radio, America's No. 1 mass medium

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Represented by

**NBC SPOT SALES**

New York Chicago Cleveland San Francisco Hollywood
BENNY GOODMAN’S Music Festival, now being syndicated by Broadcast Music Inc., in cooperation with WNEW New York, takes the sensible if rather radical view that symphonic music can be enjoyed by all but the totally deaf and that music commentary need not be an impenetrable underground of references to counterpoint and diminished sevenths.

It is Mr. Goodman's assignment in this series to spread this view. He does it admirably. In Mr. Goodman’s opinion, there are only two kinds of music, “good and bad,” and it is of little consequence whether the composer is named Bach or Benny, C. Handy.

Since the public’s admiration for Mr. Handy and his kind of music is already well established, Mr. Goodman is attempting in this series to get equal recognition for Bach and friends. Or at least recognition for their compositions that he regards as good.

In the first program three selections were played. Offenbach’s Orpheus in Hades, Haydn’s The Clock Symphony and a Bach fugue.

Mr. Goodman worked up to the fugue by playing a snatch of boogie-woogie, a musical form characterized by repetitive bass phrases. “Well, boogie-woogie isn’t very new,” he said, “Johann Sebastian Bach was doing it way back in 1730 in his own way.” He then explained how the bass theme would repeat itself in the fugue that follows.

That’s as about as heavy as his commentary gets. On the whole, Mr. Goodman feels it is unnecessary to explain intricate professional details. He asks the listener only to listen without grapping with the academics of that which he is listening to.

The casting of the King of Swing as commentator on a symphony program could, at first glance, be suspected as a dirty trick to lure uninitiated Bean fans into the unfamiliar world of classical music. It is a trick all right, but certainly not a dirty one.

JACK BENNY, whose television performances last season were not among the milestones of entertainment history, returned to the air with one that was a pure delight. His timing, probably the most impeccable in radio, was never more precise. For the first time since he went on television, Mr. Benny seemed perfectly at ease.

It may be that this improvement was due to some measure to the initiative of the AT& T which strung a network across the country while Mr. Benny was vacationing. Last year he was obliged to travel to New York—an unsettling distance from his accustomed habitat—to do his TV programs. This season he is able to work among old, if not entirely trusted, friends at home.

On his Nov. 4 telecast, Mr. Benny courageously displayed his talents as a violin player to an extent beyond which he has dared to go in radio, where he has seldom rendered more than a few bars of Love in Bloom. As a member of the Beverly Hillbillies, a group that ought to be voted the people’s favorite based on the popularity of that kind of music, Mr. Benny industriously fiddled through several mountain tunes.

One of the funniest bits occurred when Benny, having identified the members of this rustic assembly, put his hand on the shoulder of a 12-year-old girl singer and said: “And this here’s my wife.”

No flaw show.

To Sponsor Heatter

NATIONAL Credit Unions, Madison, Wis., will sponsor Gabriel Heatter and the News on Mutual once weekly for 15 minutes starting New Year’s Day. Agency is J. Walter Thompson, Chicago.

RATE CHANGES

Should Be Upward, Kobak Says

RECENT network rate cuts should have been raises instead, Edgar Kobak, radio consultant and president of WTW Thomson, Ga., suggested Friday in addressing the Radio Bureau Club of Boston.

Speaking on the topic, “Radio is a review of the entire philosophy and structure of radio rates, both national and local, in the light of present conditions.”

“The time has come for a thorough cost study, a study of the cost of doing business,” he said. “Maybe that instead of a complicated rate card, we need something simple. A flat rate for a station or a network, based upon the availability of audience. And a rebate rate when the station or network delivers less—just as magazines guarantee a circulation and rebate if they fail to deliver the guaranteed circulation. Why should a national network even list the rates of a new show? The national advertiser is buying national coverage—he will buy it on a national rate, not a lot of local details.

Rate Cutting Killing

“The cost study should take into consideration that radio must get enough money to do a better job for listener and advertiser—otherwise it cannot be healthy. Unless radio is successful as a business it cannot be a successful salesman for the sponsor.”

Critics saying special deals, Mr. Kobak termed them “secret under-the-table cutting of rates. It is unmoral because it is secret—but it does depress the medium. It is demoralizing because it depresses values and makes radio harder to sell. It will kill radio as a medium faster than any other single thing.”

Signs are appearing that the research picture for radio is settling down, Mr. Kobak said. “The national picture is served by one organization and has acceptance.”

NEW ASSOCIATIONS

Utah, Idaho Form: 3d Set

FORMATION of an association planned along lines of state broadcaster groups will be undertaken Wednesday by Maryland-District of Columbia stations, meeting at the Emerson Hotel, Baltimore.

Two new associations has been formed by Utah and Idaho broadcasters. Earl Glade Jr., KDHS Boise, was elected president of the new Idaho Broadcasters Assn. Henry H. Fliehser, KSFQ Pocatello, was elected vice president and Mrs. Florence Gardner, KTFI Twin Falls, treasurer. Directors are C. N. Layne, KID Idaho Falls; Frank C. Minnie, KTVX Twin Falls; Walter E. Wagstaff, KIDD Boise, and Bert McAllister, KRPL Moscow.

Leading the Utah association is C. Richard Evans, KSL and KSL-TV Salt Lake City. Arch C. Webb, KVQG Ogden, is vice president with Mel Standage, KALL Salt Lake City elected treasurer.

ACCEPTING plaques for their stations are these executives of WING Dayton and WIZE Springfield, Ohio, who were cited by the Standard Oil Co. of Ohio for promoting the firm’s Cleveland Orchestra broadcasts.

L to r: Adna Korns, vice president, WING and WIZE; Charles Evans, station manager, WIZE; and Carl H. Magraf, division manager, Standard Oil of Ohio. WING was cited for the outstanding promotion of achievement among 5 kw stations, WIZE among 250 w stations.
SDBA MEET
Hears BMI Speakers
PRACTICAL operating problems of station owners, with emphasis on sales, were discussed by the South Dakota Broadcasters Assn. at a session held Nov. 7-8 at the Hotel Alonzo Ward, Aberdeen. BMI clinic, one of a series held by the copyright organization, featured the two-day program, with Robert J. Dean, KOTA Rapid City, presiding as association president. Association guests included North Dakota broadcasters and radio students from other states.


The BMI clinic, making a swing of western states, included Charles C. Caley, WMBD Peoria, Ill.; Dan Park, WIRE Indianapolis; George Kendall, WJLB Detroit. BMI officers included Carl Haverlin, president, and Glenn Dolberg, station relations director.

VETERAN MILICAN
Clocks 12,000th on KXYZ
VETERAN Newscaster Ken Miliclan of KXYZ Houston, Tex., clocked his 12,000th news broadcast on the station last Wednesday. On that day, he was saluted by all Houston newscasters for the feat.

Mr. Miliclan entered radio in 1926 on KFWI San Francisco. He was an officer of a San Francisco bank which sponsored a program of informative publicity about banking. He also broadcast once a week over KTAB Oakland, Calif., with strange stories taken from his own experiences and others culled from the family albums of famed gentry in England, where he was born.

In 1929, the newscaster returned after 36 years to Houston from California and Mexico, as comptroller of a national bank. He also broadcast a 22 week series, called Behind the Banding Curtains. He left the banking profession for full time radio commentary on stock market quotations and financial news for more than five years. In 1943, Mr. Miliclan became KXYZ radio news editor.

One week from his 12,000th newscast, or this Wednesday, Mr. Miliclan observes his 75th birthday.

BROADCASTING • Telemarketing

SECURITY ORDER
Truman Upholds 'Post'

SOUTH BEND, Ind.—President Truman's recent order, covering the NDSCS, or non-security procedure in government agencies [BET, Oct. 1] was designed to give the people more information rather than to suppress news, the President said last Monday.

In a letter carried in a special issue of the New York Post, commemorating the paper's 150th anniversary, the President said the order specifically prohibits holding of any non-security information by any government department by the use of classification procedures.

"I cannot believe that the press would advocate so reckless a course as to lay all of our military secrets out in the open for enemy spies to grasp, he wrote. "I would not, on the other hand, dilute by one drop the constitutional guarantees of free speech and free press which we cherish.

"I do believe that we can win both the goals of safeguarding America and preserving our freedom. The press can and must play a vital role in accomplishing the twin victory. By continuing and strengthening its traditional policy of voluntarily avoiding the publication of information harmful to the safety of the country, the press can contribute mightily to our security. By its activities in informing the people, by its aggressiveness in seeking and printing the truth, by shunning venal and partisan distortions, the press can maintain our freedoms as living attributes."

MALTON, DORFNER
Are Named by ABC
JOHN DALTON has joined ABC as manager of guest relations, effective immediately, replacing Arthur Dorfner who has been named commercial budget control supervisor, ABC Television Program Dept.

While attending graduate school of Columbia U., New York—having been awarded his master's degree this year—Mr. Dalton worked on special assignment in public relations department of Standard Oil Co. (N. J.) from 1948 to 1961. He attended U. of Michigan 1940-42, at which time he enlisted in the Army Air Corps as a pilot and served with the Eighth Air Force in Europe on active service until 1945. Upon his discharge he returned to U. of Michigan. He was graduated in 1947.

Mr. Dorfner has been with ABC since April 1949, starting in the music library. He served successively as manager of the network's Playhouse Theatre and Ritz Theatre and in October 1950 became manager of national relations dept.

A graduate of Princeton with a B.A. degree, Mr. Dorfner served during the war with the Navy Air Corps.

BIRTHDAY CAKE helps celebrate beginning of 23rd year of continuous advertising by Cottrell's Men's Store, Denver, over KLZ Denver. Seated (I to r) are Mary Robert- son, Robertson Adv.; Bill Glass, Cottrell's pres.; standing (I to r) Hugh B. Terry, KLZ gen.mgr., Jack Tipton, KLZ acct. exec.

PUTTING final touches to merchandising plans for H. V. Kaltenborn program, head thrice weekly over KARK Little Rock, Ark., are seated, (I to r) Floyd Pepper, v.p. & adv. mgr., Jerry Sales Co., and T. K. Barron, KARK gen. mgr.; standing (I to r) Frank Hare, Jere southwest sls. mgr., and Julian F. Haas, KARK coml. mgr.


Lee JACOBS, president (l), KBKR Baker, KLBM LaGrande and KSRV Ontario, Ore., in Paris Harbor, discuss with Chief Petty Officer George P. Andrews the Navy show, Across the Blue Pacific. Mr. Jacobs was guest of Secretary of the Navy.

ARTHUR F. HARRE (r), new gen. mgr. of WCFL Chicago, is welcomed by Bill Lee, pres., Chicago Federation of Labor, station owner-operator. Mr. Harre resigned as gen. mgr. of WJZD Chicago, which he had managed since 1944.

BROADCASTING • Telemarketing
AS IN 1949 AND 1950...

Advertisers start the season with more top-CBS Radio Network other networks nighttime, 7 of the daytime, 8 of the
1951-52 broadcasting rated programs on the than on all combined—top 10; top 10.
Central Ohioans Like to Wine and Dine...

$87 MILLION WORTH*

Central Ohioans ordered $87,741,000 worth of drinks and meals last year in restaurants and taverns. Why not make your mealtime beverage the “most asked for”? You can with WBNS, for Central Ohioans like to listen to this CBS outlet. They stay tuned because WBNS carries all 20 top-rated programs, day-and-night. (Latest Hooperatings.) You also get more listeners than any other local station at a lower cost per listener. Write for rates and availabilities or contact your John Blair Representative.

YOU'RE IN WITH THE FOLKS WHO LIKE TO EAT OUT WHEN YOU'RE ON WBNS

* Source: '51-’52 SRDS Consumer Markets
Pants with Pockets are popular with Men in the KFAB area

By R. E. BYRD, Manager
Bond Stores, Inc.
Omaha, Nebraska

Pants with pockets in them are popular with men in the KFAB area, because it is the convenient way to carry money. Usually it is "folding" money or a check book, and is carried in the hip pocket. Frequently it is "change" and is kept in the side pocket. These men in the rich KFAB area reach for their money often—because they buy often.

There are thousands upon thousands of men in the Midwest Empire who listen to KFAB, the Midwest Empire Station. You may be one of the advertisers who uses KFAB and you know how intently those men listen to your messages. You may now be experiencing how loyally those men buy KFAB advertised products and services. If not, and you want to sell this money-minded market, and at a low cost, it will be to your advantage to learn more about men in the Midwest Empire and more about KFAB, the station that serves them.

There is an availability opening soon on KFAB that is in a time segment LISTENED TO MOST by men. Phone or wire and you will be given the interesting necessary facts and details.
Cites Lamb Case

Lamb had other applications pending before the Commission."

Rep. Crosser said Mr. Coy felt that "unless some new probative and legal evidence were brought forth in reference to Mr. Lamb's qualifications, it would be an injustice to comply with the suggestion in Mr. Hall's letter."

Rep. Crosser said he would advise Rep. Hall of this discussion with Chairman Coy and "if he [Rep. Hall] has any significant evidence other than what has already been passed upon by the Commission, (1) I will be glad" to have Rep. Hall furnish it to Chairman Coy so that the matter may be given "further careful consideration."

asks Delay in Action

Rep. Hall's letter had been sent to Chairman Crosser urging the committee to ask FCC to hold back approval for Mr. Lamb's purchase of WHOO-AM-FM Orlando, Fla. In his letter, the New York Republican cited data concerning alleged affiliations of Mr. Lamb with certain organizations. These organizations, his letter alleged, were on the Attorney General's subversive list.

Subsequently, Mr. Lamb labeled the attack on him as "political" and asked to be called before the Congressional committee for a hearing.

Application for the approval of the purchase of WHOO-AM-FM Orlando, Fla., the Orlando Sentinel and Star to Mr. Lamb [B•T, Oct. 15] was filed with the FCC a fortnight ago. Mr. Lamb is paying $200,000 for the stations. He is now the owner of WTOP and WTERT (FM) Toledo, Ohio; WICI (TV) Erie, Pa., where he also publishes the Erie Dispatch, and WTVN (TV) Columbus, Ohio, where he is an applicant for an AM station.

POLITICAL TIME

Must Be on Ballot—FCC

IF A POLITICAL candidate can't be voted for, a radio station has the right to refuse him time on the air, FCC announced last week. Decision was disclosed in a letter to the Socialist Labor Party of America, which had complained against WHBC Canton, Ohio, for refusing to permit its candidate time on the air in the 1950 election.

In its Nov. 14 letter to Arnold Peterson, national secretary of the radical Socialist Labor Party in New York, the Commission called attention to the fact that section 315 of the Communications Act provided that broadcasters must afford equal opportunities to all legally qualified candidates for any public office in the use of their facilities.

The Commission found that the Socialist Labor candidate was not listed in the ballot and that had his name been written in, the ballot would have been invalid.

Therefore, said the Commission, since the candidate would not have been voted for, WHBC was within its rights in refusing time over its facilities.

'STALIN' SHOW

Closed to Russians

THE WORDS were those of Premier Stalin but the voice that of an impersonator.

That was the situation last week as the Soviet radio jammed a special Voice of America broadcast featuring one of its series of "interviews" with the Russian leader. The program was beamed behind the Iron Curtain but the jamming tactics made the words indistinguishable to many listeners.

The Voice abstracted quotes from official documents of the Soviet premier in a make-believe interview to show that he made contradictory statements. The program originated in the U.S. and was relayed by stations in Munich, London and Tangier.

BROADCASTING * Telecasting
it's red hot!

hundreds of PRESTO

Turntable Tape Reproducers sold in the past six months!

Since its introduction last spring, sales of the new PRESTO TL-10 have surpassed even our expectations. The reason . . . it's an inexpensive instrument that fills a definite need in the nation's stations and recording studios. Look at the advantages listed below—then join the ranks of the hundreds of satisfied TL-10 users by calling your PRESTO dealer today.

- Reproduces tape quickly and efficiently—without tying up a regular tape recorder.
- Easy to attach and remove from any standard 16" turntable.
- No motor—turntable acts as motor.
- Can be plugged into any standard speech input equipment.
- Speeds of 7½" and 15" per second, response up to 15,000 cps.
- Easy to operate and maintain.
- Costs only $140.00 complete, but has reproduction quality and fidelity of a high priced machine.

The TL-10 is an exclusive PRESTO product—made by the world's largest manufacturer of recording equipment and discs.
there's

conflict

in the

conference room

when a list

is being checked!

The media buyers are on the spot. They've made up their list. They've dug up information, talked to space and time representatives, boned up on all the facts...

Now they've got to SELL their selections to the toughest buyers of them all—the account executives and top men in the agency...

The questions come thick and fast—

"Are you sure this paper leads in grocery linage?"

"What proportion of this TV audience is young marrieds?"

"Which dealer paper has run the most articles on clerk training?"

"Are per-capita drug sales higher in Boston than in Baltimore?"

"Don't all farm papers have Women's Sections?"

No time now to dig for that market analysis; to study voluminous material. The facts that count now are those the media men can remember, for sure, and those they can lay their hands on, fast.
There they have at hand quick sources of reliable information ... facts assembled and organized by the experienced staffs of Standard Rate & Data and CONSUMER MARKETS.


Circulation? Rates? Occupational breakdowns of business publications? They turn to the monthly SRDS books; scan the standard listings.

But some questions cannot be answered by standard listings!

"Which newspaper has the better out-of-city circulation?"

"How does this station promote its programs?"

"What business paper leads in the top 25,000 plants?"

"What is the trend in magazines for men?"

These are not standard questions. They require comparative answers. They demand not facts, but analyses of facts. And this is where Service-Ads in Standard Rate and in CONSUMER MARKETS come to the rescue. For this is the kind of information that 1041 publishers and station operators put into the space they took next to their SRDS listings last year; next to their market data in CONSUMER MARKETS.

Service-Ads not only help busy media buyers BUY ... they help them SELL!

srds

STANDARD RATE & DATA SERVICE, INC.

the national authority serving the media-buying function

Walter E. Botthof, Publisher
1740 RIDGE AVENUE • EVANSTON, ILLINOIS

SALES OFFICES: NEW YORK • CHICAGO • LOS ANGELES • LONDON

publishers of consumer magazine advertising rates and data • business publications advertising rates and data • national/regional network radio and televion service • radio advertising rates and data • television advertising rates and data • newspaper advertising rates and data • transportation advertising rates and data • A.B.C. weekly newspaper advertising rates and data • consumer markets, serving the market-media selection function • CM analyst, the monthly market data interpreter

BROADCASTING • Telecasting

November 19, 1951 • Page 43
Apple Pie Johnny
(Continued from page 28)
County younger in grades 1 to 6 into the competition.

The only commercially sponsored affair recognized by the Cleveland school boards, this "audible impression" art contest extracted six top entries from 84 participating schools in 1951. There were 489 final entries, selected from among the work of all Cleveland school children by their art teachers.

When the winners of the art contest are selected, the results are announced to the press and the work of the winners is placed on exhibit throughout the year at Greater Cleveland and Cuyahoga County public libraries. Clark Restaurants, menus are included among these displays.

Fairytale Club — Apple Pie Johnny also is the key personality in another clever Clark's promotion — Clark's Birthday Club, a feature offered exclusively over Fairytale Theatre.

Children are invited to join the Birthday Club via commercials on Fairytale Theatre. They ask for a registration card in one of the 15 restaurants. They must be accompanied by at least one adult when they register, so Birthday Club registrations prove a real bus shelter getter.

In the two years that the Birthday Club has been under full steam, more than 19,000 youngsters have taken advantage of the offer over WGAR.

When the child's birthday comes along, he receives a letter from A. T. Clark enclosing a free guest check for the birthday meal and some small novelty such as a balloon, pennant or Birthday Club button. When the child comes in to celebrate with a birthday meal, Clark's presents a cupcake, frosted with whipped cream and topped with a birthday candle.

Birthday Registrations Attract New Friends
Since no child comes in alone to claim his birthday meal, extra business (an average of two-plus per party) results. Annual registration is required, so repeaters bring added business.

This promotion serves as a good check on the success of the radio program, since it is mentioned on WGAR's Fairytale Theatre only.

5. Esther Mullin's Personal Appearance — Because Esther Mullin also conducts a Monday through Friday domestically slanted show called Ladies Day, 9:45-10:00 a.m., she has wide acceptance with the women's leadership groups in Cleveland. She makes an average of three public appearances a week.

6. Attendance at Fairytale Theatre — Following each broadcast of Fairytale Theatre, for which organized groups such as Cub's, Brownies and so forth have bought time, in addition to the Mullin gives the children in attendance an orientation to radio broadcasting.

Esther Mullin auditions and trains all of the talent for her show and is always encouraging and scouting potential amateur performers.

More than 15,000 youngsters have taken advantage of the opportunity to watch Esther Mullin in action with her kids in WGAR studios.

Esther Mullin has well-defined ideas about what she is doing with her budding talent. She is a great believer in radio over television for amusement as well as education of youngsters. She argues that radio drama stimulates children and forces them to use their imaginations as no other medium can.

Esther Mullin's youngsters are as fresh as wind-blown corn because she is constantly adding new aspirants to her casts. As well, she is turning out a professionally trained product that grows up to be superior to those brought up in a sub-intellectual, "song-and-dance" routine training element.

When Fairytale Theatre performers are graduates of high school, their dramatic development as far as WGAR is concerned is finished. Almost 100% have moved on to similar work at universities and colleges.

Protege Go On To New Heights
None of Esther Mullin's Fairytale Theatre proteges have hit the top but Eleanor Parker of her Cleveland Playhouse days is starring in a "Millionaire for Christy" with Fred MacMurray. One of her present proteges, however, has won a Fulbright award and is studying in Paris under the scholarship.

Esther Mullin got her dramatic background from 12 years as founder and director of Children's Theatre at the Cleveland Playhouse.

Married and the mother of two children, she has been a member of the Executive Board of the P.T.A.

Carrying an extremely virile radio voice to the microphone, Esther Mullin narrates portions of Fairytale Theatre and works actively on the studio floor to draw the emotion out of her charges.

Husband Harry Pollack sits in the engineer's booth and directs part of the operation.

It's no wonder that out-of-home auto listening in Clark's Restaurant parking lots is at a premium from 12:30-1 p.m. every Sunday. Weather permitting, youngsters and their parents may be seen leaving their autos to enter the restaurants when Apple Pie Johnny signs off another episode of Fairytale Theatre.

AGENCIES MERGE

Lockwood Heads New Firm

MERGE of Lockwood-Shackelford Co., Inc., Los Angeles and San Francisco, with Hixson & Jorgenson Inc., Los Angeles, was announced last week, effective immediately. Combined firm will be known as Hixson & Jorgenson Inc.

Russell N. Lockwood, formerly president, Lockwood-Shackelford, becomes vice president of the new corporation. Mr. Shackelford retired from agency about a year ago because of ill health. Robert M. Hixson and Kai Jorgensen are other agency principals.

It is expected the merged agency in the near future will headquarter in the present Lockwood-Shackelford Bldg., 2001 Beverly Blvd., built three years ago by the 39-year-old agency. Present operations remain in Hixson & Jorgenson offices, 600 St. Paul Ave. Among L-S accounts are Kern Food Products Inc., Los Angeles.

MOTÔRÔLA Inc., Chicago, reported sales and net income for the first nine months ending Sept. 30 were lower than for same period last year. Net profit was $5,287,442 equal to $6.06 per common share, contrasted with $8,608,093 or $9.17 per share last year.

DISCUSSING recent changes made in the ABC West Coast executive setup are (l to r): Matt Barr, newly appointed sales manager, network's Los Angeles radio station KECA; Amos Baron, new manager of KECA; Gayle Grubb, general manager of KGO San Francisco, appointed vice president of network; Robert E. Kintner, ABC president; William Phillipson, new director, ABC Western Division.

CANADIAN RADIO

Freedom Restraints Hit CANADIAN government apparent restrictions upon dissemination of news and information by radio stations were attacked again last week by Mr. Allard, general manager, Canadian Assn. of Broadcasters.

Mr. Allard made his attack in a five-page, single-sped typewritten letter to Luis Franzini, president, The Inter-American Press Conference, c/o El Dia, Montevideo, Uruguay.

"We are extremely interested in purchasing, reproducing, and distributing the recent Inter-American Press Conference in Montevideo," wrote Mr. Allard, "and in the report of the Freedom of the Press Committee of the Inter-American Assn."

In reference to a committee statement, Mr. Allard commented that he could not share in the committee's conviction "that there is freedom of the press and radio in Canada in the light of the fact that grave restrictions exist upon the dissemination of news and information through the broadcast media."

Mr. Allard said that the statute law of Canada provides for:

(1) Absolute control of everything that is broadcast over the radio in whatever form radio communication may happen to exist at the time.

(2) Right to freedom of expression over radio. Every discussion, explanation, opinion, suggestion and criticism over radio in Canada is perfected through the subject being submitted to the alteration or termination without condemnation or compensation and without appeal.

"Part of the cause for our concern might be removed if there were any indication that events would lead to mitigation of present circumstances," Mr. Allard said.

He added, however, that a recently-appointed commission recommended continuation of the present situation and Mr. Allard, as president, of the conference, made several recommendations imposing stringent control over non-government broadcasters.

"Substantially the same recommendations are made in regard to television, a medium in which it appears that non-government stations will not be allowed to participate," he stated.

Mr. Allard also wrote to Mr. Franzini that "I sincerely hope that you will bring this letter to the attention of those responsible for the Inter-American Press Conference, and particularly to the Freedom of the Press Committee of your association."

ALA Elects Stout

REX STOUT was elected president of the Authors League of America, to succeed Oscar Hammerstein II, in a vote taken by mail during the first two weeks of November, Evelyn Burkey, assistant executive secretary of that group, announced last week. Vice presidents will be voted on later when constitutional changes can be effected through a mail vote.
Thanks Everybody!

ON OUR 25TH ANNIVERSARY

Thanks, everybody! Those two words express just the way we feel toward the people who have made possible WLAC’s 25 happy, prosperous years of broadcasting.

Of course we mean the advertisers—there were none in 1926, nearly 200 in 1951. But, we also are thinking of the millions of plain, ordinary citizens who listen to our station—especially the 932,500 who wrote us last year.

Thanks to the Columbia Broadcasting System for giving us “radio’s best” in programming, programs that brought us to the top in Hooperatings.

And, in equal measure, our appreciation goes to the government officials who used our station for keeping the public informed on matters pertaining to the general welfare…the schools, the churches, the charitable organizations and the U. S. Service organizations. Each has helped to spread the story of WLAC’s operation “in the public interest”.

And so, on this our 25th anniversary, we want to make known our feeling of gratitude by voicing that familiar, old-fashioned American expression, “Thanks, everybody!”

WLAC

J. T. WARD, Owner
F. C. SOWELL, Manager
50,000 WATTS • CBS • NASHVILLE, TENN.

Represented Nationally by the Paul H. Rayner Co.
RADIO listening in Iowa has increased more than one-fifth since 1949, though 11.8% of radio-equipped families have bought new sets, according to the 1961 Iowa Radio Audience Survey conducted by Dr. Forest L. Whan, U. of Wisconsin.

An increase in audience is shown for every quarter-hour from 5-8 p.m. despite TV, according to the survey conducted for WHO Des Moines. It is the 14th annual study of Iowa viewing habits.

Analyzing the evening audience, Dr. Whan found that "the average quarter-hour increase in 1951 over 1949 was 10.2% of all radio-equipped homes—or was 28.8% increase per quarter-hour over the 1949 listening audience" (see table). Comparisons with 1949 are not available for the hours after 8 p.m. because figures for these hours were not gathered in 1949.

Similarly the morning audience shows an average increase of 6.1% of all radio homes, or 22.2% figured on a basis of 1949 listeners only. This is described by Dr. Whan as "a sizable bonus for those using radio."

The morning increase ran as high as 11.6% of 1949 radio homes at 6:45 a.m. and 11.5% at 7:45 a.m. A similar rate of increase is shown for Saturday day mornings, 6.4% on all radio homes or an average 21.7% increase in audience per quarter over the 1949 audience.

The Whan study shows a decrease in listening during afternoon quarter-hours and a slight increase at seven o’clock. However the average quarter-hour decrease between 1949 and 1961 was 0.9% of radio homes, or only 2.3% decrease per quarter-hour over the 1949 audience. The decline was only a small fraction of the percentage of increase in morning and evening listening.

Radio homes in the state in 1951 comprised 98.9% of all homes, the same as in 1950, according to the Whan study. This figure compared to 91.4% in 1940. It was found that 50.5% of all radio homes have two or more radios, with 15% having three or more sets. Only about one home in five had more than one set in 1949.

**FM Ownership**

As to FM ownership, the study shows the number of radio homes having FM increased from 2% in 1949 to 7.7% in 1949, 13.4% in 1950 and 15.3% in 1951. The concentration is highest among urban areas. It was found that 15.7% of all radio homes had AM-FM combination sets, with 0.8% having FM-only sets and 1.4% TV-FM combination sets. Of the TV sets, 11.6% were TV-FM combinations.

Ownership of TV sets in Iowa increased from 1.7% of radio homes in 1950 to 11.8% in 1951.

Analyzing auto sets, Dr. Whan found that 62.7% of families owning cars had them equipped with radio sets, compared to 68.1% in 1950 and 51.9% in 1949.

In Iowa barns, 14.6% of farmers owning barns have radios in them compared to 12.5% in 1949.

A study of homes with both AM and FM showed that 21.1% of such families used the FM equipment five to seven days each week; 14.7% used it three or four days; 9.4% two days; 9.3% only one day each week; 12.5% less than once per week; 31.7% never listened.

Of those saying they liked FM better at AM; 64.4% cited improved reception and 35.1% program differences. The program differences included 13.4% who credited sports and 7.3% who simply said "better programs."

Probing the reasons for failure to use FM sets, the survey found 29% non-users or they were satisfied with AM or listened to AM as a "habit." Other reasons included lack of outside antenna in 14.8% of cases while 9.2% cited poor reception and 9.9% chose AM.

Dr. Whan asked Iowans if they prefer to get news from radio or TV. He found that 60.8% like newscasts best on AM, 34.3% on TV, 5.8% haven't a choice and 0.4% don’t know which. He found that 61.3% of women prefer news via radio compared to 86.8% of men who prefer TV.

The respondents were asked to list other types of programs liked better on radio than TV. Among programs listed, in order of preference were news, music, sermons, dramas, popular music, sports broadcasts, complete dramas. The percentages of those preferring these programs on radio range downward from around 10%.

Replying to the general question, "Are any other types of programs better on radio than on TV?" 20% answered yes, 68.2% no and 11.8% don't know.

### COMPARISON OF 1949 AND 1951 AUDIENCE

(Percentages of all questioned in radio-equipped homes)

<table>
<thead>
<tr>
<th>Time</th>
<th>1949 Survey</th>
<th>1951 Survey</th>
<th>Increase</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>EVENING</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Per Cent of all listening at</td>
<td>Per Cent of all listening at</td>
<td></td>
</tr>
<tr>
<td>5:00-5:15 P.M.</td>
<td>27.3%</td>
<td>33.5%</td>
<td>8.0%</td>
</tr>
<tr>
<td>5:15-5:30 P.M.</td>
<td>36.0%</td>
<td>37.3%</td>
<td>1.3%</td>
</tr>
<tr>
<td>5:30-5:45 P.M.</td>
<td>37.4%</td>
<td>39.4%</td>
<td>2.0%</td>
</tr>
<tr>
<td>5:45-6:00 P.M.</td>
<td>17.8%</td>
<td>22.5%</td>
<td>4.7%</td>
</tr>
<tr>
<td>6:00-6:15 P.M.</td>
<td>32.1%</td>
<td>36.7%</td>
<td>4.6%</td>
</tr>
<tr>
<td>6:15-6:30 P.M.</td>
<td>30.0%</td>
<td>30.0%</td>
<td>0.0%</td>
</tr>
<tr>
<td>6:30-6:45 P.M.</td>
<td>27.1%</td>
<td>30.3%</td>
<td>3.2%</td>
</tr>
<tr>
<td>6:45-7:00 P.M.</td>
<td>36.7%</td>
<td>40.1%</td>
<td>3.4%</td>
</tr>
<tr>
<td>7:00-7:15 P.M.</td>
<td>43.1%</td>
<td>46.8%</td>
<td>3.7%</td>
</tr>
<tr>
<td>7:15-7:30 P.M.</td>
<td>49.3%</td>
<td>54.0%</td>
<td>4.7%</td>
</tr>
<tr>
<td>7:30-7:45 P.M.</td>
<td>51.3%</td>
<td>57.9%</td>
<td>6.6%</td>
</tr>
<tr>
<td>7:45-8:00 P.M.</td>
<td>52.2%</td>
<td>61.2%</td>
<td>9.0%</td>
</tr>
<tr>
<td>8:00-8:15 P.M.</td>
<td>63.7%</td>
<td>65.8%</td>
<td>2.1%</td>
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<tr>
<td>8:15-8:30 P.M.</td>
<td>76.8%</td>
<td>80.9%</td>
<td>4.1%</td>
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<td>8:30-8:45 P.M.</td>
<td>81.4%</td>
<td>84.8%</td>
<td>3.4%</td>
</tr>
<tr>
<td>8:45-9:00 P.M.</td>
<td>94.3%</td>
<td>95.3%</td>
<td>1.0%</td>
</tr>
<tr>
<td>9:15-9:30 P.M.</td>
<td>60.2%</td>
<td>67.9%</td>
<td>7.7%</td>
</tr>
<tr>
<td>9:30-9:45 P.M.</td>
<td>67.0%</td>
<td>70.9%</td>
<td>3.9%</td>
</tr>
<tr>
<td>9:45-10:00 P.M.</td>
<td>67.2%</td>
<td>71.7%</td>
<td>4.5%</td>
</tr>
</tbody>
</table>

Average Quarter-hour Increase: 4.2%

**Table is based on adult listening only. Figures not gathered for hours from 8 to 10 in 1949.**

- **Table is based on adult listening only.**
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YOU MIGHT FLY NON-STOP AROUND THE WORLD—

BUT...

YOU NEED THE FETZER STATIONS TO REALLY BOMBARD WESTERN MICHIGAN!

WKZO-WJEF and WKZO-TV are the best radio and television buys in Western Michigan, and here's the proof!

WKZO, Kalamazoo, and WJEF, Grand Rapids, have been consistent leaders in their home cities for years. They deliver about 57% more listeners, at 20% less cost, than the next-best two-station choice in Kalamazoo and Grand Rapids. BMB Report No. 2 credits WKZO-WJEF with big increases since 1946 in unduplicated rural audiences, too—up 52.9% at night, 46.7% in the daytime! In the Grand Rapids area, alone, WKZO-WJEF have an unduplicated coverage, night and day, of more than 60,000 families.

WKZO-TV is the official Basic CBS Outlet for Kalamazoo and Grand Rapids. A new 24-county Videodex Diary study made by Jay and Graham Research Corporation proves that WKZO-TV delivers 54.7% more Western Michigan and Northern Indiana television homes than television Station "B". The WKZO-TV market is BIG—five cities, with an effective buying income of more than two billion dollars!

Get the whole Fetzer story today. Write direct or ask your Avery-Knodel representative.

WKZO-WJEF

WKZO-TV

WKZO

All three owned and operated by

FETZER BROADCASTING COMPANY

AVERY-KNODEL, INC., EXCLUSIVE NATIONAL REPRESENTATIVES
Research ‘Battle’
(Continued from page 27)

said double-checking had indicated this is not true.

Mr. Sindlinger, who operated Radox in Philadelphia for two years and has now redesigned the system and plans to offer it to Philadelphia stations for ownership by them and himself, said that two years ago he reached the conclusion “that the ‘rating concept’ and the use of ‘ratings’ needed checking much more than which rating service produced the most accurate re-

magazine campaign based on its Starch rating?

‘Then is it common sense for radio and television to be evaluated on the basis of their ‘ratings’ which reveal only the competitive standing of one program against another, while they completely obscure the truly important point—the circulation achieved through the power of radio and television? In advertising you are after circulation, aren’t you?”

Mr. Sindlinger cited a Radox study to show that of three programs which had ratings of 50, 10, and 2 there is no way to determine which program is the better chosen by the public. He said that on May 1, 1954, the program with the highest rating was the one with the lowest circulation, and the program with the lowest rating was the one with the highest circulation. He said that the reason for this is that the ratings are based on a small sample of the population and do not reflect the true preferences of the general public. He said that the true measure of a program’s popularity is the amount of money it can bring in, and he said that this can be determined by a more accurate method, such as the Starch rating.

PAUL B. SALINER appointed general manager WLIO East Liverpool, Ohio. Mr. Saliner assumes controlling stock in corporation. He has served as produce-director, writer, actor and announcer at several Chicago stations, in addition to being active in advertising field.

CHARLES H. HELLWELL, radio TV director Mathisson & Assoc., Milwaukee, to sales staff MBS Central Div.

DON HINE, production director KNXT (TV) Los Angeles, named production administrator. In new post Mr. Hine heads up all production facilities of station as well as being responsible for purchasing of film.

EDWARD W. PARO to ABC Chicago, as network radio salesman. He was with KMOX St. Louis and State Radio Network.

JORY NODLAND, sales manager of WNMY Evanston, Ill., to sales staff WMAQ Chicago.

TOM HAWLEY, account executive in New York office, CBS Radio Spot Sales, appointed account executive on network sales staff of CBS Radio, effective immediately.

EDWIN J. KASPAR, radio sales division NBC Chicago, to sales staff WOR-TV New York, as account executive. Mr. Kaspar will be headquarters in station's Chicago office.

ROBERT RUDOLPH, assistant research director Associated Merchandising Corp., N. Y., to sales staff of John H. Perry Assoc., national radio and newspaper advertising representatives, same city.
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BUT...

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Get the whole Fetzer story today. Write direct or ask your Avery-Knodel representative.

*The United States Air Force did, in February, 1949.
Research 'Battle' (Continued from page 27)
said double-checking had indicated this is not true.

Mr. Sindlinger, who operated Radox in Philadelphia for two years and has now redesigned the system and plans to offer it to Philadelphia stations for ownership by them and himself, said that two years ago he reached the conclusion "that the 'rating concept' and the use of 'ratings' needed checking much more than which rating service produced the most accurate results." Work in subscription TV for Paramount Pictures during the past year has reinforced that conviction, he added.

Suggest Imitation
High ratings indicate popularity and therefore suggest imitation—"more of the same," he declared, asking: "Does progress stem from imitation? Do new ideas? Has radio grown in stature because of imitation?"

He continued: "If we polled all of the people in this room right now who read Walter Winchell's column today, he would probably get a popularity rating figure of from 5 to 10%. Do any of you consider that 5 or 10 rating indicates the true circulation of Winchell's column among those in this room? Yet you evaluate his radio program by quoting his 'rating,' don't you? How many of you . . . buy a newspaper or magazine campaign based on its Starch rating?"

"Then is it common sense for radio and television to be evaluated on the basis of their 'ratings' which reveal only the competitive standing of one program against another, while they completely obscure the truly important point—the circulation achieved through the power of radio and television? In advertising you are after circulation, aren't you?"

Mr. Sindlinger cited a Radox study to show that of three programs which had ratings of 20, 10, and 5, respectively, the one with 20 reached a cumulative circulation of 600,000 in a 13-week period, while the one with 10—half as high as the first program, in rating—reached a cumulative audience of 800,000 in the same period and the one with only a 5 rating reached 300,000 in those 13 weeks.

"It is true," he said, "that Mr. 'C' did not reach as many people as Mr. 'A', nor did he hit them as often with his sales message. But he would have to have a very bad product, and terrible commercials, not to feel a sales effect with 36% circulation [360,000 out of 1,000,000 T. homes]. Could it be that this is why some low rating programs sell merchandise?" He continued: "Looking at it from the human aspect, on the popularity basis, Mr. 'C' with his 5 is one-quarter as good as Mr. 'A' with 20. But on his circulation basis, Mr. 'C' is more than one-half as good with his lousy little 5 as big Mr. 'A' with his 20—because 360,000 is more than half as many as 1,000,000.

"It is our carefully considered opinion that the present 'rating concept,' which shows only the popularity standing of individual programs, and the use of the popular—'rating' in the 'buying' and "selling" of broadcasting are completely distorting the power of broadcasting—the way it really works.

Mr. Sindlinger said he did not recommend that ratings should be discarded, but rather that broadcasting cease to evaluate itself on ratings and use ratings "solely for the building of programs."

Under questioning from the floor, the three panel members listed costs for their respective services as follows:

Service Costs
Pulse TV—about $200 a month for stations; $25 for advertisers.
ARB—about $115 a month for stations; $65 a month for agencies on a one-month basis, or $55 a month on 12-month basis.
Radox—to be offered to Philadelphia stations at rates equivalent to one hour of prime TV time per month for 12 months, to set up the service and get it into operation. (No charge set up for advertisers and agencies on the theory that it is a station's duty to keep them informed of its circulation.)

As redesigned, Mr. Sindlinger said, Radox can "produce basic cumulative circulation reports without the use of present costly, time consuming tabulation methods."

Mr. Jordan said, "We propose a new simplified and understandable daily report showing one basic cumulative circulation figure for a station by 15-minute time periods," with reports to be delivered "within hours, not weeks."

Presiding over the meeting was Franklin Roberts of Will Roberts Adv., Philadelphia, vice president of the TAP. WCAU Philadelphia Vice President Robert Pryor introduced Mr. Jordan. The meeting was held at Philadelphia's Poor Richard Club.

![FREE SPEECH VICTORY IN IOWA](Image)

**KRNT Wins Sportscasting Fight**

KRNT Des Moines rejoiced last week after leading other Iowa stations and newspapers in a victorious fight for the broadcaster's right to speak freely.

Al Coupee, KRNT sports director, had been barred from future broadcasting of Iowa State High School Basketball Tourna-
ments broadcasts for his criticism of officiating and crowd booing at a tournament last spring.

There reportedly had been an agreement—now superseded—signed by all broadcasters committing them to air only "factual accounts" of association-sponsored
events.

The association last May charged that KRNT Stations for broadcasting high school basketball tournament included criticism of officials and association policies in violation of this agreement.

As a result, Mr. Coupee was barred from participating in a WOI-TV telecast of the state high school track meet at Ames.

According to Joe G. Hudgens, KRNT promotion manager, WOI-
TV had invited Mr. Coupee to participate but withdrew the invitation after the association threatened denial of telecast rights.

Robert Dillon, KRNT general manager, got busy. He alerted the press as to what the association's action represented and got a letter out to all Iowa station managers.

The result was the naming of William B. Quarton, general manager of WMT Cedar Rapids, as acting chairman of a hurriedly-called meeting. At the meeting an Am. of Iowa Broad-
casters was formally set up.

A committee was formed to arrange for a revision of regulations on sportscasting of high school athletic events. The committee was composed of Edward Breen, presi-
dent and general manager of KVFD Fort Dodge; H. B. Hook, manager and commercial manager, KEGO Mason City, and Douglas B. Grant, program manager, WMT.

As a result of pressure from both newspapers and radio stations, a satisfactory agreement has been worked out, one which the broad-
casters' association readily ratified.

The bar against Mr. Coupee was lifted and the new agreement does not limit to "factual accounts" the broadcaster's description.

In addition, there is a provision in the new agreement to set up within the broadcasters' group a committee to which complaints may be registered against any broad-
cast.

**OPPOSE SECURITY ORDER**

Mo. AP Group Names Two

RESOLUTION requesting President Truman to withdraw his order on censorship to federal agencies was adopted at annual meeting of Missouri Assn. of Associated Press Broadcasters in Jefferson City Nov.
11. Group also voted to conduct a contest among members during coming year, awarding monthly $100 prize to radio news correspond-
ent for best coverage to AP.

State Chairman Jim Monroe, news director of KCMO Kansas City, and Vice Chairman Sam Burk, manager of KSHB Kansas City, were re-elected at the meeting at-
tended by representatives of 16 member stations of AP.
Radio has a new, vivid way of awakening the American public to the dangers of organized crime. Thanks to the wonders of tape recording, listeners hear the actual voices of criminals and victims, police and witnesses as they tell their stories in their own words. "Scotch" Sound Recording Tape is ideal for any kind of documentary program. Tape goes everywhere, hears everything, reproduces it with matchless fidelity. Recordings can be transferred from tape to tape without loss of quality; the same tape can be used countless times (each recording automatically erases the preceding one). Editing is easy, too. Unwanted portions are merely scissored out and the remainder spliced with "Scotch" Splicing Tape. Want help with your recording problems or tips on production savings you can make with tape? Address Dept. BT-111, Minnesota Mining & Mfg. Co., St. Paul 6, Minn., and we'll have a Sound Engineer call on you immediately.

"SCOTCH" Sound Recording Tape gives you these EXTRA construction features...
- REEL TO REEL UNIFORMITY—controlled coating assures consistent output.
- THINNER CONSTRUCTION—resists temperature and humidity changes.
- NO CURLING OR CUPPING—tape lies flat on recording head unaffected by humidity.
- UNIFORM TAPE SURFACE—no "drop-outs" on recordings due to surface irregularities.
- LONGER TAPE LIFE—special lubricating process reduces friction.
- GREATER SENSITIVITY—more output on your present machine setting.

IMPORTANT: There's more than one brand of sound recording tape. Insist on the "SCOTCH" brand, the lubricated tape that gives matchless fidelity, clarity of reproduction, freedom from distortion. Used by all major radio networks and for master recording by leading record companies.

Paul B. Saliner appointed general manager WLO East Liverpool, Ohio. Mr. Saliner assumes controlling stock in corporation. He has served as producer-director, writer, actor and announcee at several Chicago stations, in addition to being active in advertising field.

Charles H. Helliwell, radio TV director Mathison & Assoc., Milwaukee, to sales staff MBS Central Div.

Don Hine, production director KNXT (TV) Los Angeles, named production administrator. In new post Mr. Hine heads up all production facilities of station as well as being responsible for purchasing of film.

Edward W. Faro to ABC Chicago, as network radio salesman. He was with KMOX St. Louis and Texas State Radio Network.

Jory Nodland, sales manager of WNMP Evanston, Ill., to sales staff WMAQ Chicago.

Tom Hawley, account executive in New York office, CBS Radio Spot Sales, appointed account executive on network sales staff of CBS Radio, effective immediately.

Edwin J. Kaspar, radio sales division NBC Chicago, to sales staff WOR-TV New York, as account executive. Mr. Kaspar will be headquarted in station's Chicago office.

Robert Rudolph, assistant research director Associated Merchandising Corp., N.Y., to sales staff of John H. Perry Assoc., national radio and newspaper advertising representatives, same city.

They're Going Steady...

Seventy percent of WLAV clients go steady. Many of them have long since forgotten the date of the original signing: most of them are on a "til when the mood takes us" basis. WLAV has a lower percentage of turnover in advertisers than any Grand Rapids station.

If you judge a radio station by the local clients it woos and wins—and holds—then the happy throng. Based on results alone, you'll be a "steady" from this day forward.

11 Years
Boston Store
Mich. Gas Co
Holsum Bread

10 Years
Bennett Fuel
Burkholder Chevrolet
Fox Jewellers
Herriot Parking
Wurzburg

9 Years
Economy Shoes
Fox Brewing Co
Sears Roebuck

Texas Company

8 Years
Central Reformed Church
Children's Bible Hour
General Mills
Goebel Brewing
Hickox Oil Company

6 Years
Baxter Laundry
Chase & Saborn
Gudy Cafeteria
Edison Storage
Frost Pack

Jergens
Philco
Swift & Co

5 Years
A. C. Spark Plugs

4 Years
J & J Music Co

3 Years
Atlas Brewing
Galewood Outfitting
Griffith Shoe Polish
Lever Brothers
P. Lorillard

Regal Distributing

Harold E. Sheffers named general manager WUST Washington, D.C.-Bethesda, Md. He was with WOL Washington from 1933 to 1942, served in the Navy during last war and became sales manager WTTG (TV) Washington.

Hil F. Best appointed exclusive national representative by WUST Washington, D.C.-Bethesda, Md.

Neal V. Bakke, local sales manager WTMJ-AM-TV Milwaukee, appointed sales manager. He will supervise national as well as local sales.

Jack Baker, George D. Close Inc., S.F., to Branham Co., S.F., advertising representative firm, to handle radio and television advertising.

Gilbert Liddle, partner CKCR Kitchener, named president and general manager, succeeding the late Clyde Mitchell. Jim Mitchell, a son, named commercial manager.

Shirl Evans program manager WXLW Indianapolis, transfers to sales staff.

Harry Minkoff named to sales staff WKBS Oyster Bay, N.Y., as account executive.

Hugh B. Dunbar, commercial manager WKIC Hazard, Ky., appointed to sales department WHAS Louisville, Ky.

Joseph Sergio, chief accountant WISN Milwaukee, appointed business manager.

Alfred E. Burkh appointed to sales staff WBAL Baltimore. He was with WITH Baltimore and General Electric Supply Corp. of Baltimore and Wilmington.

Mrs. Rita Burleson, to sales staff WAYS Charlotte, N.C. She was with advertising department The Charlotte News.

Ann Evans, WBNS Columbus, Ohio, to WRC and WNBW (TV) Washington, as advertising assistant.

Personals...

Frank Stanton, president CBS, presented scroll by Joint Defense Appeal “For his earnest devotion and outstanding endeavor in furthering a better understanding of our democratic heritage and his exemplary public service in constantly providing a forum on the great CBS Network for the expression of the American ideal.” ... Al Vaughan, account executive Koin Portland Ore., elected president of Portland Kiwanis Club.

Bill Stewart, sales manager KFKA Greeley, Colo., appointed state chairman for local Voice of Democracy Contest. ... Stanley Spero, salesman KFAC Los Angeles, named chairman of Southern California Broadcasters Assn. radio sales promotion committee. He replaces Kevin Sweeney, sales manager KJZ-TV Los Angeles, now with WAB (B-T, Oct. 29). ... Edward Lamb, publisher of Erie Dispatch and owner of WICU (TV) Erie, Pa., WTOD and WTRT (FM) Toledo, and WTVN (TV) Columbus, Ohio, presented scroll by interfaith group for his "magnificent religious contribution."

Hugh B. Terry, vice president and general manager KLZ Denver, appointed member of state advisory program committee of Colorado Assn. of Soil Conservation. ... Nolen Fricks, WNNO Knoxville, Tenn., appointed account executive WMBM Miami Beach, Fla. ... W. J. Willis, commercial manager WKY-TV Oklahoma City, elected vice president of Oklahoma City Advertising Club. He was also elected to honorary membership in Alpha Delta Sigma, national honorary advertising fraternity.

Norm Bailey, assistant manager WBKB Manchester N.H., father of boy, John Thomas. ... John B. Browning, manager WSBP Sarasota, Fla., elected to board of directors of local Chamber of Commerce. ... Ralph Zueges, sales staff WTAX Springfield, Ill., and Gertrude Keys, to be married Nov. 17.

George Cranston, manager WBAP-AM-TV Fort Worth, has returned to his duties after two and one-half month tour of Europe with Mrs. Cranston.
FOR "NEW ENGLAND WEATHER"

WBZ SPECIFIED A BLAW-KNOX HOT DIP GALVANIZED TOWER

Thousands of listeners and lookers in the heavily populated area surrounding Boston have noted a distinct improvement in FM and TV reception. There's no mystery about it...you're looking at a photo of the reason. It's a highly efficient Blaw-Knox Tower, rising 649 ft. above WBZ's new Radio and Television Center, located in the neighborhood of Harvard's famous stadium.

BLAW-KNOX DIVISION
OF BLAW-KNOX COMPANY
2038 Farmers Bank Building
Pittsburgh 22, Pa.
“10 Mentions on AP Newscasts
Brought over 8,000 requests.”

W. V. Hutt,
General Manager,
KLRA, Little Rock, Ark.

8,000 inquiries!....100 bank accounts!....

“Sponsors Wait in Line for AP Newscasts.”

Robert L. Williams,
Station Manager,
WCTC, New Brunswick, N. J.

Hundreds of the country's finest stations announce with pride "THIS STATION IS A
Says General Manager Hutt: "Our Associated Press news programs sell so easily and are so easily renewable that we wish we had more to offer. One news sponsor is now completing his 14th straight year. As to pulling power — once, during our AP newscasts we offered a free map of Korea. Ten mentions over a four-day period brought more than 8,000 requests."

"Associated Press news," says Station Manager Williams, "is the foundation of our operation. This is shown by listener surveys and by the fact that sponsors are waiting in line for our key 15-minute AP newscasts."

And from Martin N. Wyckoff, Secretary-Treasurer of the New Brunswick Savings Institution: "In pulling power and prestige, AP news pays its way for us. We announced the opening of Christmas Club accounts with one line following AP newscasts. THAT VERY DAY 100 accounts were opened."

Associated Press ... constantly on the job with
- a news report of 1,000,000 words every 24 hours!
- leased news wires of 350,000 miles in the U.S. alone!
- exclusive state-by-state news circuits!
- 100 news bureaus in the U.S.!
- offices throughout the world!
- staff of 7,200 augmented by member stations and newspapers ... more than 100,000 men and women contributing daily!

RESULTS count! RESULTS are the payoff — RESULTS, whether in 8,000 inquiries or 100 new bank accounts. Associated Press news is a prime payoff for station and sponsor alike.

Speedy, accurate news coverage builds big audiences ... listening audiences ... audiences tuned to the news ... and to the sponsor's message.

Let Associated Press news help you write your own success story. For information on how you can profit ... WRITE

MEMBER OF THE ASSOCIATED PRESS."
Awards for outstanding performance in radio and television was transferred to the university with an enlargement of scope and function to provide for communications at any accredited university.

It was at W. & L. that journalism instruction at the college level was cradled in 1869 during the presidency of Gen. Robert E. Lee. Now "audible" and "visual," journalism, as exemplified by radio and television, are recognized at W. & L. for scholarship awards.

Under the original duPont charter, founded in 1942, plaques and $1,000 awards have been made to large and small stations (whether radio or TV) and to a national commentator. The new procedure provides that the recipient may allocate the prize money to establish, in its name, a scholarship at any university for study communications.

The first such selection already has been made—by WFIL-TV Philadelphia. It was the winner, last year, of a television award.

Several speakers in Lexington last Monday commended on the need for the building of a reservoir of executive and administrative personnel for the expanding broadcasting arts. The scholarships are a stride in the direction of establishing or expanding at the professional, rather than the "industry" level. (Who ever heard of the press industry?)

We congratulate Mrs. Alfred I. duPont, who established these awards in memory of her revered husband, and with insight and wisdom in recognizing the merits of broadcasting as a public service. And we commend also the selection of Washington & Lee as the administering institution.

NCAA's Fumble

THE National Collegiate Athletic Assn. is beginning to win, hands down, the unpopularity contest it entered when it decided to place absurd restrictions on the telecasting of football games.

On Nov. 10 it relaxed its rules, in deference to public demand, and let the Notre Dame-Michigan State game be telecast in Detroit and Washington, two cities which were scheduled to be blacked out of the coverage according to the original NCAA plan.

We don't think this will be the last instance in which public opposition to artificial barriers against radio and TV will embarrass the NCAA. Judging by the growing dissonance among NCAA members over this question, we predict that the association will be unable next year to exert the iron power over schedules that it has exerted in the current season.

Collateral damage already is suspect for its financial motives because of scandals that occurred earlier this year, and the continued imposition of barriers against telecasts for the purpose of protecting gate receipts, will do nothing to mitigate this suspicion.

We cannot help believing that the situation will resolve itself, without legal action, and that the NCAA will give football back to its college members—and back to the public—next year.

Quick Buck, Slow Death

THERE IS a hard lesson to be learned from the plight of several hundred radio stations that are creditors of the bankrupt Hadacol outfit. The lesson is that the quick buck is not always the sound way to quick profits and indeed can work a bigger long-term loss than short-term gain.

Some of the creditors of Hadacol dealt with the exuberant Dudley J. LeBlanc at price levels far below those quoted on their rate cards. The theory was that they would get a tremendous volume of business by making drastic concessions in the unit price of their time. Well, they got the volume all right, and the business too after the medicine firm went bankrupt.

This thing does not stop at Hadacol. We've had complaints recently from stations that had not been paid for time they sold to a certain advertising agency pushing a mail-order nursery campaign. None of these stations thought it inconsistent that they had agreed in the first instance to carry the advertising at rates that were under their rate cards.

All this adds up to the fact that no business can consider itself really respectable if it makes an agreement to sell its time to someone else. Multiple pricing is the mark of the junk dealer. It has no place in radio.

Health of Competition

THE AXIOM "competition is healthy," preached from the beginning of business, but observed mostly in the breach, is beginning to pay off. And for radio too.

Television was the ogre that threatened upon advertising media that threatened to destroy the competition maxim. And it has cut a swath quite unequalled by any other media in our times, other than possibly that of radio itself.

What has happened since the "Television Revolution" began six years ago? Network television business, to be sure, for the first time, is surpassing network radio business. Major TV networks are sold out. Many of the TV stations, notably those in one or two-station markets, are S.R.O.

But, as regards other advertising medium is doing better than ever. For example, eight of the first ten evening newspapers with the biggest advertising lineage gains this year are in TV markets. Magazines are claiming new lines of accounts, too, with fourth and fifth rounds of rate increases (since V-J Day).

And radio? Almost everywhere, local business is 'way up. National spot average is up, although there are soft areas here and there. And network is improving.

The important thing is that TV has stimulated new thinking, new sales efforts and new programming formats. Mutual gets a shot-in-the-arm with its new MGM talent tie-up, which has a vast potential. The affiliates of the new networks are of an outstanding order and of praises. The old-line networks are realigning scope and function.

Out of these changes in pressures and temperatures should emerge a sound economic basis. Radio needs only to quit its intramural bickering and set its sights for selling new business. And, as Dr. R. A. Kemper, of Louisville U. said the other day, broadcasters should quit "doing your damndest to beat yourselves to death on a program rating—"program rating' as a circulation criterion."

Withal, we hereby predict that, when the books are balanced, radio business in 1961 will surpass that of the preceding year, or any other year in radio history.

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BROADCASTING • Telecasting

ROBERT DEWITT CLINTON MEEKER

IF YOU just try to do an efficient job of what you start with, things sooner or later catch fire," Robert D. C. Meeker contends. The effectiveness of his argument is indicated by the blazing business Mr. Meeker's station representative firm has done under his management since 1946.

After having more than tripled the number of clients he started with, Mr. Meeker last April packed his files and collected his staff to move into quarters three times as large as the former office.

Four-alarm success in his field as a whole is indicated by another office Mr. Meeker tenants, that of president of the National Assn. of Radio and TV Station Representatives. Elected vice president in 1949, he was voted into the top office for 1951, but at first refused the position. Voters made it unanimous, however, thereby drafting their man.

The young executive's career started Jan. 25, 1911, in Aurora, Ill., where his parents, Mr. and Mrs. John A. Meeker, lived. Like many other people in radio, Mr. Meeker has a background of varied experience and training.

He took a military twist that was culminated by service as a captain in the Marine Corps during World War II.

And when moving up in his career, his next move to the Priscilla School in St. Louis for his first pre-military training. His next stop in preparing for college was at the Gunnery School in Washington, Conn., which—in spite of its name—gave him more academic than military instruction. He remained near the military scene, so to speak, when he transferred to the Morristown School in New Jersey, located near the site of some historic fighting during the Revolution.

His father, an engineer, wanted the young man to study at Yale, but, being a southerner and well aware of the South's representation at Princeton, found the latter school acceptable—at his son's insistence.

Bob Meeker thus demonstrated his perseverance at winning a point early in his career. He studied engineering—with the Class of '32, and then went on to Worcester Polytechnic Institute for further work in mechanical engineering.

From engineering to advertising was a fast and immediate step, however, for Mr. Meeker took his first job with McKesson-Robbins for a year of sales and special promotions in the southland his family had originally come from. He soon moved back North, however, to take (Continued on page 59)
Meet the largest radio audience in Northern Ohio. It's reached over WGAR, Cleveland... and winter weekend time offers wonderful opportunities.

Yes, almost everybody's home on weekends... especially during the "indoors" months ahead. And this part of our audience includes Cuyahoga County's 629,000 gainfully employed (their families, too) ... with greater spending power than ever before.

Put your advertising dollars to work overtime. Reach this greatest of all potential audiences... the "weekenders" who spend more than the usual number of hours with their families, talking about things they need to buy.

WGAR offers the largest audience of any Cleveland station every day of the week... with a special plus for those who join us over the weekend!

Join us for the weekend in Northern Ohio

Jack Benny
Gene Autry
Hopalong Cassidy
Eve Arden

Amos & Andy
Marie Wilson
Vaughn Monroe

Arthur Godfrey
Edgar Bergen

in Northern Ohio.

WGAR the SPOT for SPOT RADIO

RADIO... AMERICA'S GREATEST ADVERTISING MEDIUM

WGAR Cleveland  50,000 WATTS  CBS

Represented Nationally by Edward Petry & Company

November 19, 1951  •  Page 55
HAL HOUGH, program director WJIB-AM-FM-TV Detroit, to WJZ-TV New York, as program director, effective today (Monday) [CLOSED CICUET, Nov. 8.]

JACK L. HARRISON, appointed program director WBOB Jacksonville, Fla.

Mr. Hough, former program manager and air-caster at WCAU Philadelphia, will have complete charge of programming in Detroit. He succeeds BILL SACKED, who has been appointed to sales staff. ROGER LEA to WDVA, as announcer and hill-billy disc jockey. KEN PARKER named staff announcer.

BILL PLATT, writer - newscaster KDHS Boise, Idaho, father of daughter, Laura Kathleen, Nov. 2.

ED RODGERS, WHB-AM-FM Rock Island, Ill., to WCPX-TV Cincinnati, as announcer-director.

FRANK CALLENDER, assistant station manager KLAC-TV Los Angeles, named producer-director. New duties include production and direction of Phantom Ranger and Mike Roy's Kitchen.

LEE SHIRLEY, farm homemaking specialist, to WGR Cleveland, Town and Country Show.

JACK ROWZIE, announcer WinX Washington, to announce staff WWDC-AM-FM Washington.

W. L. (Bill) WILLIS Jr., assistant manager Norfolk division WRVA Richmond, Va., to become advertising production department in Richmond.

JESSE LEONARD, announcing staff KEX Portland, Ore., named production manager.

DICK McCULLOUGH, JOHN FREW and JIM MARTIN named to music and announcing staffs WRFC Athens, Ga.

BARBARA JONES, secretary to NED HULLINGER, station relations manager ABC Western Div., to KWWR Reno, Nev. ROSALIND PHILLIPS succeeds Miss Jones at ABC.

BRADLEY D. STEIGER, musical director WXEA Kenmore, N. Y., and program director WXRC (FM), recalled to active duty with Marine Corps. He will serve as radio correspondent for Marine Fighter Squadron 441 stationed at Naval Air Station at Niagara Falls, N. Y.

MARTIN BUSCH, actor, stage manager and member of New York City Center staff, to WTOP (TV) New York, as assistant director with FREDERICK BARTHOLMEW — of Swift's Monday Times.

KIRTH MATHER, film director WKY-TV Oklahoma City, appointed assistant program manager. He will still maintain general supervision of film department.

PEG FORBES, press-promotion department WCBS and WNBW (TV) Washington, resigns to go into TV acting in San Francisco.

BOB CRAWLEY, announcer-director KPHO-TV Phoenix, to KOTV (TV) Tulsa, as music director.

JACK CLARK, announcer, and BARBARA McKNIGHT, program department KCBS San Francisco, married Nov. 7.

BILL WILCOX, promotion writer KCBS San Francisco, father of daughter, Kathleen Gloria.

ALLAN COPELAND, of "Modernaires" singing group on CBS Radio Club 15, father of boy, Michael, Nov. 7.

WILLIAM CORRIGAN, producer WRC Washington, and Harriet Bell, married.

HARRY BABBIT, singer, KRTA (TV) Hollywood, awarded citation for "outstanding Americanism" by Lt. Kenneth Bell Post, WVF.

JOHN ZEIGLER, producer WNSK (TV) Cleveland, father of daughter, Susannah, Nov. 2.

MRS. MARGARET (PEG) WHITE, newswriter, to ABC Hollywood, as staff writer.

JOE MACKEE, staff writer New York World-Telegram & Sun., to publicity department of ABC.

HARLEY BRANCH named night news editor WRFC Athens, Ga.

RICK WEAVER, WXGI Richmond, Va., named sports director WCEN Mt. Pleasant, Mich.

CHET HUNTLEY and HANK WEAVER, named top performers in newscasting field in California for Fortnight Magazine.

WALTER (Sandy) MILLER, news staff KSTP AM-FM Minneapolis, named news editor.

STANLEY J. SCHOLL appointed to news staff WHAS-TV Louisville.

BOB SMITH, farm editor WGR Cleveland, father of boy Erick.

Rex Goad, Trans Radio, appointed news task supervisor WRC Washington.

BILL KLOEPFER, reporter Washington Times-Herald, to news staff WRC. RUSSELL TORNABENE, graduate Indians U., named to news staff.

RUSS VAN DYKE, newscaster KNX Los Angeles, appointed news director.

LEON DECKER, news editor KCMO Kansas City, named regional director of information, Office of Price Stabilization.

CHARLES CRAIG, announcer WDVA DuBoise, Pa., named news editor.

ROSE JOSEPH, free lance publicist, to CBS Hollywood, in radio press department.

WHI Kansas City, Mo., has signed Charles Michelson Inc., New York, radio transcription firm, for its two-hour Monday-Friday program series, Hour of Mystery. Series will be on station daily, 3-8 p.m., for full year.

In addition to other duties, WJIB-AM-FM Vancouver, B.C., has been added to job of MARVIN E. WALKER, head of sales department.

The Wonder of the Xmas season is Christmas Cards and the Christmas Shopping Jingles as "Christmas Shopping Calendar," five 15-minute scripts.

In a review of the Armed Forces Radio Service. WJIV-AM-FM Birmingham, Ala., which is being broadcast to bases in the South, where the season might otherwise be quite normal, the Christmas spirit is in evidence.

"The Spirit of Christmas" is the title of a new series of 15-minute specials for Armed Forces Radio Service, announced by Lt.-Col. EDGAR HOLLINGSWORTH, head of transcriptions department, AFRS.

Among the holiday films produced are "In Old Christmas," which features the homecoming of a soldier from the battlefront, and "Christmas in the Marines," which shows a marine company celebrating Christmas on the beach at Iwo Jima.

ADVERTISING industry should not only work in Washington for better understanding of its function, but should also take a more active part in international exchanges, Frederic R. Gamble, president of the American Assn. of Advertising Agencies, said Tuesday.

Speaking at the annual meeting of the AAAA Michigan Council in Detroit, Mr. Gamble said: "It is not going to be enough in the years to come to tend our efforts to our domestic affairs. Unless we participate more in international efforts, advertising in other countries may go by default in ways that hurt it and us."

Observing that American advertising men and their techniques seem remote to European members of the field, he noted that Americans were not fully represented at this year's Congress of the International Chamber of Commerce in Lisbon or at the International Advertising Conference in London. "Our country has had leadership thrust upon us," he observed. "We advertising people are going to have to find the time and energy to do our part."

Although the field has built prestige in Washington through its public services, Mr. Gamble showed concern at the "institutional prohibition" of recruiting advertising in the recent defense appropriation bill and at the attacks on the Cepahart Amendment and its allowance that advertising appropriations are no longer the sole decision of company management, he warned, but have become the object of attention from government offices such as the Bureau of Internal Revenue, OPS, and Municitons Board.

"If many of these people decide wrong, it may upset the vigor of our economy—a semi-mobilized economy that is now carrying a heavy load," Mr. Gamble said. "The danger of this ranger thinking is always present . . . how to get better understanding of advertising needs the industry's thought and effort."
From ZENITH for YOU!

5 Full Pages in COLOR

IN ONE ISSUE OF Collier's

The largest national ad in TV-Radio history . . .
appearing November 30

plus page after colorful page in Life, Look, Time, Saturday Evening Post,
Ladies' Home Journal and others!

It's Zenith's history-making CHRISTMAS SALES DRIVE . . .
and here's YOUR share! Giant 46-PIECE CHRISTMAS WINDOW . . . Zenith's biggest ever. Colorful SANTA CLAUS TOY GIVE-AWAY . . . the smartest traffic-builder of all time. 8-PAGE CHRISTMAS GIFT CATALOG in color for you to mail. Plus Counter Pieces, FREE LOCAL ADVERTISING of your store, tie-in ads for YOU to run. And every phase is perfectly timed to produce TEN TIMES the impact of ordinary Christmas campaigns. It's your promise of HISTORY-MAKING Christmas sales. Sign up with your Zenith Man now!

ZENITH RADIO CORPORATION - Chicago 39, Illinois
**GMA MEET**

Don't Ignore, Don’t Plunge, Nielsen Warns on TV

THE WISE adviser will neither pre-empt the best time and talent medium, nor will he plunge into TV. C. Nielsen, president, A. C. Nielsen Grocery Mfrs. of America, meeting at the Waldorf-Astoria, New York.

The financial hazards involved in the use of video advertising is suggested, Mr. Nielsen noted, for the range of nearly seven to one in the cost of reaching televiewers, which in March 1951 ran from $6.68 per thousand homes for Godfrey and his Friends to $44.87 for College Bowl. Similarly, he said, the wide variation in time devoted to TV shows by average families, ranging in August for half-hour programs from 10.5 minutes for Pantomime Quiz to 25.3 minutes for Rocket Squad, also suggests the “hazards in the use of TV and hence the importance of sound research guidance.”

“Additional hazards arise as a result of the fluctuations in the audience, from minute to minute to each telecast,” Mr. Nielsen stated. “For example, the program that was last on July 31, 1951, started with an audience of only 11.4% of TV homes, but it reached a maximum, at the 26th minute, of 57.4% of the homes on that program. Based on the annual cost of this program, there is an additional financial value, of about $185,000 between the high points and the low points—from the standpoint of location of commercials in program.”

“Another example of the hazards involved is found in the wide variations of program audiences by income levels of families reached. For example, the program that reached 25.1% of the upper income class homes and 33.3% of the lower income class. The program Bigelow Theater reaches 25.7% of the upper income class but only 11.0% of the lower income class. Obviously these two programs are entirely different in the types of audience reached with different commercials, and feasible for selling the same types of products.”

“While I have referred to the above conditions as hazards,” it must also be understood clearly that they also represent an opportunity for deriving highly profitable results from television.”

It would be a mistake in most cases to rob other media, especially radio, so much for TV, Mr. Nielsen declared. One of radio’s greatest strengths, he noted, is its blanketting of all markets—urban and rural, upper and lower incomes, etc.

Accordingly, he stated, “a shift from radio to TV would undoubtedly strengthen your urban and upper income sales position, but at the same time it could result in lower rural and lower income positions. This may or may not result in a net sales gain—depending on the relativization effectiveness of the two media (per dollar of cost), the relative importance of your urban and rural markets and many other factors.”

The location of the brand’s potential market is an important consideration in determining relative advertising appropriations for radio and television, Mr. Nielsen said.

Kay West, women’s program director for KEX Portland, Ore., won top honors for the second year in the radio division for Grocery Mfrs. of America’s “Life Line of America” contest.

Jane Weston, WOWO Ft. Wayne, Ind., received honorable mention, also the second time, in the contest for women’s food and home economics broadcasters who explain processes between food in the field and food on the table to American audiences. No TV awards were made.

Prize—a sterling silver bowl—was presented by Paul S. Willis, GMA president, and was accepted by Miss West by J. E. Baudino, vice president and general manager of Westinghouse Radio Stations, owners of both KEX and WOWO. Miss West’s winning program was called, “Wheat... From the Field to the Table” while Miss Weston’s was a description of “Corn... Its History, The Development of Machinery For The Growth and Processing of This Vital Food, and Its Importance As A Money Crop.”

**FAMILY**

WIBW has been a farm station for almost a quarter-century. We sell Kansas and adjoining states because we’ve served them well. We’re one of the family.

WIBW, The Voice of Kansas in TOPEKA

**CENSUS**

Mr. Miller (1), together with Mr. Day (2) and Mr. Abrams, records a “talking letter” to General Ridgway.

**HOME MESSAGES**

WFIL Tapes for Servicemen

LeROY MILLER, disc jockey for WFIL Philadelphia, presided at ceremonies beginning a new “talking letter” service for relatives of men in the armed forces. Tape recordings were made at the mid-city store of Williams, Brown & East, which is conducting the service.

Together with Peter Abrams, president of the store, and William L. Day, general chairman of Phila- delphia’s campaign, Mr. Miller recorded the first “talking letter” for mailing to Gen. Matthew Ridgway in Tokyo.

Later, mothers of servicemen in Korea recorded messages to their sons. On-the-spot interviews were aired by WFIL on the LeRoy Miller Luncheon Club. Event also was announced by the RCA Victor Television Newsreel.

**CANADIAN RATES**

Seen Higher in ‘52

INCREASED rates on Canadian stations can be expected by Canadian advertisers in 1952, Pat Free- man, director of the Canadian Assn. of Broadcasters, told a meeting of the Assn. of Canadian Advertisers at Montreal last week.

He pointed out that one-third of the Canadian radio stations operating 10 years ago are charging the same advertising rates today as in 1946. Mr. Freeman stated “the economic position of the 104 [CBC] stations is only fairly sound. Most of them have been making a profit. But all too few of these stations have made the kind of profit which their auditors now consider necessary for continuing financial soundness. . . . At present rates, we profit margin, which has never been substantial, must lose ground.”

Reviewing briefly the increases in all costs to stations in the past 10 years, Mr. Freeman said the increase in the rate set by the Canadian Broadcasting Corp. for network time on independent stations, Mr. Freeman showed how stations still have to boost their rates to remain in existence. He also felt that CBC network and CBC station rates will have to be increased from economic necessity.

**CBO Names Two**

SECOND in a series of changes in top personnel of Canadian Broadcasting Corp. has been announced with promotion of Charles R. Delafield from assistant general supervisor to supervisor of the CBC International Service, with headquarters at Montreal. He succeeds Ira Dilworth who was moved to Toronto to head program production for entire CBC operation [B*7, Nov. 12]. Arthur L. Pidgeon, coordinator of policy for CBC International Service, moves up to assistant supervisor of the service.
Respects

(Continued from page 54)

an advertising position with the New York News and Metropolitan Sunday papers. From there, he became account executive with Pedlar & Ryan for three years, leaving to work on a special sales promotion and research project for several Pennsylvania papers.

Shortly after the war started, Mr. Meeker joined the OSS (“The Office of Secret Societies,” he calls it) for a year’s service in Washington. Then his early military training came into full use: He transferred to the Marines, serving as an air combat intelligence officer.

During the war, he had a chance, he felt, to evaluate his work and ultimately change his field “without betraying loyalties.” Looking ahead as well as back on his career, he saw radio as the really major medium, a point argued persuasively at that time by his friend, Clair R. McCollough, general manager of the Stearns Stations.

“Having sold against radio while in the newspaper end of things, I realized what potentialities there were in that field,” he says today. “I suppose it is the matter of that old saying, ‘if you can’t beat them, join them.’”

Formed Own Firm

After his release from the service, he organized his own radio representative firm by acquiring the facilities of the Radio Adv. Co., from Paul Raymer in April 1946 with 10 station contracts as a starter. The company became well enough known under Mr. Meeker’s direction not only to withstand but also to require a name change in February 1948. Known today as Robert Meeker Assoc., Inc., the firm now has 82 AM stations, plus 3 TV outlets, demonstrating that it keeps abreast of the times. The company has projected plans for separating the TV business from radio management and the television branch was recently established as a separate corporation.

Having recognized the challenge of radio over newspaper advertising, Mr. Meeker might be expected to make a parallel with today’s rivalry between radio and television, but he does not.

“After all,” he observes, “TV is still essentially the same broadcasting medium, and you are selling the same thing you sold radio entertainment—to the same people.”

He feels that newspapers are still the ones who will have to fight hardest because they are the ones with greater economic problems to meet: The constantly increasing cost of newsprint.

“The air waves, at least, remain free,” he notes, “That’s why, dollar for dollar, radio can and will do a more efficient job than its major competitors.”

He is certain that “the boys” in the newspaper field will find them¬

same again, just as he is cer¬

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As for the National Assn. of Radio and TV Stations Representa¬

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Modestly giving credit for spot radio’s recent growth to smart time buyers, good publicity, radio repre¬
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Mr. Meeker and his wife, the former Dorothy Holsinger, with their three children, Pamela, 11; Robert Jr., 9; and James, 8 months, live in Greenwich, Conn., during the summer. He belongs to the Beach Club and the Field Club there, preferring sports like tennis, sailing and hunting to indoor hobbies. In the winter, when the family resides in Riverdale, N. Y., he substitutes squash for tennis and renews his activity with the American Legion, Marine Corps Reserve Officers Assn. and the Phi Gamma Delta and Princeton Clubs.

Sells Trailers

IF YOU want to “move”

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sen National Television Index services were announced Nov. 8 by A. C. Nielsen Co. Pointing out that with these additions Nielsen subscribers now represent 68% of the radio programs and 59% of the TV shows currently on the net¬

works, he listed the five as follows:

Manhattan Soap Co.; Buchanan Co.; Flechter D. Richards Inc; Ketchum MacLeod & Grové; and Madison Square Garden Corp.

Nielsen Seeks NARBA Action

EARLY action on the third North American Regional Broadcasting Agreement by the Senate Foreign Relations Committee has been asked by NARBA District 13 (Texas).

The district’s position was first delineated in a resolution adopted at its Oct. 29-30 meeting at Hous¬

ton. Kenyon Brown, KWFT Wichita Falls, district director, was instructed to convey the resolu¬

tion to the Senate Committee. All members of the district in attend¬

ance at the convention were to appear as signatories of the tele¬

gram to the committee. The resolu¬

tion was adopted unanimously.

Canadian Ratings

Reported for October

FOR THE first time in a number of years four Canadian programs made the first 10 most popular evening shows heard in Canada in the October national ratings: Elliott-Haynes Ltd., Toronto. Leading is Radio Theatre with rating of 26.8, followed by Amos ‘n Andy 24.4, Our Miss Brooks 21.7, Charlie McCarthy 21.6, Share the Wealth 16.2 (Canadian program), Great Gilderdale 15.9, Father Knows Best 15.8, Ford Theatre (Canadian program) 15.5, NHL Hockey (Canadian program) 16.4, and Your Host (Canadian program) 15.2.

Daytime five leading programs in Canada were Ma Perkins 18.1, Big Sister 16.7, Pepper Young’s Family 16.5, Laura Limited 15.3 and Life Can Be Beautiful 15.

Of the French-language programs, leading five evening programs in Octo¬

ber were Le Nomme de Ses Peux 24.4, Metropole 28.8, Théatre Ford 20.3, Le Jouet 15.7, La Voix du Peuple de la Chausson 15.8. Daytime the leading five French-language pro¬

grams were Rue Principale 22.5, Jeunesse Doreé 21.4, Grande Soeur 20.3, Maman Journée 20.3, and Quoi d’Heure de détenue 18.5.

BROADCASTING • Telecasting
How to Stay out of Jail
(Continued from page 25)

for the electorate to vote for him. Probably the most vexatious part of Section 515 of the Communications Act is the one providing damages. In short, the man who sued the broadcaster might win the suit, but chances are the judge wouldn’t award him substantial damages."

PROGRESS report on the study of radio broadcasting conducted by the Oral History Office of Columbia U. and the Radio Pioneers has been prepared under the direction of Ernest Hill, director of the study.

Mr. Hill reported that the first year of the study has been completed. Interviews were held with 88 persons and 5,657 pages of typed script, 1,550,000 words, assembled. The early period of broadcasting — 1916-1928 — has been covered and plans are made for later developments accumulated.

The director said the study will go into its second year with a team of oral historians. The study was tentatively set between July 16 to Sept. 15. Data now in the hands of those conducting the study represents two key words and at least 100 persons. Present resources of the study permit a continuance for several months, Mr. Hill said. BMI and WWJ Detroit have been removed their financing with other past sponsors likely to renew, he said, adding that there has been a "modest" increase from the first year financing.

Interviewed were such men in the broadcast business as network executives, station owners, station management, and account representatives, program directors, masters of ceremonies, commentators, news and music directors, and legal people, public service programming officials, music directors, actors and writers, and advertising executives. Government officials, associated with early radio, also were contacted.

Policy of the study has been guided by Dr. Allen Nevins, director of the Oral History Office; William S. Hedges, NBC, and Carl Harveling, BMI.

WPAY ‘VOICE’ Contest
Greater Success Cited

PROGRAM Director Ned Sheridan of WPAY Portsmouth, Ohio, is credited by school authorities and Junior Chamber of Commerce officials with sparking high interest in the Voice of Democracy contest sponsored there by WPAY and local chamber for sixth year.

Mr. Sheridan offered his services to the 16 city and county schools cooperating in the contest. He spoke to 2,000 high school juniors and seniors on "Radio Liberty and How to Speak for It." Chamber officials said this year’s contest resulted in more entries than in the previous five years, according to WPAY.

**BENEFIT SHOWS**

guild conflict over

RECONCILING their differences, the American Guild of Variety Artists has rejoined the West Coast Branch of Theatre Authority Inc., a non-profit charitable organization administered by the major actors’ union to regulate the field of benefit performances.

The two groups reached agreement on a revised set of working rules for TA, to lighten up the policing of benefits. AGVA, which early in August caused AGVA to withdraw from the organization. The vaudeville union had claimed that laxity in policing of benefits left most of the free entertainment to its members with inadequate return.

Revised working rules provide that no benefit will be cleared by TA unless 75% of the voting member organizations present at a board meeting approve it or unless request for approval has been submitted at least 30 days before the date of the benefit. The new agreement further provides that TA clearance for the free appearance of talent applies only to appearance of recognized stars and not to lesser performers, other performers to be paid according to union requirements.

New TA rules also include the only voting members of the group to be Screen Actors Guild, American Federation of Radio Artists, Assn. of Motion Picture Producers; American Guild of Musical Artists, Artists Managers Guild, Chorus Equity Assn., Actors Equity Assn., and AGVA. Hollywood Coordinating Committee through which stars and featured players are provided to benefits is to be represented on the TA board but will have no vote.

**AAR Show Cited**

ASSN. of American Railroads’ The Railroad Hour” (NBC Radio, Mondays, 8 p.m. EST) through Benton & Bowles, N. Y., was given award last week for being voted best musical show on the air in survey conducted by Universal Radio & TV Features Syndicate in 23 cities.

How to Stay out of Jail
(Continued from page 25)


**Equipment . . . .**

ROBERT T. PENNOYER, manager Electric Co. tube works, Buffalo, N. Y., appointed managing Tube Dept., Advanced Manufacturing Section, Schenectady, N. Y. HARRY R. HEMINGS purchasing supervisor for cathode ray tubes at G.E Electronics Park, Syracuse, succeeds Mr. Pennoyer at Buffalo.


GENERAL RADIO Co. Cambridge, Mass., announces new simple two-way frequency oscillator (400 and 1000 cycles), Type 1214-A Unite Oscillator. It is useful as modulating source for high-frequency oscillator.

THOMAS J. SHERIDAN appointed branch manager of Philadelphia office of Magna-Crest Corp., N. Y.

STANCLIFF-HOFFMAN Corp., Holly- wood, Calif., announces new miniature recording and reproducing head small enough to mount in existing motion picture projectors.

AEROVOX Corp., New Bedford, Mass., announces new tubular ceramic capacitors, Type SI-TV. Capacitors available for voltage range of 6000 v., but in eleven capacitance values from 4.7 to 47 mfd.


**Technical . . . .**

CAMERON MCCULLOUGH, engineering department CBS, New York, resigned to free lance as sound engineer.

LOYD WINGARD, studio supervisor WGAR Cleveland, elected central vice president of Audio Engineering Society.

GUZMAN NAMED

REPRESENTS P. R. Network

APPOINTMENT of Melchor Guz- man Co. Inc. as exclusive repre- sentative for the Puerto Rican Net- work. Guzman has rejoined the West- ern Association of Radio Artists (EST), to oversee the efforts of the Puerto Rican Network, comprised of Puerto Rico’s owned and operated stations, was announced in New York last week. Guzman represented the network in the U. S. and Canada effective last Thursday.

Announcement was made by A. M. Martinez, vice president of the agency, upon his return from Puerto Rico where he completed arrangements. Agency head- quarters is 46 Rockefeller Plaza, New York City.

The nine stations, representing Puerto Rico’s first major radio network, are: WAPA San Juan, WORA Mayaguez and WPBP Ponce, basic outlets, and WABA Aguedilla, WCMN Arecibo, WENA Bayamon, WVJP Caguas, WMDD Pajardo, and WXRF Guayama.

Network is organized by Puerto Rican businessmen interested partly in maintaining the country as a foremost market for American products.

MEXICAN STATIONS

FCC Reports Changes

UNDER terms of the 1941 North American Regional Broadcasting Agreement, Mexico reported the following station changes to the FCC (probable commencement dates in parenthesis):

XEPN Uruapan, Michoacan, new Class C station, 1410 kc 250 w day (Jan. 1, 1953).

XEVG Tec Track, Nayari, new Class IV station, 1400 kc 125 w fulltime (April 1, 1953).

XEDM Matamoros, Tamaulipas, new Class C station, 1410 kc 250 w full- time (Dec. 1, 1951). (See B&T, Oct. 29).

XEVH Valle Hermoso, Tamaulipas, new Class C station, 1410 kc 500 w day and 110 kc (Dec. 11, 1951). (See B&T, Oct. 29).

XEGG San Cristobal, Veracruz, increase in power to 1000 w.

**12th Year for Met**

METROPOLITAN Opera again will be heard Saturdays over ABC Radio, WABC, New York, for twelfth consecutive year, effective Dec. 1.

**FIRST CHOICE IN THE MADISON METROPOLITAN AREA**

**Why buy 2 more... do 1 big sales job**

**“Radio Joliet”**

**Arary-Knodel, Inc., Representatives**
Respects

(Continued from page 54)

an advertising position with the New York News and Metropolitan Sunday papers. From there, he became account executive with Pedlar & Ryan for three years, leaving to work on a special promotions project and research project for several Pennsylvania papers.

Shortly after the war started, Mr. Meeker joined the OSS ("The Office of Secret Societies," he calls it) for a year's service in Washington. Then his early military training carried him into full use: He transferred to the Marines, serving as an air combat intelligence officer.

During the war, he had a chance, he felt, to evaluate his work and ultimately change his field "without betraying loyalties." Looking ahead as well as back on his career, he saw radio as the really major medium, a point argued persuasively at that time by his friend, Clair R. McCollough, general manager of WRFR Stations.

"Having sold against radio while in the newspaper end of things, I realized what potentialities there were in this field," he says today. "I suppose it was a matter of that old saying, 'If you can't beat them, join them."

Formed Own Firm

After his release from the service, he organized his own radio representative firm by acquiring the facilities of Radio Adv. Co. from Paul Raymer in April 1946 with 10 station contracts as a starter. The company became well known under Mr. Meeker's direction not only to withstand but also to require a name change in February 1948. Known today as Representative Packaging Inc., the firm represents 32 AM stations, plus 3 TV outlets, demonstrating that it keeps abreast of the times.

The company has projected plans for separating the TV business from radio management and the television branch was recently established as a separate corporation.

Having recognized the challenge of radio over newspaper advertising, Mr. Meeker might be expected to make a parallel with today's rivalry between radio and television, but he does not.

"After all," he observes, "TV is still essentially the same broadcasting medium, and you are selling the same thing you sold on radio—entertainment—to the same people."

He feels that newspapers are still the ones who will have to fight hardest because they add the other economic problems to meet: The constantly increasing cost of newprint.

"The air waves, at least, remain free," he notes. "That's why, dollar for dollar, radio can and will do a more efficient job than its major competitors."

He is certain that the "boys" in the newspaper field will find their solution again, just as he is certain that radio will meet its new competition and become stronger as a result. Besides the arguments, it lends itself to the point that once everywhere TV is a less flexible medium, that radio allows people to do other things while TV commands full attention, Mr. Meeker says. "The whole thing is an economic question. Not every advertiser can afford TV."

As for the National Assn. of Radio and TV Stations Representatives, he feels one of its biggest jobs—and one of the most important for the survival of radio as an advertising medium—has begun to pay off: Selling the concept of spot radio. Not all advertisers are aware of spot radio's big advantage, flexibility, he says, and the very idea has had to be explained, discussed, promoted, argued and resolved before the subject of time could even be broached.

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The district's position was first delineated in a resolution adopted at its Oct. 29-30 meeting at Houston. Kenyon Brown, KWFT Wichita Falls, advertising director, was instructed to convey the resolution to the Senate Committee. All members of the district in attendance at the convention were to appear as signatories of the telegram to the committee. The resolution was adopted unanimously.

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Reported for October

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Daytime five leading programs in Canada were Ma Perkins 19.1, Big Sister 18.0, Pepper Winters 17.5, Laura Limited 15.3, and Life Can Be Beautiful 13.3.

Of the French-language programs, leading five evening programs in October were Un Homme et Son Peche 35.8, Montreal 35.6, Theatre Quatre 30.3, La Paoue Qui Refalch 29.4, and Les Pelotes du Chagrin 25.6. The leading five French-language programs were Rue Principale 28.6, Jeanneau Dorée 21.4, Grande Soeur 20.5, Maman Jeanne 20.3, and Quart d'heure de violette 18.5.
How to Stay out of Jail
(Continued from page 85)

for the electorate to vote for him. Probably the most vexatious part of Section 315 of the Communications Act is the one pro-
hibiting the broadcaster from cen-
soring broadcasts by political can-
didates.

Suppose a candidate appears at the studio with a script containing patently libelous material. Federal law prohibits the broadcaster from censoring the libel out of the script. Does that same law make the broadcaster immune to liability should the person who is libeled decide to sue? You get a yes and no answer to this one.

A couple of weeks ago a San Francisco federal judge, who ordered KSFO to air a campaign program for a Communist candidate (B.T., Nov. 12), said: "The station has not the right to enforce censorship, but at the same time the station bears no responsibility for what is said and cannot be sued for libel."

More than a year ago a U. S. District Court in Philadelphia held that stations were immune from libel actions because of the Com-

munication Act's explicit prohibi-
tion against their exercising cen-
sorship.

Court Is Reversed

Neither of these instances, how-
ever, can be considered as defini-
tive. The judge in San Francisco seems to have been a little wooly in his comments generally (as will be explained below). The Phila-
delphia court was reversed by the U. S. Circuit Court of Appeals, although not on the question as to whether or not it erred in say-
ing that Section 315 provided im-
munity from libel.

Competent attorneys agree that Section 315's prohibition against censorship does imply a degree of protection against libel actions. In the event any libel action were brought against a broadcaster in a Federal court, the broadcaster could cite the restriction against his censoring powers as a means of, to use a legal phrase, "mitigat-
ing damages." In short, the man who sued the broadcaster might win the suit, but chances are the judge wouldn't award him sub-
stantial damages. (This still, of course, does nothing to relieve the broadcaster of the costs of defend-
ing."

A worse, and probably less prob-
dicable, fate awaits the broad-
caster who, in conforming to fed-
eral law, puts a political candid-
ate's libelous speech on the air and is sued in a state or local court. In such courts federal laws do not apply.

Again, attorneys believe, Section 315 might be of some use in redu-
cing damages, but probably would not provide as much pro-
tection as it does in federal courts. Judicial history on this question is indecisive.

There is no strictly legal way a broadcaster can duck this issue (except by excluding all candid-
dates, in itself a perilous course). He can, of course, attempt by rea-
soning to persuade a candidate to edit his own remarks so as to be libelous, but even so gentle a course as that might be con-
strued as violating Section 315 if the candidate wanted to make a case of it.

Libel suits must be the broad-
caster's constant worry when he opens his microphone and/or camera to the political candidate.

Now while the judgment of the federal court in Philadelphia, re-
ferred to above, was not decisive as regards the question of the broadcaster's liability to libel suits, it did lead to a court of appeals decision which did much to clear the cobwebs away from other parts of the political broadcasting law.

The case in question was a libel suit brought against Westinghouse Radio Stations Inc. by a man who claimed he had been defamed in a speech made by the chairman of the Republican Central Campaign Committee of Philadelphia. The case was heard and reversed on the grounds that Section 315 of the Communica-
tions Act prohibited the station (KYW) from censoring the speech and therefore made the station immune to libel action.

In a similar appeal, the U. S. Court of Appeals, Third Circuit, reversed the judgment with the reasoning that the man who had made the speech was not himself a candidate for federal office.

"The appellate court: "The language of the section itself [Sec-
tion 315] and its legislative his-
tory compel the conclusion that the section applies only to the use of a broadcasting station by a can-
didate personally and that it does not apply to use of a broad-
casting station by other persons speaking in the interest or support of a candidate."

Therefore, said the high court, Section 315 did not prevent the station from censoring the Repub-
lican committee chairman's speech.

What this decision did, for the first time on so authoritative a basis, was pin down Section 315 to candidates themselves. It estab-
lished the right of the broadcaster to prevent all other political speakers pretty much as he chooses. It puts at least so far as the federal law is con-
cerned.

The federal judge in San Fran-
cisco, a fortnight ago aptly was not thinking of this appellate court decision during his remarks, if news reports of the session are correct. The program was to be presented by supporters of the Communist candidate, and therefore, Section 315, contrary to the judge's reported remarks, would not apply. The action how-
ever, was brought to compel KSFO to carry out a contract it had already made to sell the time and which the station was trying to cancel. Hence the legal issues there did not hinge exactly on an inter-
pretation of Section 315.

No Legal Compulsion

With this important appellate court decision on the record in the FCC, it is now apparent that the broadcaster has no legal compul-
sion to give any politician or public speaker (save a candidate himself) equal opportunity with the U. S. O. of the broadcast that the broadcaster can censor as much or as little of any political speech (save that of a candidate) as he de-
sires.

Of course, with non-candidates removed from the application of Section 315, the broadcaster who carries any political speech (ex-\ncept that of a candidate) is not removed from the protection, how-
ever scant, that Section 315 pro-
vides against libel action.

Of practical necessity, the broad-
caster must exercise particular care in examining the speeches of any non-candidate politician or political spokesman who is given a chance to go on the air. The broadcaster who is slipshod about watching for libel in such appear-
ances is asking to be sued and socked hard.

The Westinghouse decision by the U. S. Court of Appeals also opened the way for what might be

12th Year for Met

METROPOLITAN Opera again will be heard Saturdays over ABC Radio under sponsorship of the Metropolitan Opera House. The 1951-52 season will include 18 matinee performances carried on more than 250 ABC sta-
tions, according to the network last week. As in the past, narrator will be Milton Cross.

A satisfactory compromise solu-
tion to the problem of political broadcast-
ing.

Since it made it possible for broadcasters to manage non-candi-
dates however they chose—as far as the federal law cared—a middle-
ground of political broadcasting might be conceived, utilizing only non-candidates for broadcast ap-
pearances.

The broadcaster could control the number and timing of such ap-
pearances and could ride herd on what might be the extent of protecting himself from libel in whatever manner his conscience and sense of public responsibility dictated. He could do this without regard for federal law, but not without regard for federal regula-
tion.

The federal regulation in ques-
tion is that which comes out of the FCC.

Under the power implicit in the FCC's authority to grant, withhold and revoke licenses, the Commis-
sion can and has exercised a great deal of control and this publication has frequently called regulation by the lifted eyebrow.

Time and again the FCC eye brows have been raised mentiongely when mention of political schedules was made.

In October 1948, for example, the Commission advised KWPT White Plains, N. Y. and KLID Dallas that licensees had a "re-
ponsibility" to make political time available because of their "obligation to serve the public in-
terest."

In this same communication the FCC established another and very important condition governing pol-
itical broadcasts. In answer to inquiries from the two stations, it said that primary and general ele-
cations could be considered separately in determining the giving of equal opportunity to rival candidates. Although the Commission hedged its opinion by saying that stations giving considerable time to candi-
dates in the primary should make a "reasonable amount of time
available to candidates for the same offices in the general election, it did effectively set up a separation between the primary and the general.

In its celebrated Port Huron case, the Commission dwelt at length on its philosophy of political broadcasting which can be summed up by saying the FCC believes "fairness" and "equal opportunity" ought to be obtained and, further, that no station has any business tampering with the content of political speeches.

In 1946 the Commission shook a finger at the Texas Quality Network (WOAI San Antonio, WFAA Dallas, WBAP Fort Worth, KPRC Houston) for imposing restrictions of political time that "do not appear to bear a reasonable relationship to the needs of public interest."

The Commission was protesting because the network had worked out a schedule permitting each candidate for state office to have one half-hour of time between June 11 and July 13 and then return to time between July 18 and July 27, date of the primaries, on the basis of written requests from candidates. Since there were 56 candidates for state office in that primary, the station could hardly have reserved more time for each without doing away with other programs altogether.

Has Needed Stations

Historically the Commission has repeatedly needled stations into expanding political broadcast schedules, despite the fact that Section 315 of the Communications Act and Section 3.190 of the Commission's own rules and regulations specifically state that stations are under no obligation to put any politics on the air.

By keeping in mind the fact that Section 315 has been ruled inapplicable to non-candidates and that the FCC, however, is committed to the belief that politics on the air are public service and therefore desirable (not to say mandatory), the broadcasters may find it possible to travel a middle course which avoids Section 315 by staying away from candidates themselves and avoids the rebuke (or worse) of the FCC by putting on the air a fair, impartial sampling of non-candidates.

The advantage to be gained by restricting the air to non-candidates is chiefly that of avoiding or at least minimizing the danger of libel. If the speakers were carefully chosen, they could provide a full discussion of campaign issues and personalities. Some attorneys are counselling their clients to take this middle course.

Political business is a headache for every broadcaster, but it is particularly aggravated for the network affiliate.

Takes Added Headaches

Unless the network affiliate wishes to count himself out of every political broadcast the network makes available, he finds in the headaches of the network and adds them to his own.

Suppose Candidate A buys time on a network and presents a speech which is carried by both Station ABC and its affiliate XYZ (along with many other stations on the network). Candidate B comes directly to Station XYZ and demands equal time. Under Section 315, the station is obliged to submit.

And so is every other station that carried the network feed of Candidate A's speech, if Candidate B makes individual demands for time on the other stations.

The question of libel arises here too. If Candidate A makes a libelous remark in his network speech (which the network, of course, is prevented by law from censoring), Station XYZ can be sued at the drop of a subpoena. Again Section 315 might be invoked in the same way, and in the case there is possibly further protection in this regard because the matter probably would be tried in federal court, the network feed having put the broadcast in interstate commerce. But the basic liability of XYZ remains.

There's no sure way for broadcasters to play politics without risk. In the near future, if they keep their necks from getting out so far as to invite decapitation by studying up on the history and the rules of the game. Some of the important points can be summarized as follows:

- If you want to put candidates on your station,
- Non-candidates are excluded from provisions of the political broadcasting law.
- You can put one non-candidate on the air, or one hundred— as many as you choose— whether they speak in direct support of candidates or whatever their subjects—as far as the Communications Act is concerned.
- But remember that the FCC has frequently said that the broadcaster's responsibility to serve the public means he must air a fair and impartial sampling of politicians and their issues.
- You can (and should) examine non-candidate political speeches carefully and censor any references that are libelous, because non-candidates can get you into bigger libel jams than candidates can.
- But don't risk retaliation by the FCC for censoring ideology out of speeches. The FCC wants you to present, impartially, a sampling of opinion on the people and issues in the campaign.

Unless Congress amends the Communications Act to clear up some of these almost hopeless problems—an extreme improbability—radio and television broadcasters are confronted with a year of recurring dilemmas. The Presidential campaign promises to be vigorous, if not vicious, and that means all the subsidiary campaigns will be of a kind.

For broadcasters, it will be a year of be-dammed-if-you-do and be-dammed-if-you-don't, the uncomfortable objective being to figure a way to be damned the least.

Burlington Mills Signs

BURLINGTON Mills of York (for Cameo Hosiery) has signed for 39 weeks of Nelson, Masterson & Reddy's The Continental, starring Renzo Cesana, for 15 minutes twice a week over a television network yet to be announced. Agency: Hirshon-Garfield Inc., New York.
RECONCILING to perform "inadequate AGVA which of benefit which Cal committed of rules at least performances. 75% of Guild's requirements. The revised set to be agreed to by the TA and the Board. Revised working rules provide that no benefit will be cleared by TA unless 75% of the voting member organizations present at a board meeting approve it or unless request for approval has been submitted at least 30 days before the date of the benefit. They further provide that TA clearance for the free appearance of talent applies only to appearance of recognized stars and featured players, other performers to be paid according to union requirements.

New TA rules also identify the only voting members of the group to be Screen Actors Guild, American Federation of Radio Artists, Assn. of Motion Picture Producers; American Guild of Musical Artists, Artists Managers Guild, Chorus Equity Assn., Actors Equity Assn. and AGVA. Hollywood Coordinating Committee through which stars and featured players are provided to benefits is to be represented on the TA board but will have no vote.

AAR Show Cited

ASSN. of American Railroads! The Railroad Hour!" (NBC Radio, Mondays, 8 p.m. EST) through Benten Adams. Show was last week for being voted best musical show on the air in survey conducted by Universal Radio & TV Features Syndicate in 23 cities.

BROADCASTING

FIREST CHOICE IN THE MADISON METROPOLITAN AREA

Avery-Knodel, Inc., Representatives
Badger Broadcasting Company
5000 WATTS ON 1310...ESTABLISHED 1925

BROADCASTING • Teletcasting

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NOVEMBER 19, 1951

TELECASTING

in Western Michigan
the television picture
is changed!

it's now . . .

WOOD-TV

the only Western Michigan station with full television facilities!

Grandwood Broadcasting Co., owner
and operator of WOOD-AM*, have
purchased the only TV station in Grand
Rapids—the retailing and wholesaling
center of Western Michigan.

A brand new micro-wave link has been
installed and power will soon be
increased to the full limits allowed by
the FCC. What's more— you now
have the flexibility of live studio cameras!
WOOD is already presenting a variety
of locally-originated shows.

IN WOOD-TV, you'll find the same
programming know-how . . . the same
audience and trade promotion . . . the
same careful attention to servicing
details . . . which you have come to
expect from WOOD-AM.

When you place your schedules in
Western Michigan, consider first the
only television station located in the
center of the Western Michigan busi-
ness community: WOOD-TV . . .
Western Michigan's only complete
television facility.

*also owner and operator of WFBM-AM-TV, Indianapolis

Always the best earful . . .
NOW the best eyeful!

NATIONAL REPRESENTATIVES
KATZ AGENCY, 408 Madison Ave., New York, N. Y.

GRAND RAPIDS, MICHIGAN • Ass WDFD—Flint, Mich. WEOA—Evansville, Ind. WFBM and WFBM-TV—Indianapolis, Ind.
The sign of good television

When this symbol shines out from a television screen, it identifies, for viewers and advertisers alike, the network where they're most likely to find what they're looking for:

...where 6 of television's 10 most popular shows* are broadcast

...where average ratings are higher than on any other network*

...where television's solid-success package programs come from...shows like Mama, Toast of the Town, Studio One, Suspense, Burns & Allen, Talent Scouts

...where the new hits will keep coming from: I Love Lucy, Frank Sinatra, Corliss Archer, See It Now, An Affair of State, Out There, My Friend Irma

...where 59 national advertisers...including 15 of America's 20 biggest...are profitably doing business today."

"This is the CBS Television Network"

* Trendex TV Program Popularity Report October 1-7
** October 15
# Hooper Television Audience Index

**October 1951**

<table>
<thead>
<tr>
<th>Time</th>
<th>TV Sets in Use</th>
<th>TV Station &quot;A&quot;</th>
<th>TV Station &quot;B&quot;</th>
<th>TV Station &quot;C&quot;</th>
<th>TV Station &quot;D&quot;</th>
<th>KTLA</th>
<th>TV Station &quot;E&quot;</th>
<th>TV Station &quot;F&quot;</th>
<th>Other TV</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Evening</strong>&lt;br&gt;Sun. thru Sat. 6:00 p.m.-10:00 p.m.</td>
<td>45.7</td>
<td>9.5</td>
<td>5.9</td>
<td>14.0</td>
<td>16.9</td>
<td><strong>35.3</strong></td>
<td>8.6</td>
<td>9.7</td>
<td>0.1</td>
</tr>
<tr>
<td><strong>Sunday Afternoon</strong>&lt;br&gt;12:00 Noon-6:00 p.m.</td>
<td>26.0</td>
<td>4.3</td>
<td>4.2</td>
<td>19.4</td>
<td>30.1</td>
<td><strong>33.3</strong></td>
<td>2.0</td>
<td>6.2</td>
<td>0.5</td>
</tr>
<tr>
<td><strong>Saturday Daytime</strong>&lt;br&gt;8:00 A.M.-6:00 p.m.</td>
<td>10.1</td>
<td>7.9</td>
<td>-</td>
<td>4.2</td>
<td>12.1</td>
<td><strong>68.2</strong></td>
<td>2.5</td>
<td>4.2</td>
<td>0.8</td>
</tr>
</tbody>
</table>

1,038,750 TV Receivers in Los Angeles area, Nov. 1, 1951

KTLA Studios • 5451 Marathon St., Los Angeles 38 • Hollywood 9-6363
Eastern Offices • 1501 Broadway, New York 18 • Bryant 9-8700

**Key Station of The Paramount Television Network**

Paul H. Raymer Company • National Representative

Page 66 • November 19, 1951
Operations Costs

November 19, 1951

Reviewed at NARTB Dist. 3 Meeting

Cost of building and operating UHF television stations will be about the same as VHF, according to the consensus of TV station operators and equipment representatives who took part in a TV panel conducted Monday at Pittsburgh by NARTB District 3. (See main district meeting story, page 30).

Experience gained in operating VHF station indicates TV costs can be held, in many cases, to about twice those of AM stations, it was brought out at the panel. Clare R. McCollough, general manager of the Steinman Stations, was moderator.

Television has "radio's big mistake" by raising rates when set circulation increases, Mr. McCollough said.

Members of the panel were Edward S. Clammer, RCA-Victor; J. E. Mathies, Steinman Stations; Harold Lund, WDTV (TV) Pittsburgh; John S. deRussey, WCAU-TV Philadelphia; Alvin D. Schrott, WJAC-TV Johnstown; Lawrence H. Rogers II, WZAZ-TV, Canton, W. Va.; J. Gorman Walsh and Harold E. Miller, Steinman Stations.

With costs depending on the particular type of operation, panel members covered stations from over a hundred employees down to those with a score.

About twice as many employees are needed to keep a TV station running as AM requires, Mr. Miller said. With a medium operation requiring about 50 on the staff, he said only a few persons can be transferred at a time.

Mr. Schrott said that WJAC-TV, operating without studios, has expanded its staff from 10 to 28, with costs running perhaps a fourth over AM.

Mr. Mathies, of WCHA, Chambersburg, Pa., Mr. Clammer said there is no loss of quality due to the high price factor in UHF transmitting antennas.

In the discussion of TV personnel, Mr. Lund said WDTV had increased from 16 persons two years ago to 175 employees (not including talent). Of these, two score are part of the station's operation. 8:55 a.m. Mr. Walsh said WDEL-TV started with nine persons but the quota quickly doubled. Panel members agreed the main factor in expansion of personnel is local programming.

Stations off the cable lines will have added costs because of relay system, Mr. Rogers said referring to the $125,000 overlay system built by WSAZ-TV. People will not buy sets to see kinescope programs, he warned, noting that his station has 14 hours of local programming a week in addition to network service. Local programs create the interest that increases TV ratings.

Standardization of TV rate cards is far from realized, it was indicated. Mr. Rogers said his station has a basic rate plus a local structure. WCHA was $150,000 and TV agency commission. WJAC-TV has three rates, according to Mr. Schrott, the local rate being taken by the salesmen. If his TV circulation, with wide coverage, is larger than radio and newspapers combined.

Average Spot Rates

Cost of placing a 20-second spot on the 109 stations covering the U.S. audience was $15,149 as of Nov. 1, according to the third annual study conducted by Peter B. James, manager of the WEED & Co. television department.

Rates are up 10% to 20% in the various classes over the averages of 1960, according to the study. Rates are based on Class A one-time film charges.

It was found that 86 stations list one rate for a spot announcement of a minute or less; 23 have a separate rate for one minute and 20-second spots and 89 list the eight-second "ID" or identification spot.

The Weed 1950 report showed only 46 stations with such an identification spot compared to 89 this fall, described as proof of the growing importance of the eight-second spot.

Set circulation increases were analyzed by Mr. James. He found only 29 markets having under 100,000 television homes; 28 have between 100,000 and 500,000; four between 500,000 and 1 million. Again using the fall 1950 figures, 46 cities were under 100,000; thirteen were between 100,000 and 500,000; three

Weed Sets Up List

15,000 to 104,999: 13 stations, 12 cities (Chicago, Columbus, Cleveland, Dallas, Detroit, Miami, Minneapolis, Milwaukee, New York, Philadelphia, Richmond, St. Louis)
105,000 to 194,999: 6 stations, 6 cities (Atlanta, Baltimore, Houston, Los Angeles, San Francisco, Washington)
195,000 to 289,999: 4 stations, 4 cities (Cincinnati, Pittsburgh, St. Louis, St. Paul)
290,000 to 684,999: 2 stations, 2 cities (Atlanta, Columbus)
685,000 and up: 1 station, 1 city (Los Angeles)

The Red Ryder series was made between 1945 and 1946 at which time Mr. Blake was under contract to Republic. Films are currently being telecast on KTV (TV) Los Angeles.

Broadcasting • Telecasting
ONE of the strongest selling points for television has been its ability to substantiate the claims of advertisers. It has taken the showroom, factories and laboratories into the American public's living room to demonstrate sponsors' products. This is how one New York manufacturer chose television in its infancy to prove the worth of his product in a large and competitive market. His business, with three years of TV advertising, has grown by leaps and bounds.

Castro Claimed 'So Easy a Child Can Do It'

...AND TV PROVED THE SLOGAN

BERNARD CASTRO has built his New York business—the manufacture of Castro Convertible as an upholsterer's apprentice, down piece of furniture, visualizing hours listening to housewives' complaints about ugly beds that took up too much space, before he went out to borrow the $300 with which he started his own organization. That was 20 years ago. Although the Castro cash registers were ringing up some $400,000 in sales 17 years later, it was the next three years that were the really important ones, for Mr. Castro's gross has now reached several million dollars annually. Television is responsible for the growth, Mr. Castro says today, for it was three years ago that he started his first advertising in that medium.

The manufacturer had long said that the swift conversion of the sofas he built was "So easy a child can do it."—a glib phrase but one that stood the test—for a child did do it. He proved the point with his daughter, Bernadette, then only three and a half, by guiding her in opening the family's convertible sofa. In a few weeks, she did it with such ease that Mr. Castro sought a way of bringing the unusual demonstration before the public.

Mr. Castro chose television and he noticed a corresponding decrease in business and re instituted the second commercial at once.

The WABD spots have continued steadily since, and the Castro organization has expanded its campaign to other TV stations, as well as backing two 15-minute radio shows and utilizing newspaper advertising. Asserting his belief in keeping his product name before the public, Mr. Castro says that even in 1948, when there were only 40,000 TV sets in the country, "our two spots yielded dozens of sales each week, which I could trace directly to television."

Mr. Castro's only problem today is his three-year-old son, Bernard Jr.,—he still can not open the Castro Convertible.

Mr. CASTRO has moved his business from the small, one-story showroom-factory it occupied three years ago to separate factory, warehouse and office buildings in Manhattan. He has built a new factory in Babylon, N. Y., a new store in Westchester, and has plans for opening sales rooms in Hempstead, L. I., and Newark, N. J., to accommodate the increase in customers.

The Mamaroneck home in which the Castros now reside is quite a step, literally and figuratively, from the place in Italy which Mr. Castro left as a 15-year-old. Although television did not raise the industrious Mr. Castro from the comparative poverty of his $8 per week apprenticeship to his present position, it did accomplish in a short time what years of hard work failed to do: It dramatized before the public the selling point that had to be seen to be believed.

Mr. Castro's only problem today is his three-year-old son, Bernard Jr.,—he still can not open the Castro Convertible.
THE NATIONAL Collegiate Athletic Assn. last week appeared to be facing more problems that needed resolution as a result of its so-called controlled football TV plan than the plan itself, had been expected to solve when first devised.

Public pressure continued to mount, following the retreat of NCAA before the fans’ wishes in the Detroit and Washington areas [B, p. 5].

To add to NCAA’s troubles:
- WKZO-TV Kalamoso worked a surprise play that caught NCAA and independent stations. Station telecast the Michigan State-Notre Dame Nov. 10 game although neither NCAA nor NBC-TV—network carrying the collegiate TV schedule—had authorized the pick-up.
- NCAA, initially denying authority was given to WKZO-TV to air the game, said it was awaiting an official report from NBC-TV, before taking any position on the reported incident.
- In Philadelphia, Frank Murray, president of one of NCAA’s controlled telecasts, thought the restrictive plan was doomed. Mr. Murray is U. of Pennsylvania athletic director. The school had been a wildcatting as a result of NCAA’s plan early in the season but backed down when other Ivy League schools threatened to break off relations.
- Petzer, president and general manager of Pittsburgh’s WQED, which is a member of the National Educational Television Association, also opposes the plan. The Associated Press reported that WQED would transmit the game.

In addition, WBNW (TV) Washington was permitted to telecast the game although the Washington area had been slated to be a “blackout” region that week. Reason was similar to that in Detroit which allowed WWJ-TV’s telecast.

As of late Thursday, it was not certain if we will have plenty to say on this subject.”

Two Michigan outlets had been granted NCAA permission to ignore the blackout. They were WWJ-TV Detroit and WJIM-TV Lansing. WWJ-TV was granted authority because the game was a sell-out last July, and WJIM-TV carried the game because it was the originating station for NBC, and if unable to carry the game, this would be the best programming nothing else for local viewers.

In addition, WBNW (TV) Washington was permitted to telecast the game although the Washington area had been slated to be a “blackout” region that week. Reason was similar to that in Detroit which allowed WWJ-TV’s telecast.

As of late Thursday, it was not fully explained how WKZO-TV obtained the telecast. It is not affiliated with NBC.

Mr. Sarnoff, whose school was a pioneer in football TV, told newsmen that the Detroit incident “should convince everyone that football television cannot be nationally controlled.”

Return Control

“Football television isn’t a problem for the NCAA,” Mr. Murray said. And, he said, it is not even up for the ratification of conferences as leagues or leagues. “The only thing to do is to turn the control back to the individual institutions.”

“At Pennsylvania we feel that the NCAA acted without constitutional authority when it set up this ‘experiment’ which actually years have come mostly from television a group of leading western research

result of research, he said, the payoff is to ‘demonstrate and to specify it, constitutes 50% of the invention itself’,” he said. “My entire business career has been built on my faith in the ability of our men of science to deliver the goods. This is how we could discover a public need. I have had a very happy time contributing that easy 50% and watching it evolve.”

Another important contribution of business to the partnership, he said, is money. High taxes are reducing industry’s ability to do research. And, he said, the private philanthropist who once sponsored men of science. The money for research today must come from industry.

“Some people say let the government supply the money,” he said, “and you may be sure that if industry doesn’t do it, the government will have to.”

But he cited three basic reasons why he believes government is not the best agency to take over this role in the partnership.

Government control is not the American way. Such control would establish rigid policy and lines of communication which would be foreign to research. Thirdly, the only money government would have to support research would have to come from industry and the people industry serves in the partnership.

Both the researcher and industry could afford a greater appreciation of what each has to offer the other in the partnership, Gen. Sarnoff said.

“Our scientific friends,” he said, “should keep in mind that any product, no matter how fine it may be, is of little use unless it can be produced and sold at a price the public can afford. This is what the businessman has in mind when he talks about a

amounts to a ban. But even if it were legal it is unwise. It has an adverse effect on industry, which wants football television, and it leaves colleges open to charges of commercialism.”

Two complaints that TV films of games after their play discloses coaches’ trade secrets were denied last week by Frank Leahy, coach of Notre Dame’s Irish.

Films if properly utilized are of great help to a coach, Mr. Leahy said. “Showing them on television does little or no harm as in order to pass the film for moving game, a coach must run the film back several times.”

TRANSMITTER TEST

Joined by Seattle Stations

FOUR Seattle stations are conducting a joint test of transmitter effectiveness at Squawk Mountain, 15 miles southeast of the city. One of the four, KING-AM-FM-TV, has just received its construction license in the Pacific Northwest.

In addition to KING, other participating stations are KIRO, KOA, and KOMO. All together, three, all network-affiliated stations, have applications before FCC for video channels.

Jim Hatfield, KIRO chief engineer, said the two BC transmitters have been built on Squawk Mountain, one on 50 mc, the other on 20 mc. Field strength measurements are being made from a truck driving around Seattle.

The Squawk Mountain site, 2,000 ft. above sea level, is being compared for strength and effectiveness of line-of-sight transmission with the present KING-TV transmitter site, located on a hill near the center of the city.

KING-TV has an application before FCC for a change of transmitter site to Squawk Mountain and the present tests have been designed to compare the two sites.

All tests is part of a joint project are General Electric and the electrical engineering department of the U. of Washington.

realistic approach to his problem.”

On industry’s part there could be a greater appreciation of the value he is receiving for his investment in research, he said.

“There are companies in America that spend millions of dollars on advertising and sales promotion to get the public’s money out of their products. They say they are putting their money where it ‘pays off.’”

“I believe such companies would find that they would have to say, that would ‘pay off’ many times over if they were to make even a small investment in practical industrial research.”

As an illustration, he cited the $80 million RCA put in television research before getting a cent return. Was it worth it? he asked.

“I think so. And so do our stockholders. RCA earnings over the past few years, have fully justified our belief: For they came mostly from the television business,” he concluded.

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PIGSKIN CONTROLS

NCAA’s Troubles Mount

RCA EARNINGS

Mostly From TV, Sarnoff Says

RCA EARNINGS in the past few weeks is down from the normal pattern of subsidiaries, it is to be expected. After all, RCA has two large companies, RCA Victor and RCA Television, each of which is a major factor in the total RCA earnings.

For example, the Victor subsidiary had a record year in 1951, with net earnings of $12 million. But for the past few weeks, the company has been experiencing some difficulties, which have led to a decrease in earnings.

Another factor is the current economic climate. The industry is facing increased competition from other manufacturers, which is leading to a decrease in sales.

The company is also facing the challenge of new technologies, such as the development of color television, which is expected to have a significant impact on the industry.

In addition, the company is facing increased costs due to the current supply chain disruptions, which is leading to increased prices for raw materials.

Despite these challenges, RCA is still a major player in the industry, and is expected to continue to be a leader in the future.

In conclusion, RCA is facing significant challenges in the current economic climate, but is still a major player in the industry. The company is expected to continue to be a leader in the future, and is expected to weather these challenges.
A NEW magnetic tape recording system that will take sight and sound at the same time and thus "reduce cost of making television shows on film to about one-tenth of what it is today" has been developed by the electronic division of Bing Crosby Enterprises.

Perfected after two years of research by John Mullins, chief engineer of the division, Mr. Roland Johnson, under supervision of Frank Healy, head of the electronic division, the "filmless camera" eliminates need for using motion picture film by recording directly electronic impulses which are facsimile of images on the magnetic tape.

Capable of absorbing pictures, sound and colour at the same time, the new process at a recent Hollywood demonstration in the Crosby laboratory "picked up" for later re-telecasting the sequences of a film or radio show. If someone misses a line, the picture can be erased from the tape and done over.

Transformation of the television camera image to the tape is done instantaneously, without developing required. The tape can be erased and used many times.

Besides reducing production expenditures as claimed, it was pointed out further benefits to be derived by TV producers through the new method would be (1) safety factors of tape over film; (2) simplicity of editing tape by merely cutting out unwanted portions and music tracks to remain integrated without necessity of juggling; (3) elimination of separate tracks for sound and images, with erasure of portions for all and re-recording of tape for inserts permissible; (4) no laboratory processing; (5) no additional costs foreseen for color; (6) tape-to-tape recording for multiple prints needed for TV distribution; and simplified with cost cut to a minimum.

It was pointed out that the quality of re-transcribed shows and films will be higher than current standards because of renewal qualities of the original content as it is recorded from new tape to new tape instead of from a master negative. Cost of tape is about one-tenth of that of film over a period of time, it was claimed.

Actual manufacture of the equipment will not take place for six months to a year, it was said. During that time it will be standardized for use of a one-inch tape. Bing Crosby Enterprises will handle distribution. Manufacture of equipment will be shopped out.

LUCAS NAMED
To ABC TV Sales Post

RUPERT LUCAS has been appointed to the newly-created position of manager of television program sales for ABC, Harold L. Morgan, vice president of the television program department, announced.

A veteran of radio, Mr. Lucas started as announcer-director at various Canadian AM stations until 1932, when he was appointed manager of the ABC network radio in Canada. When radio was nationalized in Canada in 1934, he was named general manager of CKMC and CRCT, the latter eventually becoming the key station of the group.

Appointed director general of production for CBC in 1937, Mr. Lucas was instrumental in organizing and developing the network program division. During the war, he was in charge of radio war work, helping in cooperation with the Canadian War Finance Committee.

Leaving Canada in 1942, Mr. Lucas joined the Hollywood office of Young & Rubicam as production supervisor. He became producer-editor of The March of Time series in 1943, moving to New York at that time. In 1947, he was named general manager in the Young & Rubicam New York office in 1945. He resigned from the agency in 1949 to accept a public relations commission from the Canadian Dept. of State.

WHAS Grid Award

SECOND annual "Leadership Award" to an outstanding U. of Kentucky senior football player will be presented at the close of the 1951 season by WHAS-AM-TV Louisville. Award recognizes the player who has contributed most on the field, scholarship and all-around team value. It will be given to the winner during film presentation of the Kentucky-Tennessee game Nov. 25, last in the 1951 football film series of Wildcat 1951 games.

TELEVISION broadcasting career conference will be held in New York Dec. 8 by Brooklyn College Div. of Vocational Studies and School of Radio Technique—TV.

BEST-OF-INDUSTRY award is presented to Harold Smith (II), NBC-TV Chicago advertising and promotion manager, for NBC Television from the Direct Mail Adv. Assn. C. B. Larrabee (c), a member of the judging committee, and L. T. Alexander, president of association, make presentation.

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TV's Moral Force

Dr. DuMont

TELEVISION has "an invariable quality of honesty" that separates the sheep from the goats, the wheat from the chaff, "the phony from the genuine," Dr. Allen B. DuMont declared in his address in which he announced the jubilant growth of the television industry. DuMont, in accepting a citation from the Mayor of Passaic for his television achievements and those of his organization which is celebrating its 20th anniversary, Dr. DuMont said that "in crime hearings and political campaigns, television has displayed an unerring ability to sift insincerity and demagogy from the statesman."

"The results of some of the recent political campaigns already have been attributed to this quality of television," he said. "Already the politicians high and low, at the local level and at the national level, are planning and preparing. They are wondering what television is going to do to them or for them next year. They are planning to avoid, to make use of its demagogic ability to spread fallacy and demagogue from the statesman."

Attacking the federal government for killing incentive and for forcing business "to consume an unprofitable product," DuMont said that in television: "We have gained, with our time, efforts and manpower on red tape and paper work for the government," DuMont stated.

TV's Spotlight of Truth

"I cannot help but wonder how much longer television would have been in getting here if those of us who worked on its development had been compelled in those early days to pay as much paper-work tribute to bureaucracy as we do now."

"I cannot help but wonder whether television would have weeded out for the voters those who have imposed this creeping socialism upon us."

"I cannot help but wonder whether television would have exposed for the voters some of the demagogues and ininsincere officials responsible for the war of graft and dishonesty which seems to have gotten such a stranglehold on some of our government agencies."

"I cannot help but wonder what is in store for us next year and in succeeding years when the honesty of television is put to work in earnest in the cause of good, clean, honest government and a return to fundamentals of the American enterprise system."

"It is conceivable, too, that in the working of that accomplishment, television at its efficient best could fulfill our ideals of statesmen, and our state and local offices with men whose greatest desire is to serve the public interest and welfare by means of the cultivation of honesty and integrity."

"If that dream could become a reality, television could move forward, unhampered, for fulfillment of its destiny in the full and complete service of mankind."

Dinner marked the adoption of "Passaic, The Birthplace of Television," as the official civic slogan. Passaic, Mayor Morris Pashman noted in his remarks, "is the city in which Dr. Lee de Forest conducted his experiments more than a quarter of a century ago, when television was a concept rather than a reality, and before the amazing growth of the electronics industry began. It was in the Brighton Mills, now part of Raybestos-Manhattan's great mechanic-engineered goods plant, that television, crude as it was then, was first put on the air.

"It was here in Passaic that Dr. DuMont began mass production of his cathode ray tube after his earlier work in a little shop in nearby Upper Montclair—a mass production enterprise which may truly be described as the birth of an industry," Mayor Pashman said.

Dinner program, tentatively titled WABD (TV) New York, also included addresses by Lloyd B. Marsh, New Jersey Secretary of State; John E. Prescott, president of the Passaic Chamber of Commerce, and a film, The DuMont Story, presenting in dramatic form the history of the Allen B. DuMont Labs.

EIDOPHOR-CBS

New Projection Unit Hailed by Skouras

EIDOPHOR-CBS large-screen theatre in Zurich, Switzerland, was considered 20th Century-Fox Film Corp., as pictures and equally as certain to see the demonstration which John Martin of CBS Labs produced.

Dr. Baker was quoted as saying the EIDOPHOR system "is probably the most outstanding theatre television system in the world." The outstanding advantage, he observed, is that there is "no limit on the light that can be pumped through the unit.

SET SERVICING

RTMA Program Begins

PROGRAM designed to raise the standard of TV set service was started last week by Radio-Television Mfrs. Assn., under direction of E. W. Merriam, recently named RTMA service manager. The program is sponsored by the RTMA Service Committee.

Education of young men in TV servicing is planned, with RTMA recommending courses of study to the 2,500 vocational schools as well as adult schools. RCA Institute has been engaged by RTMA to write a three-year vocational high school syllabus on radio and TV and a 10-12 month syllabus for adult schools. Gilbert Weaver, training director of the New York State Board of Education, is editing the courses.

The three-year course will provide full training for high school youths whereas the shorter course is designed for radio technicians who are untrained in television.

RTMA also is cooperating with National Business Bureau and its local bureaus in distributing a booklet on care of TV sets. It is designed to tell TV set buyers what they may expect of their re- ceivers. The first and phases of the program include cooperation with TV servicemen's associations and technical groups.

DETAILED BY REDS

CBS-TV Engineers Held

CBS-TV engineers, after a lengthy argument—asked to present their CBS technicians' American Employment, and was shown same papers previously called invalid. Mr. Fox and Mr. Bliss were then released along with a British liaison officer and his interpreter, who had interceded for them.

Drops TV Show

HAZEL BISHOP Lipstick, New York, through Raymond Specter Agency New York, will drop sponsorship of the Freddy Martin Show on NBC TV. Freddy Martin Show on NBC TV, Wednesday, 10:30-11 p.m. after Nov. 28 due to dissatisfaction with the time and with the inability of the network to clear desirable time on more stations throughout the country.

November 19, 1951 • Page 69
Important news, too (we think)! Because this year—for the FIRST time—BROADCASTING • TELECASTING will publish a separate Yearbook for the television industry... a volume packed cover-to-cover with important facts about fast-growing TV and the people who are making it grow.

Behind the new TELECASTING Yearbook stands the 18-year tradition of the nationally famous BROADCASTING Yearbook, a veritable encyclopedia of information referred to every day of the year by thousands of advertisers, agencies and other decision makers.

TELECASTING Yearbook will be no less informative, no less invaluable to some 10,000 buyers of TV programs and time when the first, 1952 edition reaches their desks by February 15. And its publication, we believe, is important enough for you to interrupt whatever you're doing and send in that space-reserving coupon at the lower righthand corner of this announcement!

If you have a message for the people who are making TV such a great industry today—here's the place to tell it!
INTERRUPT YOU...

with a special news bulletin?

TIME IS RUNNING SHORT...

The staff of TELECASTING is already hard at work on this new, first Yearbook. Publication date is February 15, 1952. That means the advertising deadline has to be January 1, 1952.

Mechanical Requirements

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<thead>
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SOME GOOD REASONS WHY TELECASTING YEARBOOK...

will be studied, referred to regularly, and kept close beside the most important people in TV throughout 1952:

- Analysis of TV Advertising, 1951
- TV Billings by National Advertisers
- TV Station Listing and Personnel
- "Where to Buy It" Directories
- TV Audience Analysis for 1951
- TV Billings by Networks
- TV Billings by Adv. Agencies
- Billings by Product Categories

plus (of course) pages and pages more of worthwhile, working facts about television that have never before been assembled into a single, handy Yearbook.

(And a good place, obviously, to list a few significant sales facts about yourself!)

RESERVE YOUR ADVERTISING SPACE TODAY!

Just fill out this coupon and get it in the mail right away. Or, better yet, wire or phone the nearest office of BROADCASTING-TELECASTING now!

BROADCASTING-TELECASTING

"National Press Building
Washington 4, D. C.

Yessir... we like to be in on the start of things. Put us down for ______ pages in the new, FIRST annual edition of TELECASTING Yearbook. We'll have a plate (copy) to you by ______.

Name
Organization
Address
City State
BLA CK LISTING

BLA CK LISTING actors and other personnel because of alleged "subversive" political opinions is a "pattern that tends to become dominant in the radio and television fields," Playwright Elmer Rice charged last week.

The Pulitzer Prize winner made the charge last Tuesday when he resigned from Playwrights Television Theatre, group of nine authors whose dramas are being produced on ABC's Celanese Theatre.

Letter of resignation—announced to newsmen at New York's Fulton Theatre where Mr. Rice is conducting rehearsals of his new play—was submitted to Stellar Enterprises Inc., a packaging corporation formed by the William Morris Agency to produce the Celanese series.

Citing contract clauses giving the playwrights control over scripts, casting and production, Mr. Rice wrote, "I now find that the names of actors selected by you [Stellar Enterprises] are submitted for approval to the Ellington Advertising Agency, whose client, the Celanese Corp. of America, is the sponsor of this program. The agency, it appears, then submits these names to its attorney, Walter Socolow, for 'clearance' from the point of view of what is euphemistically called 'public relations.'"

Charges Political Inquiry

"What this means in effect," Mr. Rice continued, "is that Mr. Socolow conducts an inquiry into the alleged political opinions and activities of the actors and bases his acceptance or rejection upon his judgment of the propriety of their political beliefs."

"As an anti-Communist and a militant opponent of totalitarianism," Mr. Rice said, "I have repeatedly denounced the men who sit in the Kremlin for judging artists by political standards. I do not intend to acquiesce when the same procedure is followed by political commissioners who sit in the offices of advertising agencies or business corporations."

In a revival of the controversy that has centered around Red Channels since that booklet's publication more than a year ago, Mr. Rice repeatedly asserted that Mr. Socolow was under pressure from Red Channels' publishers.

Mr. Socolow, identifying the statement as a "distortion" of the plot of his play, said, "I never conducted any inquiry into the political opinions and activities of any artists and have never passed judgment upon their political faiths. I do not possess a copy of Red Channels nor have I seen one, nor am I under any pressure from any outside source."

Dispute arose from casting of Mr. Rice's Counsellor-at-Law, television version of the author's long-run drama which opened on Broadway in 1931 with Paul Muni playing the lead. For the Celanese Theatre the playwright had reportedly suggested Mr. Muni and Gregory Peck—neither of whom was available—and three other actors, whom he contended the agency rejected.

"Lean Over Backward"

Jesse T. Ellington, president of Ellington & Co., agency for the Celanese Corp., said, "we've tried to lean over backward to live up to the best traditions of the theatre and to avoid any of that political thing in casting . . . but when you get somebody who may cause a lot of bad publicity for your program, do you have to be a little bit careful. It's an ordinary business safeguard."

It was reported that one of the actors cast in the television play had been listed in Red Channels, but disavowed Communist ties.

Mr. Ellington said that production of the Celanese Theatre series was never entirely under direct control with Stellar Enterprises and that no actor engaged by the producer had ever been disapproved by his agency.

The policy in selecting talent has been one of common sense and is not based on political views or pressure from outside sources, he explained, although a necessary criterion is the degree of public acceptance of the individual." This involves the usual standards of good taste and freedom from notoriety and association, he explained.

The agency's attorney, he said, is responsible only for legal advice pertinent to program contracts.

By week's end, Counsellor-at-Law was "out"—10-11:30 p.m. EST, Nov. 28 over ABC-TV. Alfred Drake will play the title role, with Mr. Rice's "wholehearted approval," according to an agency spokesman.

T A L E N T  G R O U P S

AMERICAN GUILD of Variety Artists' move of two weeks ago to postpone the TVA convention scheduled for early December was rejected last week by the Associated Actors and Artists of America board, parent body of entertainment unions.

Move was discussed during the week, with board members taking it up with their respective unions, and was voted against by Actors Equity, American Federation of Radio Artists and American Guild of Musical Artists at a 4-A meeting, Nov. 9.

Emphasizing that AGVA has no quarrel with TVA, Albert J. Westbrook of the Variety Guild reiterated that his group has been and continued to be definitely committed to any kind of merger plan that will lead to integration of all entertainment unions. "All we're working for is a vertical structure—one that will give the actor strength and responsibility," he said.

The AGVA defeat in moving for postponement has not affected the Variety Artists' subsequent move for total merger [B*T, Nov. 12].

Invitations sent out to all 4-A unions for consideration of this project had resulted in affirmative answers from AFRA,AGMA and the Hebrew Actors Union, Mr. Westbrook said. Screen Actors Guild is presenting the proposal to its governing board, while Actors Equity and Chorus Equity had not replied by week's end. Invitation to discuss a total-merger plan left designation of meeting time and place to AGVA, once all replies were received.

December convention of TVA—scheduled for when the television body was first established—will consider future course of the group, with specific attention to be given the AFRA proposal to merge. Alternatives include continuation of TVA under its present status as a trusteeship of the 4-A—with 10 members from each union on the board, establishing it as a separate union with its own officers and dues structure, or merger with other 4-A combinations.

George Heller, TVA executive secretary, indicated that although his group endorses an all-4-A merger, working it out in practice terms raises too many questions to make it seem the practical course at this time. Since all unions give TVA support in principle, he said, a single entertainment group, the proposal should be given serious consideration, he contends.

Fearing the sincerity of the proposals, however, by setting a July 1 deadline for the plan. If a total merger can't be worked out by that time, AFRA and TVA should be allowed to join together, he said.

Fear Lead Hand

Other 4-A members fear the latter not only because it would give the radio-television combination a lead hand in AAAA policies, but because they would also be deprived of any real returns expected when TV performers are put on an official dues scale.

Meanwhile, AFRA officials argued that merger now of television and radio would give the group direct representation in associated fields under a combined administration, which would result in increased earnings. The merger—while saving performers a duplication now—would not necessarily delay an all-4-A union, but would speed it by accomplishing an initial step in that direction, they maintained.

MARKING third birthday of WAAM (TV) Baltimore at a celebration held Oct. 31 at the Phoenix Club in Baltimore are (1 to r): Herman Cohen, vice president, WAAM Inc.; Volney Righter, partner, Harrington, Righter & Parsons; Fred Allman, WAAM Inc. consultant; Chris Witting, director and general sales; DuMont Television Network; Richard Rawls, ABC-TV station relations manager; Dr. Delph W. Brok, president of Johns Hopkins U. and chairman of station's program advisory council; Ken Carter, WAAM general manager; Ben Cohen, president, WAAM Inc.; Norman Dresher, station relations manager, DuMont; Norman Kel, executive vice president, WAAM Inc. Members of advisory council were guests of honor. Dr. Brok was principal speaker.
You get a
BIG BONUS IN SETS
ON WFBM-TV
INDIANAPOLIS

Says JAMES W. BAISE
BAISE RADIO SALES AND SERVICE
1274 E. Division Street
Evansville, Indiana

"Evansville is a WFBM-TV town. I receive the station consistently and better than any other station."

...Leading Evansville, Indiana, television retailers like Jim Baise estimate there are approximately 2000 television sets installed in Evansville and Vanderburgh County.

That's good news for every WFBM-TV advertiser...it's still more proof that you couldn't spend a TV dollar better than on the Hoosier State's first station. Because, on this great Indianapolis TV station, you're not only hitting the 60-mile bull's eye area in the heart of high-income Hoosier-land, but you're also picking up a sizeable bonus in the lush fringe regions.

Planning next year's promotions now? You owe it to your clients to recommend WFBM-TV!

First in Indiana
WFBD TV
Channel 6, Indianapolis
REPRESENTED NATIONALLY BY THE KATZ AGENCY
VIDEO STUDY
Public Reaction Measured
A NEW continuing study on the effects of TV on home life and public reaction to program trends has been launched by Erwin, Wasey & Co., New York, according to James C. Douglass, vice president in charge of radio and television.

The most significant reaction of the report just compiled is that the public is rapidly tiring of "old" television faces and unimaginative program formats.

The report was conducted by Marketscope Research Co., Newark, in a "typical" eastern city. It held that the type of program needing most improvement is the television movie, criticized by twice as many persons as any other type of entertainment. The greatest complaint was that the movies are too old.

"However, without the vast back-log of old movies," Mr. Douglass said, "Even the networks, to say nothing of independent stations, could never have inaugurated continuous transmissions.

But if fresh program ideas are not initiated soon, television will find itself going down hill as rapidly as it rose in the past three years."

Checks Networks
Mr. Douglass reported also that the agency had completed a detailed analysis of every network show telecast last year. This revealed that a vast majority of the shows could attribute poor ratings to hasty preparation, poor organization and lack of advance planning. Conversely, the top-rating shows have a substantial measure of all three of these fundamentals, he said.

"It is our feeling that the public does not know what it wants. It knows generally that it wants to be entertained but not hoodwinked by an advertising hook baited with a dead shrimp of banality," it was pointed out.

"If in the months to come we find out a little about what the public does not want or is tired of, we will at least eliminate some of the undergrowth which must be cleared away before fresh program ideas can sprout."

As for evaluating shows on the basis of ratings (Videodex, Telepulse, Nielsen, etc.) Mr. Douglass pointed out that they are useful only in determining broad trends since such samples are influenced by a number of elements.

Particular emphasis in the initial study, Mr. Douglass said, was placed on the attitude of parents in regard to their children.

Three-quarters of the parents with children from three to 13 years of age believed television viewing to be beneficial. Of this group 70% felt that television on the whole was educational, 15% cultural, 6% relaxing to the child, and 3% found it kept youngsters out of mischief. About one-quarter opposed TV for their children.

It's Results That Count...
In October, an advertiser wrote, "I am sure it will be of interest to you to know that WGN-TV produced the lowest cost leads for us of any Television station in the country."

If its results you want... it's WGN-TV in Chicago

EDUCATION WEEK
"Life," WHAS-TV Join Forces
"LIFE" magazine joined WHAS-TV Louisville in presenting Inside Our Schools during National Education Week, Nov. 11-17.

Victor A. Sholis, vice president and director of WHAS-TV, explained that the special educational project included a series of telecasts from schools in Louisville and in the surrounding area. Life representatives discussed the plan with WHAS-TV for weeks, Mr. Sholis added.

About 13 hours of the WHAS-TV schedule was devoted to what takes place in classrooms, both public and parochial, elementary and high school, Monday through Friday, telecasts originated from one or more schools in the area. In addition, several classes were brought to the studio and other regular WHAS-TV programs were devoted to some phase of National Education Week.

Life sent a mailing to all of its subscribers in the Louisville area, urging them to watch the telecasts. The mailing included a checklist with which viewers could rate their schools. Life also provided WHAS-TV an edition of March of Time and other films on our educational system for showing the preceding week.

TVA Elections
WEST COAST delegates to the national Television Authority convention in New York Dec. 7-9 are expected to be announced later this week. All mail election ballots were to be in the Los Angeles office today (Nov. 19). Total of 16 delegates will be selected representing various categories in TVA. Among those nominated were Peter Prouse, former head of TVA West Coast section; Lee Hogan; Eve McVeagh; Whit Bissell; June Whitley; Tyler McVeay.
WOC-TV Sells!

In fact, WOC-TV's reputation as a Selling Medium is growing so rapidly that this station is approaching the SOLD OUT stage. There are a few good program and announcement availabilities left, so you'd BETTER ACT NOW.

Better act now ... if you want to reach WOC-TV's 23 county good viewing area. Better act now ... and get on the station with the "know how" to stimulate the buying urge of people in the Quint-City area ... people with a per capita effective buying power 30.2% above the national per capita average (Sales Management 1951 “Survey of Buying Power”).

Let us or your nearest F & P office hear from you ... and shortly you'll hear from a vast TV audience that responds to sales messages carried by WOC-TV ... the station that SELLS!

WOC-TV, Channel 5
Davenport, Iowa

Free & Peters, Inc.
Exclusive National Representatives

The
QUINT CITIES

Col. B. J. Palmer, President
Ernest C. Sanders, Resident Manager
COMMUNITY TV
Replace Small Station?

FEAR that community antenna TV systems may mean the doom of small-market TV stations is one reason why FCC has not yet made up its mind on the application for common carrier frequencies made by J. E. Belknap & Assoc. of Popular Bluff, Mo. [10, Oct. 15]. That is one impression Mr. Belknap and C. B. Bidwell, one of his associates, carried away with them after a one-day visit last week with FCC Chairman Wayne Coy and General Counsel Benedict Cot- tone. They were told, also, that the whole question of community antenna TV systems has not been resolved and that it merged to some degree with the Commission's consideration of subscription TV, theatre TV, and other forms of paid telecasting. Also involved, they were informed, was the question of satellite TV operations.

Reason Indicated

Reason the Commission is worried about community antenna TV systems is pointed out by this tough question: Will anyone be interested in investing several hundred thousand dollars in a small-market TV station, probably on not well-established UHF, if someone else can furnish big city TV programs to subscribers at a nominal monthly fee merely by picking up a metropolitan station's signals and feeding them to subscribers via coaxial cable? Some at the FCC feel such a situation would be a stumbling block in the path of small TV stations and still uncertain UHF.

Application by Mr. Belknap asked for permission to use two microwave relay stations in the 9025-6425 mc band to pick up WMCY (TV) Memphis and feed the signal northwest to Kennett and Popular Bluff, Mo. If successful, the applicant proposes to extend the service eastward to Dexter, Malden, Sikeston, Jackson, Cape Girardeau, Mo., Cairo, Ill., and Paducah, Ky. After that, the firm plans to pick up KSDK-TV St. Louis signals, feed them to Mt. Vernon, Benton, DuQuoin, West Frankfort, Johnstown City, Marion and Carbondale, Ill.

Service in each of these cities would be rendered by individual distributing firms, the application stated. The Belknap organization would only transmit signals from one city to the other. In its home-town of Popular Bluff, the Belknap firm did plan to enter the distribution field of community antenna service for individual subscribers. Hearing on the Belknap application was asked by WMCY and KSDK-TV [10, Nov. 12]. The stations raised several questions regarding the rebroadcasting of their programs, license rights in the properties, etc.

RECEPTION was held for Peggy Wood, star of CBS-TV Mama series, who received Royal St. Olav Medal for advancing American-Norwegian cultural relations on her program. Chatting with Miss Wood at presentation are (to right): Frank Stanton, CBS president; Erling S. Bent, Consul General of Norway in New York, and J. L. Van Volkenburg, president, CBS Television Division. Mr. Bent made presentation to Miss Wood at direction of King Haakon VII of Norway.

We've really got connections

And we are really smug about our connections too. KSL-TV not only gets the "cream of the TV crop" through affiliation with three important networks, CBS, ABC and Dumont, but KSL-TV offers great programming directly from the networks. Yes, sir -- coast to coast telecasting is now a reality in the bustling "Center of Scenic America Market" through the up-to-the-minute facilities of KSL-TV.

SALT LAKE CITY, UTAH -- REPRESENTED BY TELEVISION SALES -- CBS -- ABC -- DUMONT

ABC-TV FILM USE
Most From Hollywood

SEVENTY-FIVE percent of the film used by ABC-TV has been produced in Hollywood, according to Donn Tatum, director of television for the network's western division and manager of KEGCA-TV Los Angeles. Mr. Tatum made the observation in a talk on "Films in Television" at a regular monthly meeting of the National Society of Television Producers, Los Angeles.

The network, he said, devoted 50% of its time to film entertainment. This and the 18% figure, he noted, would hold good for a long time, with the possibility that in the future they might even be increased.

During the business portion of the meeting it was announced that a New York branch of the Society had been opened at 35 West 53rd St.

It was further reported that Bob Mendelsohn, partner in Gilford & Mendelsohn, Los Angeles law firm, had been named to replace Max Gilford as counsel for NSTP, a firm which is designed to become executive producer for Pegasus Productions.

Membership also heard a tele- gram sent to NARTH under instructions of the NSTP board approving the broadcasters' code of ethics.

Spot Cost

(Continued from page 66A)

St. Paul, Washington. One hour -- $50 to $60 (average $600); Half-hour -- $30 to $40 (average $300); One-minute or less -- $10 to $15 (average $125). One-hour -- $75 to $100 (average $125). One-half hour -- $75 to $100 (average $125). One-quarter hour -- $75 to $100 (average $125). One-quarter hour -- $75 to $100 (average $125).
Want a sure-fire women's participation show on TV to sell your food product in the great Los Angeles market?
Take a look at Monty Margetts! And buy time on this friendly, intimate show — if there's any left!
We say this advisedly, because Monty's time is just about sold out as we write this. Here's a gal who doesn't pretend to be an expert cook. But her warm, appealing manner has won her thousands upon thousands of friends. They send in recipes by the dozen...letters often running into the thousands a week.
Yes, Monty may not be an expert cook...but how she sells!
Food products presented on her TV show get the support of dealers...and the patronage of customers in the booming Los Angeles market.
Spots are available at the moment on the Monty Margetts program...they won't be for long! Time is 2:30 to 3:00, Monday thru Friday.
For complete details, contact KNBH, Hollywood, or your nearest NBC Spot Sales Office.
BANNISTER FLAGS CODE CRITICS
Reiterates Determination to Urge Immediate Adoption

(The editor last week received the following letter from Vincent Bannister, general manager of WWJ-AM-FM-TV, Detroit, NARTB television director, and member of the NARTB committee that drafted the television code.)

EDITOR:

I'm very much disturbed over the contents of a story in your Nov. 5 issue. It summarizes the reactions of Washington lawyers to the NARTB television code, and they're not good.

In fact, to me, it looks as if the old axe is out—sharpened and ready for the kill.

According to the story, certain lawyers allege that the code has been "hastily processed," that it "faces serious rewriting," that "discovery of loopholes might delay final adoption," that it sets up a "kangaroo court," that "withdrawal of seal would be tantamount to loss of station license," that "a number of attorneys could not advise their clients to subscribe to Code," etc., etc. ad infinitum, ad nauseum.

I'm not really surprised. What irks the lawyers like all hell is that THEY did not write the code—that it was written by laymen—with fine legal counsel, I might add.

Furthermore, the way it looks to me, all the legal objections made to the code are of the same nature that one could make to any law ever written and enacted into law, by lawyers.

Written by Lawyers

As a matter of fact, the basic law of the land, our hallowed Constitution, is written by lawyers, and the lawyers still write and pass laws which other lawyers declare to be unconstitutional, despite the fact that over 100 years have gone by since the Constitution was adopted. You'd think that by now, the lawyers would have learned what the Constitution really means.

Every point as the story was considered and talked out in the code committee meetings. When counsel advised that we were up against legal obstacles, we tried in every way to meet the situation. When a head-on collision was inevitable, we either backed away or decided to take a calculated risk. We took the most important calculated risk in the case of liquor, deciding to ban it on television. We do so, realizing that some shyster might start a distilling business with no end in view other than to test to buy television advertising, knowing it would be refused, then sue everyone in the industry for a million, dollars. We decided that such an eventualty would be a great thing for television, and that no jury in the country would find for the shyster.

As to the charge that the code was "hastily processed," it is now 11 months since the FCC issued its call for an industry meeting to consider television programming standards. If anything, we've allowed too much time to lapse, without settling the matter.

As to the withdrawal of seal being tantamount to loss of license, which of course reveals lack of understanding of our laws—because the Commission is NOT bound by NARTB action—I only say, "So what?" Anyone who can't run a television station well enough to retain the seal should go back to the coal mines, or study law.

The code was written by and for policy makers, not lawyers. Any television operator who is silly enough to allow his lawyer to determine policy, ought to have his head examined. As I see it, a lawyer is a guy you hire to tell you how you go about doing something which you feel should be done.

This television business is NOT radio. It's too powerful, too vivid, too compelling to be allowed to run loose. It needs a code, but quick. If it doesn't come up with a code, quickly, from within the industry, it will have something infinitely more restrictive imposed on it from without. That was in our minds at all times. Apparently it hasn't yet dawned on some members of the Washington bar.

The board of review cannot have its functions completely spelled out and defined in detail at this time. It needs, first, to be set up so it can function; then it will be a developing mechanism, crawling at first, then walking slowly, and eventually, getting into high gear. But it must be established, now.

Valid Objections

If the broadcasting lawyers really have at heart the best interests of their clients, they will in all cases figure out how the Code can be revised to take care of valid objections and still allow all the good left in the code.

You'd think that if we had a provision in the code that would do just the opposite, we wouldn't have to fight so hard for it.

It's not just lawyers who feel this way. The FCC has set a provision that makes a lot of people think of what happened to the 'no-love letter' code, which likewise to television. We've got to establish the seal and the board of review on a firm basis (which includes the seal) and then let the cats and dogs arrive.

By that time, I hope we'll be so strong that newcomers will either abide by the rules or go 

I'm going to the December meeting of the NARTB Board, prepared to urge adoption immediately, with no weakening, no weasel words, and I urge everyone in the industry, including the Washington bar to work to that end, without respite or delay. Time's a-wasting.

PILOT FILM

CBS-TV, Cornell Announce

PILOT film in the CBS Television-Cornell U. joint production of educational TV programs will go into production this week and will deal with the Cornell University pre-flight refresher course on aviation speed and safety [B&T, Nov. 12].

Plans for the half-hour test film, which CBS-TV spokesmen describe as "a forerunner of a series of Cornell-CBS Television educational programs covering virtually the full range of human interest," were announced jointly last Thursday by Hubbell Robinson Jr., CBS-TV vice president in charge of network programs, and President Dean W. Malott of Cornell.

The announcement said the plans "contemplate the possibility of the university contributing to the development of educational television in many departments of its far-flung interests," utilizing both its experts and many of its 15 schools and colleges. CBS-TV's role would involve providing technical knowledge, how to present the programs dramatically and interestingly, as well as financial backing. CBS-TV gets set up to take network rights to use of the film.

The Cornell Aeronautical Lab, where the pilot film will be developed, is a $5 million air facility located at Buffalo and operated by Cornell for all phases of aviation research and development.

Futuristic-Incomparable Productions, Inc.

PRESENT
HIGH-GRDAE EDUCATIONAL FEATURE FILMS
RADIO — TV — STAGE — ANIMATED CARTOONS
Tallor-Mode for Individuality

Write to:

Futuristic-Incomparable Productions, Inc.
Box 1111, Cleveland 3, Ohio or Box 1452 Miami Beach, Fla.

Page 78 • November 19, 1951
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...
LIVE commercials are preferred by 45.2% of the television audience, according to a survey of television commercials by Adverter Research, New Brunswick, N. J. Cartoon types were shown to be preferred by 44.8%.

Listing the singing or dancing type as the best method of commercial presentation were 65.6%; story or dramatic type presentation was rated second.

When it comes to presenting the product, the Advertser survey indicated that "showing the product in use" is the method preferred by 38.5% of the TV audience.

Generally, video commercials are considered in a favorable light, the survey showed, although the amount of advertising time is thought to be 40% greater than it should be. As for interest in the commercial, education is a criterion in that, as the amount of education increases, interest in TV commercials decreases.

Most respondents thought that TV commercials were improving. Lucky Strike led in that best-divided division, replacing last year's leader, Ballantine. Phillip Morris continued to lead the most disliked list, the Advertser survey showed.

The study, part of Advertser's "The Television Audience of Today," was conducted to ascertain which commercials were best remembered, best liked, least liked, and an evaluation of the TV commercials.

Ronac, surpassed Bulova's 1950 record as the best remembered commercial and was followed by Chesterfield, Lipton and Beech-nut, in that order. For best-remembered commercials in each category, see accompanying table.

### PRODUCT 1950 1951

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### Live Commercials Top Advertser List (Report 190)

Three children's shows and 16 for adults were tagged "variable."

In the children's class, "objectionable" programs were Captain Video, Foodini the Great, Howdy Doody and Space Patrol, while Olive Kid, Cliff Norton and Tom Corbett were labeled "variable."

For adults, "objectionable" shows were Bride and Groom, Eloise Salutes the Stars, Juvenile Jury, My Friends, Milton Berle, Rainbo Wrestling, Stork Club and What's My Line?

### KNXT Issues Card No. 1

AS OF December 1, KNXT (TV) Los Angeles puts into effect Rate Card No. 1. The station has been operating on the rate card of KTSL whose call letters were recently changed to KNXT.

New hourly rates for Class A time will be increased by $300 to $1,500. Spots become $300; shared station identifications, $160. Class B and Class C rates are being adjusted accordingly. Old rates will apply on orders placed and accepted prior to Dec. 1.

Station rate increase was prompted by the move of its transmitter to Mt. Wilson, a tenfold increase in power in addition to an increase in TV set sales, in the Los Angeles area, the station said.

### Weekly Television Summary—November 19, 1951—TELECASTING Survey

<table>
<thead>
<tr>
<th>City</th>
<th>Outlets On Air</th>
<th>Sets In Area</th>
<th>City</th>
<th>Outlets On Air</th>
<th>Sets In Area</th>
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<tr>
<td>Albuquerque</td>
<td>KOBU-TV</td>
<td>9,450</td>
<td>Louisville</td>
<td>WAVE-TV, WNAS-TV</td>
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<td>Ames</td>
<td>KOWI-TM</td>
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<td>Metromedia (Miami)</td>
<td>WMMW</td>
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<td>16,000</td>
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<td>WMNC</td>
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<td>Charlotte</td>
<td>WCPT</td>
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<td>San Antonio</td>
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<td>Washington, D.C.</td>
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<td>Oklahoma City</td>
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Total Markets On Air 64* Total Stations On Air 109* Estimates Sets In Use 14,496,000

* Includes XELO-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, station management, manufacturers. Since many are compiled monthly, some may remain unchanged in successive summaries. Total sets in all areas are necessarily approximate.
Here's something hot in public service shows—so hot, in fact, that we may change the name to "Fireworks on Sunday Afternoon!"

Actually, the name is—"The Citizen Speaks." WHIO-TV supplies the prime half-hour (2 P.M. Sundays) and the moderator. The rest of the cast is Dayton city officials and Dayton citizens.

A subject of city-wide interest is announced each week. Qualified city officials appear before a panel of citizens who want to know What? Why? Where? When? How Much? During the show, viewers can phone in additional questions, thus making it a widespread free-for-all.

To use an overused phrase—this is democracy in action—and we do mean action. It was launched with much finger-crossing. Would the people of Dayton take an interest? If you doubt it, you should be on our switchboard and read our mail. Would city officials like the notion and cooperate with it? The answer is: Both!

To quote Mayor Lohrey, "This is one of the healthiest things in city government I've ever experienced. The public response is amazing. On this WHIO-TV program we're able to bring the democratic processes of local government into the living rooms of Dayton. This program answers a real need." To quote ourselves, "Here is public service programming with a BANG!"

City Manager McClure, Mayor Lohrey and Moderator Stuart Strand (below) discuss program details. With members of Dayton City Commission (above) they appear on premiere of "The Citizen Speaks."

"This would seem to indicate television on the local level is reaching for adulthood," says the Dayton Daily News' Bill Barton. "Moderator Stuart Strand passed along many telephoned questions during the half hour. He was still clutching a handful when time ran out and citizens were still telephoning WHIO-TV for some time after the show."

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Pulse for September shows 8 out of top 10 weekly shows were aired via WHIO-TV.
FLICK of a switch by Chris J. Witting (c), director and general manager of DuMont TV Network, launches operation of WABD (TV) New York transmitter from atop the Empire State Bldg. in New York. Signal is given by Rodney D. Chipp (c), network director of engineering, while Clarence G. Alexander, DuMont operations director, looks on. Station's transmitter went on the air from new site Oct. 26.

Another major project in the Japanese TV network, in line with recommendations of the National Bureau of Standards, is the TLectronic TV network, launched with the cooperation of the Tokyo Broadcasting Co., Ltd., which controls the stations of the National Broadcasting Network, for the radio project. The station, which is equipped with a 7,000-watt transmitter, is expected to reach an audience of 30,000,000 people in the Tokyo area.

The Japanese TV network is designed to serve the needs of the Japanese people, and will be used for educational and cultural purposes. The network is expected to begin operations in the near future.

Collins' Iowa Signal Lands in D. C.

Bouncing radio signals off the moon seems to be no trick at all anymore.

Collins Radio Co. in Cedar Rapids, Iowa, did that very thing twice in the last few weeks—and the signal was received in Washington, 7,000 miles away.

However, this was the first time that UHF was used. Previous experiments were done by the Army Signal Corps in 1946 under the direction of Col. John D. Holthusen, now president of WSM Nashville, using 100-mc radar equipment, and by Australian scientists in 1950 using 20-mc transmissions.

Collins used a 20-kw transmitter on 418 mc, putting out an effective radiated power of 5,000 kw. It transmitted a continuous-wave telegraphic message for 30 minutes on Oct. 28 and again on Nov. 8, using a highly directional transmitting antenna. Both messages were received at the National Bureau of Standards' Sterling, Va., field of about 30 miles west of Washington, using a highly directional receiving antenna. Collins has been working under contract with NBS for a number of years.

The received signal strength of the moon-reflected signal was 0.0002 micro-microwatts. The received signal from a 50 kw AM broadcast tower over the UHF TV distance, would have been 0.01 microwatt, according to NBS officials.

The message was Dr. Samuel F. B. Morse's "What hath God wrought."

Experiment evoked lot of comment, with some reports speculating on the possibility of using the moon to extend the TV range. But this was doubted by some consulting engineers who questioned the efficiency and economy of using the moon as a reflector of radio beams. These engineers, according to consulting engineers, is that the moon must be over the same part of the earth as are the transmitter and receiver to be used. Secondly, they say, tremendous power would be needed to get a usable signal, since attenuation is extremely high.

The results of the experiment are of interest, however, since it is an experiment that is gained from such experiments—particularly in UHF. Since UHF is fairly unknown spectrum-territory—scheduled to be the broadcast band of the three-year-old TV freeze is lifted early next year [B*T, Nov. 6]—consulting engineers feel that every piece of data gathered on the propagation characteristics of this part of the spectrum is valuable.

NBS said that possibilities of using the moon as a reflector for communication purposes was feasible. It is said "scientists believe that a dependable radio system might be arranged if the transmitter and antenna were engineered for these specific purposes."

The experiment took place to test out theoretical calculations made by NBS engineers. Results proved them correct, according to the NBS statement.

14,000 TV set owners, many of them plagued by ghosts and other forms of reflected signal interference, have begun cooking a wary eye at the earth's satellite.
VERSATILE PERFORMERS

THE MODEL F PRIME RECORDING OPTICAL SYSTEM AND GALVANOMETER. A complete light modulating unit for recording sound photographically upon standard film, requires no special servicing or spare parts (other than recording lamp).

Filming marionettes for an educational film is but one of the many daily jobs of the Maurer 16mm. Professional Camera. If your film shooting demands the maximum in accuracy, quality and simplicity of camera operation, your camera is the Maurer—first choice in the professional field.

THE MAURER 16MM., designed specifically for professional use, equipped with precision high-power focusing and view-finder. Standard equipment includes: 225° dissolving shutter, automatic fade control, view-finder, sunshade and filter holder, one 400-foot gear-driven film magazine, a 60-cycle 115-volt synchronous motor, one 8-frame handcrank, power cable and a lightweight carrying case.

For details on this and other Maurer equipment write:

J. A. MAURER, INC.
37-01 31st Street, Long Island City 1, New York
1107 South Robertson Blvd., Los Angeles 33, California

THE 16MM. SOUND-ON-FILM RECORDING SYSTEM combines the highest fidelity in 16mm. recording practice with wide flexibility and extreme simplicity of operation.
WCBS-TV TOWER
Is Nearing Completion

WCBS-TV, New York key station of the CBS Television Network, moved one step closer to transmission from the top of the Empire State Bldg. early this month when the last of 20 radiating elements for its new antenna was installed. Weather permitting, wiring of installations will be finished by the first week of December, when the station will start transmission from the skytop site. The WCBS-TV antenna, which uses a 65-foot mast of the new mast, is 1,200 ft. above sea level. First radiating element was installed in September; last segment was an antenna screen which measured 8 x 11 ft. Both WCBS and network officials looked on as work was completed.

WCBS equipment was the 104th and last antenna element to go on the multiple transmitting mast, a 222-ft. shaft built during the last year atop the Empire State tower. Installations previously had been completed for WNBAT, WJZ-TV, WPX and WABD—which went on the tower in that order—as well as for four FM stations.

Although exterior of the structure is now complete, adjustments and alterations to finish the total job may require as much as a year's more time, it was said. Incomplete projects include wiring the CBS antenna, installing deicing equipment, placement of wind velocity and other weather-measuring apparatus and removal of scaffolding.

SMF PRODUCTIONS
Formed on West Coast

SMF PRODUCTIONS Inc., new Hollywood TV film production unit, has been organized with headquarters at Eagle-Lion Studios, 7324 Santa Monica Blvd., Los Angeles.

Robert Stillman, president, and Ston I. Miller, vice president and treasurer, are partners in Robert Stillman Productions, independent motion picture company. George Frank, also a vice president, will handle distribution of the SMF product. He was formerly a talent agent.

Reported as "amply financed," SMF in mid-December starts production on its first project of 19 half-hour TV musicals, Pan-American Showtime, with Gale Robbins starring. Matty Kemp and Bill Brighton will also be associated with the series, budgeted at $200,000, or $20,000 per half-hour. Mr. Miller was associate producer and writer on film version of Queen for a Day made by Robert Stillman Productions. It was based on the radio program by that same title.

GOVERNMENT complaint charging Cozidee Inc., New York, with falsely representing that it manufactures the coin-operated TV sets it sells has been denied in an answer filed by the company, which has filed a counterclaim against the government.

KTTV FORUMS
Seeks Opinion Balance

TO COUNTERACT adverse reaction and publicity stirred up by its Special From the Shoulder weekly forum program moderated by Dr. James W. Field Jr., pastor of the First Congregational Church of Los Angeles, KTTV(TV) Los Angeles fortnight ago initiated another forum-type program, The World In Your Hands.

Although the Los Angeles Times-owned station stated it had received a small protest against the Dr. Field program, other local press reported considerable reaction to what was termed "the one-sided, anti-Jewish" nature of the forum. Program is sponsored by the Freedom Club, which headquarters at the First Congregational Church.

The World In Your Hands is being presented under auspices of Los Angeles County Conference on Community Relations, comprising 36 diversified groups. Included are Christian Churches of Southern California; Social Action Committee of the Hollywood Congregational Church, B'nai B'rith; National Assn. for the Advancement of Colored People; American Council of Human Rights, among others. The half-hour program, to follow one-half hour after the Fifield panel, is described as one "emphasizing the relationship of the individual citizen to his community and its problems."

KLAC-TV Gives Time

LENDING SUPPORT to the Los Angeles Junior Chamber of Commerce "Gift Lift" on behalf of KLAS-TV Los Angeles has "sold" the group's $50,000 worth of time on the Al Jarre's Hollywood on Television program during November for the sum of $1 to promote its campaign. The "Gift Lift" was organized to collect Christmas gifts to be sent to men in the armed forces overseas. First donation to the campaign was the $1 payment for the 100 hours of time, given by Al Jarre.
CAN you believe what you see on your transmitter monitor? This demodulator gives you a true analysis of transmitter performance and allows for accurate control in conformance with FCC requirements.

- Invaluable for transient response measurements
- Absolute zero carrier reference
- Overall response—flat to 5.5 MC.
- With special preamplifier, it can be used as a high-quality re-broadcast receiver.

Designed for utmost stability, it provides outputs for simultaneous picture and waveform display. It is rack-mounted and phase-compensated for single-sideband reception ... the only demodulator of its kind on the market!

SEND FOR NEW BULLETINS
Complete specification sheets on G-E television equipment will be sent on request. Write: General Electric Company, Section 7111-18, Electronics Park, Syracuse, N.Y.

You can put your confidence in—

GENERAL ELECTRIC
**DuMont Income**

40 Weeks’ Loss Cited

ALLEN B. DuMONT Labs, during the first 40 weeks of 1961 showed a loss of $37,637,474. Company lost $2,065,547 before taxes during the 40-week period, but recovered $1,743,000 of 1960 federal taxes. Sales for the period totaled $37,637,474, a drop of 29.9% from sales of $52,275,000 during the like period of 1960.

Figures are set forth in a message to stockholders, dated Nov. 9, and signed by Allen B. DuMont, president of the corporation. Noting that instrument sales increased 158%, transmitter sales 181% and broadcasting sales 85% in 1960, DuMont noted over 1959, Dr. DuMont reports that “sales of receivers and tubes account for the drop in the total. There was a complete changeover, early this year, from a sellers’ to a buyers’ market for television receivers.”

Credit restrictions, the new 10% export tax and a new World War II type of import tax had slowed the boom in colour systems which evoked a controversy that caused “consumer hesitancy to buy receivers of any kind” and the proposed operation of a new TV band which served to confuse the buying public still more, are cited as factors which “dramatically slowed sales of the whole industry.”

However, Dr. DuMont concludes that the “dark picture” appears to be “behind us.” Receiver and tube sales are on the upgrade; credit restrictions have been eased; ODM has stopped the manufacture of color sets for the duration; the end of the “freeze” is in sight; “we are ready for UHF reception; more than $60 million worth of government contracts are either in the works at DuMont plants or have been awarded to them. We are contemplating substantial improvement in the closing weeks of the year and expecting a 1962 business volume at least equal to that of our high year, 1950,” Dr. DuMont stated.

“Increased in volume, however, will be at a lower percentage of net profit to sales than in 1960 because of the large proportion of government orders.”

**WTMJ-TV Tower**

FIRST steps for the construction of a new tower for WTMJ-TV Milwaukwe have been taken. The new tower will be 1,017 feet high, three times the height of the present tower. Reportedly, it will be the tallest structure in Wisconsin. WTMJ-TV hopes to have it completed by the middle of 1962.

**SAG CONDEMNS**

TVA ‘Continued Aggression’

RESOLUTION condemning the leaders of Television Authority for “continued aggression against the Screen Actors Guild” and “complete disregard of the welfare of all performers” was taken by the membership of the Guild at its annual meeting Nov. 11.

Guild’s stand was based on the recent decision of TVA to remain on the ballot in the forthcoming NLRB elections among actors appearing in Amas “n’ Andy television films being produced by CBS at the Hal Roach Studios. TVA’s “pitting actor against actor in a useless and meaningless contest” as the Guild termed it, went, it felt, contrary to the recent NLRB decision that actors in all forms of motion pictures should be in a separate collective bargaining unit from performers in live television.

Additional resolution taken by Guild members called for the continuation of its “splendid and successful resistance to such aggression” by TVA.

Newly-elected officers were also announced at the meeting. Ronald Reagan was re-elected president of the Guild; William Holden, first vice president. Others include Walter Pidgeon, vice president; John Lund, third vice president; Paul Harvey, recording secretary; George Chandler, treasurer.

Reagan Addresses Session

In an address during the meeting Mr. Reagan termed TVA’s decision to go on the ballot in the Amas “n’ Andy elections, “inexcusable conduct” and an “act of aggression” against the Guild. He further expressed regret that TVA’s actions in “forcing NLRB elections” for actors employed by all motion picture producers had delayed the Guild’s negotiation of a new collective bargaining contract. He added, however, that negotiations with the major producers would be speeded up to be followed by negotiations with two independent producers and television film producers.

Night negotiating sessions were held with the majors last week and were expected to continue through this week.

**NEW documentary program, Adventures in Living, packaged by Richard de Rochmont, Curtis Mitchell and Ernest V. Heyn, will feature Quentin Reynolds, outstanding TV personality, dropped by the A.J.F. Agency. Program will be based on "stories from real life as published in America’s leading magazines," according to Mr. de Rochmont. "Americans believe that problems are meant to be solved and that these problems are solved by action rather than meditation. We’ll show people who have tackled their problems in the typical American way —by doing something about them." Mr. de Rochmont, formerly with March of Time, will produce the documentaries. Mr. Mitchell, executive head, is also president of Mitchell Film Assoc. Mr. Heyn is editor of Hearst’s National Security Resources Board studies and features Hanson Baldwin, New York Times military editor.

—Sterling Television Co., New York, is releasing 17 Cornell Film Co. programs for television, including civil defense series, adventure, travel and religious films. Civil defense documentary, Target: U.S.A., is based on National Security Resources Board studies and features Hal Holbrook’s Film Library & TV Enterprises has been organized with headquarters in the Oriental International Bldg., at Hal Roach Studios, Culver City. Holbrook’s Film Library & TV Enterprises has been organized with headquarters in the Oriental International Bldg., at Hal Roach Studios, Culver City. Holbrook, N. Todd, supervising editor for Fire-side Theatre, heads the new enterprise.

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TV FILMS AND FEATURES

Explorers Pictures
45 WEST 45TH STREET
NEW YORK CITY
LU 2-4717-JU 6-4674
JULES B. WEILL, PRES.

The Big Game Hunt... has scored tremendous rating in Los Angeles market being shown. Wednesdays 7:30 to 8:00 P.M. A package of twenty-six half-hour subjects featuring the thrilling jungle adventures of Oso Johnson, aimed to appeal to every member of the family, this series hits its mark.

Hollywood Newsreel: A weekly 15-minute syndicated film program produced in Hollywood, the entertainment capital of the nation, especially for TV. Each issue features behind-the-scenes activities of top star personalities of movies, radio, and television. No other program on the air can offer so many names for so little money.

Screen Gems, Inc.
729 SEVENTH AVENUE
NEW YORK 19, N.Y.
CIRCLE 5-5044
WILL BALTIN, NAT'L. SALES MGR.

TV Disc Jockey Toons: A series of films made especially to synchronize with popular and standard phonograph recordings. The perfect solution to TV's most intriguing problem, "How to convert radio's disc jockey to TV?" Preliminary runs have been successful in 22 of the nation's markets. Designed as a library service to TV stations.

Specialty Television Films, Inc.
45 WEST 45TH STREET
NEW YORK CITY
LU 2-4717-JU 6-4674
JULES B. WEILL, PRES.

Screen Gems, Inc.
729 SEVENTH AVENUE
NEW YORK 19, N.Y.
CIRCLE 5-5044
WILL BALTIN, NAT'L. SALES MGR.

New TV Firsts... Hollywood features with well known stars are now available, Caged Fury, Fear in the Night, Shaggy, Take It Big, Swamp Fire, Tornado, Wrecking Crew, Wildcat, Follow That Woman. Also available features are Man in Black, Room to Let, What the Butler Saw, Congorilla, Borneo, Baboona, and Married Adventure.

The Littlest Angel—Animated cartoon—popularized in picture and story book form... loved by millions, young and old alike... the Littlest Angel will capture the heart of every audience with a message as warm and symbolic as the spirit of Christmas itself. One of 52 films just released for TV by the nation's leading producer of 16mm educational sound films.

Coronet Films
65 S. SOUTH WATER
CHICAGO 1, ILLINOIS
DEarborn 2-7676

Two Weeks to Live—one of 6 Big Features in our success-tested JUMBO N' ABNER series! 17 years of radio fun means a laugh-ready TV audience all the time! Franklin Pangborn supports this romance-and-fun film that includes a medical mixup and a rocket takeoff to Mars... hits the top of viewer interest and client appeal.

Coronet Films
65 S. SOUTH WATER
CHICAGO 1, ILLINOIS
DEarborn 2-7676

Post Pictures Corp.
115 W. 45TH STREET
NEW YORK 19, N.Y.
LUXEMBURG 2-4970

For more information please write direct to the distributors.

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ELMER & ELMER
DJ Meets Bovine Namesake

TWO famous Elmers exchange "moon-tal" greetings when Borden’s Elsie and family appeared in Grand Rapids, Mich. For the event WLAV there went all-out radio-wise.

Thousands of persons from Western Michigan looked in on Elsie, Borden’s bovine, her husband, Elmer, a bull, and her offspring, Beauregard. WLAV's famous disc jockey and batboy, known only as Elmer, did a broadcast with Elmer, the bull.

Broadcasts were made also by Dorothy Franke, WLAV home economist.

In Elsie’s tours, she boasts of a boudoir manager who “cows-tows” to her moods, provides “cowematics” for her, makes arrangements at “coweteans for her food and plans a “cowlege” education for Beauregard.

KLAC BOOSTS RADIO
Stars Relate Data

RADIO as a medium is being pro-\n\n
"A FLOOD of nuisance claims and a trickle of justifiable claims"

— all attributed to the increased size and scope of network operations—is resulting in readjustment of insurance coverage between the major radio and television networks and the Massachusetts Bonding & Insurance Co., it was reported last week.

Contrasts between the insurance organization—one of the most active in the broadcasting field—and NBC, ABC, and Mutual were reported to have terminated October last. Although the bond’s clause, they did not expire until November 9. All networks are continuing to receive coverage for “the time being,” however, until new agreements can be completed—with higher premiums to be asked in order to cover higher and more numerous claims.

"It’s a matter of the insurance company’s being frightened by recent flood of claims," Cecil Davis of Hagedorn & Co., exclusive agent for Massachusetts Bonding, said Wednesday. Rate cuts have been made to bring a normal part of the insurance business and have been effected in automobile and workman’s compensation policies recently. "It’s not at all unusual for courts to urge that juries remember today’s value of the dollar as compared to its value of a few years ago when they settled claims," he reported.

Contrasts with other networks are wide in scope, in keeping with their breath of activity, he explained, and cover such matters as copy-right, right of privacy, libel and slander, libel and slander, and have not been extensive, he said that there has been much recent legal action in regard to theft of an idea, and that California courts, particularly, have seemed more unfavorable to the defendants in such suits.

Mr. Davis asserted that the networks—with whom his company has dealt for a number of years—are perfectly justified as legitimate businesses for fullest possible coverage and that contracts to maintain that level will be continued by Massachusetts Bonding as soon as they can be worked out to the reasonable satisfaction of the involved parties.

DILLON-COUSINS
New Firm Organized

A NEW corporation called Dillon-Cousins & Assoc., New York, has been formed to function as consultant for Latin America in the fields of advertising, merchandising and public relations.

It has been established by Luis G. Dillon, formerly executive vice president of Foote, Cone & Belding, International and vice president of McCann-Erickson, and Richard F. Cousins, recently account executive with FCB and McCann-Erickson. The firm opened Nov. 16, with offices at 200 W. 57th St., New York.

BAOASTING • Telecasting

TUBE REPORT

SALES of radio receiving tubes in September totaled 27,946,193 units compared to 23,761,283 in August, according to Radio-Television Mfrs. Assn. This brings the nine-month total to 285,159,538 units, reported that TV picture tube sales to set manufacturers in September totaled 294,951 units, of which 97% were rectangular and 15 inches or larger. Sales during the first nine months of 1961 amounted to 5,146,173 tubes valued at $78,852,954.
FOOD SHOW

BROADCASTING

achieved. WERE presented several achievements of KWSC practices in Education Week, program salute designed and officially reported to Maryland State Police Headquarters.

CRASH COVERAGE

WTIP Charleston, W. Va., special events staffer Mel Burka rushed to the scene recently to get straight story of airliner landing. Plane damaged in landing at Kanawha airport, Charleston, none of crew or passengers injured, but "false rumors were flying. Burka had accurate story on air within a few minutes after crash.

EDUCATION WEEK

STARTING with observance of National Education Week, WGN-TV Chicago last Monday began telecasting series on Chicago Schools in Action in cooperation with Board of Education. Special film was produced by board's Radio Council and narrated by George Jennings, council director. Weekly series is designed to provide educational content for classroom use and to interpret classroom procedure and practices to parents, Mr. Jennings said. Programs in series concern home economics, mathematics, art, safety, home nursing and civics. KWSC Pullman, Wash., owned and operated by State College of Washington, started a 15-minute, five-program salute to National Education Week, Report Card, last Tuesday. Series, produced by the station in cooperation with the college's school of education and Whitman County schools, shows achievements of local schools from the standpoint of students, parents and school board members.

FOOD SHOW EXHIBIT

WERE Cleveland, used booth, plugging station sponsors, at Cleveland Home and Food Show. Station reports that more than 100,000 viewed exhibit, which were sponsors praised. WERE presented several shows from booth giving away samples and mail-in coupons to visitors.

BROADCASTING • Telecasting

November 19, 1951 • Page 89
WITH radios as standard equipment in postwar automobiles, so that some 75% of the cars on the road today have them, and "with a larger percent of those radios tuned on during daytime hours than were ever turned on in homes," radio broadcasters now have an outdoor audience which is much more than a "mere bonus audience," C. E. Hooper, president of his own audience research organization, said Nov. 6 in a talk to the St. Louis Advertising Club.

This new outdoor audience, Mr. Hooper said, "represents a new form of advertising, a new opportunity for radio, a new and potentially very vigorous competitor for printed outdoor advertising."

He announced that C. E. Hooper Inc. now is measuring and reporting on the audience of outdoor radio advertisements, with a first survey just completed in Salt Lake City.

Intersection Auto Poll

These outdoor measurements are made at intersections with traffic signals, Mr. Hooper explained, by male interviewers wearing badges labeled "Hooper Radio Survey." When the red light stops a car, the interviewer asks three questions: "Have you a car radio in working order?" "Is it turned on?" and "To what station, please?"

While the interviewer is saying thank you, "he is noting and recording the number, sex and age of the occupants of the car, if the set is in use. The light changes. He crosses with it into the car himself to the car pulled up 90 degrees away. He continues around those four corners, directed by the traffic light, he interview local cars only; their drivers know the stations. Out-of-state cars we pass by."

Noting that today's traffic conditions make it dangerous if not impossible for a driver to read billboards, Mr. Hooper pointed out that another reason for the high use of radio in cars is that "on the road radio is without the competition of the three other great media: Television, newspapers and magazines."

The Media-Meter, adoption of the Hooper telephone coincidental survey technique to measure time devoted to reading newspapers and magazines as well as to viewing "TV" or listening to radio programs, was described by Mr. Hooper. He said that by reducing use of all four media to "minutes of use," the Media-Meter provides an answer to the demand for a common denominator for media research made by Louis Brockway, executive vice president of Young & Rubicam [B&B, Nov. 12, Oct. 29].

ALDIGE AGENCY

Opened in New Orleans

JAMES ALDIGE Jr., former sales and public relations representative for WWL New Orleans and ex-newspaperman, has announced the opening of his own advertising and public relations firm at 509 Pere Marquette Bldg., New Orleans. The new firm, James Aldige Jr. & Assoc. Inc., will handle general advertising and public relations and publicity services "to advertising and non-advertising accounts."

Mr. Aldige will be assisted by W. H. Summerville Jr., who previously worked at WWL and WVEZ New Orleans. Mr. Summerville will be in charge of production, while Frank Jacques, formerly with the Times Picayune, will serve as account executive and artist.

Mr. Aldige has been press representative to Mayor de Lessepe S. Morrison, worked on trade journals and also was information consultant to the local offices of the Office of Price Stabilization.


THE 25TH ANNIVERSARY performance of Standard Oil of California's Standard Scientific Programme at Pierce (c) general manager of KMFD, Medford, Ore., back to the program's microphone for the first time in more than two decades. Mr. Pierce was the first announcer on the program when it started on Oct. 21, 1926. Here he is greeted on the stage of the San Francisco Opera House by Monty Masters (I), producer of the program, and John Grover, present announcer of the show. On its first performance Standard Hour was heard on only four stations. Today it is on the full NBC Western Network.

Strictly Business

(Continued from page 18)

1941 as manager of out-of-town promotion. In succeeding years he became manager of direct mail and the sign bureau, assistant to the budget floor manager, assistant to the advertising manager and assistant sales promotion manager. He has left the company twice since 1941, once to work as sales promotion manager of the H. & S. Pogue Co., in Cincinnati, and again as chief administrative officer at the U. of Chicago for the Manhattan Project on atomic research.

He enjoyed his return to the U. of C. metallurgical lab, succeeding Lawrence Kimpton, now U. of C. chancellor. He had spent several years there as an undergraduate in medicine, but "went broke" during the depression and quit to publish the LaGrange (Ill.) Messenger in the town where he was born and raised.

Back at the U. of C. some 20 years later, he coordinated activities of engineers, civil service workers, university personnel and outside scientists on A-bomb research and development. Even his wife did not know where he was going when he made trips or the kind of work he was doing until the first bomb was detonated over Japan.

His wife, the former Margaret Masterson of Lincoln, Neb., was "the other half" in the sales promotion department of the Chicago Daily News when he was manager. They have two adopted children, Judy, 8, and Jim, 10; two foster children, Tommy a soldier in Korea, and Eddy a senior at the U. of Cincinnati, and recently welcomed to their Winnetka home 5-year-old Christine, whom they hope to adopt. Christie, who was born in a German prison camp.

In making advertising decisions for his company, Mr. Gore adheres to a motto distributed in metal-block form to all key executives—"What is the BEST for Marshall Field & Co.?" Judy, who also has definite ideas about his allegiance, manufactured a similar block of her own, reminding her father to "Do what's best for the home."

Mr. Gore is chairman of the executive committee of the sales promotion division, National Retail Dry Goods Assn.; chief when Chicago Civil Defense Corps; director, Greater Chicago Air Defense Filter Center; a trustee of the Illinois Children's Home and Aid Society, director of the Advertising Executives Club of Chicago and a member of the board of advisers of the Chicago Volunteer Bureau.
BAB Battle Plan
(Continued from page 30)
Sweeney. First industry to be covered will be tires. It will be followed by an automotive manufacturer's presentation.

Test of the effectiveness of radio vs. television in the sale of packaged goods will be undertaken by BAB. Still another project will be a direct mail campaign presenting success stories such as that of Metropolitan Life Insurance Co.

The count-your-customers technique developed by Advertising Research Bureau will be the basis for a campaign starting in the near future. It will cover specific types of retail stores. Finally, BAB's current plans call for direct calls on big advertisers to acquaint them with the power of radio and its pre-eminence as a low-cost mass medium reaching the largest number of people per dollar spent.

Appearing on the BAB program were President Ryan and Lee Hart, head of BAB's Chicago office. They have been making the district meeting circuit this fall.

Sales Panel

Practical sales problems were taken up by a panel that included J. Robert Gulick, WGAL Lancaster; George J. Podeyn, WHJB Greenburgh; Carl Doser, WCAE Pittsburgh; Norman R. Prouty, WFIL Philadelphia; Leonard Kapner, WCAE, and Mr. Clifton.

NARTB President Fellows addressed the opening morning session along with Mr. Hart. NARTB government relations director, Richard P. Doherty, employer-employee relations director, conducted a management clinic Tuesday morning.

Mr. Fellows was principal speaker at a joint luncheon of the Pittsburgh Advertising Club held Tuesday noon. He was presented by Mr. Doser, past president of the club.

Arguing that more advertising and more media are needed to meet demands of a constantly expanding economy, Mr. Doser was called on by advertisers and broadcasters to tell America about advertising; to redefine the profession's energies and efforts "to the good cause of America's free economy"; to respect the profession "by committing no act which would reduce the esteem in which advertising is held, and do all within our power to increase that esteem.”

"We must drive from advertising the few charlatans and chiselers who cheapen its name," Mr. Fellows said. "We must do all we can to make advertising more effective, for thus we strengthen the nation itself.

COLUMBIA U. SURVEYS COURSES
Checks Effectiveness of Teaching

ABOUT HALF the students who have taken radio and TV courses at Columbia U., New York, during the past four years found them of "definite, practical help" in their work, according to a mail survey, results of which were made public last week by Erik Barnouw, supervisor of the studies.

"We wanted to learn how the students feel in retrospect about the courses, what benefits they feel they obtained and what they are doing in television and radio," Mr. Barnouw said. "All in all, the returned questionnaires give the impression that the courses are filling a need and are greatly appreciated by the students taking them."

Of the 1,224 questionnaires sent out, 245 answers were received, which, spokesmen said, is considered a high percentage for such a survey. Some 48% of those answering checked the reply that the courses had given definite practical aid. Another 32% of the replies indicated: "Although the courses have not been of practical help in my work, I feel they have been of long-range value to me in other ways." The study was considered of no help by 6% of those answering, and other 6% failed to check a reply or gave more than one answer.

Given in cooperation with NBC, the radio and television courses include a basic survey, dramatic writing, news and special events, problems of the reporter and commentator, promotion, publicity, speech, acting techniques, technical operating equipment, sound effects, audience research, sales, production and films.

WLIR PROGRAMS

New Sponsors Added

WLIR New York, independent outlet, has reported an increase in billings and a change of program schedules.

Station's daily three-hour Negro program block was increased to four hours last Monday, from 7-11 a.m., and its Anglo-Jewish programs have been moved to the 4-5 p.m. time bracket, to follow two hours of Yiddish programs. Station also broadcasts shows designed for Spanish and Polish listeners.

Two new clients to radio were signed by WLIR when Treasure Records Inc. (Yiddish and English records of Jewish entertainment stars) and Old Dutch Mustard Co. (for Old Dutch hot sauce) became sponsors. Other accounts signed include Tifford's Furniture Co., Landers' Dixie Peach Pomade, Klinghoffer Supply Co. in connection with Crosley Division of Avco Mfg. Corp., and the Lutheran Layman's League of St. Louis. Safe-way Stores of Greater New York also signed for 13-week renewal of its programming.

KLZ HONORED

Wins APRA Certificate

KLZ Denver was presented a "Certificate of Public Relations" by the American Public Relations Assn. last Thursday at ceremonies in Philadelphia's Warwick Hotel.

In presenting the award, APRA paid tribute to KLZ's outstanding work in the field of communications and its overall public relations efforts.

The Denver station, under Hugh B. Terry, general manager, was the only station to receive one of the 1961 awards. APRA said.

WNAX Yankton, S. D., an APRA award winner in 1946, is the only other station to be so honored, it was stated.

KLZ was cited, along with the California Academy of Sciences, for meritorious public service work in the communication field. A trophy, one of 11 awarded by APRA, went to Illinois Bell Telephone Co., Chicago. 20 presentations were extended for industry, marketing, retailing, labor relations, trade associations, transportation, agriculture banking-finance insurance, community service groups and government agencies.

Among other certificate winners were Lever Bros., New York, and Gimbel Bros., Philadelphia. Organizations from all parts of the U. S. competed. Editors and publishers comprised judging committee.

Advertising succeeds with continuity. Continuous advertising in printers' Ink develops a cumulative impact that creates a vivid picture of your station and market in the minds of the leading buyers of advertising and helps you sell more advertising.

Jumps Iron Curtain

MUCH evidence has been obtained on the success of CBC's international service in reaching behind the Iron Curtain, according to Ira Dillworth, until recently general supervisor of the service at Montreal. Reports from Europe show CBC's 50 kw transmitters at Sackville, N. B., are reaching into central and eastern Europe and that the Russians are just as busy jamming CBC as they are the Voice of America and BBC's broadcasts.

Mr. Bolton (1), presents certificate to Mr. Terry.
PEABODY AWARDS

Entry Blanks Mailed

ENTRY blanks for the 12th annual George Foster Peabody Radio and Television Awards competition have been mailed to networks and stations by the U. of Georgia's Henry W. Grady School of Journalism, the university has announced.

Closing date for acceptance of entries is Jan. 14, 1952, to be judged on meritorious work in radio and TV fields. Original entries are requested to file early. Winners will be announced next spring at a meeting of the Radio Executives Club of New York.

Twelve awards—eight in television and four in radio—are administered by the Grady School to commemorate George Foster Peabody. Benefactor and trustee of the university, Winners are chosen by an advisory board of 14 nationally known radio-journalism leaders on the basis of community level recommendations.

Radio entries are based on outstanding public service each by a regional area in station reviews reporting and interpretation, drama, music, education, children's programs and promotion of international understanding. TV awards will comprise citations for outstanding work in education, entertainment, news and children's programs.

Among members of the advisory board are Dr. Irby Keith Tyler, director of radio engineering, Georgia; Baja H. Carley, director of the Radio Laboratory, New York University; Philip Hamburger, television writer.

SCBA Chosen

FOR fifth consecutive year, Southern California Broadcasters Assn. will present the Smothers Christmas program of Los Angeles Ad Club in Biltmore Hotel Bowl on Dec. 18. Dresser Dahlestad, ABC Western Division radio-programs director, has been named committee chairman.

GATES QUINCY, ILLINOIS

Your One Source Supply for All Broadcasting Equipment Needs

These Offices to Serve You

QUINCY, ILL. TEL. 8202
HOUSTON, TEXAS TEL. ATWOOD 8356
WASHINGTON, D.C. TEL. METROPOLITAN 0522
MONTREAL, QUE. TEL. ATLANTIC 9441
NEW YORK CITY TEL. MURRAY HILL 9-0200

BACKING UP Jim Strain (r), sales manager, KGFI Hollywood, during his presentation of a golf trophy at the annual Whindig of the Southern California Broadcasters Assn. in Los Angeles are (to r) Jack McElroy, ABC Hollywood m.c.; Tom Frandsen, sales manager, KMPC Hollywood; Frank Burke Jr., general manager of KPVD Los Angeles and chairman of Whindig Committee. Mr. Strain was chairman of golf committee.

GAME RIGHTS

WLAG Wins a Jury Acts

BOWING to the wishes of a county grand jury, officials of the West Point, Ga., high school reversed a long-standing practice and granted broadcast rights to WLAG-FM La Grange, Ga., for a local football game. Similar permission also was accorded WRAL-FM West Point.

Ed Mullenax, manager of WLAG-FM, had tried unsuccessfully to obtain rights for the West Point-Hogansville Nov. 9 contest. School had steadfastly refused even a delayed tape version of the game, though it had requested road game coverage. WLAG-FM has carried Hogansville contests the past two years, feeding them as a public service to U. S. Rubber Co. plant employees on the job.

The Troup County Grand Jury stepped into the picture, much to the surprise of the station, and adopted a resolution recommending broadcast coverage because of tremendous public interest. School authorities relented less than 86 hours before game time and the station quickly installed lines.

Feature of Week

(Continued from page 16)

sales were up 27%. Radio built this business and radio keeps building it. I can tell my story forcefully and I can tell it inexpensively through radio and I know that my advertising cost is lower than it was when I spread my dollars around.

"Never a day passes that at least a dozen people come into the store, from areas as much as 100 miles away, saying that they'd been hearing my WMIL advertising so much that they decided, when they came to Milwaukee, they'd have to take back a case of beer."

While it's the men who usually find appeal in beer-wine advertising, WMIL is a daytime station. For explanation to that, Mr. Davidson says daytime costs are less. In an industrial community with factory shifts around the clock, he noted men hear the theme, as often as women and, anyway, when it comes to values—it's the woman who decides.

Over-the-counter sales are mandatory in this business under Wisconsin law. Since Mr. Davidson and his nine clerks meet customers face to face, they make sure the customers know that this is the store that is advertised over the radio.

The display window says it in lights: "This is the Believe It Or Not Tavern—you hear us over WMIL." The fact is repeated on the 30-foot brick wall building side with a WMIL advertisement.

Mr. Davidson tells his wholesaler, believe it or not, that if their product is radio-advertised, "I'll push it." if not, "I'm not too anxious."

He knows that beer or wine, promoted over radio, makes it easier for his clerks because "the customer is sold when he walks in."

SINCLAIR NAMED

Heads IRE in '52

DR. DONALD B. SINCLAIR, chief engineer of General Radio Co., Cambridge, Mass., has been elected president of the Institute of Radio Engineers for 1952. He succeeds Dr. I. S. Coggeshall, general manager of Western Union's overseas communications.

Winners of the annual IRE radio and TV awards for 1951 have been announced by the organization's board of directors. William Z. Zwoykin, Bell Telephone Labs., won the Morris Liebmann Memorial Prize "in recognition of his contributions to the creation and development of the transistor." This award is given annually to an IRE member who has made an important contribution to the radio art.

The Vladimir K. Zwoykin Television Prize Award was announced for the first time. Winner was B. D. Loughlin, Hazeltine Electronics Corp., Little Neck, Long Island, for outstanding technical contributions to TV. This award was set up by V. K. Zwoykin, TV pioneer and vice president of RCA Labs. Div., who donated a $10,000 fund to IRE to encourage TV technical development.

The Browder J. Thompson Memorial Prize went to H. W. Welch, University of Michigan, for his paper on "Effects of Space Charge on Frequency Characteristics of Magnetsorns." This recognition was made to an author under 30 whose paper, published by the IRE, constitutes the best combination of technical contribution and presentation of the subject.

Editor's Award, set up to encourage good English usage in technical writing, was given to Jerome Freedman, Watson Labs, Grifflas Assn., N. Y., for "Resolution in Radar Systems."

Banquet Presentations

Awards will be presented at the IRE annual banquet at the Waldorf-Astoria, N. Y., during the 1952 convention, March 3-6.

Other newly-elected officers of IRE are: Harold L. Kirke, assistant chief engineer, BBC, as vice president, succeeding Jorgen Rye- nner, Royal Technical U. of Denmark; John D. Ryder, professor and head of electrical engineering department, U. of Illinois, and Ernest Weber, professor and head of electrical engineering department, Polytechnic Institute of Brooklyn, as directors, with terms running from 1952 to 1954.

Regional directors elected (1952-53) are: Region 1—Glenn H. Browning, president, WMUR, Winchester, Mass.; Region 2—Irving G. Wolff, director, radio tube research laboratory, RCA Labs. Div., Princeton, N. J.; Region 3—George L. Rowntree, lawyer, Chicago; Region 7—Karl Spangen- burg, professor of electrical engineering, Stanford U.
AN ORDER that would exempt manufacturers of radio-TV receivers from filing requirements for new ceiling price regulations, effective next month, has been prepared, the Whiting committee has worked on a proposed draft of a tailored formula.

Phonograph record manufacturers also asked some price relief under a formula set forth by O.P.S. last month. Actually, the adjustment reflects price boosts on new sets through the year during the general price freeze. The six firms account for about 80% of U. S. record output.

Platter producers still want a tailored "dollars and cents" directive comparable to that for set manufacturers, and delegated an industry advisory group to meet with O.P.S. last Tuesday. As a result, that industry also will be exempt from Dec. 19 regulations. A cost survey was indicated by O.P.S.

New regulations, when finally issued, will establish ceiling prices not only for manufacturers but wholesalers and retailers as well.

EDITORIAL VICTOR
WSAZ Wins Local Issue

An EDITORIAL campaign conducted over its radio-TV facilities gave WSAZ-AM-TV Huntington, W. Va., a victory in preserving local community responsibility. Issue involved the membership of local board trustees.

Under West Virginia state law, the county court, the city, and the county board of education are authorized to appoint a library board of trustees of five persons not to exceed five. It was stipulated that the "citizens-at-large" reservation was the question which posed large in the eyes of WSAZ Program Director Ted Eliland and News Director Herbert Capehart, senior. The three of the members appointed were from the ranks of governing agencies.

After poring over the legal terminology, Mr. Eliland, with information obtained by Mr. Basso, began an editorial campaign to oust from the library board two county commissioners and a city councilman. Broadcasts were carried on Mr. Basso's local newscast 6:05 p.m. on radio and his 6:30 p.m. TV newscast.

The campaign related news stories as the situation crystalized, the station reports. After three days of editorial broadcasts, Mr. Eliland called Cabell County Prosecutor Edward H. Green and reminded the matter. Mr. Greene the next day prepared a ruling upholding the stand taken by the stations. He ruled the three men not "citizens-at-large." Later he appeared on the radio-TV shows with Mr. Basso and gave the first news of his ruling to the community. He publicly praised WSAZ-AM-TV as "having the courage to take a stand on the library issue."

Consideration also will be given to small producers who make pressings.

Several record manufacturers had petitioned O.P.S. for outright industry control, it was revealed.

Attending last week's meeting were representatives of Columbia Records Inc., Capitol Records Inc., Mercury Records Corp., Metro-Goldwyn-Mayer Div. of Loew's Inc., King Records and other firms. RCA Victor, Decca Records and Remington Records, who maintain membership on the committee, did not send representatives.

Ramifications of new price regulations also may be felt, indirectly, by building-minded broadcasters and electronics manufacturers. Assuming prior authorization from National Production Authority to start or continue construction projects, they may face higher costs in some instances. Builders last week were given authority to raise ceilings on the basis of increased labor and materials costs. New regulations are effective tomorrow (Tuesday), and covers contractors and other construction phases.

Generally this means prices may be raised on the basis of current costs for labor, material and equipment, plus nine-tenths of the highest profit margin realized by the construction firm from July 1, 1949, to June 24, 1950. Move was intended to maintain the profit ratio of pre-Korea and to offset an estimated 10% jump in labor and materials cost.

NO CONFLICT exists between the FCC's decision favoring WCBM Lenomuev, Pa., on the one hand and KFYO Lubbock, Tex., on the other, the Rossomme Corp., licensee of WCBM, averred last week. WCBM filed an opposition to the petition of WHGB Harrisburg, Pa., for a rehearing in the Pennsylvania case [B.T., Nov. 12].

The WCBM petition asked that the Commission decision in October favoring the change of WCBM from 960 kc with 1 kw daytime to 1 kw nighttime fulltime and denying its own application to move from 1400 kc with 250 w to 1480 kc with 5 kw conflicted with its decision shortly thereafter granting KFYO Lubbock, Tex., authority to change from 1340 kc with 250 w to 790 kc with 5 kw day, 1 kw night. On the one hand, WCBM argued, it was denied because WCBM proposed more local live programming.

On the other hand, the Harrisburg station pointed out, the Commission granted KFYO its request even though the unsuccessful Lubbock County applicant offered more local live programming.

In objecting to WCBM's request for a rehearing, WCBM pointed out in its petition that the Lubbock proceedings involved two competitive applicants, one a newcomer, whereas the Harrisburg hearing involved two existing licensees. "It is thus clearly apparent," the WCBM petition stated, "that the cases are to each other as apples and pears and that there is no conflict between them." Accordingly, it asked the Commission to deny WCBM's petition for rehearing.

Canadian Set Sales
In first seven months of 1951, 425,290 radio receivers made in Canada, valued at $28,440,000, and 21,440 television receivers valued at $11,058,000, according to figures of the Dominion Bureau of Statistics at Ottawa. During the same period 27,300 receivers were imported.

GREENVILLE
In EMPLOYMENT
GREENVILLE 45,954
Columbia 26,634
Charleston 23,217
S. C., Emp. Sec. Comp., 1950

BROADCASTING • Telecasting

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November 9 Accepting Filings

Modification of CP

WINR Bingo Ant., N. Y.—Mod. CP authorizing frequency change, power increase, DA, etc., for extension of completion date.

KSD Stiglitz, S. D.—Mod. CP authorizing frequency change, power increase, DA, etc., for extension of completion date.

WZJ-TV New York—Mod. CP authorizing new TV stations extension of completion date to March 31, 1952. WPTZ-TV New York, Mod. CP authorizing facilities changes of TV station, completion date to August 1, 1952.

License Renewal


KRON-TV San Francisco—AMENDO to change ERP from 9.5 kw vis. to 9.6 kw vis. to 85 kvar, change antenna, etc. Ant. height above average terrain 1930 ft.

November 13 Decisions

ACTIONS ON MOTIONS

By Hearing Examiner Leo Rettsch

In the matter of motion for continuance of date of hearing on request for temporary authorization of new facilities to be known as WDIX-TV, the hearing examiner has also ordered the request for temporary authorization to be considered in the light of a possible renewal of WDIX-TV when the time for renewal of its license is reached.

Grants authorizing new stations, changes in facilities, and transfers appear at the end of this department, accompanied by a roundup of new station and transfer applications.

November 13 Accepting Filings

License Renewal


APPLICATIONS RETURNED

Request for renewal of License by following stations RETURNED: KFPM-TV, Grand Forks, N. D.; WJBD-TV, Appleton, Wis.; and WHBY Appleton, Wis.

November 14 Decisions

By the Secretary

WABA West Lafayette, Ind.—Granted authority to remain silent Dec. 26 and Jan. 7 due to order of Dr. Elbert S. Wall, Millsaps College, Jackson, Miss., to list of deponents to testify at Jackson, Miss., on Nov. 12, without change in time, place, or subject matter with possible continuance to be set forth in Commission's order to be entered.

Also granted petition for continuance of date for taking depositions in proceeding re its application, to commence at Starkville, Miss., Jan. 4 and Raymond, Miss., on Jan. 26, and at Jackson, Miss., on Nov. 29, 1952, and all subpoenae which have been issued shall be returned at places previously specified on corresponding dates.

KUBA Gainesville, Ga.—Granted petition for continuance of hearing from Dec. 1 to Feb. 12, 1952, in Washington, re application and that of WJDX Jackson, Miss.

By Hearing Examiner James D. Cunningham


By Hearing Examiner Elizabeth C. Smith

Chief, Broadcast Bureau—Granted petition that time for filing proposed findings of fact in proceeding re application for license to KBHC-TV, East Longmeadow, Mass., on Dec. 18, 1951, and Nov. 14, 1952, be extended from Nov. 5 to Nov. 10.

Desert Radio and Telecasting Co., Palm Springs, Calif.—Granted petition to amend application filed Oct. 17, and an amendment to petition filed Oct. 30 to show change in partners.
COMMERCIAL RADIO & TELEVISION ENGINEERS

JANSKY & BAILEY
Executive Offices
209 North Muncie Avenue
Muncie, Indiana
Member AFCCE

JAMES C. MCNARY
Consulting Engineer
National Press Bldg., Wash. 4, D. C.
Member AFCCE

A. D. RING & CO.
26 Years’ Experience in Radio Engineering
MUNSEY BLDG., REPUBLIC 2347
WASHINGTON, D.C.
Member AFCCE

GEORGE C. DAVIS
501-514 Munsey Bldg.—Sterling 0111
Washington 4, D. C.
Member AFCCE

Craven, Lohnes & Culver
MUNSEY BUILDING DISTRICT 8215
WASHINGTON, D. C.
Member AFCCE

E. C. PAGE
CONSULTING RADIO ENGINEERS
BOND BLDG., EXECUTIVE 9670
WASHINGTON 5, D. C.
Member AFCCE

WILLIAM L. FOSS, Inc.
Former Colton & Foss, Inc.
927 15th St., N. W., Republic 3883
WASHINGTON, D. C.
Member AFCCE

LYNNE C. SMEBY
“Registered Professional Engineer”
1311 G St., N. W.
WASHINGTON 6, D. C.
Member AFCCE

E. C. PAGE
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BOND BLDG., EXECUTIVE 9670
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Member AFCCE

WILLIAM L. FOSS, Inc.
Former Colton & Foss, Inc.
927 15th St., N. W., Republic 3883
WASHINGTON, D. C.
Member AFCCE

GEORGE P. ADAIR
Consulting Radio Engineers
Quarter Century Professional Experience
Radio-Television-Communications
1831 M St., N. W., Wash., 6, D. C.
Member AFCCE

WALTER F. KEAN
AM-TV BROADCAST ALLOCATION,
FCC & FIELD ENGINEERING
1 Riverside Road—Riverside 7-2153
Riverside, III.
(A Chicago suburb)

ROBERT M. SILLIMAN
1011 New Hampshire Ave., N. W.
Washington 6, D. C.

LYNNE C. SMEBY
“Registered Professional Engineer”
1311 G St., N. W.
WASHINGTON 6, D. C.
Member AFCCE

JOHN CREUTZ
319 BOND BLDG. REPUBLIC 2151
WASHINGTON, D. C.
Member AFCCE

GUY C. HUTCHESON
P. O. Box 32
AR 4-8721
1100 W. Abram
Arlington, Texas

WALTER F. KEAN
AM-TV BROADCAST ALLOCATION,
FCC & FIELD ENGINEERING
1 Riverside Road—Riverside 7-2153
Riverside, III.
(A Chicago suburb)

ADLER COMMUNICATIONS LABORATORIES
Broadcast, Communication and
Television Systems
One Lafayette Lane, New Rochelle, N. Y.
New Rochelle 6-1083

CONSULTING RADIO & TELEVISION ENGINEERS

BROADCASTING • Telecasting

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KRLD Dallas, Tex., and WTC Hartford, Conn.—Granted petitions of KRLD and WTC to intervene in proceeding to San Juan, P. R. (Has license for 1290 kc 250 w and CP for 1090 kc 25 kw DA). Granted STA
National Bstg. Co.—Granted special temporary authority to operate experimental UHF television transmitter on UHF Ch. 25 (241-250 mc.) at Boca Raton, Fla., for period Nov. 18 through Dec. 1, cond. Stated purpose is “to show good quality of television broadcasting in UHF” to broadcasters attending NBC affiliates meeting at Boca Raton Club, where about six UHF receivers and converters will be installed to receive broadcasts from an experimental transmitter at Lion’s Club, about 1 mile away.

November 14 Applications • ACCEPTED FOR FILING
Modification of CP
KBG Avalon, Santa Catalina Island, Calif.—Mod. CP as mod. new AM station for extension of completion date. Ingham & Foss, Inc., Los Angeles, Calif., and Fred Halsey, Inc., Los Angeles, Calif., file with CPB for extension of completion date. License for CP
WORX (FM) Madison, Ind.—License for CP as mod. new FM station.

WFBR (FM) Postoria, Ohio—License for CP authorizing change from 102.3 mc (Ch. 288) to 96.7 mc (Ch. 244) XBP 1 kw, ant. height 95 ft.

License Renewal

Applications Returned
KXLO Lewiston, Mont. — RE- TURNED application for assignment of license from William G. Kelly to Central Montana Bstg Co. WFLB Fayetteville, N. C. — RETURNED application for renewal of license.

(Continued on page 99)
CLASSIFIED ADVERTISEMENTS

Payable in advance. Checks and money orders only.

Situations Wanted, 20¢ per word—$2.00 minimum • Help Wanted, 25¢ per word—$3.00 minimum

All other classifications 30¢ per word—$4.00 minimum • Display ads. $15.00 per inch

No charge for blind box number. Send box replies to Help Wanted, 452L, Broadcasting, 870 National Press Bldg., Washington 4, D. C.

If transcriptions or bulk packages of replies are sent to box numbers at sender's risk. Broadcasting expressly repudiates any liability or responsibility for their custody or return.

Help Wanted

Salesman

Salesman-announcer for southern net-

work station. Must have experience in

sales, commercials, and programming.

Salary competitive. Only station. Established accounts $600 per week plus 15% of gross. Travel expenses paid. Excellent opportunity. Apply to Kelly, Station Manager, Wacetco, Jackson, Miss.

Wanted: Over 15 years experience. Must be familiar with selling, news, and program. Salary $1,200. Advertise in local papers. Only replies answered. Box 545L, BROADCASTING.

Fifteen year old network station. Good

small city network. Good prospects for
talented, hard working, ambitious, com-plex personality. Good pay, good time

shifts, good working conditions, own

office. Five years' experience in sales

required. Apply to Box 341L, BROADCASTING.

Opportunity for experienced, aggressive radio salesman with ideas and

sales ability. Only station. Established accounts $600 per month, possible $800.

Excellent opportunity for experienced

salesman-announcer for southern network station.

Situations Wanted

Service Engineer

Seeking service engineer. Only station. Must have experience and

ability to handle all types of equipment. Starting salary $400 in Austin, Texas. Apply to KKH, Box 523L, BROADCASTING.

Opportunity for experienced, aggressive salesman with ideas and

ability to handle all types of equipment. Excellent salary. Apply to Box 484L, BROADCASTING.

Help Wanted (Cont’d)

Salesman

Announcer-engineer position with station in

Terre Haute, Indiana. Need experienced announcer-engineer. Must have experience in

network advertising, promotion, sales, and/or station operations. Excellent salary and benefits. Send resume to Box 554L, BROADCASTING.

Technical

First class operator position in Columbus, O. C. Application to Box 525L, BROADCASTING.

Production-Programming, Others

Panel director, some air work, pref- erably news. Send resume to Box 552L, BROADCASTING.

Help Wanted (Cont’d)

Copy man or woman wanted by Virginia

station. Experience not neces-sary. Must be hard working and

willing to learn any job. Person accepted will get a thorough grounding in advertising and

station operation. WAYS. Waynesboro, Virginia.

Wanted: Experienced news man, re-
maining position. Must have ability to

write with ability and news sense. Pay $400 plus. Full particulars in letter of qualifications, including experience. Send resume to Box 544L, BROADCASTING.

TV handymen show wants actor or man hardy with tools. Knowledge of television equipment essential. Write Ohio Advertising Agen-
cy, 2330 3rd Ave., Cleveland, Ohio.

Situations Wanted

Manager

23 years broadcasting experience. Last

14 as manager. Age 56. Available now.

Manager-sales manager now employed commercial management position in connection community under

30,000. 20 years background radio-news-
paper sales and experience opening three stations. Versed administrative, finances, sales, sales staff, engineering, continuity. Prefer midwest consider other areas. Excellent references. Call WAMX, Box 345L, BROADCASTING.

Assistant general manager. 14 years experience, 14 years sales experience with 90 kw top Hooper rated station. Experience with leading local station. Must be able to handle newsmen and TV. Leaving present position for other reasons. Can start immediately. Send full particulars in letter executive at right figure. Box 837, BROADCASTING.

General and commercial manager with ten years real estate experience in

larger operation. Young but draft free (3 years, W. W. II) Came up thru ad-

vertising, talent, sales. Now ready to manage money making station and doing a high volume job for you. I'm ready for bigger job and will be my own boss. Dick Sutter, WCRA, Effingham, Illinois.

Salesman

Steady business, College graduate, 25, with proven radio sales record wants sales position with up-to-date equipment. Write Box 545L, BROADCASTING.

Announcer

Cities Wanted

Wanted, 2½ years experience, including

3 years 9000 watt CBS affiliate, currently on WABC. Seeks return to broadcasting. Will consider 2500 watt area. Box 555L, BROADCASTING.

Who needs a top, young, draft exempt announcer, preferably in small market? Seeks new opportunity with stable company. Must be able to work in the metropolitan area. Play-by-play basketball, football. Excellent references. Box 551L, BROADCASTING.

Wanted, experienced and dependable personnel for new station now under construction in Columbia, S. C. Position available February 1st. Box 555L, BROADCASTING.

Wanted, experienced voice Announcer with

five years' experience in local radio, now wanting larger opportunity. Must also be able to work in TV. Waterbury, Conn. Box 556L, BROADCASTING.

Assistant general manager. Four years experience in

operations of two stations. Excellent qualifica-
tions. Also seeks connection community.

Communication, Wills, S. C. Box 554L, BROADCASTING.

Wanted, experienced copy man with

noted New York TV station. Box 557L, BROADCASTING.
Job wanted as disc jockey. Special kind of Latin American and New York experience 1 year. Age 23, draft exempt. Will work weekends. Has good comic ability. Will do staff work. Know news and sneak specials. Spanish, French, is BRINDISI.

Excellent announcer, relocate, superb on commercials, DJ, personality, news. Views at 4A, married, open, can relocate, experienced, sincere, good voice, di- jected station, drug store, 1000 watts, Box 488L, BROADCASTING.

Announcer—DJ, experienced, 23, draft exempt. Will relocate, has excellent references. Consistent, reliable. Wants to live in community. Box 593L, BROADCASTING.

Announcer-control board operator. Limited experience but know general radio procedure. Just need the break with the right station. Good voice. Single, 27, will relocate, offer first, immediately. Salary secondary. Box 538L, BROADCASTING.

Basketball play-by-play man available immediately. Have broadcast football and basketball at leading conferences over a state wide network. Thoroughly experienced in minimum 9 years radio experience. Desire permanent connection with sports minded station. Air check and excellent references available. Let air check speak for themselves. Box 545L, BROADCASTING.

Announcer-sports caster, 4 years play-by-play experience, college and high school, College graduate. Will relocate, draft exempt. Box 491L, BROADCASTING.

Announcer-program director: 5 years experience deep voice, authoritative news, news material short shows. Married. Box 551L, BROADCASTING.

Announcer, disc jockey. Thoroughly trained. 20 years in business. Will do photo on request. Harry F. Callon, 5625 S. 58 Ct., Cleveron, Kansas.


Technical

Present chief engineer 10 kw station wishes to relocate. 10 years experience in all phases, A.M., F.M., VHF and UHF, both factory and broadcast engineering, also instructing and ejection references. Married, have car. Give full details first. Box 495L, BROADCASTING.

Experienced studio mixer, transmitter maintainer. Needed. Will relocate. Draft exempt, also combo announcer-disc jockey. Location, within fifty miles of N. Y. C. Box 575L, BROADCASTING.

Transmitter engineer, wants permanent position, 4 years experience, has age 15 years. Box 585L, BROADCASTING.

Experienced engineer considered. Pay on voice. Minimum $70.00 weekly. Prefer midwest. Box 588L, BROADCASTING.

Kansas or Oklahoma or Colorado or southwest. Address Lamar Gunter, 107 W. Common, Brookhaven, Miss.

Engineer, seven years Cincinnati sta- tion, Prefer middle west or medium southeast. Good transmitter. win Overlook, Cincinnati 1, Ohio.


Situated Wanted (Cont'd)

Production-Programing, Others

Program director. Head complete pro- gramming department. Requires creative ability. Excellent references. Box 515L, BROADCASTING.


Well trained newswriter, editor desires job. Must have New York, New Jersey, 25, vet, draft exempt. Graduate of Miss., Louisiana University Journalism School. Box 532L, BROADCASTING.

Attention! Live wire! Experienced gal charged with talent for some lucky F Dup. On woman's show, does copy, some board work. Box 535L, BROADCASTING.

Promotional minded copywriter, script- writer, producer and publicity man in the market for east coast situation. Box 539L, BROADCASTING.

Director, highest recommendations. Op. Hms can improve and live up your shows. Directed top stars. Program creation ability. Box 540L, BROADCASTING.


Equipment etc.

Truscum H-25, 250 foot tower, 1 kw GE FM transmitter, monitor and limiter. Magnecore, TRA, and Power Transformers. Collins remote single and double speech input equip- ment. Tape machine and program pre- amplifiers. All used year and half. No offers refused. Box 419L, BROADCASTING.

For sale. Western Electric compressor amplifier, receiving transmitting tubes. Box 519L, BROADCASTING.

Complete equipment for FM station. GE type BY-4-8-4 antenna gates 850-10 kw. Transmitter, GE EM- 1-A station monitor, 700 feet Andrew 314 inch cable and other necessary equipment. Contact WTTI, Port Huron Michigan.

For sale: One 1000 watt transmitter. Complete with exception of blower fan and cabinets. Excellent condition less than a year and transmitter with cabi- nets. Will locate. Excellent operating trans- ferable offer considered. Write to Ra- diodisc, 1500 Ogden, Utah. Outfit includes pre-emphasis, bilayer oven and 103.9 mg crystal.

Wanted to Buy

Stations

Station wanted—Small market station in California, preferably in northern section. Must be reasonable with regard to Network or local station. Has pendent considered. Box 352L, BROADCASTING.

Wanted—Southeast Florida local or re- gional, network or non-network station. Commercial. Box 519L, BROADCASTING.

Wanted: Person to invest in new small fulltime station in midwest. Excellent opportunities. Box 552L, BROADCASTING.

(Continued on next page)

Wanted

1 kw amplitude modulated transmitter. State price, condition and history. Box 488L, BROADCASTING.

1 kw AM transmitter, no modifications or components of any sort. Must have line 20V, or 20V. Other makes will be considered. Box 503L, BROADCASTING.

560 watt AM broadcast transmitter in good condition. Will give complete pro- details. Chief Engineer, KIXL, Dallas, Texas.

Cable, 390 in 20 foot sections. 14" diameter top shim. Waco- Bonair Hotel, Augusta, Ga.

Wanted, used FM equipment. 250 watt or 1 kw xmitter, frequency modulation monitor, antenna, preferably Collins side mounted ring. 150 feet of Wind- charger type 150 antenna. J. D. Bishop, WCTA, Anadisla, Alabama.

Used console. State condition and price, desired. Box 250L, BROADCASTING.

Wanted: Self supporting tower 300 or 350 feet. Does not have to be in- ron. Prefer wide heavy tower. Helen and Harry, Commercial Co., 174 Seventh, Sioux City, Iowa.

HELP WANTED

Announcers

COMBO MAN

Must be strong on announcement. Must be qualified to serve as your Chief Engineer. Send tape or platter and state salary expected. Orth Bell, General Manager, KLMR, Lamar, Colo.

WOOF

5000 watt station dethon, alabama

NEEDS

two combination men of ninety dollars per week for daytime work. Your an- nouncement must be above average.

Situated Wanted

Managerial

COMMERCIAL OR STATION MGR.

Seeking a man with experience in market sales producing executives. These men are well known by repu- tation and record of consistent high billing. Confidential inquiry is invited if your sales potential could be a real chal- lenge.

Howard R. Frasier

EXECUTIVE PLACEMENT SERVICE

278 High Blvd., Wash., D. C.

Announcers

SPORTS ANNOTATE

Play by play. One of Nation's Best. Seven Year's Experience in Metropolitan Area. Excel in Basket- ball, Baseball and Football, Excellent Voice, Finest References. Desires AM or TV Station, strong on Sports. Veteran, 29, $150.00 Weekly.

Box 513L, BROADCASTING

(Continued on next page)
NEWS POLICIES AND PERSONNEL

Chatfield Reports on Survey

FUTURE for radio news is "brighter" today than at any other time in its history, with news "the number one matter in radio's system of program evaluation." This was the assertion of Ben Chatfield, WMAT Macon, Ga., retiring president of the National Assn. of Radio News Directors, as he released results of a year-long survey on radio news policies and personnel to NARDN members in convention last week.

Speaking Monday, opening day of the three-day meeting at the Hotel Sherman (see separate story this issue), Mr. Chatfield said 303 news directors from stations throughout the country answered a detailed questionnaire sent out on the Associated Press radio wire. Ninety percent of them favor editorializing on the air, provided it is handled by a trained person "who knows what he is doing." News directors in general believe radio "should and must exercise its right to editorialize," Mr. Chatfield said, adding that some believe radio news cannot be successful without editorializing. "It was almost unanimous that editorials should be distinguished from newscasts."

An "overwhelming" yes was answered by stations in response to the question. Has your news coverage improved during the past year? Main reasons for improved coverage locally were better wire service material, a more experienced local staff, additional facilities and equipment and—in some cases—the training of newspeople on staff for the first time.

Mr. Chatfield said the majority of returns were from small stations in small towns with the average air news time totaling two hours, 25 minutes in an 18-hour day. Two-thirds of those answering said they were not affiliated with newspapers.

News directors, program directors and station managers reported news editors generally are responsible to the station manager. Of the 303, 31 said they reported to the program director.

Ninety percent of the station representatives said the majority of their newscasts are sold, many with clients waiting for one periods to become available. None of the stations has sponsor interference clauses in contracts and more than 90% reported such a clause in no necessary. They will not permit a sponsor to dictate news policy. Rates for news shows are the same as for other programs, with additional charges for production and talent in many cases, Mr. Chatfield said.

From one to three persons handle the news writing, editing and broadcasting at the stations, with news editors or members of the news staff handling all news shows on most of the stations. About 60% of the air work is handled by the news editor of members of his staff and 40% by staff announcers.

Crediting Harold Fellows, NARTB president, and Robert K. Richards, NARTB public affairs director, among others, with helping improve the importance of news at a station, Mr. Chatfield said NARTB is "aggressively furthering" sponsorship of national news clinics under Mr. Richards' direction.

Equipment for Sale

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, 20¢ per word ($2.00 minimum)
Help wanted, 25¢ per word ($2.00 minimum)
All other classifications 30¢ 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.
St. Louis Strike
(Continued from page 28)
end the existing plan prevailed.
The matter of sick leave was
bitterly argued. The union is un-
derstood to have insisted on right
to accumulate up to leave to one year
with only requirement being a cer-
tificate from a union physician.
Management asked the right to have
its own physician, which, if enforced,
could be sick for 12 months and losing seniority. Management asked
a guaranty of replacements.
The final contract signed by the
joint committee provides three
weeks of sick leave the first year,
cumulative to six weeks at the end
of the fourth year minus whatever
time is lost from illness.
The existing three-week vacation
is continued.
The security clause was an im-
portant issue in negotiations. Each
side agreed to write a clause for
subsequent to National Labor Re-
lations Board, with both accepting
NLRB's verdict.
Work will be scheduled for each
member of the staff, and the eight-hour
work period is to be scheduled inside a
10-hour slot, with 72 hours notice required
before a trick can be moved one hour
forward or backward.
Twelve holidays were asked by
the union but the existing six-holi-
day plan prevails. Provision for
expenses on remotes or for trips
between stations and transmitter re-
mains the same.
Mr. Volas was quoted Thursday as
saying the breakdown in con-
tract negotiations was due to "an
arbitrary and reactionary stand of
the management group." Manage-
ment spokesmen, on the other
hand, said they had felt negotia-
tions were moving along satisfac-
torily and termed the strike a sur-
prise to the committee.
George M. Burbach, general man-
ger of the old KTV station, and his
technicians were back on the job
at 8:10 a.m. Thursday, 40 minutes
after the station withdrew from joint
negotiations and told the union it would accept its terms aside from the security clause.
Normally KSD takes the air at
5:30 a.m.
The KSD-TV test pattern took the
air at 8:16 a.m. right on sched-
ule.
KSD agreed to leave details of the
negotiations up to a two-
man group consisting of Mr. Jacobs
and Monroe Roberts, secretary of the
St. Louis Newspaper Publishers
Assn. The station was not be-
lieved to have considered this
clause an important issue but the
union took an opposite viewpoint.
A pre-negotiation conference
was held in Washington Nov. 10,
it was not considered for this
case an important issue but the
union took an opposite viewpoint.

Appliance Dealers
(Continued from page 26)
eras themselves, he said, pointing
out that "you have the electric
washing machine to take the place
of the washer, and the front loader
that outdoes the clothesline," etc.
But among "reasons" for non-use of
radio and TV, he said, the one that
"tops them all" is the argu-
ment that "my business is differ-
ent." He pointed out that an al-
most countless number of busi-
nesses don't buy the broadcast
media successfully and that al-
though businesses differ in oper-
ating details their objectives are
basically the same: to sell mer-
chandise or services at a reasonable
profit.

AVA RESCUED
New Organization Formed
AMERICAN Vitamin Assoc.,
Hollywood, revitalized with new
name, new members, new officers,
the firm's three vitamin products,
Thyavals, Orvita and Formula 621
under AVA trademark, paying
royalties for that privilege.
Lloyd H. Daviscover, Homer
Snowden, and associates were
given an option to buy 51% stock
in AVA [5*1, Nov. 12].

New Capitalization
Under the setup the new corpo-
ration will have initial capitaliza-
tion of not less than $32,000 with
additional $10,000 to be obtained as
working capital. Mr. Davis-
cover and Thyavals Inc. in Los
Angeles, George S. Johnson, former
AVA president, heads the new
sales organization.
AVA early this month petitioned
in Los Angeles to reorganize under Chapter 11 of the Federal Bank-
ruptcy Act. The firm's liabilities
were named as nearly $760,000 with
assets of $350,000.
Formerly a heavy TV user, prod-
ucts now will be promoted on a
more conservative basis.

When We BMI Vs Your
Another BMI "Pin Up" Hit—Published by Ridgeway
On Records: Peewee King—Victor 21-0489;
Roberta Lee Deca—EMI 27792; Helen O'Connell—
Columbia 1873; Hawkshaw Hawkins—King 998;
Tina Hill—Mercury 3749; Ralph Flanagan—
Vicor 20-4373; Art Mooney—MGM 11115; J.
Watson—Rich-R-Tone 1025; John Gordy Sextet—
Bullet 1009.

November 19, 1951 • Page 99
RADIO NEWSMAN

Role Is Defined At SDX Meet

RADIO occupies a pre-eminent role among news media but radio newsmen were warned Thursday night that in the overall news picture was discussed in a forum held by Sigma Delta Chi, national journalism fraternity, holding its annual convention in Detroit.

Theme of the convention was the battle to preserve freedom of information.

Moderating the radio-TV news panel was Mitchell V. Charnley, U. of Minnesota Panel members included Jack Shelley, CBS Washington director of news and public affairs; L. J. Bormann, newscaster for WHO Des Moines; Ted Koop, CBS Washington director of news and public affairs; L. J. Bormann, newscaster for WOI Des Moines, and George Bormann, newscaster for WOI Des Moines, and George Bormann, newscaster for WOI Des Moines, and George Bormann, newscaster for WOI Des Moines.

Focus was on the problem of protecting freedom of information from the threat of price controls. The panel warned that the threat was real and that the problem was already critical.

Attention to the rapidly rising audience for top TV newscasters was directed by Mr. McKellogg, who added that a shortage of trained people was the greatest threat to the TV news field. He said the best of radio men were "whistling along the last mile." Mr. Koop took a more moderate stand, stating there was room for all media, and that each had its own advantages. He noted that the 16-minute Douglas Edwards news show has over 125 man hours behind each quarter-hour.

Must Protect Freedom

The problem of protecting freedom of information was discussed during the Thursday night meeting and was expected to appear again Saturday during the resolutions sessions.

Alexander F. Jones, executive editor of the Syracuse Herald-Journal (WSYR-AM-TV) and president of the American Society of Newspaper Editors, said the American public must demand that Congress give it legal access to records of federal agencies. He deplored gradual extension of "censorship powers" to all department heads as authorized by President Truman's September order.

Lee A. White, public relations director of the Detroit News (WWJ-AM-TV), in the keynote address of the convention Thursday, also lashed out against government censorship.

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MISS O'BRIEN JOINS FIRM

PHIL DAVIS EXPANDS

PHIL DAVIS Musical Enterprises, New York, producer of jingles and spots, last week enlarged its headquarters and its engineering staff.

The firm, which is located at 1500 Broadway, took over the recently vacated Milton Berle offices to add to its own suite.

MIDWEST JONAS

Miss O'Brien, formerly with Tom Fizdale, and the Earl Fergus firm, has joined the organization as advertising director and in charge of sales promotion.

Sponsors 'Carol'

A. O. SMITH Corp., Milwaukee (industrial manufacturer), will add sponsor logo to Dickens Christmas Carol with Lionel Barrymore as Scrooge over Mutual network, Sunday, Dec. 23. Agency is Henri, Hurst & McDonald, Chicago.

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GIVEAWAY RULES
Court Test Seen

LEGALITY of FCC's rules on giveaway programs may be argued in a special three-judge court in New York before the end of the year. That is the hope of network and FCC attorneys following a meeting in New York two weeks ago.

Giveaway rules—which would effectively ban much of the type of program on the air, according to network officials—were promulgated by the FCC in 1949 (B*T, Aug. 22, 1949), following an oral argument on the subject in 1948 (B*T, Oct. 25, 1948). ABC, CBS and NBC immediately went to the U.S. District Court for the Southern District of New York to challenge the legality of the rules. At the same time Radio Features Inc., package producer, asked for and got a restraining order in the U.S. District Court in Chicago.

Following the Chicago Court's action and the imminent similar action by the New York court, the FCC postponed the effective date of the new rules pending the outcome of court tests.

The giveaway rules are an FCC interpretation and clarification of Sec. 1304 of the U.S. Criminal Code dealing with lotteries. The rules are Sec. 3.192 for AM, 3.292 for FM and 3.692 for TV.

In essence, the rules specify that a giveaway program will be considered a lottery if the winner has to do the following among other things: (1) listen or view the program involved; (2) have in his possession the sponsor's product; (3) reply to a question, the correct answer to which has been announced during the program involved; (4) answer the telephone or write a letter in a manner prescribed during the program.

Present at the meeting of attorneys were: Benedict Cotten, FCC general counsel; Miles Goodman, FCC assistant general counsel; Alfred McCormick & Cravath; Swain & Reindel, representing ABC; Max Freund, CBS; Dudley B. Tenney of Cahill, Gordon, Zachry & Reindel, and Thomas E. Erwin, representing NBC.

NBC Rate Plan
(Continued from page 23)

vice president and director of TV production.

Thursday afternoon—Meeting of affiliates.

Friday—Closed meeting of affiliates and network officials for discussion of questions raised by the affiliates.

Friday night—Banquet, with comics Dean Martin and Jerry Lewis heading the entertainment.

On the subject of the All-Industry Affiliates Committee's attack on the NBC plan, one network official last week ran down the list of AC statements and offered these observations.

To the AC statement that radio rates should be based on each station's own circulation, without regard for any competing medium, he said NBC's plan does use radio circulation as a base, but also includes TV factors in the round that "we can't pretend realistically that TV is not a factor." But he said NBC is confident that "we will still have substantial rates for radio even when there is 100% TV saturation."

The network official had no fault to find with the Affiliates Committee's rejection of the theory that a radio home automatically becomes a non-radio home whenever a TV set is installed.

"In fact," he added, "we said it first."

Formula Necessary

To the AC assertion that "no arbitrarily computed formula can effectively measure the values of hundreds of radio stations, each operating under the special conditions of its own market," the NBC spokesman insisted that some formula is necessary in order to "divide the rates up fairly," and that NBC is certain its formula is a fair and realistic one.

On AC's statement that "the basic reason for the existence of national networks is to provide national coverage," the official pointed out that no network has ever required an advertiser to use 100% of its affiliates. Further, he said, where NBC formerly required a network advertiser to use at least 50 stations, including 29 "must-buys," the new plan makes it necessary for him to go to more than 50 but gives him freedom of choice as to which ones he wants to use.

The network executive agreed with the Affiliates Committee as to desirability of selling on a 13-week basis, but insisted that advertisers unable to afford such expenditure "should not be denied the opportunities of getting into radio" according to their ability and needs. For that reason, he said, the NBC blueprint offers certain programs on a one-time-or-more basis.

WARD FORMS FIRM
Offers Research Service

NEW firm to offer "complete service in marketing, media and opinion research" has been formed by James A. Ward, for the last 11 years vice president, research director, and general manager of Crosley Inc. The new company, J. A. Ward Inc., has offices at 8 W. 40th St., New York.

On the theory that "in an era of rapidly changing market trends, too little information has been developed on the efficiency of advertising," he said the new company is "developing and testing several qualitative techniques to assist the advertiser in better evaluation of his selling effort."

MEMBERS of the all-radio Affiliates Committee sat for their first committee meeting during their Nov. 8-9 session in New York, when they canvassed research problems with Robert Elders, research expert and consultant, and then, turning to NBC's new basic economic plan, explored that revolutionary blueprint and condemned its principal features (B*T, Nov. 12). Caro: Scattered, John Path, Goodyear Stations; Clair R. McCollough, Steinman Stations; Committee Chairman Paul W. Morency, WTC Hartford; Mr. Elder, consultant; Walter J. Damm, WTMJ Milwaukee. Standing: G. Richard Shafo, WIS Columbia and WSPA Spartanburg, S. C.; Edgar Kobak, consultant, owner of WTWA Thousand, Ga., and board chairman of BAB; Ben Strouse, WWDC Washington; Hugh Terry, KLZ Denver; Kenyon Brown, KWWF Wichita Falls, Tex.; Richard Fairbanks, WIBC Indianapolis; Robert D. Sweezy, WDSU New Orleans. Committee members absent: George Storey, Fort Industry Co., and Leonard Kupner, WCAE Pittsburgh.

MOVIE 'RED' PROBE
May Be Resumed Soon

CONGRESSIONAL probe into alleged Communist influences within the motion picture industry may be re-opened by the House Un-American Activities Committee before next January, it was revealed last week.

While no date has been set, the committee may hold two or three days of hearings before Congress reconvenes next January, according to Frank S. Tavenner Jr., committee counsel. Public hearings would be held in Washington.

Upwards of 15 witnesses from the film industry are being sought to testify, Mr. Tavenner said, upon serving them with subpoenas. The committee held hearings in Washington and Hollywood last spring and summer.

RCA tube distributors are offering dealers and servicemen three-ring leatherette binder at no extra charge when they purchase RCA service data literature costing them $10 or more.

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ROOSEVELTS DISCUSS WINS: ELLIOTT, RIVERS FORM FIRM

REPORTS Elliott and John Roosevelt, sons of late President, about to announce purchase of 50 kw WINS New York (on 1010 kc) dubbed premature Friday by James D. Shouse, chairman of Crosley Broadcasting Corp., owners of New York station.

Mr. Shouse said he had purely tentative conversations with Elliott Roosevelt about WINS—as he has had with number of others during last few months. None of conversations has gotten to serious point, he said.

Meanwhile, partnership of Elliott Roosevelt and E. D. Rivers Jr., Georgia broadcaster, in new company to produce motion pictures and lease transmitters and equipment to TV stations disclosed.

TV films will be produced in color, Mr. Roosevelt said, predicting full color TV on nationwide basis “within two or three years.” Until then pictures can be used black-and-white.

Company not only to offer transmitter and studio equipment to small stations on lease basis, in effort to meet new stations’ initial financial problems.

Mr. Roosevelt also said he was joining Mr. Rivers in TV applications for Atlanta, Valdosta and Savannah, perhaps other stations in Georgia. Mr. Rivers already TV applicant for Atlanta and is owner of stations WEAS Decatur, WGOV Valdosta, WJTV Savannah, all in Georgia, and KWEM West Memphis, Ark.

Mr. Roosevelt is associated with brother John in New York radio-TV production firm, and with Mr. Rivers’ father, former Georgia Governor E. D. River, in TV application for Miami, not yet filed [B+T, Aug. 20]. Gov. Rivers owns WOBS Jackson, Miss., and WLBZ Birmingham.

TRANSFERS REPORTED TO FCC LAST WEEK

SALE of controlling interest in KWFC Hot Springs to Walter E. Hussman, publisher of Camden (Ark.) News and owner of KAMD Camden and KCMC Texarkana, Ark., reported last week. Mr. Hot bought controlling interest in WINS (on 1340 kc with 250 kw), buying out Dr. N. B. Burch and family. Clyde Wilson, Hot Springs business man who founded station in 1939, retains 25% interest. Mr. Hussman will be president, Mr. Wilson remains vice president.

Purchase of WDLH Bradenton, Fla., for $55,000 from Manatee Broadcasting Co. (L. E. Jackson) to Trail Broadcasting Corp. also reported last week. Trail company subsidiary of Land-O-Lakes Broadcasting Corp., licensee of WILE Cambridge, Ohio.

Controlling interest in KBIS Bakersfield was bought from Marmat Radio Co. by Hal Brown, manager of KMJ Fresno and one-time manager of KERN Bakersfield, for undisclosed sum, it also was reported.

Richard Cole E. Wykle to Louis Wasmier, Pacific Northwest broadcaster, for $255,000 was disclosed Friday with Skyscrapers for FCC approval. Mr. Wasmier now owns KSPO Spokane but is selling 250 kw W condemnations and 100 kw by two Seattle radio station employs for undisclosed amount. Mr. Wasmier also owns 43% of KOL Seattle and 22% of KXLL Missoula, Mont.

WHAS ASKS GAME ON TV

LIFTING of National Collegiate Athletic Assn. television ban on Kentucky-Tennessee football game Nov. 24 at Lexington asked Friday by Victor A. Shol, vice president, WHAS-TV Louisville, in telegrams to NCA A TV Committee and presidents of all Southeastern Conference colleges.

TV ban would deny million persons in three states chance to see top game of day, he said, pointing out there’s no other game in Louisville area that day and area is blacked out from NCAA’s game of day. WHAS-TV and WHansson plan to pool equipment and set up Lexington-Louisville relay. Conference presidents were to meet Sunday in Birmingham.

FOUR RA-TEL STATIONS MOVE TO PEARSON CO.

WITHDRAWAL of Ra-Tel Representatives Inc. from active solicitation of radio and TV advertising confirmed coincidentally with announcement Friday that four stations formerly represented by Ra-Tel have appointed John E. Pearson Co. and that two of its staff have joined Pearson New York office. Spokesmen said Ra-Tel will continue to bill and collect on orders handled.

Four Ra-Tel-represented stations naming Pearson for representation are WHQO Orlando, Fla.; KLOU Lake Charles, La.; WXYB Paducah, Ky., and WDBR Savannah, Ga.

Personnel moving from Ra-Tel to Pearson are Raymond F. Howard, account executive, and Ada Alfred, who will supervise contract department. Ra-Tel spokesmen said all former staff members now employed elsewhere. Two other stations formerly represented by Ra-Tel, WNOE New Orleans and KNOE Monroe, La., have named H-R Representatives [B+T, Nov. 12].

District 1 Asks Political Safeguards

“URGENT NEED” for relief of radio and TV broadcasters from responsibility for statements in political programs voiced by NARTB District 1 at last of annual district meeting series (see political story page 25). Resolution adopted at concluding session in Boston Friday (early story page 30).

Rights and responsibilities of radio and TV licensees in connection with political programs should be cleared up, district contended, calling on NARTB “to take all necessary steps to secure early passage of clarifying legislation.”

District 1 urged prompt Senate action on NARBA agreement; enactment of McFarland Bill; commended Craig Lawrence, VCOP Boston, district director, along with Oliver Gramling, Associated Press, and NARTB President Ralph Hart, and Feinberg and staff executives. Other resolutions opposed Benton Bill and complained industry tactics such as rate-cutting, holding they undermine broadcasting’s economic position.

Members of Resolutions Committee were Gerald Harrison, WMAS Springsfield, chair-

PEOPLE...

FRED CUSICK, assistant timebuyer, Dance-Fitzgerald-Sample, N. Y., moving to Cunningham & Walsh, N. Y., as chief timebuyer in radio and television, succeeding Jerome (Jerry) Feniger, who starts at CBS Radio Spot Sales on Nov. 29.

EUNICE DICKSON McCABY, assistant time buyer, Harry B. Cohen, agency, N. Y., to Doherty Clifford & Shenfield, N. Y., as time buyer.

CHARLES A. BATSON, NARTB’s TV director up to last summer, joins Broadcasting Co. of the South as director of TV, headquartered at Atlanta, Georgia.


VINCENT MEADE, assistant to director of program sales CBS Radio network sales department, appointed assistant director of research CBS Radio Spot Sales, effective immediately. With network since Feb. 1949, Mr. Meade began in rating services division of radio network research department.

THOMAS H. CALHOUN, WEEI Boston—CBS 060 station to radio-television department, N. W. Ayer & Son, N. Y., in executive capacity.

MAC WARD to ABC Chicago as radio network account executive from sales at WBMM (CBS) same city.

BERT LOWN, vice president of Muzak Corp. and general manager of Muzak’s Associated Program Service, joins CBS-TV station relations department under Fritz Snyder, national director. Mr. Lown was widely known band leader and songwriter of ’30s and wrote “Bye, Bye Blues” and “You’re the One I Care For.”

DR. VLADIMIR K. ZWORYKIN, RCA vice president and technical consultant, married Dr. Katherine A. Polevitzky, professor of science at U. of Pennsylvania, Couple left Thursday on a round-the-world trip during which Dr. Zworykin will deliver series of ad-


Speakers at two-day meeting included Richard P. Doherty, NARTB labor relations director, who conducted management-cost clinic; Mr. Gramling; Edgar Kobak (see story page 36).

William B. Ryan, president of Broadcast Advertising Bureau, conducted sales clinic Friday afternoon. Aide him were Kevin Sweeney, BAB general promotion manager, and Lee Hart, head of Chicago office.

John W. Guidir, WMOM Berlin, N. H., suggested copies of Benton resolution be sent to each NARTB member in district, with members to send copies to Representatives and Senators. Suggestion was adopted.

Television discussion was conducted by panel consisting of Mr. Fellows, on TV nationally; Raymond F. Guy, NBC manager of radio and allocations engineering, on UHF; James T. Milne, general manager of WNHC-TV New Haven, on medium-size markets.

BROADCASTING • Telecasting
Can You Imagine?

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
RADIO AND TELEVISION STATION REPRESENTATIVES

NEW YORK
BOSTON
CHICAGO
DETROIT
SAN FRANCISCO
ATLANTA
HOLLYWOOD