The owner of the largest book store in Richmond recently put WLEE to a tough test. He took just three spot announcements, and set a quota that would pay off. Actual responses were 120% greater than the quota! He immediately signed a 52-week contract on WLEE.

Richmond merchants get fast, low-cost results like this from WLEE every week in the year. More and more national advertisers are following their lead.

If WLEE isn’t on your Richmond schedule, get your Forjoe man to tell you what WLEE can do for you.
A good old-fashioned barn dance is the proven way to reach the vast audience served by WHAS in Kentucky and Southern Indiana... a market where more than 4 out of 5 families live in non-metropolitan areas. Here's an opportunity to sell your product on Friday night... the night before they do their buying.

Sixty minutes of rustic entertainment featuring such popular WHAS personalities as Randy Atcher, Tom "Cactus" Brooks, Janie Workman, Bob Fisher, The House Sisters and The Red River Ramblers... another example of "Quality of WHAS Programming".

WHAS, Friday Night 7:30 - 8:30

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

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

The Old Kentucky Barn Dance

WHAS INCORPORATED • ESTABLISHED 1922

VICTOR A. SHOLIS, Director • NEIL D. CLINE, Sales Director

REPRESENTED NATIONALLY BY EDWARD PETRY AND CO. • ASSOCIATED WITH THE COURIER-JOURNAL & LOUISVILLE TIMES
a tale of two cities

WORCESTER

Where one leaves off the other takes over

PROVIDENCE

WORC 1310 kc

WILLIM 1110 kc

HEADLEY-REED SALES MEN in 8 offices all over the U.S.A.

have the complete story on the primary coverage of two great markets by two great stations.

HOLLYWOOD • PHILADELPHIA • DETROIT • SAN FRANCISCO

NEW YORK • CHICAGO • ATLANTA
On its 25th ANNIVERSARY

we wish to express appreciation to the NATIONAL BROADCASTING COMPANY

for the great contribution it has made to the radio broadcasting and television industries...

for the great service it has rendered to radio listeners and television viewers throughout the world.

WDEL AMFM TV
Wilmington, Delaware

WGAL AMFM TV
Lancaster, Pennsylvania

WKBO
Harrisburg, Pennsylvania

WRAW
Reading, Pennsylvania

WORK
York, Pennsylvania

WEST
Easton, Pennsylvania

Steinman Stations • Clair R. McCollough, Gen. Mgr.

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

Page 4 • November 26, 1951
WHEN FCC finally approves new multiple ownership rules establishing seven fulltime AM stations as maximum ownership by single entity, CBS will be forced to divest itself of equivalent of about one-half of one station. Network now owns seven AM outlets, plus 45% interest in WTOP Inc. Washington. Other networks are below limit, with NBC owning six and ABC owning five, one of which (WENR Chicago) is half-time. FCC is expected to establish both AM and FM ownership limits at seven (present FM limit is six) and TV at five fulltime operations.

THERE'S SPECULATION in trade circles as to ultimate new name of Thomas S. Lee Enterprises Inc., which, by virtue of merger with WOR operations subject to FCC approval, will encompass Don Lee, Yankee and WOR divisions, in addition to control (68%) of Mutual (see story on page 29). Though it's by no means decided, best guess is General Broadcasting, tying in with General Tire & Rubber Co.

APPOINTMENT of Cunningham & Walsh, N. Y., to handle radio and television advertising of Pan American Coffee Bureau to be made this week. Annual budget for broadcast media reported in neighborhood of $600,000.

IT'S NOW LEARNED that there were definite plans by Luce magazines (Time, Life, Fortune) to acquire VHF TV station in Tijuana, Mexico, designed to serve San Diego area. Plan was dropped, it's understood, when Henry Luce learned that U. S. government frowned upon operation of "border" stations by U. S. citizens.

WHETHER 50-kw WINS New York is sold to Elliott Roosevelt and his associates will be determined when James D. Shouse, chairman of Crosley Broadcasting Corp., Owns station, goes to New York Dec. 6 to settle question. Lawyers for Crosley and Mr. Roosevelt have been dickering, but no firm bid has been made. Crosley asking price for WINS is about $600,000.

REAFFIRMATION that Sec. 315 of Communications Act means exactly what it says—that a broadcaster cannot censor political candidates' broadcasts—contained in order FCC will issue this week renewing license of WDSU New Orleans. Station had been on temporary license because of complaint by unsuccessful 1950 mayoralty candidate Alvin A. Cobb that station would not let him on air unless he deleted certain portions of speech which station considered libelous [CLOSED CIRCUIT, Nov. 19]. FCC decision will tell station it was wrong, but extenuating circumstances, including station's adherence to legal advice, mitigate.

CIO COMMITTEE BUYING ELECTION-EVE TIME

CIO Political Action Committee, planning extensive use of radio and TV in 1962 elections, has already reserved election-eve hour on one radio network next Nov. 11 and is negotiating for others.

Committee planning series of transmissions for placement by local committees on either paid or free time as particular situations indicate. This follows 1948 procedure.

Now in works is plan for series of 13 films for local committees to place on TV stations. Material will be non-political, according to national CIO officials, covering broad issues rather than candidates.

TWO CBS SHOWS BENEFIT MOVIE RELIEF FUND

IN WHAT was described as "one of the most important radio programming deals in recent years," CBS Radio will replace veteran half-hour show "Goodyear Playhouse" with two half-hour programs weekly—dramatizations of motion pictures and featuring top movie stars—in behalf of Motion Picture Relief Fund.

Howard S. Meighan, CBS Radio president, and Leon Hersholt, Motion Picture Relief Fund president, announcing plans today (Monday).

New programs will be presented Thursdays, 9:30-10:30 p.m., starting Dec. 13. Under agreement which followed series of meetings between Mr. Meighan and Mr. Hersholt, motion picture studios will donate stories and stars who will appear without charge, CBS Radio paying their fees to relief fund. No sponsors yet set. In negotiations Mr. Hersholt also represented Screen Actors Guild.

W. ALBERT LEE

W. ALBERT LEE, owner of KLEE Houston, died Friday in Houston. It was understood he had been in ill health for some time. His interests included a group of motels and laundries.

Two years ago Mr. Lee sold KLEE-TV Houston to KPQC for $740,000. KLEE has been managed by Cal Perley, formerly of Liberty Network.

BROADCASTING TELECASTING

NCAA Denies WHAS-TV Blackout Appeal

LIFTING of football telecasting blackout in Louisville for coverage of Tennessee-Kentucky game at Lexington, Ky., Nov. 24, appeared forlorn hope late Friday as National Collegiate Athletic Assn. announced it would not change position despite protests from high official sources (see story, page 149).

Talk of triple damage suits against NCAA heard Friday as Dept. of Justice sent third warning that it considers college TV ban in restraint of trade.

Victor A. Sholes, WHAS-AM-TV general manager, informed two universities and NCAA Friday that station would carry game without profit and would turn over proceeds to two institutions to set up "educational scholarships."

Edwin S. Reynolds, director of NCAA television program, sent five-page telegram of explanation to Gov. Lawrence Wetherby, of Kentucky. Message also signed by Ralph Purdy, of Columbia U., co-chairman with Mr. Reynolds. Standing firm on their "blackout," they said, in part, "this one-year experimental program actually was designed not to ban television but to discover a method equitable alike to all colleges, the networks, and the general public to produce more football on television."

Rerarking that without experimental program this year same people who were objecting to "blackout" in Lexington would have seen considerably less football on TV than they had.

BIOGRAPHY BRIEFLY

AGENCY NAMED Advertising Committee of Norwegian Canning Industry names McCann-Erickson, N. Y., as agency for Norwegian sardines, effective Jan. 1.

NEWS PACT ■ Credit Union Assn. of Madison, Wis., to sponsor Gabriel Heatter news on MBS, Tues., 7:30-7:45 p.m. (EST), starting Jan. 1. Agency, J. Walter Thompson Co., Chicago.

DEANLIV VIDEO ■ Philip Morris & Co., N. Y. (Deanlil! cigarettes), expected to increase TV budget, using spots. Two markets to be added each month until schedule totals about 60 TV outlets. Agency, Biow Co., N. Y.

GLASS SPONSOR ■ Owens-Corning Fiberglas Corp., Toledo, to sponsor 1:45-2 p.m. Tuesday segment of CBS TV "Garry Moore Show" on first and third Tuesdays of January and then weekly for 13 weeks starting Feb. 6. Contract puts 20-quarter-hour series on sold-out basis. Agency, Fuller & Smith & Ross, N. Y.

PLANS RADIO-TV ■ Het Division of Demert & Dougherty, Chicago, planning radio and TV spots in new campaign with 50% higher budget. All-media drive to promote two new products, Ice Breaker (windshield de-icer) and Cleeron (plastic spray for ignition systems and chrome surfaces). Agency, Ruthrauff & Ryan, Chicago.

REIGN VITAMIN ACCOUNT ■ Harry B. Cohen Adv. Co., N. Y., announced Friday that it has resigned the account of Vitamin Corp. of America, Newark (Rybutol, Juvelen and Vyons).

PHILLIPS ONE-SHOOT ■ Ceremonies marking presentation of Chemical Engineering Achievement Award for 1951 to be broadcast over MBS Wednesday, 10:30-11 p.m., under sponsorship of Phillips Petroleum Co., Bartlesville, Okla., through Lambet & Peasley, N. Y. Award—11th in 18 years—being presented to Phillips Co. for chemical engineering.

November 26, 1951 * Page 5
HEARTY RADIO NAMES
CAMPBELL, WILKES

VICTOR F. CAMPBELL named program
director of Hearst Radio Inc. and Arnold
Wilkes named public affairs and educational
director (see WBAL-Hearst Radio story page
30). They will have responsibility of main-
taining unified program schedule for Hearst
stations and will act as assistants to D. L.
(Tony) Provost, Hearst Radio vice president.

Appointments do not interfere with local
program control by stations, Mr. Provost said,
but are designed to maintain programming
continuity in public interest at all stations in
—group. Mr. Campbell also to set up radio and
TV syndication service operated by Hearst
Radio, using WBAL and WBAL-TV programs
as nucleus.

RCA PROMOTES WOLFF,
EWING, THREE OTHERS

DR. IRVING WOLFF, former director of radio
tube research for RCA Labs, has been named
director of research of this division of RCA.
Specialist in UHF and pioneer in radar, Dr.
Wolff served as RCA Labs staff Aug. 1, 1934.
In 1946 he began experiments in radio reflex-
tion which proved basic to radar development.
Dr. E. W. Engstrom, vice president in charge
of RCA Labs division, also announced appoint-
ments of D. H. Ewing, former director of
development for U. S. government's air
navigation board, as director of research services.
Dr. Ewing was previously manager of ad-
vanced design engineering products depart-
ment of RCA Victor division.

Dr. Engstrom also made these promotions
in Labs staff: E. W. Herold, director of radio
tube research lab; G. H. Brown, director of
systems research lab; R. S. Holmes, director
of contract research lab. He announced for-
mation of research planning committee com-
prising Dr. V. K. Zворыkin, vice president and
technical consultant, chairman; Dr. Wolff; L. P.
Smith, consultant; physical research lab; C. D.
Tuska, director of patent department; Dr.
Ewing.

PICADILLY TAKES TV

TELEVISION chosen for first advertising by
newly formed Picadilly Tobacco Co., New York,
when company signed for 13 weeks over Du-
Mont's WABD (TV) New York, starting yester-
day (Sunday). Tobacco company will spon-
—sor weekly half hour of Story Theatre, TV film
series produced by Ziv Television Programs
Inc., N. Y., which dramatizes works of great
authors. Company does not plan further radio
or television programming at present, accord-
ing to spokesman for Picadilly agency, Hilton
& Riggio, N. Y.

ALLEN SUCCEDS GRAY

DR. RAYMOND E. ALLEN, president of U.
of Washington, appointed late Friday by Presi-
dent Truman to succeed Gordon Gray as direc-
tor of Psychological Strategy Board (early
story page 160). Mr. Gray, onetime Secretary
of the Army, resigned to resume his presidency
of U. of North Carolina. Dr. Allen had been
chairman of Salary Stabilization Board, with
Judge Justin Miller, NARTB board chairman,
succeeding to SSB post after his resignation.
Mr. Gray will continue as consultant to FSF.
President Truman hailed him as "a true and
tried public servant."

In this Issue—

A special report on NBC's 25th anniver-
sary begins on Page 39. Also see editorial.
Page 8.

The NBC economic plan and new net-
work rate concept will be the chief
topics of discussion this week when
NBC affiliates met at the fifth annual
convention at Boca Raton, Fla., Page 27.

CBS Radio says network rate re-evaluation
now is "premature." Page 29.

National advertisers are spending their
budget left-overs in radio and television.
The extra buys add up to a sizable windfall.
Page 27.

Are Mutual's days as a cooperatively-
owned operation numbered? Merger of
General Tire and Macy stations pro-


More than half the TV stations favor
adoptsion of the telecasting code. But
some of these want modifications, and
others think the whole thing should
be scrapped.

If telecasters adopt a code with a club
in it, will radio broadcasters have to

NARTB's combined board of directors
meet in Washington Dec. 6-7 to plan
revised membership setup, and the
—television board will grapple with the
code. Page 37.

Through thick and thin, a syrup manu-
—facturer has stuck to radio. A suc-
cess story. Page 32.

Despite charges of commercialism in
college sports and a request from the
U. of Pennsylvania for removal of
anti-television restrictions, the Na-
tional Collegiate Athletic Assn. sticks
by its guns. Page 140.

Radio-Television Mfrs. Assn. is planning
grass-roots cooperation between sports
and broadcasting. Page 36.

In Review—See It Now, the distin-
guished television entry of Edward R.
Murrow on CBS-TV. Page 54.

Federal Communications Bar Assn.
issues results of its six-month study
of how to thaw the TV freeze. Page 130.

Defense pinch will be felt more sharply
in radio-TV set production. Page 52.

Pre-hearing conference attempts to ar-
range timetable for FCC procedure in
ABC-Paramount merger. Page 35.

In the remodeled White House, radio-
TV facilities will be basic fixtures.
Page 142.

Upcoming

Nov. 26-29: Financial Public Relations
Assn., annual convention, Hollywood
Beach Hotel, Hollywood, Fla.

Nov. 28-Dec. 1: Fifth Annual NBC Radio
and Television Affiliates Convention,
Boca Raton (Fla.) Club and Hotel.

Dec. 3: Tentative broadcasters,
Andrew Jackson Hotel, Nashville.

Dec. 5-7: NARTB Board of Directors, Wash-
ington.

(Other Upcomings, page 37)

Closed Circuit

(Continued on page 5)

gates against drastic denial of license renewals
Still unanswered is what position broadcasters
should take when adherence to Federal law
runs into culpability under state libel laws.

THOUGH it's not yet in drafting stage, next
major move at NARTB may be in direction of
feeder, with state associations and per-
haps other industry functions coming under
common broadcaster-telecaster banner.

AMERICAN SAFETY RAZOR, N. Y. (Silver
Star), dropping sponsorship of Robert Q.
Lewis show on CBS-TV, expected to divert
that budget into spot announcement campaign
using radio and television. McCann-Erickson,
N. Y., is agency.

NEXT important item on agenda of West-
inghouse Radio Stations will be decision on
NBC's new economic plan for radio. WRS
and NBC have held preliminary sortie on
rates but neither side will reveal details.

CONSIDERATION of satellite TV operations
to cover areas remote from established sta-
tions, but unable economically to support their
own transmitters, will be delayed by FCC
until after its new allocation plan is formed
coming February. At that time, it's ex-
pected, applications may be filed for such
operations.

BRISTOL-MYERS CO. (Vitalis hair dress-
ing) through Doherty, Clifford & Sheffield,
N. Y., was in year-end budget meetings late
last week with radio spot campaign reportedly
being considered.

SHOULD series of one-minute daytime radio
spots show promise, its known Panny Farmer
Candy, through J. Walter Thompson, ready to
extend test starting scheduling in mid-Decem-
ber for special two-week Christmas promotion.

ASK JURISDICTIONAL PACT
BETWEEN SAG, SEG AND TVA

AGREEMENT between Screen Actors Guild,
Screen Extras Guild, and Television Authority
on jurisdiction in television requested by In-
ternational Board of Associated Actors and
Artists—puts whole field of entertainment
unions—under common jurisdiction. For many
years, different unions and jurisdictional
rules have been in effect, with conflicting
rulings. TVA now has jurisdiction over all live
network broadcasting, while SAG rules over all
filmed TV productions.

298TH ABC AFFILIATE

KCSU PROVO, Utah became the 298th affiliate
of ABC radio network Friday. Station is owned
by Central Utah Broadcasting Co. Inc. and
operates with 250 w on 1400 kc, fulltime.
Harold E. Van Wagenen is general manager.
The Bolling Company was conceived and designed from the station's viewpoint. Its first concern is for the stations it represents. This principle pays off for Bolling Stations! Ask them!
"The Prestige Station
of the Carolinas"

GREENSBORO, NORTH CAROLINA

25 Years
Serving the Richest
And Most populous
Area in the Southeast
1926-1951

Gilbert M. Hutchison
President
CBS

Represented by Hollingbery

5000 Watts
1470 KC

THE NEWSWEEKLY OF RADIO AND TELEVISION
Published Weekly by Broadcasting Publications, Inc.
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Washington 4, D.C.
Telephone ME 1922

IN THIS BROADCASTING

DEPARTMENTS

Agency Beat ........................................ 14
Airstreams ........................................... 162
Allied Arts ........................................... 170
Editorial ............................................. 56
FCC Actions ........................................ 166
FCC Roundup ........................................ 172
Feature of the Week ............................... 16
Film Report ......................................... 158
Front Office ......................................... 160
In Review ............................................ 34
Milestones .......................................... 106
New Business .................................... 19
On All Accounts ................................. 15
On Dotted Line .................................... 48
Open Mike ........................................... 12
Our Regards to .................................... 36
Programs, Promotions, Premiums ............ 164
Strictly Business .................................. 16
Telegrams ........................................... 156
Upcoming ............................................ 37

TELECASTING Starts on page 137

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othy Munster, William Ruehli, Liz Thackston.
Bruce Robertson, Senior Associate Editor.

ADVERTISING: S. J. PAUL, Advertising Director;
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rector; Kenneth Cowan, Advertising Representative.

CHICAGO BUREAU

360 N. Michigan Ave., Zone I.
Central 6-4115; William H. Shaw, Midwest Advertis-
ing Representative; Jane Pinkerton, News Editor.

HOLLYWOOD BUREAU

Taft Building, Hollywood
and Vine, Zone 29.
Hollywood 1-1801; David Ock-
man, West Coast Manager; Ann August.

TORONTO: 417 Harbour Commission, Empire 6-0775
James Montagnes.

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Estate Broadcast Advertising * was acquired in 1932
and Broadcast Reporter in 1933.

* Reg. U. S. Patent Office

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ing or Telecasting Yearbooks $2.00 each additional; if
ordered with subscription. Add $1.00 per year for Canadian
and foreign postage. Single copy 35c.

BROADCASTING * Telecasting
25 YEARS THAT CHANGED THE MARKETING MAP OF THE NATION!

Oregon's population has shown a net increase of 39.6% in the past 10 years alone! Portland, its largest city, has grown by nearly 200,000 people in the same period! In the 250,000 to 500,000 group Portland ranks 12th in population but 2nd in per capita income, 4th in sales of general merchandise and automobiles, 6th in retail sales and income per family.

Yes, it's the Silver Jubilee on NBC... but out here in the KGW Market advertisers are having a Silver Jubilee of their own with the silver filling the cash registers!
The WISH 17-Point Merchandising Service goes to work for you immediately, when you choose WISH.

The WISH field representatives take your program right TO THE POINT OF SALE. They get first-hand knowledge from customers and retailers themselves, to determine where your products stand. Then, they promote bigger displays, more favorable "play" on your products...giving you "double-barreled action" that shows up quickly in your sales figures.

No wonder SALES ARE UP IN INDIANAPOLIS.

"The Station that never out-promises BUT ALWAYS OUT-PERFORMS"

Spot


ROLF PERSONAL LEATHER GOODS, West Bend, Wis., using 20 spots weekly in 50 TV markets for five weeks to promote its billfolds. Agency: Cramer-Krausselt, Milwaukee.

S.O.S. Co., Chicago (Tuffy, new dishwashing aid), launches extensive television spot campaign. Agency: McCann-Erickson Inc., S. F.

Network

KELLOGG Co., Battle Creek, Mich. (Kellogg's Corn Pops, Corn Flakes, Rice Crispies), Dec. 31 increases transcribed Wild Bill Hickok series now airing weekly on Sundays on MBS, to three times weekly, Mon., Wed., Fri., 5:30-6:56 p.m. all time zones. Sunday broadcasts will be eliminated. Adventurer series will replace transcribed Clyde Beatty Circus. New contract is for 39 weeks. Agency: Leo Burnett & Co., Chicago. David Hire Productions is program packager.

NATIONAL BISCUIT Co., N. Y. (Milk Bone, Nabisco Shredded Wheat), Dec. 4 renews Bob Greene’s morning newscasts and Sam Hayes’ afternoon newscasts on Don Lee network Tues., Thurs., 8:15-8:25 a.m. and 4:45-5 p.m. (PST). Morning segment is aired on 42 Don Lee stations; afternoon, on full Don Lee Network (45 stations) plus 11 Intermountain Network stations and Arizona Network. Contracts for 26 weeks. Agency: McCann-Erickson, N. Y.

VOICE OF PROPHECY Inc., Washington, D. C., renews Faith For Today over ABC-2TV Network, (Sun., 12:30-1 p.m. EST), for 52 weeks effective Dec. 2. Agency: Western Adv., L. A.

Agency Appointments

BELOIT DAIRY, Chicago, names Cruttenden & Eger Co., Chicago. Radio and TV are being considered for 1962 media schedules. R. H. Wilson is account executive.

SAN FRANCISCO & EAST BAY SCHOOLS of PRACTICAL NURSING, Inc. appoint Brisacher, Wheeler & Staff, S. F. Radio will be used. Robert T. Hoffman is account executive.

MIDWAY MOTORS, L. A. (Ford dealers), names Yambert, Prochnow, McHugh & Macaulay Inc., L. A. Media will include radio.

SAN FRANCISCO DRUG Co. (manufacturers of Sleeps, Tudox and Blackout medical products), appoints Richard N. Meltzer Adv., S. F., Radio and TV will be used.


Adpeople

NATHAN N. PERLSTEIN, director of advertising Pabst Brewing Co., Chicago, named by company to also direct advertising of two subsidiary firms, Hoffman Beverage Co. of Newark, N. J. and Los Angeles Brewing Co. Hoffman manufactures soft drinks, while brewing concern makes Eastside Beer.

IRVING GOLDFEDER, vice president in charge of production Hunt Foods Inc., Fullerton, Calif., elected executive vice president. EDWARD MITTELMAN, treasurer, elected vice president and treasurer. HANS ERLANGER, general sales manager, elected vice president and general sales manager.

CHARLES N. CRITTENTON, director of sales and advertising Schick Inc., Stamford, Conn., to Eversharpe Inc., N. Y., as director of sales and merchandising, for Shaving Instrument Div.

DON E. ROETTGER, advertising manager Swift & Co., Chicago, named advertising manager Orange Crush Co. and Old Colony Beverages, Chicago.
Everywhere you look, you see that the bright future predicted for film programs in television has already arrived.

- Look at the schedules. You see film programs on every channel, every day and night of the week.
- Look at the ratings. You see film programs among the leaders, with ratings of 20 and higher in individual markets.
- Look at the sponsors. You see film programs used by such big-time advertisers as Procter & Gamble, General Mills, Sterling Drug, Philip Morris, Bigelow-Sanford—and many others with more modest TV appropriations.

For you don't need a king-sized budget to use film on television. Film opens the door to efficient Spot Program advertising.

You can place your film show in as few or as many markets as you need, when you're a Spot Program advertiser. You're never faced with those network budget-boosting "must" stations or minimum group requirements.

Your film program can be of any type or length. There's comedy on film, and mystery, drama, homemaker, quiz, etc. They run from 5 minutes all the way to feature-length "movies." The picture quality is consistently more satisfactory than kinescope recordings.

And there's this added attraction. You pay no premium for all these Spot Program advantages. Spot rates are generally lower than network rates for the same time periods, over the same stations. The difference is enough to cover the extra film prints needed, their handling, distribution and other costs.

If you want the total picture, just call any Katz representative for the full story on Spot Program television. You'll discover there's a lot of film in your television future. And you won't need a crystal ball to see that...

You can do better with Spot. Much better.

THE KATZ AGENCY, INC. Station Representatives
NEW YORK • CHICAGO • DETROIT • LOS ANGELES • SAN FRANCISCO • ATLANTA • DALLAS • KANSAS CITY

BROADCASTING • Telecasting
the latest news of sales and program developments from the
ASSOCIATED PROGRAM SERVICE

BE MEAN TO YOUR SALES STAFF—and boost sales doing it! Here are eight ways to make life miserable for your order-takers:
1. SPOIL THEIR CHRISTMAS by holding a big sales-meeting on Friday afternoon, December 21, setting up a big sales goal to be met December 26-29. This will recover that “lost week” between Tueltide and New Year’s, get you off to a good start in 1952.
2. RUIN THEIR PLANS well in advance by announcing that no vacations will be allowed except those between May 15-June 30. This will free them when you need them least, keep them working in August when there’s real Fall potential.
3. KILL THEIR TV WATCHING by assigning every man to one evening’s work each week, making calls between 7-9 PM. This will make them tell your story without interruption to many new prospects.
4. UPSET THEIR SMUGNESS by talking to any newspaper classified ad manager about the difference between “voluntary and solicited” business . . . then set up a new commission plan that pays off only on the latter.
5. UNCOVER THEIR WEAKNESSES and cure their shyness, too, by making them go through practice pitches in front of your entire staff at regular meetings. This will make them better salesmen, though they’ll hate you for it.
6. TAKE THE SOCIAL FUN out of life by asking them to put a note on your desk each morning telling what they plan to do that day and where they expect to be. This system has been known to produce calls occasionally.
7. JANGLE THEIR NERVES by popping into the coffee shop at erratic intervals and ordering them all back to work. They’ll find another place, but it will never seem the same again.
8. CRUSH THEIR PRIDE by offering their services as sales clerks after-hours during December to retailers who stay open nights. This will teach them why businessmen get gray, make them more thoughtful and considerate salesmen.

HOW TO MAKE SALESMEN HAPPY? Easy. Equip them with APS’ exciting Commercial library of over 157 different musical advertising lead-ins . . . and help them become better salesmen by giving them a chance to join the hundreds of alert radio-men who listen each month to the APS series of Transcribed Sales Meetings. The entire package—at cigarette prices! Total cost less than $5.00 per week, and one year is contract limit. It’s a wonderful Xmas gift for your sales staff! Write, phone, wire today! We’ll deliver by Christmas.

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

Page 12 • November 26, 1951

open mike

Satisfied Users
EDITOR:
...Your publication is one of the creditable facets of the broadcasting and television profession, and I can think only praise to pass on to you...
Robert J. Roth Jr.
Adv. & Prom. Dir.
Resistol Hats Inc.
Garland, Tex.

Bird Watching

EDITOR:
The Weatherbird which appears on the front page of the Post-Dispatch is tied in with the negotiations of the new wage scale of the IBEW engineers. It attracted many comments.
George M. Burbach
General Manager
KSD-AM
TV St.
Louis

 Writers Cramped
EDITOR:
I just finished reading Bruce Anderson’s article, “The Writer’s Lament” [BT, Nov. 12]. As a “veteran” of four years in continuity, who would like to do a better job, here’s my fervent “Amen!”
Eleanor V. Dahaus
WELM Elmira, N. Y.

EDITOR:
Mr. Bruce F. Anderson’s words should have been set up in the biggest, brightest red glowing neon lettering available, instead of mere 8-point. Set up so large as to be unavoidable to the eye—and then placed in the office of every station manager in the United States. . .
I’ve always believed BROADCASTING TELECASTING an indispensable item for the entire industry; articles as stimulating and direct as this one are proof!
McDonnell K. Starkey
Continuity Editor
KWFT Wichita Falls, Tex.

EDITOR:
Bruce F. Anderson used my description . . . without due and proper permission. Overworked, underpaid, unappreciated are all words I have come to feel my own.
I’d emphasize the matter of sterility, both in management and on the part of the advertiser. Mention of a new idea is enough to drive them both into fits.
There sure ain’t no future in radio for guys what have ideas and want to express them in commercial copy. My idea is, get out!
R. Field
Continuity
WBIZ Eau Claire, Wis.

EDITOR:
... Let me tell you about one experience I had in the state of Wisconsin . . . I was given to understand I would start at the magnificent sum of $225 a month. So, I packed myself off and, upon my arrival, found that despite my investment in a bachelor of business administration degree in radio management, with all the allied radio training, I was actually being paid 75 cents per hour. In order to earn a living I was expected to work 58 hours a week. . .
Although the station was more than a mile out of town, I was expected to pay all the expenses of . . . trips back and forth servicing the accounts. . .
Once and only once did I make the fatal mistake of showing on my time card the extra overtime—past the 58 hours which was allowed. I was told in no uncertain terms that it must cease. So, for time card purposes it did cease, although I refused to write hackneyed copy and often put in as much as 70 hours in a week working toward a new theme around which to build a new schedule of spots or programs.
[Now] I’m not in radio, but in the field of commercial refrigeration. In cold cash I’m making close to twice as much as I did in radio a year ago, with any extra ex-

(Continued on page 18)
The Facts About Radio in California's $660 Million Fresno Market

KMJ gives you the Most Listeners
...lowest cost per thousand

IN THE WHOLE 4-COUNTY MARKET . . .
Over 80,000 more daytime listeners (24,290 families) per week than the next best station. And at 18% less cost per thousand families.*

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

IN ITS HOME-COUNTY OF FRESNO . . .
Nearly 40,000 more daytime listeners (11,460 families) per week than the next best station. Cost: 16% less per thousand.*

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

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

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

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

* BMB Study No. 2, Spring 1949; U.S. Census, 1950; Standard Rate & Data, Sept. 1951.

NUMBER ONE STATION IN THE $660 MILLION FRESNO MARKET

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

AFFILIATED WITH THE FRESNO BEE

BROADCASTING • Telecasting

November 26, 1951 • Page 13
ALMOST 20 years ago, a newly graduated collegian decided to go into the less-cluttered business world more easily by picking a "good town" at random and going there. That town—Milwaukee—has proved itself to be a "good" one for Howard L. Peck, vice president in charge of radio and television for Hoffman & York, advertising agency. He chose a town he’d never visited and one unlike his former stamping grounds, Huron, S. D., where he was born, and I o w a, where he attended Grinnell College.

He found his first advertising job in Milwaukee, although he worked during college as a reporter for the Sioux City Journal, a doorbell-pushing peddler and a $25 a week cab driver in Chicago. In the advertising department of an investment house he encountered his first radio program, a 15-minute weekly show offering women investment advice and narrated by a woman vice president of the company. The show—and he—lasted until the bank holiday in 1938.

Mr. Peck’s present work began in 1937, when he joined Hoffman & York as a writer. He soon directed all radio billing as his knowledge of the medium had increased considerably since the bank show. He learned about broadcasting from the basement to the antenna in an old mansion on Milwaukee’s Prospekt Ave. That was headquarters for the now-defunct North American Broadcasting Co., which shot a barrage of programming to its network for only three months.

Although Mr. Peck received only one week’s pay in all that time (in installments), he labored as producer, director, actor and sports director as well as author of half-hour mysteries weekly. He was adept at acting, having worked in little theatre and in business manager of the Wisconsin Players; and at writing, in which he majored at Grinnell.

After living off the largesse of an affluent roommate during his NABC days, Mr. Peck became an announcer-producer at WHAD, the Marquette U. station, which had been affiliated with the network. Later, when the station was sold to WISN as the latter went full-time, he went along.

Despite his radio know-how, Howard Peck wasn’t prepared for his first assignment in television when a client became infatuated

(Continued on page 20)

HAROLD H. WEBBER, vice president Foote, Cone & Belding, N. Y., elected to board of governors. He succeeds ROLLAND TAYLOR, resigned.


GEORGE D. WORRELL appointed copy director, New York office of Doremus & Co.

ELIZABETH MANN, WILLIAM T. LOWE, and PHILIP H. WILSON, free-lance advertising copywriter of San Francisco, free-lance writer of Dallas and special feature writer with Gannett Newspapers and Binghamton Press, respectively, to copy department N. W. Ayer & Son, Phila.

LEE WEIMER resigns from radio-TV department Schwimmer & Scott, Chicago.

THOMAS H. CALHOUN, national sales representative WEEI Boston, named to executive group, radio-television department, New York office of N. W. Ayer & Son.


OLIVER TREYZ, director of sales development ABC New York, to William H. Weintraub & Co., N. Y., in executive capacity, on copy staff [Closed Circuit, Nov. 19].

JAMES MARSHUTZ transfers from St. Louis headquarters of Gardner Adv., to New York office, where he is working on radio and TV, as assistant to ROLAND MARTINI, vice president. DON COLE, radio-TV packager in Chicago, to Gardner Adv., St. Louis, as promotion director.


JAMES A. MCGARRY, assistant to president BBDO, N. Y., elected vice chairman of professional, publishing and advertising section Arthritis and Rheumatism Foundation. He was also elected chairman of radio committee for New York.

J. B. TAYLOR Inc., Dallas, has changed its name to Taylor-Norsworthy Inc. J. B. TAYLOR continues as president and T. W. NORSWORTHY, former vice president, becomes executive vice president. Other officers are TEVIS BENNETT, treasurer, and LESLIE SHULTIS, secretary and attorney. PHILIP WOLF is radio director. Offices remain at 5906 Lemmon Ave.


ALLIED ADV. AGENCY, Cleveland, moves to new quarters at 1302 Ontario St.

HARRY A. EGBERT named radio and TV director Lavenson Adv. Bureau, Phila.

EVERETT F. BRADEN, John G. Payton Co., N. Y., to Foote, Cone & Belding, N. Y., as director of merchandising.


MARGARET BAKER, copy chief Dohrmann Commercial Co., S. F., to copy staff Sidney Garfield & Assoc., S. F.

LAWRENCE J. CASEY appointed director of public relations department Weightman Inc., Phila.

ARTHUR LEVINSON, appointed account executive Wil Roberts Adv., Phila.

WMBD Dominates the Rich Peoria Area Market

Every succeeding Hooper Index points up WMBD'S continuing dominance of the prosperous Peoria area market. This pioneer Peoria station maintains a listenership that exceeds the next 2 stations COMBINED... at many time periods has more than 50% of the audience! WMBD sells more products to more people at less cost than any other station in the market.

And What a Market!

Latest SALES MANAGEMENT figures show Peoria FIRST (outside Chicago) in Illinois in population... total retail sales... food sales... general merchandise sales... furniture, household & radio sales. Peoria is FIRST (outside Chicago) in Illinois in total effective buying income.

POUNDS OF SUPERIORITY (credited where a city's national ranking in any retail sales or income category equals or exceeds its population ranking) were awarded Peoria in EVERY retail sales and income category. PEORIA — THE MIDWEST'S NUMBER ONE TEST MARKET!
feature of the week

SMILING at signing for 19,800 Louisville radio spots are (l to r) J. Porter Smith, WGRG president; Walter Haas, Betco secretary; Joe Eaton, WKLO general manager; Mr. Bettinger; Charles Schott, WINN sales manager; H. Parker Smith; Mr. Weldon and R. W. Rounsaville, WLOU president.

FIVE Louisville stations are in the midst of gathering a fall radio harvest of 19,800 one-minute spot announcements. The stations are WGRG WKYW WINN WKLO and WLOU.

Sponsor of these spots is Clifford Bettinger, president of Betco Inc., distributor for Phileo products in Louisville, other parts of Kentucky and Indiana.

Mr. Bettinger signed contracts in a simultaneous broadcast aired from his desktop.

In addition to the large Louisville contracts, the Phileo firm is using more than 10,000 spots on other stations, including these Kentucky outlets: WFKY Frankfort; WLOJ Bowling Green; WSFC Somerset and WHIR Danville.

This campaign will amount to more than 2,700 spots for Phileo in the Louisville area every 10 days. Mr. Bettinger said, "We hope to use a final total for the year of over 35,000 spots on our Louisville and Kentucky stations.

"Our sales goal is set at 15,000 more TV sets," he explained, "plus thousands of radios, refrigerators, air conditioners and other Phileo products."

Mr. Bettinger initiated the current campaign after rewarding summer tests of similar drives in the area to sell air conditioners.

The cooperative program is being personally directed by Mr. Bettinger, assisted by H. Parker Smith.

(Continued on page 166)

strictly business

WILL ALBERT MORGAN is playing his greatest role in life as advertising manager of the Continental Oil Co.

Mr. Morgan is a former director of the theatre but he finds the part most suited for him to be director of the oil company's national advertising program.

Bill Morgan took the transition from theatre to advertising early in life.

Of radio, he says: "Radio has played a highly important part in establishing our new products... our most successful campaigns have been the announcements of three... the last one being our present premium motor oil, Conoco Super Motor Oil."

Iowa-born, Mr. Morgan was

(Continued on page 80)

Mr. MORGAN

IF YOU'RE INTERESTED IN WOMEN...

It Takes SELL as Well as TELL to be a Top Woman's Commentator. That Is Why WISN's ANN LESLIE Is Always Rated Milwaukee's Best.

For More Than 17 Years Ann's "Over-The - Coffee - Cup" Tone Has Made Her Programs A BUY-WORD With Her Host of Faithful Listeners.

You'll Like Doing Business With WISN.
An independent survey of radio listening habits in the Red River Valley was recently made by students at North Dakota Agricultural College. The Survey covered 3,969 farm families in 22 counties within about 90 miles of Fargo. In answer to the question, "To what radio station does your family listen most?", 78.6% of the families said WDAY, 4.4% Station "B", 2.3% Station "C", 2.1% Station "D", etc. WDAY was a 17-to-1 choice over the next station . . . a 3 1/2-to-1 favorite over all competition combined!

It's the same story in town. Year after year, WDAY makes a run-away of the Hooper race, consistently getting a 3-to-1 greater Share of the Fargo-Moorhead Audience than all other stations combined!

Truly, WDAY is a colossal radio buy in a stupendous farm market. Write direct, or ask Free & Peters for all the facts.

\*Competition includes local studios of the other three major networks.

**WDAY • NBC • 970 KILOCYCLES • 5000 WATTS**

FREE & PETERS, Inc., Exclusive National Representatives
Open Mike
(Continued from page 18)
penses placed on a liberal expense account and with cash bonuses and gifts thrown in on top of it.

Shalom Kurz
Denver

Peeved Pastor
EDITOR:
As an ordained minister of the gospel of Jesus Christ, and, as pastor of the largest Baptist church in the state of Arkansas, with a membership of approximately 5,000, may I once and for all deny any association, connection, relationship, past, present or future with one Gerald L. K. Smith. I have never used any of this man's literature, heard him speak, attended any of his meetings, or made any sort of donation to his work. I would not know him if he walked into my office this very moment.

Neither do I know the teachings, beliefs and proposals of Mr. Gerald Winrod. He has never spoken in my church and I have never attended one of his meetings. I have no idea who the "other" rabble-rousers are whom you say are my associates.

You are also mistaken in your assumption that I own any part of a Mexican radio station. The Southern Bible Institute of Knoxville, Tenn., purchased a 20-year broadcast for the sum of $85,000. At the time of the purchase I was president of the Southern Bible Inst.

It might be of interest to you to know that not one single article about which I was questioned before the FCC and which appeared in my paper known as The Carolina Watchman was written by me. However, as the editor of the paper, there was nothing for me to do but assume the responsibility. As an editor, I am sure that you can understand how such a mistake could be made.

I will contend until my dying day that we did not have a fair and a just hearing before Commissioner Clifford J. Durr, and there is a wonderful peace and satisfaction in knowing that before the Great Judge of us all, we have a clear conscience.

The only group that I have ever called "gutter rats from the sewers of hell" are the Communists.

J. Harold Smith
Pastor
First Baptist Church
Fort Smith, Ark.

[EDITORS NOTE: The Great Judge may be on the Rev. Smith's side, but three judges of the U. S. Circuit Court of Appeals were not [HOT, Nov. 5, Oct. 29]. In affirming denial of Mr. Smith's license for WIKY Knoxville, the Circuit Court said he had business interest in XERF, a Mexican station, and that evidence showed he had been not only "intermediate in his writings, sermons and broadcasts but that he was an expert in vituperation and vilification."]

Nosegays
EDITOR:
Your Nov. 5 issue devoted its "On All Accounts" department to me.

First of all, I want to thank you for printing it.

Second—I don't believe the subject of any one of these articles is particularly well qualified to offer any criticism one way or another, so I will simply tell you what a number of my friends here in Chicago have been kind enough to relay to me—"One of the best write-ups on anybody they had seen in any trade magazine in a long, long time."

Edward G. Smith
Director, ABC Radio Network
Central Division
Chicago

Greetings
EDITOR:
This letter has a double purpose. I would like to express my appreciation as a broadcaster for the superb service that your magazine provides for every person in the radio industry.

I am now entering the service for what I hope will not exceed a three-year period. Although I will be completely divorced from the radio industry I feel my only opportunity to keep up with the events at that time and to prepare myself for returning to radio would be through your publication. My wife will forward them on to me wherever I may be.

Stuart M. Sanders
Manager
KWBO Boone, Iowa

EDITOR:
I have read your magazine for about three years, and without doubt it is the most sought-after magazine at this point when mail arrives.

We follow the radio, or shall I say commercial field, on a conserva-
tive basis, but we never lose sight of the idea of improving radio here in Guantanamo Bay. Your magazine has helped us a great deal, and we would like to let you know we appreciate a magazine such as Broadcasting * Telecasting.

George Balasacil
Armed Forces Radio Service
WGBY Guantanamo Bay, Cuba

Good luck!
**WJR Market Data**

(WJR Primary Coverage Area in Michigan, Ohio, Indiana, and Pennsylvania)

<table>
<thead>
<tr>
<th>Category</th>
<th>WJR Share of Total U.S. Market</th>
</tr>
</thead>
<tbody>
<tr>
<td>Population</td>
<td>08.3%</td>
</tr>
<tr>
<td>Radio Homes</td>
<td>08.6%</td>
</tr>
<tr>
<td>Retail Sales</td>
<td>$13,613,431,000</td>
</tr>
<tr>
<td>Food Sales</td>
<td>$ 3,266,766,000</td>
</tr>
<tr>
<td>Drug Sales</td>
<td>$ 464,447,000</td>
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<tr>
<td>Filling Station Sales</td>
<td>$ 739,614,000</td>
</tr>
<tr>
<td>Passenger Car Registrations</td>
<td>4,116,934</td>
</tr>
</tbody>
</table>

**Greater Detroit Market**

(Wayne, Macomb and Oakland Counties)

<table>
<thead>
<tr>
<th>Category</th>
<th>WJR Share of Total U.S. Market</th>
</tr>
</thead>
<tbody>
<tr>
<td>Population</td>
<td>01.9%</td>
</tr>
<tr>
<td>Radio Homes</td>
<td>01.9%</td>
</tr>
<tr>
<td>Retail Sales</td>
<td>$ 3,550,832,000</td>
</tr>
<tr>
<td>Food Sales</td>
<td>$ 804,135,000</td>
</tr>
<tr>
<td>Drug Sales</td>
<td>$ 153,060,000</td>
</tr>
<tr>
<td>Filling Station Sales</td>
<td>$ 174,774,000</td>
</tr>
<tr>
<td>Passenger Car Registrations</td>
<td>1,007,627</td>
</tr>
</tbody>
</table>

These statistics offer concrete evidence of the rich sales potential in the WJR primary coverage area. In addition to these United States market figures, the powerful WJR signal covers a Canadian population of 2,667,000 with 721,900 radio homes. To sell in this great market, be sure to use WJR, the most influential radio voice in this area. Remember... first they listen... then they buy!
A QUARTER-CENTURY of FARM BROADCASTING

"Listener loyalty" is the phrase most applicable to Pioneer Station WGY's 25 years of farm broadcasting.

During this period of WGY's 29-year history, the 603,660 rural radio families, in addition to the thousands of city-dwellers who have gardens in the 17th State, have relied on WGY's farm broadcasts for valuable advice and information.

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

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

"The population of the WGY area exceeds the population of 32 states.

Strictly Business

(Continued from page 16)

end of the first year he was advertising clerk and two years later, assistant advertising manager. In 1941, he became advertising manager.

Mr. Morgan travels a good deal as his post includes supervision of Continental's nationally famous Touraide travel service. He quips that he's a bachelor—"maybe I should blame that also on too much travel."

Hobby Is Theatre

For clubs, he's no "joiner." His hobby, of course is the theatre—"but now it is only going to the theatre." His philosophy is simple: "Like what you are doing and the people you do it with... give everything you have to your job all the time and then leave the rest to God."

LISTENING STABLE

Pulse Survey Discloses

RADIO listening in general during the past three years has remained relatively stable, although ratings of individual programs have shifted considerably, according to a survey conducted in metropolitan New York by the Pulse Inc. during the week of Oct. 11-17. Percentage of homes using radio in an average 15 minutes for the entire week was within 0.2% of levels for Sep- tember 1951 and within 2% of October 1949 statistics.

Average quarter hour homes using radio for the week studied, from 6 P.M. to midnight during the entire week:

<table>
<thead>
<tr>
<th>Date</th>
<th>Radio &amp; TV Combined</th>
<th>Radio</th>
</tr>
</thead>
<tbody>
<tr>
<td>October 1951</td>
<td>32.2</td>
<td>21.4</td>
</tr>
<tr>
<td>September 1951</td>
<td>34.9</td>
<td>21.3</td>
</tr>
<tr>
<td>October 1950</td>
<td>25.8</td>
<td>21.3</td>
</tr>
<tr>
<td>October 1949</td>
<td>26.5</td>
<td>23.5</td>
</tr>
</tbody>
</table>

On All Accounts

(Continued from page 14)

with the medium and suddenly demanded a network show on a month's notice. For 13 weeks, a Sunday afternoon home workshop feature with integrated commercials originated 100 miles south at WENR-TV Chicago for ABC.

Current broadcast media accounts include Gettelman Brewing, Shaler Co., Quality Biscuit Co., L.J. Mueller Furance Co. and Milwaukee Gas Light Co. In addition to being radio-TV director, Mr. Peck is account executive on several consumer products.

Wife Former Actress, Teacher

His wife, the former Charlotte Colbertson, has been a radio actress, writer of school music and teacher. Her only radio and television work now is an annual children's Christmas show, which she writes and in which she acts. The Pecks have a 14-year-old daughter, Cynthia, and live in suburban Shorewood. Mr. Peck is an avid civic worker, aiding in city planning, public finance and administration problems. He is also a member of the Milwaukee Advertising Club.

Television, in his opinion, is putting a premium on ingenuity, as "it's a problem to come up with a low budget show which will get and keep attention and give results." Seeking a simple approach in TV, he uses, for example, a clear demonstration on a football show preceding the Westinghouse games. A high school coach predicts game formations and plays and then executes them with cut-out players on a model stadium before the cameras. The cost is low and results high. "Women are even understanding what a quarterback sneak is," he remarked.

Typical of WGY's listener loyalty is this crowd which watched a Farm Paper of the Air broadcast from the station's Farm Broadcasting Exhibit Booth at one of New York State's county fairs this summer.
According to the latest 1950 census figures available, Memphis and the rich 76 county Memphis Market shows a definite population increase.

WREC in its coverage of the Memphis market now reaches more sales prospects than it did ten years ago—and as a result advertising on WREC delivers MORE SALES than EVER before.

YET, THESE SALES IN THE WREC TERRITORY COSTS YOU APPROXIMATELY 10% LESS THAN BEFORE.

WREC HOOPER RATINGS AVERAGE HIGHER THAN ANY OTHER MEMPHIS STATION
For UHF
...go RCA

Any power to 200 kW*

10-kw UHF Transmitter Type TTU-10A

RCA's answer to high power on channels 14 to 83. With an RCA high-gain UHF antenna, this transmitter can produce up to 200 kW P. One standard, easy-to-handle tube type is used in all power stages.
RCA's new 1-kw and 10-kw UHF transmitters (and RCA's high-gain UHF antennas) will give you power combinations up to 200 kw...on any TV channel!

If you are planning high power UHF, RCA's new 10-kw transmitter is the answer. If you are planning to start with low power UHF, then RCA's new 1-kw transmitter will meet your needs (increase power later simply by adding matching amplifier units).

Be sure your station planning is correct from the start...before you invest a single dollar. Your RCA Broadcast Sales Specialist will show you exactly what equipment you'll need to get on the air at lowest cost.

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

New High-Gain Antenna for UHF
The most economical way known to produce high effective radiated power for UHF—and more kilowatts per dollar. Excellent "close-in" coverage in all directions. Power gain, 24 to 28, depending on channel.
500 watts VHF (ERP range, 1/2 to 2 kw) This is a control-room set-up complete with an RCA 500-watt transmitter, antenna booth, and film facilities. The arrangement, and an RCA 5 by Super Turnstile Antenna, provides up to 2 kw ERP—gets you on the air for minimum outlay.

2 kw VHF (ERP range, 2 to 20 kw) Similar to 500-watt plant, but uses an RCA 2-kw transmitter. The ideal set-up for getting up to 20 kw (ERP) for a small investment. "In line" racks at left of control console are monitoring, audio, and video equipment, sync generator, and power supplies.

"Tailored" transmitter plants

50 kw VHF (ERP range, 50 to 200 kw) Block "U" setup for RCA's "50-kw." This arrangement is well suited for local building situations or where physical limitations call for an antenna of medium gain and high ERP. Note film camera control and preview monitor next to operator for his convenience.

1 kw UHF (ERP range, 1 to 20 kw) For areas where UHF channels will be assigned, the 1 kw and UHF antenna make it practical to start with a minimum investment. It offers interesting possibilities for areas up to 150,000 people—could prove popular in communities up to 1 million. Note network, film projection spot, station break facilities.
10 kw VHF (ERP range, 10 to 100 kw) Using a "10-kw" and a high-gain antenna, this plant provides up to 100 kw, ERP. It includes film facilities for breaks and spots during network shows. Stations of this class and larger usually have studio facilities, along with program switching equipment (not shown).

20 kw VHF (ERP range, 20 to 200 kw) For the new TV station that wants to start right in with maximum power, using a "20-kw" and an RCA 1-section Super Turnstile antenna. The transmitter, arranged "in line", can also be set up in a block "U" arrangement like the "10-kw" shown below.

...for any TV power up to 200 Kw!

These models represent seven typical TV transmitter room arrangements for various power classes—from 500 watts to 200 kw, ERP*. They include the film equipment required for spot, station breaks, and network operation. They show the basic or minimum facilities you need to go "on the air" for a given power. The set-ups are worked out in accordance with tried-and-proved operating procedure and provide a handy means for estimating your space requirements. There is ample leeway to meet the particular needs of every station.

Your RCA Broadcast Sales Representative is ready to give you planning help like this—throughout your station! By all means, call him.

*Effective radiated power
“We like KWKH—it gets results”

Says E. G. JOHNSON
President, DeSoto Wholesale Grocery Co., Shreveport

IMPORTANT LOUISIANA FOOD DISTRIBUTOR

“DeSoto" is one of the largest wholesale grocery firms in the Louisiana, Arkansas, Texas area. It travels twenty men, and its accounts include many nationally-known concerns. Mr. E. G. Johnson recently wrote us as follows:

“Many lines carried by the DeSoto Wholesale Grocery Co. are advertised over KWKH. Several of these lines, including Mrs. Tucker's Shortening, Peacemaker Flour and Gladiola Flour, are exclusive with KWKH in this area. From these we get a very good idea of what the station can do and experience has shown us that it is most effective, not only in Shreveport, but throughout the area served by our firm. Yes, we like KWKH... it gets results!

(Signed) E. G. Johnson

50,000 Watts • CBS • The Branham Company
Representatives
Henry Clay, General Manager

KWKH

SHREVEPORT
Texas
LOUISIANA
Arkansas

KWKH DAYTIME BMB MAP
Study No. 2—Spring 1949
KWKH’s daytime BMB circulation is 303,230 families, daytime, in 87 Louisiana, Arkansas and Texas counties. 227,701 or 75.0% of these families are “average daily listeners". (Nighttime BMB Map shows 268,590 families in 112 Louisiana, Arkansas, Texas, New Mexico, Mississippi and Oklahoma counties.)
BROADCASTING • Telecasting

WHAT'S THE FUTURE OF NETWORK RADIO?

Guaranteed Listenership Is Step Toward Answer, NBC Says

NBC RADIO sales chiefs appeared confident last week that their new “Guaranteed Advertising Plan,” offering what is termed history’s first warranty that advertisers can reach an audience of specific size (B&T, Nov. 19), constitutes “no-risk radio” for sponsors and will win quick acceptance.

Under the plan, three half-hour shows are available in “Tandem Plan” fashion to three advertisers. Each gets a one-minute commercial in each show—and NBC guarantees to each advertiser that “an average of 5,300,000 advertising messages will receive attention in American homes each week.” At least two participating sponsors are needed to get it started.

Nielsen to Survey

A. C. Nielsen Co. has set up a special audit bureau to measure the extent of listenership. At the end of the 13-week cycle the Nielsen company will audit the series and NBC will rebate to the advertisers, on a pro-rata basis, if the average weekly number of delivered messages has fallen below 5,300,000.

Aside from the guaranteed-listenership feature, NBC officials pointed out, the cost-per-thousand to the advertiser is considerably lower than that of comparable printed media. Participation in the plan is reserved to NBC advertisers—two spots are offered at $14,600 per week, for both time and talent—or $2.75 for 1,000 messages delivered.

By comparison, NBC noted, “the nation’s biggest weekly magazine” —Life—guarantees 5,500,000 circulation at a cost-per-thousand of $3.48 per black-and-white page. This $3.48 guarantees “just the opportunity to get attention,” while NBC guarantees listenership to the commercial, not just the program.

Open and closing billboards also will be provided each advertiser in each of the programs, but these do not count toward the 5,300,000 minimum guarantee. Similarly, messages in excess of 5,300,000 would also be “bonus.”

Outlining the plan to newsmen on Monday, Mr. Herbert said the plan as indicative of “faith in radio’s advertising values” and as a means of letting prospective but worried about radio advertisers transfer their worry to NBC. It is not a “bygone venture” by the network, he said, conceding that “something can always go wrong” with any plan and that NBC “could get scotched”—but he didn’t expect such a development.

NBC picked three programs to start the plan, but reserved the right to substitute others or increase the lineup if such moves should be indicated by the weekly checkups on listenership. The advertiser, Mr. Herbert made clear, is buying listeners, not “show business.”

He thought it conceivable that, if the plan proved successful, NBC might become an “editorial type” of operation, with packages of similar-type shows being offered (Continued on page 175)

EXTRA TIME BUYS

Budget Leftovers Make Feast

By FLORENCE SMALL

MANY radio and television stations will benefit from interim and yearend left-overs in the budgets of national advertisers, BROADCASTING • TELECASTING learned in a special survey made last week.

Although many advertisers wake up their advertising budgets according to the fiscal year, which doesn’t necessarily correspond with the calendar year, there is a number who do work on the regular calendar basis. The latter type of advertiser—in many cases—thus finds himself at the end of the year with some extra money. This is being plowed back in many instances in short-term campaigns, extended contracts, or the addition of new markets to already large lists of stations.

For example, Sinclair Rehering Co., New York, will renew its 5-10-15 minute news program in at least 30 markets for an additional five weeks, effective Jan. 1, to cover the interim period during the time the 1962 budget is being compiled. The firm’s radio spot list will run out at the end of the year but it is understood that the new 1962 budget will include a radio spot schedule which won’t start until late January. Morey, Humm & Johnstone, New York, is the agency.

Bayer Aspirin Buying

Bayer Co., New York (Bayer Aspirin), which is running a large spot announcements radio campaign in many areas, is currently allocating its new budget. A spokesman for its agency, Dancer-Fitzgerald-Sample, New York, told BROADCASTING • TELECASTING that the new 1962 version will most likely include a renewal for all existing spot announcement contracts and in addition will add a television spot schedule to start early in January.

Vick Chemical Co., New York, through Morse International, same city, is currently preparing to add 10 markets to its present country-wide schedules starting Dec. 1. Contract is for its cough syrup and will run for 13 weeks.

Yearend plans of National Biscuit Co., New York (Nabisco), include a “bigger” spot radio campaign supplementary to its CBS Arthur Godfrey show. Most of the stations on the present spot list (Continued on page 175)

CLIMAXING NBC’s celebration of its 25th anniversary, top officials of the network and its radio and TV affiliates converge at Boca Raton, Fla., on Wednesday for their three-day, fifth annual convention.

More than 450 representatives of the network and its 190 affiliated radio stations and 64 TV affiliates are expected to attend hand-in-hand for the extensive canvassing of problems, plans and prospects in all areas of the affiliate-network relationship.

Most spectacular topic, in the prediction of many observers, will be NBC’s far-ranging new basic economic plan, which Executive Vice President Charles R. Donley will review in the radio session Wednesday afternoon. The industry-wide Affiliates Committee has blasted the plan, but NBC officials say many of the committee’s protests are based on misinformation and misconceptions and that affiliates with whom the plan’s details have been discussed have reacted favorably.

What effect may result from CBS

(Continued on page 88)

(Continued from page 175)

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Radio President Howard S. Meighan's branding of radio rate reevaluation as "premature" (see story page 29) remained to be seen.

The convention is slated to open Monday at noon. Wednesday with a call to order by Carleton D. Smith, vice president in charge of station relations. The delegates will be officially welcomed by Board Chairman Niles Trammell, who will also present plaques to six stations which have been affiliated with NBC since its inception as a network 25 years ago. After a report by Jack Harris of KPRC Houston, chairman of the NBC Stations Planning and Advisory Committee, NBC President J. H. McConnell will make the keynote address on NBC's future in both radio and TV.

Denny Leads Off

In the radio session Wednesday afternoon, Mr. Denny will lead off with a discussion of the network's basic economic plan. His address will be followed by talks on various phases of NBC Radio operations, with the following as speakers: Charles C. Barry, vice president in charge of radio network programs; Henry Cassidy, director of radio news, special events and public affairs; John K. Herbert, vice president and general sales manager for the radio network, and Fred N. Dodge, director of merchandising.

NBC's newest departure in sales offers—its Guaranteed Advertising Attention Plan (see story, page 27)—will be detailed to the affiliates for the first time during this session by Mr. Herbert.

Television session is slated Thursday morning. To be opened by Sylvester L. Weaver, Jr., vice president in charge of TV, it also will feature talks by Edward D. Madden, vice president in charge of television sales and operations; George H. Frey, vice president in charge of TV sales; Ruddick C. Lawrence, director of TV sales development; Brig. Gen. E. Lyman Munson, director of TV network operation; and Robert E. Shelby, director of TV engineering; Charles Townsend, TV technical film director; Fred Shaw, director of TV production services; Joseph V. Heffernan, financial vice president; Frederic W. Wile Jr. vice president and director of TV network production; Robert Sarnoff, vice president and director of TV unit productions; David G. Heffernan, general production executive for TV, and President McConnell.

The radio and television affiliates will have their own meeting Thursday afternoon under the chairman- ship of SPAC Chairman Harris. It is in the privacy of this session that the station officials may air, along with other problems, their views on the basic economic plan and also, in television, the "demand" a group of TV affiliates drew up in a meeting in Chicago in mid-October [B+T, Oct. 22].

To Discuss Questions

On Friday morning, network officials will convene with the affiliates to discuss the questions raised during the affiliates' private sessions.

Nightly entertainment programs, featuring network stars, have been arranged by Mr. Barry, to be topped with a banquet on Friday evening. Daily recreational schedules also have been planned for wives of the conventionees.

PONTIAC ONE-TIME SHOTS

GENERAL MOTORS Pontiac Division's plans for sponsorship of two one-time broadcasts on CBS Radio and two broadcasts of a series on Mutual [B+T, Oct. 22] were officially announced last week by the respective networks. The programs: "Broadway's My Beat and Heartthrob of the Death Squad" on CBS Radio on Dec. 1 and 6, respectively; and the Dec. 2 and 9 broadcasts of the Nick Carter mystery series on MBS. Agency for Pontiac is MacManus, John & Adams, Detroit.

THREE CHIMES FOR NBC

WHEN THE first network program was broadcast on Nov. 5, 1926, there was no historic message transmitted, to be quoted today as NBC observes its 25th anniversary.

In retrospect, that uneventful message should have been: "What Hath Radio wrought?"

The configuration of the world has undergone significant changes in that quarter-century, largely because of the impact of radio. All of America, and, by dint of shortwave, all the world, has become a town hall. News is "published" with the speed of light. Sermons are preached to an entire nation. The schoolhouse extends from coast-to-coast. All the nation is a theatre. And, beyond the horizons, a Voice of America debates with a Voice of the Kremlin in a globe-circling battle of ideologies.

Thus, the advent of NBC's 25th anniversary serves as a somewhat startling reminder. In November 1926, when NBC broadcast its first "network" program over a 25-station hook-up, the domestic radio audience totaled a scant five million families. NBC's parent, RCA, then had in mind the development of a market for radio receivers, which the year before had reached the "plug-in" stage of development, eliminating the use of batteries.

David Sarnoff years before had foreseen that little "music box" in the home. But it is doubted whether even he, or Owen Young, or "Deac" Aylesworth, NBC's first president, envisioned the revolution of world economy and affairs that radio was destined to set off.

When NBC began network transmission, television was a word as yet unknown to anyone except a scant few electronic scientists. PM was uncharted. Remote pickups were made with crossed fingers. Rebroadcasts were unknown.

Today's 42 million radio families and the more than 12 million TV families listen to NBC programs on 150 odd affiliated stations and watch NBC television on 63 outlets. World news roundups, with reports direct from the scene, are regularly scheduled features. Newspapers are read daily largely to supplement news heard earlier by radio.

NBC, as the first regularly scheduled network (the first two networks, if one considers the Red and Blue as distinct entities), deserves credit for much of broadcasting's innovations and much of radio's progress. From its cross-country broadcast of the Rose Bowl Game on New Year's Day, 1927, and its first nationwide transmission of Grand Opera—"Faust" on Jan. 21, 1927—NBC has sought to serve the public's diverse taste in every branch of information, entertainment and enlightenment.

When NBC was organized, its purpose was proclaimed "to provide for the best programs available for broadcasting in the United States and to secure their distribution over the widest possible area."

In the ensuing 25 years, NBC's founding fathers, and its executives and operating personnel, have never lost sight of that precept. And, on innumerable occasions, they have gone beyond.

There are tribulations in any art, pursuit or business having the jet-propelled attributes of network operation. NBC has had its share of them. These are but growing pains, because the future looks many times larger than even the glorious past.

So, all together: Three chimes for NBC on its silver anniversary and three more to speed it on its way along the next quarter century.

BROADCASTING • Telecasting

A SPECIAL report on NBC's 25-year history appears in this issue. Topics of articles and pages where they begin:

General story on company development and top management: Page 59.

Leading programs through the years: Page 62.

Advertiser roster: Page 64.

Biographical sketches of vice presidents: Page 66.

The owned and operated stations: Page 68.

Radio engineering: Page 70.


NBC television history: Page 144.

Television engineering: Page 149.

AN EDITORIAL

Page 28 • November 26, 1951
RE-EVALUATION OF RATES

CBS Terms 'Premature'

MBS STATUS

THE DAYS of the Mutual Broadcasting System as a cooperatively owned network may be considered numbered.

That statement, by an executive close to General Tire management, sums up current speculation in the broadcasting fraternity on the future of MBS. It follows the FCC's decision to accept the merger application of Macy-owned WOR-AM-FM-TV New York with General Tire & Rubber Co.'s Thomas Lee Enterprises, which operate the Yankee and Don Lee networks [B&T, Nov. 19].

Although there is nothing in the merger application about MBS—since the network itself does not own any stations—the fact that FCC approval would give General Tire 58% ownership of MBS has again brought to light the speculation on the future of that network.

Although the by-laws of MBS forbid any one entity voting more than 30% of the stock, they could be changed. In that case MBS would be a cooperatively owned network.

It seems unlikely that General Tire would agree to own only 30% of it; in fact, it owned 58% of MBS, in the opinion of some observers.

General Tire's 58% is the result of its acquisition of Yankee Network about five years ago, and of Don Lee last year, each of which owned 19.3% of MBS stock—plus another 19.3% which it would acquire if the merger with the Macy radio-TV properties is approved by the FCC.

Other owners of MBS are the Chicago Tribune (WGN), 19.3%; United Broadcasting Co. (WHK Cleveland, WJW Cleveland and WHKK Akron), 10.4%; Pennsylvania Broadcasting Co. (WIP-Benedict Gimbel Philadelphia), 6%; Western Ontario data and radio Co. (CKLW Windsor-Detroit), 6.1%.

No Talks Held

Actually no discussions have been held among the stockholders of MBS, that the question of control must be faced has been acknowledged by all of them.

Among the possibilities for the future of MBS are the following:

- MBS remains as it is—by General Tire as principal stockholder.

- MBS merged with Thomas S. Lee Enterprises Inc., the holding company for General Tire radio-TV activities. This would put it in the same category in that it would own AM, FM and TV stations in the opinion of some observers.

- General Tire's 58% plus the result of its acquisition of Yankee Network about five years ago, and of Don Lee last year, each of which owned 19.3% of MBS stock—plus another 19.3% which it would acquire if the merger with the Macy radio-TV properties is approved by the FCC.

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May Hinge on WOR Merger
JOSEPH A. MCDONALD, ABC vice president, secretary and general attorney, will move to NBC on Jan. 1 in an important executive position," NBC President Joseph H. McConnell announced Friday.

His exact assignment was not delineated—and is not expected to be until after NBC's Dec. 7 board of directors meeting—but it was understood he would be a general executive operating in both radio and television. His background—including extensive experience in the business, labor and licensing fields—led to the assumption that his responsibilities would include some of those formerly assigned to John H. McDonald, who resigned as vice president and treasurer last summer [B&T, June 11].

BURKE RESIGNS
Veteran Leaves WBAL-AM-TV

HAROLD C. BURKE today announced his resignation as manager of WBAL-AM-TV Baltimore and as vice president and director of Heart Radio Inc. The resignation is effective immediately and was not immediately announced.

Mr. Burke is a veteran of the Hearst Radio organization. He first went into radio in 1930 while working on the Milwaukee Wisconsin News. The newspaper was then owned and operated WISN Milwaukee, appointing him sales manager of the station. Later, he became general manager. In 1933 he was moved to WHBQ-AM at Des Moines. After several months he moved to KTSB San Antonio where he worked with Elliott Roosevelt who was in charge of all Heart Radio operations in the Southwest. In 1936 he was named manager of WBAL as manager. Under his management, the station’s power was increased from 10 kw to 50 kw in 1934. In 1935, affiliation was changed to NBC and WBAL-TV put in operation.

Mr. Burke plans to take an extended vacation after which he will announce his future plans.

ABC IN BLACK

Net Income Is $77,000

MOVING out of red ink for the comparable period of 1950, net income for ABC and its subsidiaries for the nine months ending Sept. 30, after federal income taxes were deducted, reached $77,000, it was announced Friday.

The network reported a loss of $87,000 for the comparable period of 1950. Gross earnings—minus discounts, returns, commissions and income taxes—were $427,000 for the comparable period of 1950.

For the quarter ending Sept. 30 this year were $12,735,347.
MARYLAND-D.C. 

Broadcasters Assn. Holds First Meet 

Broadcasters are properly recapitulating control over the time and facilities from agencies and advertisers, according to Wilbur VanSant, manager of WBMD Baltimore agency placing an estimated $5 million a year in advertising.

Addressing the organization meeting of the Maryland-D. C. Broadcasters & Telecasters Assn. [see earlier page of this issue], Mr. VanSant said it is "eminently right for stations to sell programs and time and not permit advertisers to tamper with them."

Top agency executives agree that an agency is not competent to decide what entertainment should be given listeners or viewers, he said, but rather should decide what kind of commercials will sell goods.

He congratulated radio on its "fantastic coverage of American homes" and called for continued efforts to maintain good taste on radio and TV. He said magazines have "traded up" American tastes by raising their standards.

Since the war two radios have been sold for every home in the nation, he said. He advised broadcasters that agencies want dependable audience research and competent handling of advertising materials. He urged wider use of the 2% cash discount.

The Maryland-D. C. stations set up a formal association Wednesday evening for the state association pattern. Some 30-odd stations agreed to join the group.

John E. Surrick, WFBT Balti- more, was elected first president of the association. Charles J. Truitt, WBOC Salisbury, was elected vice president, and Charles E. Smith, WTB0 Cumberland, secretary-treasurer. Joseph L. Brecher, WQAY Silver Spring, was named chairman of the membership committee.

The slate of top officers was submitted by a committee comprising William Pauls grove, WJEJ

By J. FRANK BEATY

ADOPTION of an enforcement club in the NARTB radio code (Stand- ards of Practice) entered the TV code picture, as final NARTB board action loomed on the video document.

Adoption of a TV code by the board raising the possibility of a simi- lar penal clause may be necessary for the parallel radio standards. The prospect developed at the or- ganization meeting of the Mary- land-D. C. Broadcasters & Tele- casters Assn., held Wednes- day in Baltimore.

The issue was brought up in a question-answer session held be- tween some two-score broadcasters and NARTB President Harold E. Fellows.

Now, in its fourth year, the present radio code consists of recom- mended program and advertising standards but it carries no club to insure adherence to these provi- sions.

Ewell K. Jett, vice president of WMAR (TV) Baltimore and a for- mer member of the FCC, raised the penalty point in an exchange with Mr. Fellows on the penalty section of the TV code, a section that has drawn praise for its disciplinary potential and opposition because of its possible effect on "legitimacy of the procedure. See (see separate story on TV code page 159).

A greatly revised enforcement section being prepared for a final Governing committee procedure was advocated by Mr. Jett instead of the seal-revoking- tribunal in the code submitted to the NARTB TV board Dec. 6-7 for final action.

Reviews History

President Fellows explained the background of the TV code, de- scribing the Benton legislation with its radio-TV advisory board as "the most dynamic legislation that has ever been enacted into law."

The TV board will discuss the penal section at length in Decem- ber, he said, and decide what form it will take.

"Television will have to save it- self in the next two years or the government will do it," he said. "One purpose of the code is voluntary and it is a constructive force for good."

Then Mr. Fellows posed this rhe- torical question, "What do you do if you see that the code is lived up to?"

"Hence the emblem and the pol- icying agency," he said.

"Every piece of legislation that affects them will affect radio equally," he warned, referring to the Benton proposals and other ef- forts to impose censorship.

Here he pressed the suggestion that adoption of a TV penal agency might lead to a parallel enforce- ment weapon in the radio stand- ards, concluding with this state- ment, "Maybe we'll have to dust off the radio code."

Mr. Jett first made the point that TV "isn't special in the very meaning of the word," he said. "It involves "life or death power" over television. "Some of us are in favor of the general provisions but not like the 'Good Housekeeping' seal of approval and the board of review," he said.

President Fellows conceded there is strong feeling on the subject of penalties in the code, explaining the review committee would decide if station procedure lives up to the code. The committee would report to the board, which would decide what to do about it after a hearing for the network or station.

That brought from Mr. Jett the feasibility of paying a fee to take chances that wouldn't exist if the station didn't subscribe to the seal and didn't pay for the privilege. Mr. Fellows called this a "practi- cal way to look at it."

Mr. Jett argued the penalty powers should not be invoked while the FCC freeze continues. "I ques- tion the wisdom of this stringent approach to TV, since TV is a truly effective national medium," he said. "Why couldn't stations meet with the re- view committee on a confidential basis? If the review com- mittee can't agree, set up a griev- ance procedure so 99% of the prob- lems will be handled on a confiden- tial level between review committee and the respective stations.

"Set up a board of three, one selected by the station, one by the NARTB committee and one selected by both. It would be foolish for a station to continue objectionable programming in the face of a deci- sion by the three-man group."

"Stations should have an opportunity after final action is taken to submit a report to the NARTB for its files. If there is ever any public- ity about any complaint, the station's report should be released in its entirety."

NARTB's television staff, under TV director Thad Brown, is consid- ering publishing a parallel code on the basis of suggestions submitted Oct 19 at the NARTB TV membership meeting (B, Oct. 22) as well as ideas turned in by attorneys and other interested agencies. The code will be prin- cipal item on the TV board's agenda when it meets next month in Wash- ington.

VOD COUNSEL

Arnoux Is Appointed

CAMPBELL ARNOUX, WTM-AM-Norfolk, Va., last week was named broadcast advisor to the Voice of Democracy Contest, an- nual radio contest for high school students staged by the American Ra- dio Television Mfrs. Assn. and the U. S. Junior Chamber of Com- merce.

In announcing the appointment, Mr. Arnoux, NARTB Presi- dent Harold E. Fellows, said the contest has become so large that NARTB members on the working committee feel the need of counsel from an experienced broadcast advisor. Mr. Arnoux is a member of NARTB's TV board and a former member of the radio board. He will work with Robert J. Rieth, NARTB public-affairs director and chairman of the Voice of Democracy Committee.

The four finalists now being se- lected in VOD Contest will be awarded trips to Washington and $500 scholarships. The scholar- ships will be presented Feb. 22 in Washington. Large numbers of radio and TV stations have been se- lected by set manufacturers and distributors for contest winners in communities and states as well as the national finalists.
Radio Tastes Sweet

To Shreveport Syrup Co.

Things were tough all over for syrup manufacturers, back in December 1948.

John R. Murphy, owner of the Shreveport Syrup Co., makers of Johnnie Fair syrups, decided he would have to do something to make the business pay or else go into some other line.

So he went to KWKH Shreveport and told his story. He would take a headfirst plunge into radio by risking the cost of a six-month campaign. If that didn't work—well, it would hurt but he would have to abandon the business he had bought from the original owners in 1941 after having started as an office employe in 1934.

The company had been founded in 1925, distributing through retail grocers in the Shreveport area. The venture grew substantially.

When Mr. Murphy got a job at the plant in 1934 he worked through purchasing, operating, marketing and managing, finally becoming owner-manager.

Sugar was rationed so syrup sold easily during World War II and there was a market for all the Johnnie Fair that could be produced. The main problem at that time was finding necessary materials to meet the demand.

With the end of rationing, conditions changed and it became necessary to get out and sell syrup. Mr. Murphy gradually increased his advertising budget, using newspapers almost exclusively. Conditions didn't improve and in March 1947 he tried a test radio campaign, using announcements. Then he tried a farm news program. By October all advertising was canceled after an expenditure for the year of $26,295.

In 1948 only $6,500 was spent on Johnnie Fair advertising—not much advertising but a lot of money for a business that wasn't making any profit.

By December of that year Mr. Murphy was ready to take a chance and he asked KWKH what it could suggest. His greatest market was among small town and farm families. G. G. Robertson, KWKH commercial manager, suggested a live hillbilly show in the early morning when the station reaches a large rural audience. Mr. Murphy agreed and in January, 1949 Hank Williams, now one of the nation's top hillbilly stars, started a quarter-hour strip at 7:15 a.m.

At the end of 1949 Mr. Murphy found he had spent a total of $20,214 in advertising, the major portion in radio. The result: Sales were 38.5% over 1948 (on a unit basis).

John Murphy was impressed. If one quarter-hour show was that good maybe two shows would be twice as good, he reasoned. And that's how Johnnie Fair got into Groovie's Boogie, beamed to negro listeners. The disc show had been on the air two years with a top daytime rating. Ray Bartlett is disc jockey.

Sure enough, the Murphy logic was correct. Unit sales started upward, running 47.4% over 1949 or 102.7% for the two-year period (see table). Advertising expenditure for 1950 was $32,346, about 80% of it going to radio, and

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<th>Quarter</th>
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<tbody>
<tr>
<td>1st Quarter</td>
<td>26.6%</td>
<td>35.1%</td>
</tr>
<tr>
<td>2nd Quarter</td>
<td>26.6%</td>
<td>34.1%</td>
</tr>
<tr>
<td>3rd Quarter</td>
<td>45.2%</td>
<td>90.6%</td>
</tr>
<tr>
<td>4th Quarter</td>
<td>59.9%</td>
<td>54.4%</td>
</tr>
<tr>
<td>Annual Total</td>
<td>38.5%</td>
<td>47.4%</td>
</tr>
</tbody>
</table>

Shreveport Syrup Co. showed a substantial profit.

During the past year Mr. Murphy has been expanding his distribution area, depending largely on radio to open new markets for Johnnie Fair. He has spread to several stations outside of Shreveport, going out into Arkansas and Mississippi. Two stations carry the Red Sovine program on tape and another takes Groovie's Boogie the same way.

Sales increased steadily during the first nine months of 1951, based on an advertising budget of $36,000. Now wise in the ways of radio and keenly aware of its sales power, Shreveport Syrup Co. is devoting 95% of the current budget to broadcasting.

The Johnnie Fair campaigns lead to numerous merchandising tieups. Both Red Sovine and Ray Bartlett (Continued on page 171)

Contract Renewed by Shreveport Syrup Co. for KWKH advertising for Johnnie Fair syrup...with John R. Murphy, owner of firm, wielding pen. Standing (l to r): Fred Watkins, KWKH commercial department Ray Bartlett, emcee of Groovie's Boogie; Red Sovine, hillbilly performer, and B. G. Robertson, KWKH commercial manager.

Broadcasting * Telecasting
Show in BAB-ARBI Surveys

Details on certified surveys demonstrating radio's effectiveness in drawing customers into retail stores were presented by BAB officials in key eastern and midwest markets last week coincidentally with distribution of them to BAB members throughout the nation.

The bureau's presentation, called "Count Your Customers," consists of complete data on 50 point-of-sale surveys conducted by the Advertising Research Bureau Inc. to measure relative effectiveness of radio and newspapers as advertising media.

In disclosing total findings of the 50 surveys to newsmen in a preview on Monday, Kevin B. Sweeney, BAB general promotion and sales manager, disclosed—without elaboration—that one survey also has been made comparing radio's effectiveness with TV's. He said that, though the results have not been announced, they showed radio ahead by two to one.

The survey was made in Washington, D. C., he reported.

Stresses Advertising Value

"Count Your Customers," Mr. Sweeney explained, is not primarily a radio vs. newspapers presentation, but rather emphasizes the importance of advertising—68.5% of those questioned in stores indicated they came because of special advertising either by radio or by newspapers, or both, while 27.3% of the sales were attributed to one or both.

Radio comes out ahead, nevertheless—and it was made clear the presentation is intended to help radio get more nearly its fair share of the retailers' advertising dollar. The audience dependent on radio advertising, the studies showed, is larger than that which is dependent on newspapers. And especially in the percentage of dollar volume attributable to one or the other of the media, radio showed its excellence.

For the surveys, ARBI arranged with stores to set up similar appropriations for radio and newspapers, and then queried customers as to which medium was the source of their information about the sale. Overall results of the 50 studies summarized in "Count Your Customers" were shown by BAB according to product group: Women's wear (accessories and shoes); men's wear; and furniture, appliances and housewares. The total results by product category:

Women's wear (accessories and shoes; 28 studies)—the mean percentage of customers who said they heard of the sales offerings via radio was 30.9%; by newspapers, 24.8%; by both radio and newspapers, 10.8%; and by other means, 33.6%. Among the actual buyers in this group, the mean percentage who had learned via radio was 61.7%; by newspapers, 59.1%; by both 58.6%; by other means 45.8%. Of the total dollar volume spent, the mean percentage attributed to radio advertising was 52.4%; to newspapers 28.2%; to both 12.6%, and to other means 25.8%.

Men's wear (five studies)—those who heard via radio, 39.1%; by newspapers, 14.4%; by both, 7.0%; by other means, 34.4%. Of those who spent, 77.6% heard via radio; 90.3% via newspapers; 84.9% by both, and 75.9% by other means. Of the actual dollar volume of expenditures, the mean percentage attributable to radio was 41.1%; to newspapers, 18.9%; to both, 7.5%, and to other means 39.5%.

Furniture, appliances and housewares (22 studies)—mean percentage of total traffic who heard by radio was 26.4%; by newspapers, 24.4%; by both, 10.4%; by other means, 27.6%. Mean percentage of traffic who purchased: Of those who heard by radio 49%; by newspapers 44.9%; by both 49.1%, and other 32.4%. Mean percentage of total dollar volume purchased attributable to radio was 39%; newspapers, 28.4%; both 11.3%; other 23.3%.

The 50 surveys in "Count Your Customers" were made by ARBI in 45 stores in 25 towns and cities. The presentation was distributed to the approximately 900 BAB member stations starting Wednesday, with additional copies available to members for their salesmen, advertisers or agencies at $7.50 per copy ($5 per copy in orders of five or more).

Other Sessions Held

Coinciding with the mail distribution to members, BAB executives held indoctrination sessions with member stations in a number of markets, via joint meetings of the sales staffs of all BAB stations in each area. BAB President William B. Ryan conducted a meeting of this type in Washington on Tuesday and was slated to hold a similar one in Baltimore later.

Mr. Sweeney held a meeting in Detroit Tuesday and in Cleveland Wednesday, while BAB's local promotion manager, John F. Hardesty, delivered the presentation in Buffalo and Pittsburgh on those days. Lee Hart, Chicago representative in charge of retail advertising for the Bureau, conducted similar sessions in Chicago and Indianapolis.

The Chicago presentation on the ARBI studies was given Tuesday morning in WGN's studios before 45 salesmen. BAB stations represented included WBBM, WMASQ, WENK, WJDI, and WGN, Chicago; WEAW (FM) and WNMP Evanston; WOPA Oak Park, WKRS Waukegan and WWCA Gary.

Renames Edson Rose

Lombardo wine Co., Chicago, names Charles Edson Rose Agency, same city, to handle its account again. Radio has been used sectionally. Mr. Rose is account executive.

Bradley's Newscast

November 26, 1951 • Page 33
IN REVIEW

NAME McANDREWS Leaves SCBA for KBIG

ROBERT J. McANDREWS, managing director of the Southern California Broadcasters Assn. for the past 2 1/2 years, resignation Jan. 1, to become commercial manager of the John Poole Broadcasting Co. Latter is permittee KBIG Avalon, Calif., new AM station now under construction and UHF television station KM2XAZ Long Beach, Calif.

Mr. McAndrews will supervise sales and merchandising for the station, which expects to begin operations early next spring. He will headquarter at the station's Hollywood offices and studios at 8540 Sunset Blvd.

KBIG is assigned 10 kW daytime on 740 kc, directional.

Before joining SCBA in 1949, Mr. McAndrews was promotion manager for a number of stations in San Francisco and Hollywood. Prior to that he was with NBC for 11 years as announcer, press representative and promotion manager in San Francisco and later in NBC Western Division advertising and sales promotion manager in Hollywood.

No successor has yet been named to the SCBA post.

Mr. McAndrews is president of the Hollywood Advertising Club, radio-television representative on the board of directors of the Advertising Federation of Southern California, and a member of the Los Angeles Advertising Club. He expects to remain active in the SCBA as a member and sales committee worker.

PROGRESS CONTEST

QWA Promotion a Success

WQUA Moline, III., has just finished a contest, "Name the Show," designed to acquaint listeners with CBS and local shows heard over the station. Station also has reported an increase in billings and a change of program schedules.

The contest was promoted by full-page newspaper ads. Each ad contained caricatures of various CBS and local performers together with a few words to help entrants identify the personalities. The listener-entrants were required to identify each show, correctly name their favorite WQUA show and in 25 words or less tell why.

John Grandy, WQUA commercial manager, termed the contest a "tremendous success."

KLAC Los Angeles expands its broadcast schedule to six full-time hours effective immediately. Under new setup station will go on air half hour earlier weeklydays.

IN REVIEW

SEE IT NOW, the television entry of Edward R. Murrow and Fred Friendly who have exploited the reporting powers of radio thoroughly and well, reveals that this distinguished team is more imaginatively aware of the scope (and limitations) of television journalism than anybody else around these days.

Mr. Murrow, who appears as a commentator on the program, displays a quality which he possesses almost exclusively in the fraternity of broadcast newsmen, the talent of knowing when to keep his mouth shut. With admirable restraint, he lets the camera tell all of the story, if possible, and he inserts his own comments only when necessary to tie sequences together.

The Nov. 18 premiere program opened with alternate glimpses of San Francisco bay and New York harbor. A cameraman in each location panned here and there to points of interest at the cue of Mr. Murrow. After the viewer had been treated to brief excursions to both coasts, Mr. Murrow appeared on the screen to say: "For the first time a man can sit in his living room and see two oceans." In this single sequence, the unique characteristics of television were never more adequately described. The whole thing was far too simple to have been thought of by any but the most intelligent and sensitive mind.

See It Now does not attempt to be a spot news reporting job, but its searching out the sidelights and the features of the week is so expert that the incidents take on an urgency and significance they would not have in clumsier hands.

Once thoroughly amusing, revealing feature on the show was a film closeup of Sen. Robert A. Taft shot while the Senator was listening to a speech by Sen. Everett M. Dirksen, the Republican candidate for the Presidency.

PROGRAM FACTS

PARAMOUNT CASE

Prehearing Conference Held

DESPITE crossed fingers by all lawyers present, FCC Hearing Division Chief Frederick W. Ford estimated that the hearings on the Paramount Pictures Corp. transfers and license renewals for the ABC-United Paramount Theatres Inc. merger cases (B-T, Sept. 3, Aug. 13) might be completed in three to three-and-a-half weeks.

Mr. Ford, who late last week splen- 
duous a letter to a presiding Hearing Examiner, informed these proceedings as "spe- culative" estimate at a pre-hearing conference held Nov. 20 in Washing- 
ton before FCC Hearing Examiner Leo Resnick. Hearings are due to start Jan. 15.

Bulk of the conference, which took all morning, was given over to procedural discussions designed to speed up the testimony of the various parties—Allen B. DuMont Labs, and CBS Inc. are also par- ties to the "Paramount" case.

Also agreed was the order in which the testimony is to be pre- 

sent.

Reason for the doubts about the length of the hearings in the minds of attorneys is the wide ranging issues surrounding the case. These range from anti-trust viola- 
tions of Paramount Pictures Corp. and United Paramount Theatres Inc. officers, directors and stock- holders, to the question whether there is monopoly involved in the ABC-UP# merger. These are the crucial issues.

Good Reputation

Also in the minds of the attend- 
ing attorneys is the reputation Exam- 
iner Leo Resnick has for care and extreme diligence. Mr. Resnick informed those participating that he would be free from Jan. 15 until Feb. 1, but that after that date he had another hearing scheduled which would run a week to 10 days. After that, he said, he would be free again to resume the Paramount case, if necessary.

Exactly when an initial decision might be expected may be surmised from another hearing in which Mr. Resnick presided—the unsuccessful

WANTS OLD RECORDS

But Already Disentombed

INDICATION of how deeply Para- 

mount Pictures Corp. intends to go in defending itself in the license 

renewals and transfer applications involved in the FCC's on-going hearing was the complaint of its counsel, Paul A. Porter, at the pre-hearing conference last week.

Seeking the FCC's record of the 1946 Los Angeles hearing on TV applicants, Mr. Porter said he found that the FCC had sent the documents to the National Archives for permanent storage. "In other words," he asked that the FCC assist him in "disintering" the records.

FCC Hearing Division Chief Frederick W. Ford answered Mr. Porter by informing him that he had already "disentombed" the file and that it was available at his office.

Broadcasting • Telecasting

Crosley Broadcasting Corp. appli- 
cation to purchase WHAS-AM-

TV Louisville. The hearing ended April 5, 1949, and Mr. Resnick issued his initial decision June 21— 
2½ months later.

However, the case was not only not as complicated as this one, but Mr. Resnick required no proposed 
findings of fact and conclusions. In the Paramount case he an-
nounced that he would require such 
filings. These usually must be filed 
within 20 days after the close of the hearing. However, in important cases, this time can be extended.

Seek Shorter Hearings

It was the obvious hope of all at last week's meeting that as much material as possible will be stipu- 
ated in order to shorten the length of the hearings. Such matters as properties involved, financial data; etc. are regarded as information that all can concede are correct without the necessity of introduc- 
ing them piecemeal and subject to counsels' objections.

First order of testimony will be the DuMont issues, it was decided at last week's conference. Follow- 

ing these will be:

(1) Paramount Pictures Corp. 
issues. These involve the license 
renewal of KTLA (TV) Los An- 
geles, the modification of construc- 
tion permit of WBKB (TV) Chi- 
cago, and the transfers of KTLA to Paramount Pictures Corp. and of WBKB to United Paramount Theatres. Also involved is the transfer of control of WSBM New 

Orleans from Paramount Pictures Inc. to UP#. When Paramount Pic- 
tures Inc. was split up, in accord- 
ance with the 1949 consent decree, the production company took the name Paramount Pictures Corp.

and UP# became the theatre- 

owning company. The Commission never acted on applications sub-
mittted late in 1949 for transfer of KTLA, WBKB and WSBM to the new companies.

(2) Merger of ABC and UP# into American Broadcasting-Para- 

mount Theatres Inc., involving the transfer of the five owned and managed ABC stations (WIZA-AM-

FM-TV New York, WENR-AM-

FM-TV Chicago, WXZ-A-M-FM-

TV Detroit, KECA-AM-FM-TV 

Los Angeles, KGO-AM-FM-TV 

San Francisco).

(3) Transfer of WBKB from American Broadcasting-Paramount 

Theatres Inc. to CBS for $6 mill- 

ion. Sale of the station is neces- 
sary since the new ABC-UP# com- 
pany will own two TV stations in Chicago if the merger is approved (WBKB and WENR-TV). This would be contrary to FCC's du-
poly rules.

Unique Position

DuMont occupies a unique posi- 

tion in the hearing. It is an invol- 

untary party to the proceeding only because the Commission holds that it is controlled by Paramount Pic- 
tures. In the 1946 Los Angeles TV 

hearings, in which Paramount Pic- 
tures was a successful applicant for KTLA, FCC found that 

DuMont was controlled by Para- 

mount's 29% stock interest. Same 

findings were made in 1948 by then 

Hearing Examiner Jack P. Blume in an initial decision during the San Francisco TV hearing. DuMont has contended right along that it is not controlled by Paramount.

In addition to the issue of Para- 

mount's control of DuMont, at stake in the Jan. 16 hearings are Du- 

Mont's license applications for

Paramount Pictures Corp. was 

represented by former FCC Chair- 

man Paul A. Porter and Reed Mill- 

er of Arnold, Portas & Porter. 

ABC was represented by James A. 

McKenna Jr. of Haley, McKenna & 

Wilkinson. DuMont was repre- 

sented by William A. Roberts and E. D. Johnston of Roberts & Mc- 

Innis. CBS was represented by 

Leon Brooks of its legal staff. As- 

sociated with Mr. Ford for FCC 

were Max D. Paglin and James O. 

Juntilla. Also present were Reeton 

Arnett, Norman W. Drescher and 

Melvin A. Goldber of the DuMont 

Television Network.

Burton-Dixie Renews

BURTON-DIXIE Corp. of Chicago 

(mattresses and pillows) has re- 

newed Paul Harvey and the News 

for 52 weeks effective Jan. 5 over 

ABC Radio Network. Agency is 

Turner Adv., Chicago.

MUTUAL problems got "shirt-sleeve" airing during two- 

day sessions held by Assn. of Metropolitan Stations 

(AIMS) in St. Paul. Seated (1 to r): N. L. Benton, WMIN 

St. Paul; Edward Weldon, WKYW Louisville, Ky.; H. S. 

Jacobson, KKL Portland, Ore.; James T. Owney, WXJN 

Jackson, Miss.; Howard Shuman, KLMS Lincoln, Neb.; 

standing (1 to r), John Cherpeck, and Gene Trace, WBBW 

Youngstown, Ohio; Russell Joynt, KLMS; Stanley W. Ray, 

WBOK New Orleans, La.; William Ware, KSTL St. Louis; 

Steve A. Cisler, WKYW; T. S. Marshall, WOLF Syracuse, 

N. Y.; Al G. Meyer, KMYR Denver; Frank M. Devaney, 

WMIN; John A. Englebrecht, WIKY Evansville, Ind.; 

Robert Enoch, WXLW Indianapolis. Messrs. Devaney and 

Benten, WMIN general manager and sales man- 

ager, respectively, were hosts to visiting executives and 

AIMS' members.

November 26, 1951 • Page 35
Grass-Roots Aid Seen

'OLD FRIEND'

KCNA Jumps to 5 kw

KCNA Tucson, Ariz., said goodbye to an old friend—its ex-transmitter—earlier this month when it jumped its power from 250 w to 5 kw.

Station has been authorized by FCC to change facilities from 250 w fulltime on 1340 kc to 5 kw day, 560 kw night directional, on 680 kc.

In a message read over the air, to the accompaniment of taps in the background, the station praised the old friend for over four years' faithful service and wished it well.

At the same time, it welcomed a new friend with a 'stronger voice.' The message continued:

We know...that you will listen with pride...serene in the knowledge that you began it all...you have outlive yourself carrying the best from (ABC). KCNA...is a part of the community by sending out complete news coverage.

Radio transmitter reliability and maintenance have put the best in local origination in the homes of Tucson. Vision and sound are clear as you enjoy your favorite shows.

The message concluded: "But, old transmitter, this is goodbye. So stand erect, old friend..."

RESPECT FOR LAW
Theme of ABC Campaign

ABC CAMPAIGN to strengthen American respect for the law and law enforcement, to be conducted by the FCC, will start this week, according to Mitchell DeGroot, advertising and promotion manager.

Plan was developed by Mr. DeGroot's department in association with the FBI, the Federal Bureau of Investigation; the FCC; the Department of Commerce; the National Association of Broadcasters; the American Bar Association; the Federal Trade Commission; the National Labor Relations Board; the American Newspaper Publishers Association; and the National Recreation Association.

The campaign has the support of a large number of public officials. One of these is the Justice Department, which has agreed to promote the campaign.

The campaign will start on Nov. 1 and continue through the winter.

The campaign will be conducted through radio and television, and will be broadcast in all parts of the country.

The campaign will be conducted in cooperation with the FCC and will be supported by the Federal Communications Commission.

The campaign will be conducted in cooperation with the Department of Justice and will be supported by the Federal Bureau of Investigation.

The campaign will be conducted in cooperation with the Department of Commerce and will be supported by the American Bar Association.

The campaign will be conducted in cooperation with the American Newspaper Publishers Association and will be supported by the National Recreation Association.

The campaign will be conducted in cooperation with the National Labor Relations Board and will be supported by the American Newspaper Publishers Association.

The campaign will be conducted in cooperation with the Federal Trade Commission and will be supported by the American Newspaper Publishers Association.

The campaign will be conducted in cooperation with the American Newspaper Publishers Association and will be supported by the National Recreation Association.
NARTB BOARD

NARTB's combined board of directors will meet in Washington Dec. 5-7 to start work on a revised membership setup for radio and TV stations and to act on problems common to the two segments of the electronic medium.

Of dominant industry interest is the proposed television code (see code stories pages 31 and 128). This document will be considered by the TV board, which is vested with power to promulgate the document embraced by the TV membership Oct. 19 at Chicago.

After eight months of operation under the aural-video by-laws, the board is expected to take up suggestions on the rights of stations in both classes as well as proposals for a new dues structure.

Interlocked with the dues structure is the complete severance of NARTB and Broadcast Advertising Bureau. The combination dues enjoyed by NARTB stations will cease next April.

Considerable feeling has developed among operators with both aural and TV stations for a combination fee covering NARTB membership. At present some of the 71 TV station members of the association do not have their commonly-owned aural stations in membership.

$100,000 Income

BAB officials are understood to have an income of around $400,000 in sight for next year, far above any funds available since BAB was formed. They conducted an intensive membership drive during the NARTB district meetings.

NARTB, on the other hand, has centered its membership recruiting on the work of the station relations department. As of this time NARTB has 956 AM, 73 TV (including NBC and DuMont networks) and 366 FM members, with about 70 associates.

NARTB members who joined before last summer can belong to BAB by not taking a 30% discount on their association dues. This plan will be discontinued next April. After that time all stations will pay the regular BAB monthly fee of half the highest hourly card rate. TV stations pay NARTB on the basis of the five-minute or half the quarter-hour rate.

Current Budget

NARTB's current budget is running around $925,000. The TV portion of the association is operated on a $150,000 budget and is understood to be staying inside that figure despite the fact that it is expanding its functions. The TV segment pays a $50,000 fee to NARTB for rent, overhead and related items.

As usual, the Washington legislative and regulatory situation will receive close board scrutiny. The report of the summer-fall district meeting circuit, which included Nov. 16 at Boston, will show that all districts took firm stands against the Benton legislation calling for an advisory or censorship board to appraise radio and TV programs for guidance of FCC and Congress. This measure has aroused the industry to the dangers of political influences and the power of organized pressure groups.

Proposed issuance of antenna tower insurance through NARTB will be discussed by the board. The headquarters staff has been looking carefully into the insurance matter and has proposals that will save stations large sums on their insurance.

Routine headquarters problems will include the oft-raised plan to provide pensions for staff personnel.

Activities of NARTB and the Broadcast Advisory Council in connection with the radiation bill and the upcoming Presidential order to enforce it will be considered (see story page 36).

Association plans to cooperate with promoters of professional and amateur sports events will be considered. NARTB sparked cooperative activities in connection with athletic contests, working closely with Radio-Television Mfrs. Assn. in some of the steps (see RTMA story page 36).

A report will be submitted on the upcoming NAB-RTMA survey of three cities in which the impact of FM stations will be measured. The three-day agenda will include separate meetings of the aural and television board.

Stamm Appointed

APPOINTMENT of Harold S. Stamm, RCA Tube Dept., Harrison, N. J., as advertising and sales promotion manager for the department was announced last week. He succeeds Lawrence LeKashman, who resigned. Mr. Stamm has had varied experience in advertising and merchandising since 1936 and formerly was administrative assistant to the advertising manager in the RCA Tube Dept. In 1943 he joined Western Electric Co. where he became senior electronics engineer. Mr. Stamm joined the RCA Tube Dept. in 1945 as editor of its house organs.

Mr. Stamm

BOSTONIAN Craig Lawrence, WCOP, NARTB District 1 director, greeted ex-Bostonian Harold E. Fellows, onetime WEEL general manager and now NARTB president, at district meetings starting with Mr. Lawrence, back to camera: Robert Booth, WTAG Worcester; Allen A. Schoen, WPRO Providence; Ralph W. Hardy, NARTB; J. Maxim Ryder, WBRY Waterbury; Gerald Harrison, WMAS Springfield; Harvey Carter, WMUR Manchester, N. H., and Mr. Fellows.


November 26, 1951 • Page 37
NEW DIRECTOR of radio-TV for the Associated Press, John A. Aspinwall (II) talks about his appointment which becomes effective Jan. 1 with Russ Van Dyke, KRMT Des Moines.

INFORMAL discussion of informality in news presentation took place between Howard Stevens (II), WBOW Terre Haute, Ind., and Don Sherwood WMAA Lima, Ohio.

WJLK AWARD

Presented by NARND

AWARD has been presented WJLK Asbury Park, N.J., and the Asbury Park Free Press by the National Assn. of Radio News Directors, which held its annual meeting during this month in Chicago [B&T, Nov. 19].

The recognition of "distinguished service to the broadcasting industry and the public in advancing radio news as a free and impartial medium of information on governmental affairs" was given for the recent Asbury Park court victory, resulting in a right of a station to broadcast a public hearing.

Wayne D. McMurray, president of the Asbury Park Press Inc., received the award from former NARND President Ben Chadfield, WMAZ Macon, Ga.

Booklets explaining Judge C. Thomas Schettino's decision are being sold by the Asbury Press.

By writing the news organization's executive secretary, Soren Munkhof, WOW TV Omaha.

NEWS directors' meeting in Chicago included: Don Brown (II), WILL Urbana, Ill., Ed White, WMCT Memphis.

FUTURE for NARND was debated after a business session by (l to r) Charles Day, WGAR Cleveland; Charlie Rueter, WCBM Baltimore, and Dick Obeltin, WHAS Louisville.

RADIO NEWSMEN Receive NARND Citations

RADIO newsmen with 10 years or more service in broadcasting—announced at the close of the National Assn. of Radio News Directors meeting in Chicago [B&T, Nov. 19]—are receiving certificates of recognition in the niyils this month. They are:

Robert Ackerley, KXK Seattle, who has been handling news since 1933: David Anderson, NBC Hollywood, 1938; Don Boskee, WBBM Chicago, 1940; Frank Barton, WBBM Chicago, 1941; Morgan Bentley, NBC Washington, D.C., 1941; Julian Bentley, WBBM Chicago, 1942; Richard B. Berry, WBBM Chicago, 1939: Bill Bryan, WBAL Towson, 1940; James A. Byron, WBAP Ft. Worth, 1937: Ewing Canady, WKY Oklahoma City, 1941; Don Core, ABC New York, 1941; Richard Demand, WGBH Boston, 1941; Bill Dorais, KCBS San Francisco, 1940; M. E. Dunstdorfer, WFBQ Falls, N. D., 1932; Tom Eton, WTIC Hartford, Conn., 1942; Milt Fishman, ABC Hollywood, 1936; John Fitzpatrick, KEEL Denver, 1929; John Ford, WYCT Minneapolis, 1925; Tom Fogs, ABC New York, 1934; George A. Friend, KDTR Minneapolis, 1941; Walter Ford, WCOL Columbus, Ohio, 1938; Bob Gar- rard, WJZ Newark, 1938; Gene Good, WHO Des Moines, 1940; Jerry Gordon, KBNT San Francisco, 1938; George A. Harrington, WJZ Newark, 1938; Ben Hayes, KNBC Hollywood, 1941; John Harrington, WBBM Chicago, 1940; Chief Harrington, WBBF Rock Island, Ill., 1941; Sam Hayes, KCET Los Angeles; Bob Hicks, NBC New York, 1928; Chuck Hilton, KGLO Los Angeles, 1937; Raymond M. Hins- haw, WLBC Muncie, Ind., 1941; Leon- Clay, WEZQ Indianapolis, 1941; Ed Hustedt, KCRA Los Angeles, 1934; John A. Inman, WWJ Detroit, 1939; Jack E. Kreuger, WMJ Mil- waukee, 1940; John L. Lanchester, WOC Davenport, 1936; Richard M. Leonard, KNKY Den- ver, 1937; Garrett Lenhart, WHO Des Moines, 1940; Edward Lyon, WCAQ Chicago, 1941; Newton C. Mace, WJZ Newark, 1933; Drexel MacMull- in, WOC Davenport, 1935: E. L. Doerr, 1935; John Maginn, ABC New York, 1935; Carl G. Marlow, WBBM Chicago, 1938; Jack Martin, WBKB LaCrosse, WIs., 1933; Bob Mettes, KSD Sioux Falls, S. D.; Ken Miller, KYVO Tulsa, Okla., 1937; Tom Morris, KTLX Tulsa, Okla., 1940; Donald Medal, KCBS San Fran- cisco, 1940; Tom Nelson, WJLD Omaha, 1937.

Bill Nevels, WHO Des Moines, 1941; William Nettel, KCBS San Fran- cisco, 1940; Soren Munkhof, WMAA Lima, Ohio, 1938; Walter Paschall, WSB Atlanta, Ga., 1933; George Passer, WYVA Richmond, Va., 1941; Larry Payne, WARD Adrian, Mich., 1933; A. A. Peck, WABC New York, 1940; Porter Randall, WFJZ Ft. Worth, 1933: Jim Randell, KTVI St. Louis, Mo., 1936; Gordon Roth, KCBS San Francisco, 1939.


WMBD CHOSEN Wins Crusade Contest

WMBD Peoria, III., has been named winner of the Freedom Train" song competition sponsored by the Crusade for Freedom [B&T, Oct. 8], Gen. Lucius D. Clay, national chairman of the Crusade, is to announce today (Tuesday).

Unanimous choice of the panel of Crusade and Radio Free Europe judges from air-check recordings of actual broadcasts of the Czech "Casey Jones," being subsidized by radio and television stations from all parts of the country, the WMBD broadcast will be translated into Czech and broadcast into Czechoslovakia by the Radio Free Europe station in Munich.

Written by Crusade for Free- dom to the tune of "Casey Jones," the song, which goes by the name of Jaroslav Konvalinka, an engineer who ran away with a train, taking its passengers through the iron curtain and into the free world. The winning broadcast on WMBD's "Morning Call" program of Oct. 30 employed the services of Charles Miller, production director, as writer-producer; Harold Osborne, music director, who wrote original music; Milton Budd, announcer, who narrated the program, and Walter Thompson, Wayne West, Mary Jane Le Matter, Dick Ray- mond, Ed Sander, Dick Coffen and Charles E. Barnhart, WMBD program director, who performed.

After the broadcast, WMBD's "telephone switchboard lit up like a Christmas tree," Mr. Barnhart reported in a letter to General Clay.

The WMBD version of the "Freedom Train" song will be broadcast in Czech to the Czech people late this month. Engineer Konvalinka arrived last week in the U. S. W., where he has been given sanctuary.

GM Renews on ABC

GENERAL MOTORS Corp., De- troit, through Ruben Agency, New York, renewed sponsorship of Henry J. Taylor's weekly 15-minute program cove- red by ABC Radio effective Dec. 17 for 52 weeks. Beginning with the renewal date, time of Mr. Taylor's program will be moved from 8:30-8:45 p.m. EST, Monday, to 8:8:15 time slot. General Motors has sponsored Mr. Taylor on ABC Radio since Dec. 20, 1948.

NU-PAX DRIVE

Radio Ads 'Success'

"TO ME this is another indication that radio is still very much alive and can do a terrific job when a station will extend itself— as yours has done—to go out in a special effort of merchandising tie-ins to make sure that the advertising proves successful."

Said A. S. Mogul, head of his own New York ad agency, in a recent letter to Ted Cott, general manager of WNBC-AM-FM-TV, about the radio campaign by Sonny Perdue, Oldsmobile—America's campaign to introduce the sedative Nu-Pax [B&T, Oct. 1].

Writing during the third broadcasting week and citing his own as well as his client's appreciation, Mr. Mogul said that the company had achieved complete distribution of its product in every major chain and in most independent stores in the WBNC area. "From the first day that the broadcasting started," he wrote, "drug stores began getting calls for the product. But the thing that helped get the effort launched was the terrific merchandising job that you did to the drug trade. Wherever our salesmen went invariably the storekeeper had already heard about the promotion, or some customer had come in and asked for the product."

"Because our entire radio advertising in launching this campaign was confined exclusively to NBC and ourenda media advertising hasn't broken yet, it is easy to see that the full credit for what has already been accomplished belongs to you," he wrote.

Campaign on WNBC included Bold Venture, the Viz half-hour package, on Sunday, fifteen minutes of the Tex and Jim program, the Humor of Music Saturday afternoon, the morning Bob and Ray show Monday through Saturday, afternoon and nighttime Skitch Henderson shows and R&B, both Monday through Friday.

Murray Boggs

FUNERAL services for Murray Boggs, 37-year-old newscaster of KFAC Los Angeles, will be held today (Monday) at Tacoma, Wash. Mr. Boggs died Nov. 18 in the Hollywood Presbyterian Hospital, Los Angeles, following a major operation. He is survived by his mother, Mrs. Mamie Boggs, Tacoma.

WBS Sales Aid

WORLD Broadcasting System, transcribed "Bible Belt and Prayer" package firm, has inaugurated a "Selling Hints and Timely Tips" distribution, to start in December. Service is designed to help station managers in selling World pro- grams to local merchants by spotlighting those programs most readily salable each month.
AMONG ALL major advertising media, network radio is the only one that gives an advertiser more advertising for less money today than 10 years prior to that.

This is not a claim by a radio network but a conclusion reached by a non-partisan study conducted by Needham, Louis & Brody, Chicago.

On a cost-per-thousand basis, 1951 compared with 1941, consumer magazines are up 11%, trade publications up 20%, newspapers are up 10%, outdoor up 15%, spot radio time up 16%, and network radio time costs down 19%, according to the study.

Radio showed up favorably, too, as regards talent costs compared with production costs in the space and display media.

Talent costs on radio have risen 58% from 1941 to 1951, but production costs for other media (composition, electrotyping, engraving and art) are up 97%, the study estimated.

The report, prepared by the news and research departments of the Chicago agency, was undertaken to show how inflation has devalued the advertising dollar. It admitted that "some of the figures need to be more accurate than others" because of more adequate source facts.

Figures in the report were converted into an index, with 1941 = 100.

WJR STAG PARTY

Marks Silver Anniversary

OVER 150 advertisers and clients were invited to attend a stag football party at WJR Detroit last Friday and Saturday.

WJR said that invitations were limited to "friends of the advertising trade" developed during WJR's 25 years in radio.

Station executives were to omit speeches, presentation of awards or business discussions from the schedule of events.

Worth Kramer, vice president and general manager of WJR commented early last week, "Although 1951 actually marks the 25th anniversary of WJR, the theme will remain an informal football party for advertisers rather than a formal silver anniversary celebration."

Guests were expected from cities from all parts of the country, including Chicago, Washington and Los Angeles. WJR party headquarters are set up at the Book-Cadillac Hotel.

One of the highlights of the party was to be attendance at the Michigan-Ohio State football game Saturday.

Although it was to be a stag party, WJR planned to send a "floral remembrance" to wives of out-of-town guests.

CHECK for $12,600 is presented to Father Reinert, S. J., president of Creighton U., Omaha, by Charles A. Wall, vice president in charge of finance for BMI, acting on behalf of Paul W. Moroney, chairman of the Johnny Gillin Memorial Committee. Fund, made up of broadcasters' contributions, is used in school's program of research, training and treatment in the study of cardiac vascular disease. L. Gordon Gray, New York, vice president of Goodwill Stations; Hugh Higgins, CBS Radio market research consultant; Mr. Wall; Frank M. Headley, president, H-R Representatives; Father Reinert; Frank E. Pellegrin, vice president, H-R Representatives. All were classmates of Johnny Gillin, late president and general manager of WOW-AM-FM-TV Omaha who died in July 1950, at Creighton U. Check was awarded at the Creighton Club of New York Nov. 10 dinner meeting at the Henry Hudson Hotel.

SOUTHERN CALIFORNIA Advertising Agencies Assn. will hold its annual Christmas Dinner Dec. 19 in the Crystal Room, Beverly Wilshire Hotel, Beverly Hills.
CAPEHART PLAN

MANUFACTURERS who plan to take advantage of the Capehart advertising allowance formula were adjusting their ceiling prices.

The Office of Price Stabilization, whereby multi-product companies may calculate advertising, selling, research and administration costs on all products under regulations which become effective Dec. 19.

Manufacturers may elect to compute new ceilings under General Price Regulation 22—which becomes mandatory next month—in stead of adjusting pre-Korean or base period prices. Order is intended to prevent price distortions among varied products.

Radio-TV set producers are not affected by the supplemental order OPS issued last Wednesday, since they will be exempted absolutely from filing requirements of GPR 22 pending tailored regulations for that industry (B'T, Nov. 19).

But thousands of other firms—mainly in the production use of radio, TV and other media advertising—now may:

1) Propose their own methods for computing the price adjustment ratio to be applied to general ceiling figures.

2) Tailor the method to "meet individual situations when necessary."

All increases are self-authorizing once companies have filed OPS Public Form 8 (required for GPR 22) and OPS 100—application for Capehart cost adjustments. All applications are subject to OPS review to assure conformance with agency pricing provisions.

Effect of Regulations

Here is the chronology of the amended regulation and its effect on manufacturers:

OPS last May issued an order permitting manufacturers of a wide range of products to file uniform adjustment factor to GPR prices rather than to pre-Korean levels. Many firms did not deem it advisable to file such an application by adding cost boosts to base period prices fearing the result would be an inequitable relationship in prices among the various products.

Manufacturers who would apply for adjustments under last May's order are subject to provisions of the Capehart option plan and GPR 22 (B'T, Nov. 12). To use the new alternative method firms must obtain OPS approval.

Under the original May directive, producers had to take the total business operation and compute an average price based on all operations. They still can use this method or elect to take the new option, computing a price against the highest price received during a base period, plus a "percentage factor" obtained by adding advertising, selling and other overhead costs, labor and material costs, which were included in the May regulations.

An example of multi-product lines would not comport this instance because of the forthcoming exemption—would be the radio-

WJBK SHIFTS

Lipson, Fischer Named

TWO appointments at WJBK-AM-FM-TV Detroit were announced last week by Richard E. Jones, vice president of the Port Industry Co. in charge of the northern district.

Harry R. Lipson was promoted to the newly-created post of general sales manager. Under his new post he will supervise all local and national sales of the company's Detroit outlets.

Richard Fischer was named program director. He went to WJBK from WSAI Cincinnati where he held a similar post.

Mr. Lipson went to the WJBK sales operation in 1948 from CKLW Windsor-Detroit.

Mr. Fischer, in 1947, with his brother Don, bought WGEM Quincy, Ill., and operated that station until he joined WSAI in 1949.

Mr. Lipson               Mr. Fischer

Page 40 • November 26, 1951
WHO SAID MORNING RADIO LISTENING IS "OFF"?

In Iowa, it's UP 22.2%

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

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

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

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

Broadcasts Open Hearts and Pocketbooks

RED FEATHER campaign efforts on behalf of Community Chest drives throughout the country have earned for radio and TV stations a feather in their cap.

Public officials were unanimous in praise of stations which unfailingly aided local drives toward their goals. A few specific reports had reached BROADCASTING & TELECASTING last week. Among them were:

In Enid, Okla., KCRC and KGWA combined facilities for a night to present a five-hour Radio Party to boost contributions. Enid citizens donated hundreds of dollars. In return, Disc Jockeys Hi Roberts of KGWA and Bill Orum, KCRC, spun request records. Guy Farnsworth, KCRC manager, an accordionist, and Harold Godschalk, KGWA manager, a singer, combined talents for promotion.

Community Chest in Arkansas was launched by a dinner for more than 500 workers and organizers with the tab being picked up by KLRA Little Rock and the Arkansas Gazette. In addition to being host at the kick-off banquet, KLRA produced and transcribed a special drive program which was carried by all Little Rock stations.

Full facilities of WDRC Hartford were committed to the drive in that area. WDRC Station Manager Walter Hause is a Community Chest director.

When Spike Jones, entertainer, was in Wilmington, Del., he ad-libbed for an hour over WILM on behalf of the local Red Feather campaign. Between plugs for the drive and his cæophonic orchestra, the showman served as disc jockey for his own recordings.

A Red Feather Review, produced and staged by Saginaw, Mich., stations WKNX, WSAM and WSOW helped spur the local Community Chest drive. The three stations, in a joint and unified production arrangement, broadcast three one-hour local talent reviews on three successive Sundays.

In Jacksonville, Ill., a Red Feather Day observance by WLDS resulted directly in contributions of $1,187 from more than 200 contributors. R. Karl Baker, WLDS manager, as the “Red Feather Man,” took the air at 7 a.m. and worked throughout the day.

NBC outlet in Omaha, WOW-AM-TV, donated spot campaign announcements which had a sale-equivalent of $11,000. In addition, the station went all-out in promoting the Fibber McGee and Molly broadcast from Omaha which served as a kick-off signal for campaign efforts. P. Fogarty, WOW general manager, served as chairman of the initial gifts division of the drive.

When county contributions were lagging, WPTF in a New WNAO Raleigh joined in a half-hour appeal which resulted in over subscription of the local campaign quota by $932.63.

McDonald Leaves ABC

(Continued from page 30)

three children. They reside at Pelham Manor, N. Y., where he is active in civic affairs.

At ABC, meanwhile, President Kintner said that Mrs. Zorbaugh as acting general attorney, will be in charge of all legal matters for that network.

Mrs. Zorbaugh, assistant general attorney and assistant secretary for ABC since 1950, in her new role as acting general attorney will be in charge of all legal matters for the network, President Kintner said.

The network president also said that the Washington law firm of Haley, McKenna & Wilkinson will continue to represent ABC in all Barnesboro, Pa., she was graduated from New York U. and the N. Y. U. Law School. She is an active member of American Women in FCC hearings.

Joined ABC in 1943

Mrs. Zorbaugh, a member of the New York Bar, joined the network’s legal department in 1943 and previously was associated with the New York law firm of Crawford & Sprague. A native of Barnesboro, Pa., she was graduated from New York U. and the N. Y. U. Law School. She is an active member of American Women in Radio and Television, Assn. of the Bar of the City of New York and Advertising Women of New York.

She is married to Harvey W. Zorbaugh, head of the department of sociology in the school of education at N.Y.U. Residents of Plandome, L. I., the Zorbaugh have two children, Warren, a senior at Colgate U., and Anne, who attends school in Manhasset, L. I.

FULL ABC Radio Network carried ceremonies dedicating United Cerebral Palsy’s new three-story, 22-room clinical research center in Philadelphia. Program included addresses by Leonard Fl. Goldenson, president of UCP and head of United Paramount Theatres; Gov. John S. Fine of Pennsylvania; Dr. Pearce Bailey, director of National Institute of Neurological Diseases and Blindness, and Arthur Larrsch, president of the UCP research project and vice president and treasurer of UCP.

Well over 250,000 automobiles in WGR’s Western New York listening range are radio-equipped. WGR’s top-rated programming catches this extra listenership...a big plus to WGR’s established coverage of the 360,000 radio-equipped homes in this rich market.
This season... any season... every season... the best buys in spot radio are on ABC's owned stations in America's key buying markets. Choice participating spots are now available on top-draw daytime shows—shows tailor-made to local interests. For further details... turn to back page of this insert!
<table>
<thead>
<tr>
<th>Time</th>
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<th>MONDAY</th>
<th>TUESDAY</th>
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**SUNDAY**

- **CBS**
- **MBS**
- **NBC**
- **ABC**

**MONDAY**

- **CBS**
- **MBS**
- **NBC**
- **ABC**

**TUESDAY**

- **CBS**
- **MBS**
- **NBC**
- **ABC**

**WEDNESDAY**

- **CBS**
- **MBS**
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- **ABC**
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<td>CBS</td>
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**Time Table for December 1951**

**Monday - Friday**

<table>
<thead>
<tr>
<th>Time</th>
<th>Program</th>
<th>Network</th>
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</thead>
<tbody>
<tr>
<td>6:00 PM</td>
<td>Maybelle's Volunteer Times</td>
<td>NBC</td>
</tr>
<tr>
<td>6:15 PM</td>
<td>Bob Warner's Washington</td>
<td>NBC</td>
</tr>
<tr>
<td>6:30 PM</td>
<td>NBC Symphony Orchestra</td>
<td>NBC</td>
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<tr>
<td>6:45 PM</td>
<td>The Swan</td>
<td>ABC</td>
</tr>
<tr>
<td>7:00 PM</td>
<td>Jack Smith Show</td>
<td>Mutual</td>
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<tr>
<td>7:15 PM</td>
<td>Jack Smith Show</td>
<td>Mutual</td>
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<tr>
<td>7:30 PM</td>
<td>Lionel Newman's</td>
<td>ABC</td>
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<tr>
<td>7:45 PM</td>
<td>Blog</td>
<td>Mutual</td>
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<tr>
<td>8:00 PM</td>
<td>The Night</td>
<td>Mutual</td>
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<tr>
<td>8:15 PM</td>
<td>Don't Ask</td>
<td>Mutual</td>
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<tr>
<td>8:30 PM</td>
<td>The King</td>
<td>Mutual</td>
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<tr>
<td>8:45 PM</td>
<td>The Night</td>
<td>Mutual</td>
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<tr>
<td>9:00 PM</td>
<td>Honolulu U.S.A.</td>
<td>ABC</td>
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<tr>
<td>9:15 PM</td>
<td>B. W. J. Nesbitt's Grand Opera</td>
<td>NBC</td>
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<tr>
<td>9:30 PM</td>
<td>This Is San Antonio</td>
<td>Mutual</td>
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<tr>
<td>9:45 PM</td>
<td>The News</td>
<td>Mutual</td>
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**Saturday**

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<thead>
<tr>
<th>Time</th>
<th>Program</th>
<th>Network</th>
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<tbody>
<tr>
<td>6:00 PM</td>
<td>The World</td>
<td>Mutual</td>
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<tr>
<td>6:15 PM</td>
<td>The News</td>
<td>Mutual</td>
</tr>
<tr>
<td>6:30 PM</td>
<td>NBC Symphony Orchestra</td>
<td>NBC</td>
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<tr>
<td>6:45 PM</td>
<td>Blog</td>
<td>Mutual</td>
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<tr>
<td>7:00 PM</td>
<td>Jack Smith Show</td>
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<td>Jack Smith Show</td>
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<td>7:30 PM</td>
<td>Lionel Newman's</td>
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<tr>
<td>9:45 PM</td>
<td>The News</td>
<td>Mutual</td>
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**Dec 26, 1951**

**CBS**

- The Fist of Godfrey, 7:55 a.m.
- Fleagle, 10:20 a.m.
- The Whingdill, 10:40 a.m.
- The News, 10:50 a.m.
- The Ventriloquist, 11:10 a.m.
- The King, 11:30 a.m.
- The Night, 11:40 a.m.
- The King, 12:00 noon

**ABC**

- The World, 8:00 a.m.
- The News, 8:30 a.m.
- The Night, 9:00 a.m.
- The World, 9:30 a.m.
- The Night, 10:00 a.m.
- The News, 10:30 a.m.
- The Night, 11:00 a.m.
- The World, 11:30 a.m.
- The Night, 12:00 noon

**NBC**

- The World, 7:00 a.m.
- The News, 7:30 a.m.
- The Night, 8:00 a.m.
- The World, 8:30 a.m.
- The News, 9:00 a.m.
- The Night, 9:30 a.m.
- The World, 10:00 a.m.
- The News, 10:30 a.m.
- The Night, 11:00 a.m.
- The World, 11:30 a.m.
- The News, 12:00 noon
IN NEW YORK, the ladies have been falling — and falling hard — for WJZ's Dean Cameron (below). They like what he says, believe what he says, and buy the products he advertises. (Monday through Friday, 4:30 pm)

IN CHICAGO, a gal's best friend is Beulah Karney (above). She keeps her WELR audience happy with a variety of subjects — everything from home management to fashion tips. Listeners consider her a personal friend. (Monday through Friday, 4:30 pm)

IN CHICAGO, a gal's best friend is Beulah Karney (above). She keeps her WELR audience happy with a variety of subjects — everything from home management to fashion tips. Listeners consider her a personal friend. (Monday through Friday, 4:30 pm)

IN DETROIT, women look to Edythe Fern Melrose (above), The Lady of Charm, for advice on fashions, homemaking, personal Hor. Her commentary is informed. Her file of sponsor testimonials is proof her program "pulls." (Monday through Friday, 1:30 pm)

IN LOS ANGELES, most popular guy in town is KECA's Tom Owen (right) — especially with advertisers! Tom's voice is known by millions...his homey patter really sells 'em. (Mon. through Fri., 7 am; Mon., Wed., Fri., 12:30 pm; Tues., Thurs., 12:45 pm)

IN SAN FRANCISCO, Ann Holden (left) is "First Lady of Radio." On KGO's Home Forum, she talks frankly and sells frankly...invites response from her listeners and gets it! (Monday through Friday, 4 pm)
ELECTIONS

THE NETWORKS last week were beginning to look a year ahead, starting plans for covering the November 1952 Presidential elections.

Wells Church, news editor-in-chief at Washington to begin organizational causes, the midyear conventions in Chicago and the final voting. Plans, under supervision of Edmond A. Chester, director of the CBS Radio news department, called for world-wide organization with CBS Radio reporters in foreign capitals collecting world reaction. Newsmen in Korea were expected to obtain troop attitudes towards the candidates and the vote. If feasible, CBS Radio—hoped to establish a central reporting station in the war zone where troops could gather to hear returns as they came known. Mr. Church was scheduled to go to the West Coast for further planning this week.

NBC news and network officials also were conferring in New York and Washington last week to chart both radio and TV coverage of the national elections. President Joseph H. McConnell earlier had successfully urged both parties to hold their sessions in Chicago's International Amphitheatre—which provides sufficient side space for TV operations and temporary studios—rather than in the Chicago Stadium, where the conventions have been held. That both CBS and NBC were called in for conferences before the parties selected their convention sites was considered further indication of the importance of television as a political instrument.

NBC's W. W. Chaplin, it was understood, would begin a trip

NEWS FOR KIDS

KFBI Begins New Show

A NEWSCAST program fitted to the needs of youngsters is now programmed by KFBI Wichita with success, according to Manager Hal Bondurant.

The news show, written in story form, is broadcast at 4:55 p.m. Mon.-Fri. Called Juvenile Journal, the program has received generous praise from school officials and others interested in child education, Mr. Bondurant notes.

KFBI News Director Bob Gadberry, explaining the type of news show being put together by the station, adds that the Journal is not news about the younger listeners but news tailored for their understanding.

While the program is creating new interest with children, the station reports that a surprising response has come from adult listeners who find themselves better able to grasp the meaning of the news. Interest of both parent and child has been leading to a "family forum" and discussion of current events, according to responding families, KFBI reports.

Networks Planning '52 Coverage

for CBS Radio, spent the week in work for coverage of preliminary conventions throughout the country next week to start a series of pre-convention grass roots broadcasts, sampling regional political preferences and anticipating possible convention stands. Other veteran NBC news—men—such as H. V. Kaltenborn, John Cameron Swayze and Richard Harkness—were to receive specific assignments regarding the election later on.

Other networks were holding conferences with party officials as well as special events staffs as preliminary coverage plans began to shape up, but were withholding announcements until assignments and schedules are completed.

SDX ELECTS

Radio-TV Gets Recognition

Radio-TV industry was recognized Nov. 17 when two of its representatives were elected to national office in Sigma Delta Chi, professional journalism fraternity. Elected to the national executive council were Oliver Gramling, Associated Press assistant general manager in charge of radio, and Sol Taintoff, editor and publisher, Broadcasting. Broadcasting

Other newly chosen officers were: president, Charles Clayton, St. Louis Globe-Democrat (KXOK-AM-PM); vice presidents, Lee Hills, Miami Herald (WQAM); Alden Waite, Southern California Associated Newspapers, and Robert U. Brown, Editor & Publisher; secretary, Mason Smith, Governor, N. Y. Tribune Press; treasurer, Clifford Weigle, Stanford U.; chairman of executive council, John McClelland Jr., Longview, Wash., Daily News; and national executive council members (in addition to Messrs. Gramling and Taintoff) Ed Dooley, Denver Post, and J. D. Ferguson, Milwaukee Journal (WTMJ-AM-TV).

HOMEMAKERS' DAY

KMA Event Packs Studios

AN OVERFLOW crowd jammed the studio-auditorium of KMA Shenandoah, Iowa, to celebrate the biggest Homemakers' Day in the station's 27-year-old history, KMA reported last week.

More than 1,500 women from four states were on hand for the occasion, highlighted with a home freezing and cooking demonstration presented by Kathryn Miller, International Harvester home economist. KMA furnished entertainment and gave out $700 worth of free prizes. Capacity of auditorium is about 750. Those who could not jam into the studio listened to the program over loud-speakers set up in the lobby.

...KLZ sells democracy with dramatic impact!

Colorado's chief executive, Governor Dan Thornton, says "KLZ sells democracy with dramatic impact!"

Governor Thornton was referring to "Freedom Essays," KLZ's way of observing the 175th birthday of the U.S.

Each night Colorado civic, religious and governmental leaders broadcast their own essays on "What Democracy Means to Me"—another example of the ingenuity in creating public service programs which has long been a KLZ trademark.
The Thanksgiving program was not "turkey" time—at least as far as network programming was concerned, for all major broadcasters had arranged special programs throughout the day, and most regularly scheduled shows gave at least a passing nod to the holiday.

Plans for coverage of Macy's annual Thanksgiving Day parade in New York—carried by ABC-TV last year—took on aspects of what one network's officials described earlier as "free ball." The departure was institutional and the cost: the free programming carried costs a reported $50,000, had sought to sell coverage this year with William Morris Agency offering it as $60,000 network package. While NBC and DuMont talked it over with possible sponsors, ABC announced it again had exclusive coverage, first for WJZ-TV New York, later for the whole network. Macy spokesman conceded the rights had not been sold.

ABC TV Network carried parade from 11 a.m. to noon, with WJZ-TV cameras bringing it to New York viewers starting at 10:30 a.m.

**Dutch Broadcast**

ABC Radio, in cooperation with Radio City and ABC-AM, scheduled a special Thanksgiving festival from Leyden, Holland, recorded from overseas circuits earlier in the day for broadcast at 2:30 p.m. EST. Program featured music and the Pilgrim Fathers—lived from 1608 to 1625. Services for the broadcast were held by American students studying in the Netherlands under the Fulbright Act and accompanied by Scripture readings, simple prayers, and a brief history of the Pilgrims. Thanksgiving in Holland was written by Dr. Marshall Swan, public affairs officer of the U.S. Embassy in the Netherlands, through whose auspices the program was produced.

**NBC-TV** started its Thanksgiving programming at 1:30 p.m. EST Sunday when American Inventory, a Sloan Foundation program, was presented. Two displaced Latvians played starred roles in a drama titled, "Thanksgiving ... 1963," in which they indicated what a modern pilgrim to America might give thanks for.

**NBC Radio Network** carried the story of the first Thanksgiving at 8 p.m. EST Tuesday when Walter Hampden starred in "The Path of Praise" on the weekly Cavalcade of America program.

**CBS Radio** broadcast a holiday drama from 8:30-9 p.m. Thursday with Ann Harding starring in "The Widened Heart" on Hallmark Playhouse series. Other programs, included the featured Thanksgiving music, ranging from popular hymns to contemporary novelty songs.

**CBS Television** was scheduled to carry an hour-long Thanksgiving music program starting at 5 p.m. EST Thursday, sponsored for the second year by the Longines-Wittnauer Watch Co. Frank Knight played host of the Longines Symphonette, "The Chanters," and the Coluette Ballet under direction of John Butler and guest soloists Nuno Venturo, tenor; Jay Edkins, bass; and Bernard Leighton, pianist.

Film produced by the Rev. Patrick Peyton and called That I May See was to be shown on the CBS Television network late Sunday, EST Thursday. The story of Bartimaeus, the blind beggar, was to have starred Ruth Hussey, Jeffrey Lynn and Regis Toomey.

**MBS** scheduled The Thankful Hour for the second consecutive year, a special Thanksgiving program correlating to the MBS Hour of Triumph at Easter and The Joyful Hour, both of which have been carried since 1947. Scheduled for the Holiday, 9-10 EST Wednesday, the program, produced by The Rev. Peyton, included prayers, hymns and music. Guest stars were James Alexander, Ann Blyth, Ann Jami- son, Marina Koshetz, Pat O'Brien, Zalo Pinza, Jo Stafford and Rod O'Conner.

**Football Included**

Other Mutual programs throughout the day gave even more to the holiday with plans calling for Vincent Impellitteri, Mayor of New York, to give a Thanksgiving Day message. Bob Poole's show from 9-10 p.m. was scheduled to carry special interviews pointing up the meaning of the holiday.

DuMont Television Network slated a holiday feature with coverage of a Thanksgiving Day pro football game between the Green Bay Packers and the Detroit Lions, from noon until conclusion.

**NRDGA Promotion Panel**

**THOMAS D. CONNOLLY, manager of program sales for CBS-TV Division,** will be among ten experts, all ex-retail promotion managers, who will speak at the sales promotion session of 11th National Retail Dry Goods Assn, convention, scheduled for early January in New York. Speakers will give an outside-looking-in point of view as they talk on "How I Promote My Store if I Were Back in Retailing." Others who will participate include Arthur Price of Arthur Price Assn, Lucille Gold of Hewitt, Ogilvy, Benson & Mather, and Estelle Hamburger, retail consultant.
When You’re an Independent Advertiser You Make More Sales

Leading independent radio stations are today’s best buy!

There’s something about being independent that keeps you toughened up, ready to tackle any job that requires good, honest, hard selling. At any rate, you will find in radio today it’s the leading independent radio stations which are doing a truly productive sales job for national advertisers. Perhaps you’ve been thinking to yourself, “I ought to try Independent Radio.” Well, now’s the time to act. Write for all the facts to any AIMS station listed below.

These are the leading independent radio stations:

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<th>Station</th>
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<td>WCUE</td>
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<td>WBMD</td>
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<td>WNEB</td>
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<td>WBBW</td>
<td>Youngstown, Ohio</td>
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They are all members of AIMS—Association of Independent Metropolitan Stations—each the outstanding independent station in a city.

Aim for BULL’S-EYE results...with the AIMS GROUP

November 26, 1951 • Page 49
Info for Gold Diggers

If you were prospecting for gold, we'd say pack your rucksack and come to Canada. Canada is the world's second biggest gold producer. The value of Canada's gold production in 1949 (latest available figure) is just short of $150 million—that's a lot of bullion.

The Canadian Association of Broadcasters (or C.A.B.) sells radio in Canada but we sell Canada too. C.A.B. believes that many U. S. friends don't know enough about Canada. We're not just patriotic; we state facts and cite figures.

FACT—Canada is your best customer, buys more U. S. goods than anybody. And Canada pays cash!

FIGURE—The U. S. has already invested about $6 billions in Canada's future.

FACT—Measured in per capita gain, no country but Canada is growing so fast, increasing production and profits more.

FIGURE—There are radios in 95% of Canada's homes, making radio Canada's biggest, most popular, most lucrative advertising medium.

FACT—Selling in Canada is a problem involving people, language, and geography. Radio gives you direct contact with the right people, speaking their language, anywhere in Canada.

FACT—"In Canada, you sell 'em when you tell 'em!"

A message from the 103 member stations of the Canadian Association of Broadcasters whose voices are invited into over 3 million homes every day.

Canadian Association of Broadcasters

108 Sparks St. 37 Bloor St. West.
Ottawa. Toronto.

SIGNATURE of Gretchen Wage is placed on contract for new women's show on WAGE Syracuse. L to r: Miss Wage; Doug Johnson, WAGE vice president and general manager, and Ted Taylor, president, O. L. Taylor Co., WAGE representative. Miss Wage formerly broadcast with WTIC Hartford.

REPLY TO WTMV
Franklin Denies Collusion

DENIAL that there was any collusion between the Belleville (Ill.) News-Democrat and the Franklin County Broadcasting Co. was made in an affidavit filed with FCC. Collusion had been imputed by WTMV East St. Louis, Ill. [B&T, Nov. 12].

Affidavit was made by Leslie P. Ware, owner of Franklin County Broadcasting Co., which is an applicant for 1280 kc with 500 w daytime, at Belleville, Mo. WTMV petition called attention to the fact that these were the same facilities previously held by the Belleville newspaper which had won them in competitive hearing with WTMV. The East St. Louis station alleged that the Belleville newspaper never intended to build the station, asked that the FCC's 1946 decision favoring the Belleville station be reconsidered and that WTMV be granted the facilities it had originally requested [B&T, Oct. 8].

Collusion allegation was made by WTMV last November in an effort to get the engineers and technicians of a Belleville station to work for a WTMV contract which ran out July 1949. It was overruled Monday. New York application was "arranged for and prepared before Belleville had actually surrendered its construction permit." Washington, Mo., is 54 miles from Belleville, WTMV pointed out.

Mr. Ware, in his affidavit, confirmed that he had "never spoken or written to either one of the two partners of the Belleville News-Democrat; nor have I authorized anyone to do so on my behalf. No consideration of any kind has ever been promised or passed, directly or indirectly from me to the Belleville News-Democrat or to me from the Belleville News-Democrat."

Lewis B. Breed

LEWIS B. BREED, 76, assistant treasurer of WSPR Springfield, Mass., of which he was co-founder in 1936, died at Springfield hospital, Nov. 10.

NABET, ABC Seeks Sound Effects Pact

A MOVE by the CIO's National Assn. of Broadcast Engineers & Technicians (NABET) to merge certain radio-TV sound effects technicians at ABC New York with its existing nation-wide engineers' unit was temporarily forestalled by the National Labor Relations Board last Monday.

The decision was handed down in a board ruling which involved the network and the International Alliance of Theatrical Stage Employees & Moving Picture Operators (IATSE), an AFL union. IATSE had petitioned NLRB for a unit of all sound effects technicians at ABC New York's radio and TV operations, excluding those who handle recording of transmissions. Operations of the network and WJZ-AM-TV are concerned.

NABET intervened for a merger of these engineers with its existing national group or, as an alternative, designation of a national group of all sound effects employees. NABET has represented all ABC engineering employees nationally since 1944, and sound effect technicians as a separate unit since 1945. The last contract ran out Oct. 31.

Election Ordered

The board ordered an election within 30 days among all sound effects technicians and apprentices of all sound effects division in the New York program district. Excluded were those who prepare transcriptions, managers, assistant managers and supervisors.

"In view of the past bargaining history of the sound effect technicians as a separate unit and the dissimilarity of their duties as compared to the engineers, we find no merit in [NABET's] first contention. As the employer [ABC] does not have sound effect employees in any of its other stations, we see no basis for any further consideration of [NABET's] alternative request for a nation-wide unit," the board explained.

NABET represents engineers employing at WJZ-AM-TV Detroit, WENR-AM-TV Chicago, KECA-AM-TV Los Angeles and KGO-AM-TV San Francisco, as well as WJZ-AM-TV New York.

The union negotiates wage pacts with both ABC and NBC covering radio and TV engineers late last month. New contract would run for 27 months [B&T, Nov. 5].

Tour Europe

COMMENTATORS Richard Harkness of NBC Washington and Joseph Harch of CBS were among the group of 14 radio and newspaper newsmen who left Washington Nov. 16 for a European inspection trip. They were invited by the Dept. of Defense to observe progress on the foreign aid and mutual security programs.
Why we have to anticipate your needs

1. 21 months after the end of World War II, the research scientists at Union Oil came up with an entirely new type of motor oil for passenger cars. They had developed it to give the greatest possible protection for the new higher-compression engines then being built. The new oil was purple and was classed as a heavy-duty lubricant.

2. To demonstrate what the new oil would do, they put it in four new cars and drove them 30,000 continuous miles up and down the Pacific Coast. The oil was never drained! At the end of the run they opened up the engines and showed us the results: engines showed no measurable wear. The oil was in excellent condition.

3. Consequently, we put this remarkable new purple oil on the market immediately. We called it Royal Triton. 3 years later, leading car manufacturers specified heavy-duty type oils for use in their new models. Royal Triton easily exceeded the most rigid of these heavy-duty specifications. As a result, leading car dealers from coast to coast now recommend Royal Triton to their new car buyers.

4. Naturally, we’re glad we put a heavy-duty oil on the market 3½ years before the car makers’ specifications were issued. But most important, we believe, is the economic system that gave us the incentive to anticipate the need for a heavy-duty oil. Under this system we are constantly striving to beat our competition to the punch.

5. If the oil business had been a government monopoly, not only would we not have a heavy-duty oil, we wouldn’t have all the other petroleum products and services we have today. For there’s no incentive to go after more customers when you already have them all. But because we didn’t have all the customers, we had a very good reason for introducing an improved product.

6. All of which goes to prove, we think, that the only way you can guarantee maximum progress in an industry is to have an economic system that guarantees maximum incentives. Our American system, with its free competition, provides these to a degree no other system has ever approached.

UNION OIL COMPANY
OF CALIFORNIA
INCORPORATED IN CALIFORNIA, OCTOBER 17, 1890

This series, sponsored by the people of Union Oil Company, is dedicated to a discussion of how and why American business functions. We hope you’ll feel free to send in any suggestions or criticisms you have to offer. Write: The President, Union Oil Company, Union Oil Building, Los Angeles 17, California.

Manufacturers of Royal Triton, the amazing purple motor oil
THE government's latest move was viewed with neither surprise nor alarm. What still concerns the industry is devising ways and means of taking up the slack between curtailed civilian output and actual fulfillment of military orders. Set production has held up very well during this "gray" mobilization period and inventories remain substantial.

NPA followed up this action last Tuesday with a regulation (M-90) designed to formalize its ban on the manufacture of color TV sets "for general sale." The order was an outgrowth of discussions held last month between Defense Mobilizer Charles E. Wilson and industry representatives [B&T, Oct. 29].

While industry trade association leaders declined comment, it was understood that the new directive was based on their desire to obviate any possible suggestion of "collusion" among manufacturers. NPA ascribed the regulation to an avoidance of "any legal complications that might arise out of the discussions," specifically possible conflict with the anti-trust laws.

The order bars the production of color TV sets and so-called adapters—"any product, attachment, or part designed solely to permit or facilitate the reception of color television." Exempted from M-90 is the manufacture of color TV equipment for "experimental, defense, industrial, and certain hospital and educational uses." Technical and scientific laboratories and programs of the Defense Dept. or Atomic Energy Commission are expressly exempted.

Research Unmolested

The government emphasized anew that the regulation will not interfere with research and test programs related to further development of color television systems, or with the closed circuit purposes above-mentioned. This aspect was agreed upon during the government-industry meeting Oct. 19. As with all NPA regulations, provision is made for "adjustment or exception" based on "undue or exceptional hardship." It is understood that enforcement would not be in the public or national defense interest.

In its cutback order NPA set forth quotas of steel, copper and aluminum to civilian goods producers for the first quarter of 1952. It ordered cutbacks ranging generally from 50% to 65% of base period usage for manufacturers of household radio receivers and television sets.

In taking this action, the agency set aside two civilian categories for priority purposes, placing receivers in the topmost grouping. Radio-TV receivers and other goods "are characterized by the essential nature of their civilian uses" and are "household necessities," NPA pointed out. Furthermore, they are "necessary to maintain the nation's civilian economy."

The allotments "reflect an earlier decision not to impose a 'death sentence' upon any product... and to sustain civilian production and employment at the highest possible levels compatible with the available materials," DPA Administrator Manly Fleischmann declared. The "big pinch" on materials may run its course by mid-52, he felt.

"Great pressure has been exerted on NPA to cut off civilian production as a means of obtaining metals for essential defense-supporting and non-military programs," Mr. Fleischmann revealed. Set-makers will be cut back to these base period levels. Categorical exceptions: metals: carbon, alloy and stainless steel, 50%; copper brass, 35%; and copper wire, 40%; copper foundry products, 20%; and aluminum, 35%. Base periods are the last half of 1949 or the first half of 1950.

TV set-makers plan to produce for four million monochrome video receivers next year. And they hope this figure will be matched by a like number of television antennas. To this end, Radio-Television Industry's Manufacturers Association, via its Mfrs. Assn. has broached NPA with a proposal designed to assure a similar quantity of antennas (see separate story).

The four million-plus figure for TV sets, coupled with 10,900,000 radio receivers, represents "off-hand" but reasonable estimates for '52. Predicted number of TV sets is slightly higher than that set by E. T. Morris, chairman, NPA Electronics Division, but takes into account stretching of materials through defense ration, James Scardina, general manager of Radio-Television Mfrs. Assn., pointed out. Industry already has cut back to about two-thirds its annual sales a year ago when over 7.4 million receivers were recorded, he noted. In any event, barring unknown factors, there should be sufficient metal to meet these quotas next year.

Within six months after the outbreak of the Korean war, there were 65% of civilian uses of most metals. In most instances involving the latest percentages, allotments are appreciably lower for the first quarter of 1952 than at present. Steel is expected to place its output of miscellaneous musical instruments and parts. Products in NPA's second consumer category, with its priority, will be pared down to the bone, to about 10% of their base. These goods comprise such items as jewelry, hardware, etc.

Warning Issued

Manufacturers who failed to meet filing deadlines for first quarter quotas were warned by Mr. Fleischmann that they are not assured of receiving materials. Producers who can substitute carbon steel for copper and aluminum may appeal for additional supplies.

The continuing scarcity of raw materials was also pointed out by other developments the past fortnight.

On one front, CBS-Columbia was readying its presentation for a hearing before the National Production Authority following a suspension of color TV production. Hearing set for last Tuesday has been delayed indefinitely by mutual agreement of the company and agencies hearing examiners. Possibly was held out for a meeting later this week.

This marked the third postponement of a hearing requested by CBS-Columbia on its appeal for an adjusted base period which would permit a larger share of allocation.
Meet Gus Youngsteadt

WPTF's New Sales Manager

And when you meet him, you've met a man who knows his way around in sales and advertising. Gus Youngsteadt talks from a background of 22 years in advertising and sales promotion. He knows North Carolina and the WPTF coverage area like a book. He knows the habits and customs of the people—when they work, when they listen, what they like, and how to make them part with their money. WPTF and Gus Youngsteadt is an unbeatable combination for selling Raleigh, Durham and Eastern North Carolina.

BS in Business Administration, University of Tennessee Advertising Major
Ten Years, Sales Promotion The Tenn. Elec. Pr. Co.
Two Years, Account Executive Purse Co., Adv. Agency

R. H. MASON, General Manager
GUS YOUNGSTEADT, Sales Manager

WPTF 50,000 WATTS 680 KC
Affiliate for RALEIGH-DURHAM and Eastern North Carolina
NATIONAL REPRESENTATIVE FREE & PETERS, Inc.

November 26, 1951 • Page 53
A CLEVELAND civic official's statement implying that commercial broadcasting of high school athletic contests made "chattels" of the pupils drew counterfire from an Ohio broadcaster last week.

John F. Laux, general manager of WSTV Steubenville, in a letter to Joseph Crowley, law director, City Law Dept., Cleveland, said, "We most certainly cannot permit such an irresponsible statement to go unanswered."

Mr. Laux wrote, "It is only natural that your recent decision forbidding the commercial broadcasting of high school games in Cleveland, Ohio, should disturb us.

"Frankly, I am even more concerned over your statement that children are not sent to school 'to become a chattel over radio or television."

Outlining the system under which broadcasters and school officials have cooperated for years, he pointed out that "hour after hour of time has been given, without charge, to educational organizations so that they might further their aims. Are we not to receive the cooperation of these same organizations in return?"

Mr. Laux thought, too, that the taxpayers should have been consulted. He asked: "And how about the public—the taxpayers who support the schools? How about the shut-ins and older persons who are interested in the games but find it physically difficult to attend in person? And the thousands of others who cannot attend in person because of their jobs or other commitments, but who want to keep in touch with the progress of the game? Are their desires to be ignored? What do they think about the games being radio-sponsored?"

The Steubenville broadcaster suggested a public meeting on the matter in order to let the people be heard. He added, "Too many of our decisions today are being made for us by well-meaning but not fully-informed public officials."

To illustrate that such situations can be ironed-out smoothly, Mr. Laux described the Steubenville set-up.

"Here in Steubenville a most friendly and cooperative feeling has been created between the Board of Education and Station WSTV and this spirit of mutual respect has been extended over the past decade. WSTV has sponsors for local high school football and basketball games with the Board's approval, and in turn WSTV extends every cooperation possible to the school system.

Both Have Profited

"I sincerely believe we have both profited by this cooperative attitude and I further believe we can include the general public as a beneficiary as well. Your decision is more important than its effect upon the Cleveland area alone, and your statement regarding chattels is certainly not in good taste and a definite rejection upon the operations of radio stations. We most certainly cannot permit such an irresponsible statement to go unanswered."

Mr. Laux ended by saying a copy of this letter is being sent to the Cleveland Press and the Cleveland Plain Dealer, and other Ohio papers, for whatever use they may desire."

James E. Peterson

JAMES E. PETERSON, superintendent of equipment for WIP Philadelphia, died November 9 at his home in a suburb of Camden, N.J. Mr. Peterson, well known in Philadelphia engineering circles, had been employed at WIP for the past 21 years. He joined the station in 1930 as a radio technician and played an important part in helping to develop the station's engineering facilities in the early days. Surviving are his widow, Maggie E.; four daughters, three sons, and a brother and sister.

CKVL Verdun sent cakes with lighted candles delivered by messenger to advertising agency executives and advertisers marking its fifth birthday this month. Cakes were flown to Toronto and delivered by messenger.
Vic Radio Profit Diehm Says:

Three That Are Kind -to Your Budget and Good for Your Business

*WAZL

Here's a station with 19-years of proven "know-how"... with 70% of the listening audience (figures ala Conlan). A full-time 250 Watts, in a $45,000,000 retail sales area. (Sales Management Figures) NBC affiliate.

*WHOL

Located in the 3rd largest market area of Pennsylvania. The great Allentown - Bethlehem Industrial and Farming Area with Annual Retail Sales of $204,000,000. Want some of this rich market? Then you want WHOL... 250 Watts full-time CBS Affiliate.

*WHLM

(Formerly WLTR)

Here's a station that is making great progress. It's 1,000 Watts, daytime and is known as the Sports Station of the Susquehanna Valley. Affiliate of Liberty Network. Carries professional football and baseball, also regional football games. A good buy, believe me.

WAZL also MBS affiliate... WHLM owned and operated by Harry L. Magee.
Dollar Dilemma

IN A SENSE, this may become known as the winter of radio's discontent.

NBC unveils its new rate-compensation plan this week at its annual convention at Boca Raton, Fla., confidently predicting acceptance.

From Madison Ave., New York, to Main Street in Premium, Mont., or Bonus, Miss., there will be new innovations. Old radio networks, exercising well-established timing techniques, will come up with plans of their own "to meet the competition." It happened last April, and it will happen again.

Now when anything touches the pocket-book in business, it also touches the heart. Everybody understands and reacts to dollars.

The Affiliates Committee said that an ultimate maximum of 70% reduction in affiliates' radio network rates was in the offing to compensate for the network rate cuts that no affiliate will ever be asked to take that kind of a cut and that the maximum reduction proposed in any case at the outset is 20%.

Other points will be clarified, as soon as the full facts are known. But one thing appears certain. Whether precedes spring and so discontent can be followed by much easier feelings. Out of all the rate travail will emerge a new rate-making base for radio, premised on formula and not pulled out of a hat.

We're not wishing in thinking that radio is destined to get over the present hump. Indeed the hump may not really be as large as some people have thought it was.

Clarence Jordan, executive vice president of N. W. Ayer & Son, expressed the personal view a week ago that the network rate cuts last summer were unnecessary, and Mr. Jordan's agency buys a lot of time.

There has been, we have observed, a general invigoration of radio selling. Business never was bad locally, has held its own national spot-wise, and is looking up network-wise. It's going to get better in all categories, we believe, but it will require the exploitation of avenues that have not been too thoroughly explored. Take out-of-home listening for example.

There's a hundred million dollars being spent annually for outdoor advertising—a large part of it to reach the motorist. But probably three-fourths of America's automobiles are radio-equipped. Can the auto radio replace the billboard? It can certainly knock the billboard for a loop.

This really should not be radio's winter of discontent. It's radio's winter of opportunity. As business improves, radio will have a chance to get its economic rate back to a sensible base and reorganize its sales techniques so that radio sells against other media and not just against itself.

Rehearsal's Over

THE ANNUAL "flea circus" season is over. Four arduous months of NARTB district meetings have been completed. They encompassed also four months of concurrent seminars of the Broadcast Advertising Bureau, projected to deliver radio from the bondage of moribund new business development and soberly statistic-keeping.

NARTB's new President, Harold Fellows, played in every game of the season. He took on a few exhibition performances—at chambers of commerce and advertising clubs—during the swing. He made a uniformly favorable impression.

BAB's Bill Ryan followed the same circuit. He was breaking new ground. The start was rather slow. But it gained momentum, encouraged by the allegiance of all four networks to the "radio is everywhere" cause.

In the political vernacular, we have the platforms, both for NARTB and BAB, now cut loose from NARTB's apron strings. Both belong to the same party—the NARTB as the all-inclusive trade association to fight radio's (and TV's) battles, chips falling where they may. It's BAB's bounden duty to sell radio for all it's worth, starting on the premise that it's worth more than it's selling for.

As far as Messrs. Fellows and Ryan are concerned, the construction permits have been issued, by the virtual acclamation of the broadcaster-telecaster audiences they imported from August through November. It's now a question of proof of performance.

The separate tasks ahead are not easy. Mr. Fellows will be called upon to carry an even heavier load than he bargained for, since NARTB Board Chairman Justin Miller must devote a portion of his time to his newly assumed post of chairman of the Salary Stabilization Board. Hal Fellows, in our view, however, demonstrated he has the stamina, plus the perseverance to perform the toughest task in the field—doing a job while essaying to be all things to all segments of the unique and ofttimes bewildering pursuits of the broadcast media.

And Bill Ryan has been making the hag that should be reflected in new dollars in radio's pockets during the months ahead. He has a platform. And, in Kevin Sweeney, he has acquired a sales arithmus who knows how to make the hay.

The media melee of '52 will be stimulating, because, for the first time in many a season, radio won't be waiting for business to fall through the transom, but will be out there ringing door-bells.

Touchback

THE U. of Pennsylvania, wisely, we think, has demanded an end to the National Collegiate Athletic Assn. restrictions on football telecasts.

The practical "attempt to force people to pay admission to stadia by denying them the opportunity to see football games on television is a bad example of commercialism in collegiate sports, and adds to tendencies they imparted to our institutions on this score."

Though Penn didn't mention it, the atmosphere of commercialism is the more oppressive when one recalls that a lot of schools are supported by public funds.

As Penn fears that the decision as to whether or not to sell television rights to football games ought to reside with the individual schools (as decisions on radio rights now do). The usurpation of this function by a national association, for the confessed purpose of protecting gate receipts, shows just how dedicated to commercialism the game of college football has become.

As long as colleges insist that their football is an amateur sport, and not a centrally organized big business, they should not subscribe to a national authority which controls the market in football television for no other purpose than to make money.

It's the time the word "amateur" was restored to the original meaning, the movement it seems to be interchangeable with "professional" and perhaps even for "monopolistic."

RICHARD WESTON DAVIS

WHEN the history of ultra-high frequency television is written, there will be a prominent place for Richard Davis as "Advance Man for UHF."

The general manager of WELI New Haven has cooperated with the RCA-NCB UHF experiments since they were started in 1949 and WELI has been focal point for the development efforts of nearly a dozen video manufacturers.

When RCA-NCB set up the UHF experimental station at nearby Bridgeport, Mr. Davis offered the aid of his organization. "I felt that the problems which brought about television freeze could only be solved by a new section of the spectrum," he said, "and our engineers could see a chance for expanded TV in the lesser-range UHF. It was an opportunity a commercial broadcaster had to take to prove his faith, and his worth."

Mr. Davis and WELI engineers acquired one of the first UHF receivers. They have tested many sets and converters at home, coordinating their findings with engineering surveys. In February of that year, when UHF was still an unknown quantity and a mirage to most broadcasters, Mr. Davis wrote an article for Broadcasting * Telecasting in which he called UHF "the answer for the small broadcaster."

Time appears to have turned that statement from what many took for fancy to plain electronic fact and it has turned Mr. Davis and his WELI organization into a UHF testing ground and information center. When FCC in the spring of 1951 issued its proposed allocation, giving UHF the heavy share of future TV expansion, Mr. Davis quickly supported the plan and said WELI would apply for a UHF channel in New Haven, having placed a contingent order for equipment and having selected a site. He wrote another article for Broadcasting * Telecasting, outlining his most recent UHF findings and urging commercial broadcasters to investigate its possibilities instead of blindly seeking VHF channels.

Chairman Wayne Coy of the FCC has called Mr. Davis and staff "the greatest bunch of UHF enthusiasts I've ever seen."

Like many other broadcasters, Mr. Davis entered radio via the footlights. Born 40 years ago in Springfield, Mass., he took part in high school dramatics and continued the activity at the U. of Alabama. During school days he appeared in weekly dramas on WBZA Spring-
In Washington D.C....

More people listen to WTOP than to any other radio station.

<table>
<thead>
<tr>
<th>Station</th>
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<tr>
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<tr>
<td>Station C</td>
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*Pulse, Sept-Oct, 1951: total week.
Salute to Sarnoff, Folsom

'Business Week' Tells of Their Teamwork

RCA team of Brig. Gen. David Sarnoff, board chairman, and Frank Folsom, president, was highly praised as "a unique combination" in the Nov. 17 issue of Business Week.

Both men adorn the front cover of the magazine and a lengthy story details how the executive giants complement each other.

Business Week characterizes the team as "that entity beloved by theorists and rarely found in practice—a top management team. They work together in a manner quite uncommon in business corporation. Usually, one man so dominates the company that No. 2 man never does anything without feeling the breath of No. 1 man on his neck. Not so with the RCA team."

Gen. Sarnoff was reported as describing his working arrangement with Mr. Folsom as something like the arrangement with his wife:

"We have no diagram at home."

Gen. Sarnoff is quoted as saying, and as adding that he knows of no order defining Mr. Folsom's and his own respective duties.

In the story, Gen. Sarnoff says of Mr. Folsom: "I have never had a happier relationship with any man in my long career."

WsyR Syracuse's bowling team has won total score honors in South Side Business Men's League in that city with 1,076 points single-game, 3,067 points three-game total. Team made up of Elliott Gove, assistant program director, and Don Archer, Mike Georgianni, James Carman and Al Eichholzer engineers. Mr. Gove had high single-game with 242 and the high three-game total of 589.

Radio executives attending first Canadian BMI Program Clinic at the Royal Alexandra Hotel, Winnipeg, Manitoba, Nov. 10 [B&T, Nov. 12] included (l to r): Seated, Roland Couture, manager, CKSB St. Boniface, Man.; William Harold Moon, assistant general manager, BMI Canada Ltd., Toronto; Carl Haverlin, president, BMI New York and BMI Canada Ltd.; William A. Spears, general manager, CKRC Winnipeg; James Findley, Prairie regional representative, CBC Winnipeg; John O. Blick, president and general manager, CJOB Winnipeg; standing, Carl Vandagriff, program director, WOWO Fort Wayne; E. A. Rawlinson, manager, CKBI Prince Albert, Sask.; Bill Holm, general manager, WLPO La Salle, Ill.; John Leslie, assistant general manager, WDGY Minneapolis; Don Park, commercial manager, WIRE Indianapolis; Glenn Dolberg, director of station relations, BMI New York. Persons in foreground not identified.

RwG Names Merlin

As National President

Milton Merlin was elected national president of the Radio Writers Guild in the annual election at Los Angeles. Named West Coast vice president was Larry Marks and to the Council, Irvin Ashkenazy, Kathleen Hite, Hal Kantor, past West Coast vice president; Jerry Lawrence, Phil Leslie, Jess Oppenheimer, Jack Robinson, Larry Roman, Sherwood Schwartz and Gene Stone. Outgoing national president was Ira Marion, New York radio writer.

West Coast representatives to the Author's League of America council were also elected at the meeting. Those named were Hector Chevigny, Julian Funt, Sam Moore, Lillian Schoen.
NBC IS 25 YEARS OLD

ON THE EVENING of Nov. 15, 1926, some five million American families—for the first time in history, on a single program—heard Mary Garden sing in Chicago, Will Rogers speak in Independence, Kan., and Walter Damrosch conduct the New York Symphony Orchestra in the Grand Ballroom of the old Waldorf-Astoria Hotel in New York City.

That was the inaugural program of America’s pioneer radio network, the National Broadcasting Co.

It ushered in a new era in the history of American progress. It revolutionized the processes of communication. It profoundly affected the daily lives and habit patterns of the entire American public. It provided American business with the most immediate and intimate means of reaching a mass market that had ever been devised. And it presaged the growth of a new American industry on a hitherto-unprecedented scale.

Today, as NBC marks its Silver Jubilee, the promise of that era has been fulfilled. In 1926, when NBC first went on the air, the network extended from the Atlantic seaboard to Kansas City, Mo. Today it is hemispheric in scope.

25 Stations Carry Inaugural

In 1926, 21 charter network stations and four specially-added outlets carried the inaugural program; today the NBC chain links 180 radio stations and 63 television stations.

In 1926 five million American families comprised the listening audience. Today the radio audience is estimated at 42 million families and the television audience at more than 12 million families.

The story of those intervening years of growth is a story of unparalleled pioneering perseverance and unprecedented technological ingenuity. But it is more than that. It is a living and ever-growing tribute to the vision, the understanding, the initiative, the energy and the business acumen of the men who have guided industry’s destinies through the comparatively brief span of its existence.

Dawn of a New Era

In 1926, when NBC presented its 4 1/2 hour opening program with an array of stars from opera, the concert stage and vaudeville, radio’s pioneering experimental era, both in the technological and organizational spheres, was already largely a thing of the past.

On the technological side, Marconi’s experiments had led in 1895 to the sending of the first wireless signal. In 1896 Thomson had dis- paralleled the electron. In 1904 Fleming had invented the valve detector. In 1906 deForest had perfected the three-element tube. A new vacuum tube, developed during World War I, had lifted radio out of the realm of dots and dashes and given it a voice. And, in 1916, a young man named David Sarnoff, then assistant traffic manager of the Marconi Wireless Telegraph Co. of America, had envisioned a device he called a “radio music box... which would make radio a household utility...in the same sense as a piano or a phonograph.”

In other spheres, too, radio was already out of the infancy stage when NBC put its inaugural program on the air. In 1919, following suggestions by officers of the U. S. Navy, the General Electric Co. had formed the Radio Corp. of America, with Mr. Sarnoff as its commercial manager.

In 1926, when Dr. Frank Conrad, a pioneer radio engineer in Pittsburgh, broadcast the returns of the Harding-Cox election, a national craze for radio broadcasting developed almost overnight. The broadcast of the Dempsey-Carpentier fight on July 2, 1921, in Jersey City, further pointed up the wide popular appeal and long-range possibilities of the new medium.

That same year Westinghouse opened WJZ in Newark, the first station in the metropolitan area, and two years later RCA bought WJZ and moved it to Aeolian Hall on 42d St. in New York.

Acquisition of WEAF

By 1926, a number of single stations and small-area hookups were already in existence. But it was not until that year, when RCA acquired WEAF from the American Telephone and Telegraph Co., that the concept of a web of radio stations, linking widely separated areas of the nation, was born.

That concept was given tangible form when Mr. Sarnoff, then vice president and general manager of RCA, proposed the formation of NBC as an RCA service.

The organization took place on Sept. 9, 1926, when Merlin Hall Aylesworth was named the network’s first president, and that event marked a turning point in radio’s history.

Radio passed from adolescence into maturity and, with the NBC inaugural on November 15, emerged from the realm of back room and kitchen tinkering to become at one stroke a full-dress parlor affair for every member of the family.

With that emergence of radio into maturity, there also emerged a new problem—the problem of how best to please the expanded and ever-growing listening audience. RCA, in forming NBC, stated that the aim of the new organization was “to provide the best programs available for broadcasting in the United States.” How best to carry out that expressed aim became the particular task of NBC’s first president.

To his post Mr. Aylesworth brought no previous knowledge of radio.

“I’ve come clean to my job,” he stated in 1926, “with no experience and no prejudices. I am literally starting from the bottom at the top.”

But if Mr. Aylesworth brought

(Continued on page 61)
NBC 25 Years Old

$69,630,000 (from page 58)

no previous radio experience to his job, he was far better fitted for it than any technician, however much the former had contributed to radio's mechanical development.

A western minister's son who had become a successful New York newspaper publisher, Mr. Aylesworth's life was already broad when he entered the field of radio. He had contributed to the rural and urban points of view. All his life he had been dealing with people, and his skill as an organizer of a large corporation had been developed.

When first approached, Mr. Aylesworth was in no hurry to cast his lot with radio. Not yet 40, he already had established his reputation as the head of the nation's leading lighting company. He was a skillful salesman, and he offered radio even broader and more interesting opportunities. Finally, he settled down to the task of adapting a new interest to a practical and profitable use.

Mr. Aylesworth stated the original problem in these words, which still hold:

"First, find out what program gives the fullest measure of service to the public.

"Second, establish the best possible facilities for such service.

"Third, make the entire structure self-supporting, for if radio is to survive, broadcasting must stand on its own legs."

As to what the public liked, Mr. Aylesworth had understood that from men who had been outstandingly successful in show business. One of America's best known theatrical geniuses was called on for advice.

"I have come to you humbly, and as a novice," the new network president said, "to learn this: What entertainment do people want?"

The theatrical man looked at him:

"My dear man," he said soberly, "if I knew what people want and why they want it, I would be a million dollars richer. How can you find out what the public wants when it doesn't know itself? And even if it knew what it wanted today, next month it would decide to seek something different."

The NBC head returned to his problem. In his efforts to solve it, no avenue of human interest was left unexplored, no field of human characteristics left unexplored.

On Jan. 1, 1927, the broadcast of the Rose Bowl game in Pasadena, over the first coast-to-coast radio network, heralded the beginning of a new era in the history of sports reporting. Further broadcasts, like that of the Dempsey-Tunney fight in Chicago in September 1927 set the pattern for the comprehensive program of sports coverage to which NBC has adhered throughout the ensuing years.

In the field of religion, programs like the National Radio Pulpit in 1926 and the Cathedral Hour in 1930 were inaugurated.

For music lovers there were such programs as the Music Appreciation Hour with Dr. Walter Damrosch, in 1928; the American Symphony Orchestra under Maestro Max Munch, in 1929, and the Radio City Music Hall Concerts, in 1934.

A new era in the history of "spot" news reporting was ushered in on Jan. 1, 1929, when the broadcasting events as President Coolidge's Washington's Birthday address in 1927, and "Lindy's" arrival at New York after his historic flight to Paris in that same year.

Dramatic Shows Increase

Nor were the fields of drama, comedy and musical variety overshadowed by these new developments. In 1927, programs such as Collier's Hour and the Palmolive Hour were begun. In 1928, Real Folks, one of the first serials, went over the air, to be followed by such programs as The Rise of the Goldbergs in 1929 and One Man's Family in 1932.

The names of such mirthmakers as Will Rogers, Red Skelton, Amos 'n Andy, Eddie Cantor and Gracie Allen made familiar household items.

Whatever the field of interest—news, sports, art, politics, education, religion—there was some type of NBC program designed to fill the needs and wants of the listening public. As the scope of programming was extended and the listening audience enlarged American industry awakened to a realization of the tremendous potentialities of the medium.

General Foods, General Motors. Kraft Cheese were but a few of the industries which added their names to NBC's impressive list of sponsors.

But the field of programming was not one in which NBC scored notable gains under Mr. Aylesworth. On Jan. 1, 1927, the NBC Blue Network, with WJZ as its key station, was established and became operation as an adjunct to NBC-Red. The original network of which NBC was the key. Later that year the NBC Pacific Coast network was organized, and the following year on Dec. 23, 1928, NBC's coast-to-coast network of station was opened on a permanent basis.

Expansion, too, was the keynote in the network's home offices in New York. On Oct. 1, 1927, new offices were opened at 353 Fifth Ave., and six years later, in 1933, the organization moved to its present quarters in the $250,000 Radio City Building. On Dec. 7, 1935, only a few weeks before Mr. Aylesworth relinquished the presidency, NBC's ultra-modern Hollywood studios were opened.

The field of radio, however, important as it was to the then relatively new medium, was inhabited by a group consisting of the attention of the men who guided NBC's destinies. As early as April 4, 1928, NBC received a permit for the construction of its first television station. On July 30, 1930, W2XBS was opened in New York and on Oct. 30, 1931, 120-line TV transmission was started from atop the Empire State Bldg.

Like Mr. Aylesworth, whom he succeeded as NBC's president on Jan. 1, 1936, Lenox R. Rohn Lohr was imbued with the previous knowledge of radio. Also like his predecessor, he had established an enviable record of previous success in many other fields. As an actor, writer and editor, he was a soldier, a typographer and a mathematician; he had been a small, a writer, editor, showman, salesman and public relations expert in each field he had displayed the same qualities of business and personal leadership which later enabled him to lead NBC to a new peak of attainment.

In 1928, when Mr. Aylesworth was still figuratively teaching NBC to walk, Gen. Charles G. Dawes, vice president of the United States, had prevailed upon Mr. Lohr to organize and run an international fair projected by a group of Chicago businessmen and to be known as "Century of Progress Exposition."

Mr. Lohr had hardly moved into his office when the stock market crash signaled the beginning of the depression. It seemed impossible to go ahead. But, under Mr. Lohr's direction, "A Century of Progress" did go ahead to become one of the most spectacular and successful expositions in history.

The party of Mr. Lohr left for NBC in 1930, he admitted frankly that "the first year of broadcasting was all about. He did that so well that the policy of high-caliber entertainment first mapped out by Mr. Aylesworth was maintained but augmented.

News Reporting Sparkles

In the field of news reporting, for instance, the NBC reputation was further enhanced by a series of notable broadcasts. In 1937, NBC supplied the flying eyewitness account of the crashing and burning of the dirigible, Hindenburg, at Lakehurst. N. J. James Bowen scored a similar triumph with his eyewitness account of the scuttling of the Nazi's Graf Spee in Montevideo harbor in 1939.

When the Nazis scored their coup in Austria in 1938, NBC was in the forefront of radio news reporting. It was during this period that much of the framework of the present NBC TV setup was erected.

Late in 1936 an NBC telecast of a "live" vent and film performance was demonstrated to 250 guests on a 7 1/2 x 10 inch screen. Early in 1938 the network, in connection with RCA, demonstrated color television to an audience of government officials, scientists and others in Washington.

In March 1939, NBC began its first series of experimental television transmissions, in cooperation with the Post Office Department, in Air service. That service was launched a month later when President Franklin D. Roosevelt and others were telecast at the formal
opening of the New York World's Fair.

The following month—May, 1939—NBC presented Fred Waring and his Pennsylvanians in the first studio broadcast of its regular public service program, telecast over W2XBS. That event marked the start of a period of accelerated TV activity—a period during which a long series of notable "firsts" in TV transmission were scored.

On March 17, 1939, NBC telecast the first baseball game, between Princeton and Columbia universities.

On June 20, 1939, NBC inaugurated a 10-hour weekly TV schedule and presented its first full-length TV production—"The Pirates of Penzance."

From that time on, until the end of Mr. Trammell's administration, NBC TV production continued to be characterized by the scoring of "firsts."

In June of 1940, only a few weeks before Mr. Trammell relinquished the presidency, a coaxial cable was used for the first time in the history of TV when NBC telecast the Republican National Convention in Philadelphia and transmitted the exterior studio shot atop the Empire State Bldg. Mr. Trammell, who assumed the NBC presidency on July 12, 1940, entered his new post with a long career in radio behind him—a career which dated back to 1922 when, as a young Army officer stationed in San Francisco's Presidio, he first became intrigued by the possibilities of the then-infant industry.

Accordingly, when Mr. Trammell learned that RCA needed a commercial representative to sell West Coast shippers and importers on the benefits of using the RCA circuit, he resigned his Army commission and began a civilian career that has been responsible for much of the progress of TV and television in America.

Advances in Organization

The following year, in 1923, Mr. Trammell was appointed district manager of the Pacific Northwest for the Radiomarine Corp. In addition to selling the RCA circuit he also sold RCA shipboard wireless transmitters. In 1925 he became assistant sales manager of RCA's Pacific division.

"By then we were selling radios for 'home consumption,'" Mr. Trammell said. "It was a real remiscent twinkle, "and I remember one of them—with a built-in antenna—that retailed for $980."

In 1928 Mr. Trammell joined NBC as a salesman. Within two months he was appointed manager of NBC's Central division, with headquarters in Chicago.

"The political campaign of 1928, the first ever broadcast on a national hookup," Mr. Trammell pointed out, "gave me something of the kind of impetus that the Kefauver hearings gave television. I can remember that in the fall of 1928 William Wrigley was particularly impressed by the impact of the political campaign on TV.

Mr. Trammell, who is now NBC's chairman of the board, has often been singled out himself as a kind of industrial statesman who combines business acumen and"
CHANGING national conditions, from boom to bust to war to cold war, have been mirrored by NBC's changing pattern of programming through the past quarter-century. As different times brought different tastes, so NBC's program executives have sought to keep their offerings in tune with public preferences in entertainment and education.

In the lush days of the late 20's, NBC Silver Jubilee

when NBC was first attempting the never easy job of simultaneously pleasing listeners in all parts of the land, the most popular programs were lavish musical shows, with name orchestras and star soloists. Recalling some of those early top-ranking programs—Atwater Kent Hour, Clifton Club Entertainers, City Network Program, A & P Gypsies, Ipana Troubadours, Palmolive Hour, Lucky Strike Dance Orchestra—it apparently did not matter much what type of music was broadcast so long as it was good in its kind.

When the Cooperative Analysis of Broadcasting began measuring network program audiences in 1930 it found "dance music and dialogue in general rated well." Dialogue on the air was then the pattern of the vaudeville stage, transferred to the radio studio almost without change. Top rated program, however, was Amos 'n Andy, whose spectacular success with situation comedy was already spawning a multitude of imitators.

Mysteries began replacing dance bands in public favor in the 1931-1932 winter season. CAB then found minstrel shows, mystery dramas, news topics and serials the most popular program types. Top rated NBC programs in 1932 were Amos 'n Andy, Chase & Sanborn Program with Eddie Cantor, Fleischmann Hour—Rudy Vallee and guests, Bincstein Plantation—Crumit and Sanderson, Lucky Strike Dance Hour.

Early 1933, bringing the first days of the New Deal, the bank crisis, Lindbergh kidnapping and California earthquake, saw the public "demonstrating its instinctive reliance upon radio spot news in times of intense excitement," A. W. Lehman, managing director of the CAB, noted. Dramatic programs were on the upgrade, with mysteries leveling off in popularity. Comedians, too, began to come into their own: Jack Benny took his first steps toward radio fame in a weekly series for Chevrolet. On NBC in 1934, the most popular programs were Chase & Sanborn with Eddie Cantor, Fleischmann Hour with Rudy Vallee, Texaco Fire Chief—Ed Wynn, Show Boat—Lanny Ross, Bakers' Broadcast—Joe Penner; three comedians among the top five programs.

Benny No. 1

The same five NBC programs topped the network's roster in popularity in 1934, but the following year saw Jack Benny's Jello Program in the number one spot and Fred Allen's Town Hall Tonight ranked fifth, with the Vallee, Ross and Penner shows in between.

Meanwhile, radio had discovered amateur shows and 1936 found Major Bowes' Amateur Hour the most popular NBC program, followed by Messrs. Benny, Vallee, Allen and Ross.

The absence of Major Bowes from the list of NBC top audience programs in 1937 and the appearance of Bing Crosby's Kraft Music Hall on that list marked the flowering of the variety show, which had developed through a sort of merger of the dance band programs and dialogue acts of the early days of radio. By 1938, Edgar Bergen and Charlie McCarthy, as stars of the Chase & Sanborn Hour, headed the NBC popularity list, followed by Jack Benny, Burns and Allen, Fred Allen and Bing Crosby.

Summarizing 1939's program trends in the 1940 Broadcasting Yearbook, Mr. Lehman noted "a greater amount of total listening, a greater amount of listening to leading programs and a greater reluctance on the part of advertisers to keep a poorly rated program on the air." The disturbed international situation leading to the outbreak of war in September kept more people listening longer and boosted figures to new highs, a trend that continued into 1940.

News programs became must listening. A CAB study showed that the average Wednesday evening audience for network news programs from 5 to 9 p.m. in the winter of 1939-40 was 39% above the average for 1938-39, while the 8 p.m. to midnight network news audience increased 55% in that year.

Pure entertainment was still the most sought-after radio fare, however. Jack Benny, Bergen and Mc...
Messrs. Burns and Crosby

Fibber McGee and Molly

Eddie Cantor and Friend

Maj. Bowes

---

Carthay and Fibber McGee and Molly were among the top five NBC programs in 1939, 1940 and 1941. The 1939 list also included Bing Crosby and Good News of 1929, starring Frank Morgan and Fanny Brice (Baby Snooks). Bob Hope held down fourth position in 1940 and 1941. One Man's Family ranked fifth among NBC programs in 1940; The Aldrich Family took over that position in 1941.

With America's entry into the war overall news listening increased appreciably, with audiences to individual news programs varying 30% to 40% from week to week with the shifting tides of war. President Roosevelt shunted all audience records on Dec. 9, 1941, when 85% of all radio homes tuned in his first evening broadcast after Pearl Harbor, carried by all four national networks.

Through the war years, however, CAB and C. E. Hooper Inc. reported variety programs as the favorite type of listening, and Bob Hope, Jack Benny, Fibber McGee and Molly and Charlie McCarthy stayed among NBC's top five programs in 1942, 1943 and 1944. That list in 1942 also included The Aldrich Family, which was replaced by Red Skelton in 1945 and 1944.

Bob Hope, who attained the top spot among NBC programs in 1945, held that enviable position for five years, with Fibber McGee and Molly ranking second from 1944 through 1947. Charlie McCarthy also stayed in the top five during those years. Other toppers in 1945 were Joan Davis and Bing Crosby; Messrs. Benny and Skelton were among the 1946 leaders and Messrs. Benny and Allen in the 1947 most popular program list.

The McGees moved into the number one NBC spot in 1948 and held it down until early this year, when they were ousted by Groucho Marx's You Bet Your Life. NBC's top rated five in 1948 also included Messrs. Benny, Allen and Hope and Amos 'n' Andy; in 1949 Fibber and Molly were followed by Mr. (Continued on page 102)

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**NBC NETWORK PROGRAM ANALYSIS BY TYPES PERCENTAGES 1932-1938**

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**NBC NETWORK PROGRAM ANALYSIS BY TYPES**

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**1939 through 1941—Red Network data; subsequent years—NBC data.**

**Prior to 1941 analysis was made on the basis of program as a whole as it has been in effect since 1941; consequently, data show a variation in the time of changeover.**

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**NOTES:**

1. Figures not available prior to 1922.
3. "News" classification includes sports resumes 1932 to 1934; beginning with 1935 sports resumes under "Sport".
4. Analysis of 17 sample weeks only.

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Proportions of Expenditures by Product Groups on NBC 1930—1950

IN 1927, NBC's first full calendar year of operation, 78 advertisers bought $8,700,000 worth of time (at gross rates) on the Red and Blue Networks. That's 11 more advertisers than the number that used NBC last year, but the 67 clients of 1950 spent somewhat more ($61,411,546, to be exact) for NBC facilities. During the 23-year interval NBC has become one network instead of two, but its affiliates increased from 31 in 1927 to 180 last year.

Advertising of radios, phonographs and musical instruments made up the largest class of NBC business in 1927, aggregating $1,103,000 in time purchases, well over 25% of the network's total business. This type of advertising, even with TV sets thrown in, contributed less to NBC last year, when it ranked 12th among the network's client categories with total time purchases of $906,155.

Financial and insurance advertising ranked second among NBC advertising classes in 1927; food advertising was third, automotive fourth and drugs and toiletries fifth. The 1950 top NBC classes (Continued on page 104)

### TABLE 1

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**TOTAL**

$51,411,346 100%  $28,759,000 100%


1 Also includes insurance.
2 Also includes telephones.
3 Also includes publishing.
4 Also includes amusement.

**BROADCASTING • Telecasting**
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.

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
THE NBC vice president has been a pretty special character. Fred Allen thinks of him sometimes with scorn—"the fungus that grows on a mahogany desk"—and sometimes with awe—"I know one who is so big he has a wastebasket to throw people in."

But, like any other business, a broadcasting network is no better than its management. The record of NBC suggests that its management has been good. Here are sketches of all the vice presidents who have composed the NBC managerial team since the founding of the network.

**Charles C. Barry**

BORN and educated in Massachusetts. Affiliated with Boston Globe and Montgomery Ward before becoming announcer for NBC in Washington in 1937. Became a night manager of NBC's D.C. stations in 1938 and in 1941 was transferred to New York as assistant program manager of the Blue Network, then part of NBC. Later, after Blue Network was sold and became American Broadcasting Co., he was appointed its Washington representative and then national program director. Returned to NBC in 1950 as vice president in charge of programs. During early service with NBC was special representative on the Willkie campaign train and later served as special Presidential announcer for the late Franklin D. Roosevelt. Barry created the nationwide "Mile o' Dimes" campaigns which are now a national institution. He now is vice president in charge of NBC Radio Network programs.

**William F. Brooks**

BORN and educated in Missouri. Entered journalism in 1917 on home town newspaper Sedalia Capital in 1917. After college worked on several midwestern newspapers including, finally, the Kansas City Star. Joined the Associated Press in Kansas City in 1926 and for next 14 years served in various executive posts including feature editor in Washington, D.C., editor of the feature service and later executive editor in New York. Also traveled extensively in the states, South America and Europe. In 1937 became managing director of the Associated Press of Great Britain, Ltd. Returned to U.S. in 1941 to become managing editor and then executive editor of Forbes Magazine. Joined NBC in 1942 as director of news and special events and in 1946 promoted to vice president. During World War II he furthered NBC reputation in the news, special events and international fields. At end of war continued NBC's foreign staff almost intact. Appointed NBC vice president in charge of public relations in 1950.
WDAF-NBC
A PROUD TEAM FOR A QUARTER-CENTURY

Twenty-five years ago this month, November, 1926. The Kansas City Star and the National Broadcasting Company joined forces in the then new and uncharted field of radio. Today, after a quarter-century partnership, this unbeatable team looks forward with unabated zest and confidence to continued growth and accomplishment in a great industry.

WDAF
Founded 1922
IN THE PUBLIC INTEREST
KNBC San Francisco

KNBC's home, Radio City, the NBC building at Taylor and O'Farrell Streets, has been one of San Francisco's show places since its construction in 1942. With its ultra-modern architecture, its glass brick walls and the practical and functional beauty of its broadcast studios, it represents the latest achievements in engineering perfection.

As one of the oldest stations in the U. S., KNBC has had a colorful history and ranks as one of the pioneers of broadcasting in the West. The station began operation in April 1922 with a 50-watt transmitter atop the Hale Bros. department store in San Francisco. It was one of the 12 San Francisco area stations then operating on the same wavelength at different periods of the day.

KNBC, or KPO as it was then called, broadcast performances by noted stars of concert and stage in those early days, in addition to the regular single voice of the ear and actor. Many of the top-flight artists came from other sections of the country to appear on KPO.

First National Hookup

In 1925, the station participated in its first national hookup, in which 80 stations brought the Coolidge inaugural ceremonies to the nation. KPO also was the first station to broadcast opera directly from the stage and football directly from the stadium.

NBC Silver Jubilee

In 1927, the station became an NBC affiliate and in 1933 was made an owned and operated station of NBC. That same year, a 50 kw transmitter was constructed at Belmor, Calif., approximately 10 miles south of San Francisco, making the station the most powerful in Northern California. In 1947, the station call letters were changed to the present KNBC to identify it more closely with the network.

Aside from the network offerings, KNBC locally-originated programs are carefully tailored for Northern California listeners, with a resultant popularity. Such personalities as songstress-pianist Judy Deane, home economist Jane Lee and top-notch disc jockey Jimmy Lyons each command an enthusiastic and wide audience. In addition, ace commentators like Bob Letts and Henry Schacht add to the station's and their own stations among local listeners.

The famed radio (and now television) serial, One Man's Family, was born at KNBC, and such nationally-known figures as Meredith Willson, Vera Vague and Lois Hartzell of the Met began their careers at the West Coast station.

KOA Denver

FOUNDED by General Electric Co., KOA Denver broadcasts its first program Dec. 15, 1924, when it promised "to those of the Great Divide, who in little scattered communities are adding to the nation's wealth, the voice of KOA will bring news of the nation's doings, the strains of its music and the measures of its dance, the message of its teachers, the thrill of its drama and an opportunity to unite in the worship of the church."

Today, as the only NBC outlet in Colorado and the state's only 50 kw station, stepped up from its initial 2.5 kw, KOA points proudly to scores of awards it has won as proof of how well the station has lived up to its promises of nearly 27 years ago. Two of its most prized trophies are the Merit Award won by the engineering department in 1943 and again in 1946 for maintaining the best operating record of any NBC O & O station.

Over the years, from the time of Freeman H. Talbot, KOA's first manager, the station has earned a fine record for outstanding programming. National affairs highlighted KOA's log as early as March 5, 1925, when it was hooked into a special network to carry the inauguration of President Calvin Coolidge. KOA also has served its listeners' regional needs with such programs as the week-day early morning C. F. & I. Mile High Farmer, one of the few agricultural programs providing a comprehensive look at ranching and farming (since 1945), and the KOA Home Forum, morning feature that supplies the homemaker with everything from information regarding the Denver Symphony to home money management.

Evanda Hammerly, "Lora Price" of the Home Forum, won the coveted "Better Understanding Award" of the English Speaking Union for 1950 to add to the many honors she has received since the program's beginning in 1942.

 Coverage Complete

From sports to music the coverage is complete at KOA. On the sports scene, KOA each year brings to its listeners all of the Colorado U. football games sponsored by Standard Oil of Indiana—produced by Bill Day with Starr Yeiland's play-by-play. KOA's staff orchestras of string instruments, under the direction of violinist-composer Yelland, perform several NBC programs, including Petite Concert and Skyline Serenade.

Special events of regional interest regularly covered by KOA include the January National Western Stock Show in Denver, the Opera Festival from Central City, the Denver Post Opera, the Red Rocks Concerts and the Aspen Festival. This year many of these festivals will be saluted on a special program, Concert by Request, that features Saul Caston, director of Denver Symphony Orchestra.

One of the station's best-liked programs is These Kids of Ours, heard over KOA, an entertainment presented jointly by the Denver Post and KOA, which has won widespread acclaim for its high entertainment value as well as for its contribution toward combating juvenile delinquency.

The physical plant of KOA lies in two separate sections of the city. Offices and studios, opened in 1934, are located in the heart of downtown Denver, while the transmitter building and tower is situated 12 miles northeast of Denver. Though the downtown building is known variously as the "NBC Bldg." and "Denver's Radio City," KOA occupies only the fourth, fifth and sixth floors.

Two large studios, constructed along lines of those at New York's Radio City embodying the "floating" principle, are two floors in height. KOA's tiny Studio A, where newscasts and non-advertising programs are broadcast, is the station's busiest, the "nerve center" of the operation.

The year 1950 brought awards and honors to KOA. It was a profitable year. It was also the end of a management that had won the respect and goodwill of press, competitive radio, and clients. After thirteen years service in Denver Lloyd Toder was transferred to KNBC San Francisco.

In February 1951, at one of the lavish parties ever held in Denver, NBC introduced Charles C. Bevis Jr., as the new general manager of KOA.

WNBc and WNBT

New York

WNBc and WNBT (TV) have a dual function to perform. As a New York key radio and TV outlets of NBC network, the networks show cases for its highly promoted programs. At the same time, WNBc and WNBT are community stations, serving the metropolitan New York area, the largest community in the world.

The histories of these pioneer stations reflect the growth of the broadcasting industry as a whole. WEAf (now WNBc) began operation in 1922. The first use of radio as a selling medium was made over WEAf on Aug. 28, 1925, when H. M. Blackwell of the Queensboro Corp. made the first purchase of radio time to promote his company's department development in Jackson Heights.

The first network program was (Continued on page 70)
In our 32nd year of service...
Westinghouse Stations salute
The National Broadcasting Company
on its 25th Anniversary

WESTINGHOUSE RADIO STATIONS
INcorporated

KDKA  WBZ  WBZA  KYW  WOWO  KEX  WBZ-TV
PITTSBURGH  BOSTON  SPRINGFIELD  PHILADELPHIA  FT. WAYNE  PORTLAND  BOSTON

National Representatives, Free & Peters, except for WBZ-TV; for WBZ-TV, NBC Spot Sales
The engineering department of NBC has long been recognized as a pioneer in the electronic development of radio and television broadcasting. Much of the present day highly technical standard of radio broadcasting, and the continuously improving quality of television broadcasts, can be attributed to the ingenuity, technical brilliance, and foresight of this little publicized, but crucially important department of network operations. The history of the NBC engineering department dates back to the year preceding the birth of the nation's first radio network broadcasting company in 1926. The department was created from the engineering personnel of New York's two major stations, WJZ (owned by RCA) and WEAF (American Telephone & Telegraph Co., which sold the station to RCA in 1926).

This engineering group was among the pioneers of radio going back to 1920. WJZ in 1921 (then in Newark, N. J.) was one of the first stations to begin operating in this country. WEAF followed a year later. Little was known then about this new communications medium, radio. The technical equipment was a far cry from today's standards.

Few vacuum tubes were available and the microphones in use were of the single button carbon variety having a great amount of distortion; and many other forms of distortion were introduced in the amplitude, sound-proofed between the broadcast transmission. The studios were crude affairs and reliable information concerning studio acoustics, program switching and volume control systems did not exist.

It was during these formative years that the ingenuity of these NBC engineers succeeded in developing knowledge of program pick-up technique and studio acoustics that made possible the design and construction of the first comprehensive network studio plant and the establishment of NBC in its position of technical leadership in radio broadcasting.

Studio Design and Acoustics

Coincident with the formation of NBC in 1926, the engineering department set out to design and supervise construction of new studio facilities to house two network operations, (the Red and the Blue networks) under one roof at 711 Fifth Ave.

With little precedent to work by, the engineers were faced with providing a multiple studio plant adequately sound-proofed for the individual studios and between the plant as a whole and exterior sounds. The result was the first broadcast installation to include sound proofing and air conditioning. The techniques and methods developed here became the basis for later standards.

While little was known of the science of reverberation control in studio spaces, the network engineers developed and tried several new acoustical treatments including generous amounts of draping. Also for the first time in broadcasting history, each studio was provided with its own individual control booth—an innovation from the practice then existing—that of using a single control room for monitoring one or more studios. Each control room was sound isolated and provided with a triple glass sound resistant observation window. Each studio was provided with a vestibule entrance flanked by double doors.

Such hermetically sealed studios necessitated a special ventilation system and again for the first time in the sound medium's history a studio plant was air conditioned. Air ducts with specially designed sound absorbers were used to prevent transmission of sound through the ducts, and low speed air through large ducts to eliminate air turbulence or hiss was introduced into each studio by individual ducts separately controlled and regulated.

These new studio innovations were later used in all the major broadcasting plants in the country, but it was the NBC engineering department that showed the way.

During the years from 1926 to 1929, NBC expanded its network operations to include a studio plant and two studios in Washington, D. C., at WRC, a two-studio plant in Chicago at WMAQ, and a studio plant in San Francisco at KNBC.

By the spring of 1929, the Chicago Division's rapid growth made it necessary to construct a second large modern studio plant. NBC arranged with the Merchandise Mart, then under construction, for the building of a separate structure two stories high on the roof of the main building, being in effect a penthouse built to NBC specifications. Six new studios, larger than any network studio to date, were included in this layout.

By this time NBC engineers learned that the use of draperies for minor adjustments of acoustics were not too efficient because they were ineffective at the lower frequencies. A variety of acoustical materials were tried and tested in various studios built by the network. In the new Chicago studios, NBC engineers developed a factor of safety for adjustment of the acoustical characteristics by changing the position of swinging panels. The fronts of these panels were covered with acoustic treatment and the backs with metal presenting a hard or reflective surface, thus varying the amount of exposed absorbing surface.

Radio was now growing by leaps and bounds; stations were springing up all over the country, blanketing it from coast to coast. This phenomenal growth was accompanied by greater program activity on the part of NBC in New York. The network had outgrown 711 Fifth Ave.

So in 1930, NBC engineers began designing Radio City, the largest and most up-to-date studio plant in the world. No effort or expense was spared to make this the finest example in the broadcasting industry. Sound isolations and acoustical materials were tested to provide the best available at that time and every new feature was tried in model form before being incorporated into the plans.

NBC's Radio City, located at 30 Rockefeller Plaza, was completed in November 1933. It was a great technical achievement, second to none in the broadcasting world. The plant housed 34 studios, the largest of which (8H, now converted into a TV studio), ran 132 ft. in length, 78 ft. wide and 30 ft. high, containing the largest workable area of any radio studio in existence.

Radio City Air Conditioning

The air-conditioning system at Radio City is probably one of the most intricate and flexible systems ever installed. It has a capacity for moving 15,500,000 cu. ft. of air per hour and the cooling system employs four 300 HP refrigeration compressors having a total ice making capacity of 900 tons per day.

The NBC engineers didn't overlook the traffic problem either. The majority of the studios are two floors high and public observation rooms are located on the second floor, reserving the studio floors for use of the staff and artists.

The high technical standards of Radio City fostered improvements not only in other NBC plants, but throughout the entire industry. Since that time the network has built new studios in Denver, Washington, Hollywood, Cleveland and San Francisco. It has expanded facilities at Chicago and Hollywood.

The Hollywood plant stands out as a broadcasting mecca. It represents 15 years of experience and is a departure from the usual design of incorporating studios in steel buildings. As designed by NBC engineers, each studio is a separate detached building, standing on its own foundation, eliminating the necessity for expensive sound isolation systems required in steel buildings. Except for the adjacent three story office structure, the entire studio plant is located at street level, providing ground entrance to each of six auditoriums and offering easy access to each stage and smaller studios from a common working lobby.

At the time of the formation of NBC in 1926, there was no reliable...
Congratulations,

NBC,

on 25 Years of Proof that "People Sell Better than Paper"

WSYR is proud of its part in the growth of NBC—and of the fact that it makes NBC's "People" heard through all of rich Central New York.

WSYR
SYRACUSE
AM FM TV

NBC Affiliate • the Only Complete Broadcast Institution in Central New York • Headley-Reed, National Representatives
aired on Jan. 4, 1923, over wire-connected stations WEAF New York and WNAC Boston. On Oct. 14, 1923, the Red Network was established with WEAF and WNAC as parent stations. The name "Red" was given to this first commercial network because engineers plotted the station hook-up in red ink.

In February 1924, WEAF took part in the first demonstration of coast-to-coast broadcasting conducted by the AT&T. Also in 1924, WEAF's audience heard the first radio coverage of a presidential election from the broadcast of the national conventions in June through Coolidge's inauguration ceremonies in March 1925.

In 1926, WEAF was purchased by the newly formed NBC and for the next 20 years served as the network's key station, with major emphasis on a network rather than a local station. As the network grew quickly, WEAF began operation on an autonomous basis under the management of James M. Gaines, with the prime concern being to establish new personalities and new programs to establish a strong identity with the tastes and problems of the metropolitan area it served.

Heads of WEAF's series of new personalities were Tex and Jinx McCrary, the NBC Silver Jubilee who discarded the hackneyed husband and wife breakfast table chit-chat to give their audience a daily program of intelligent interviews and adult commentary on the day's news.

WEAF also did a good talent scouting job when it brought Bob Smith to New York from his native Buffalo to preside over its early morning music and chatter shows. In children's programming, the station blocked out 8:30 to noon Saturdays for the young fry with a lineup of shows which received commendation from educators, teachers, and parents interested in children's listening habits. Of one of these shows—the Triple B Round emceed by Bob Smith—Howdy Doody was born.

Public Service Programs

Public service programming has always been of prime concern to WNBC (call letters changed from WEAF to WNBC in 1926). The network celebrated its 25th anniversary in 1947, the station broadcast four documentary programs titled "Housing—1947," which explored the New York housing shortage from every angle.

In addition to receiving the highest commendation from the governor of New York and mayor of the city and winning awards from Ohio State for public service, this series was praised on the floor of the Congress and part of the script inserted in the Congressional Record.

Although W2XBS was operated primarily for experiments, a definite broadcasting schedule was maintained, consisting mainly of posters, photographs and simple moving objects such as Felix the Cat revolving on a phonograph turntable.

A year later, in June 1931, the Empire State Bldg. was selected for the permanent location of the station's transmitter, which began 120-line television transmissions in October. The original Empire State antenna, mounted on two 12-foot poles, was used for the first UHF TV tests ever made.

First Radio Relay

In 1933, W2XBS transmitted signals between New York City and Camden, comprising the first long-distance radio relay, predecessor of present-day radio relay systems.

On July 7, 1938, the Broadway hit "Susans and God" was televised directly from the theatre. The first experimental TV show to be sponsored on W2XBS was presented by the Campbell Soup Co. The commercial consisted of a man opening a can of beans and showing the contents to the audience. The start of regularly scheduled high-definition programs in America was marked by WNBT's coverage of the opening of the World's Fair, April 30, 1933, when President Franklin D. Roosevelt made his first video appearance.

Remote telecasts of sports events began that year with a Columbia-Princeton baseball game pickup from Baker Field. The Lou Nova-Max Baer bout was televised in June 1939. First use of the coaxial cable in scheduled programming occurred in June 1940 when W2XBS covered the Republican Convention at Philadelphia for New York TV set owners.

On July 1, 1941, WNBT received the first commercial television license ever issued and began operating as the world's first commercial television station with a schedule calling for a minimum of 10 hours a week of programming. WNBT had four sponsors: Sun Oil, Procter & Gamble, Lever Bros. and Bulova. The first commercial was the Bulova time signal at 2:29:50 p.m. on July 1.

During the war, the station's facilities were devoted almost entirely to programs in cooperation with civic and government agencies. Later, regular broadcasts were started over Madison Square Garden, and television receivers were installed in veterans hospitals for the viewing of major sporting events. On May 8, 1945, the longest broadcast of the war, a 14-hour of uninterrupted programming—was presented in honor of VE Day.

When WNBT assumed autonomous operations in 1948, it faced the same problem as the early WEAF—designing new programs to cater to New York tastes. Beginning with a local schedule of five hours a week, WNBT steadily expanded into additional hours as the station opened up the early daytime hours on May 2, 1950, with "Operation Petticoat." Today, WNBT programs 42 1/2 hours per week locally.

In April 1950, Ted Cott was named general manager of WNBT and WNBC. With a background of aggressive, independent station experience, Mr. Cott placed even stronger emphasis on the community aspect of the stations. His theory may be summed up in the revision of the AM station breaks to read: "NBC covers America, WNBC belongs to New York."

Local Accent Programs

Carrying this theory into practice, Mr. Cott arranged for such local accent programs as WNBT's "Treasures of New York," a TV program featuring John Kieran as m.c. who每月 took the hosts to a different museum or similar point of interest in New York City.

On her WNBT program, Mrs. Eleanor Roosevelt each week awarded a "Service Citation" honoring public service organizations for outstanding contributions to their communities.

Believing strongly in the future of radio, Mr. Cott presented a distinguished lineup of personalities in these same programs: Leonard Stokowski, Arthur Treacher, Samuel Goldwyn, Walt Disney and Jackie Robinson. Latest additions to the WNBT schedule are Bob Elliott and Ray Goulding, early morning entertainers, and Kate Smith, in an early afternoon program of interviews, music and comment.

A specially-filmed series of "Freedom" spots were used on WNBT in an all-out campaign to promote the slogan "Freedom Is Everybody's Job." The films showed original historical documents such as Lincoln's Gettysburg Address.

(Continued on page 74)
KRGV
LOWER RIO GRANDE VALLEY

MARKET DATA
Population: 324,500
Radio Families: 44,800
Effective Buying Income: $288,251,000

For the Facts call your O. L. Taylor
KRGV-5000 watts
NBC WESLACO, TEXAS

November 26, 1951 • Page 73
O and O Stations

(Continued from page 78)

the Declaration of Independence, and the "Star Spangled Banner." Other public service duties included programs on such varied topics as civil defense, Police Athletic League activities, the United Nations, mental health, racial and religious discrimination.

As an example of unique and highly successful promotion, WNBC-WNTB has completed the first year of a cooperative venture with Rockaways Playland. This mutually beneficial arrangement brought the stations unlimited opportunities to utilize the amusement park's facilities for audience promotion.

Placing more and more emphasis on merchandising, Mr. Cott inaugurated "Chain Lightning," giving advertisers an extra bonus for sponsorship of WNBC programs through a cooperative arrangement with over 1,400 chain stores throughout the metropolitan area. Under the plan, WNBC gives free programs to authorized retail selling stores and in return the stores promote WNBC talent and shows and also give preferential display and point-of-sale promotion to products manufactured by the station.

On June 11, 1951, WNTB began transmission from the new multi-use antenna atop the Empire State Bldg. and on Aug. 9 inaugurated a 260% increase in effective radiated power.

NBC Silver Jubilee

WMAQ and WNBM Chicago

NBC's Chicago properties, WMAQ and, WNBM(TV), have contributed largely to the fame of both their network and their city. Long known as the birthplace of radio's daytime serial drama, the NBC Chicago setup has more recently gained laurels as the center of country music history.

Antedating the formation of the network, WMAQ began operations April 12, 1922, with the call WGU, becoming WMAQ that fall to get away from the confusion between WGU and WBU, a city-owned station. WMAQ's transmitter was located on the roof of the Fair Stable, a department store which was co-owner of the station with the Chicago Daily News. On May 27, 1923, the News took full title and motion WMAQ to the parlor floor of the LaSalle Hotel, highest structure in the Loop at that time. At the same time WMAQ received a new frequency, 670 kc, on which it first broadcast. The station's first broadcast, March 1, 1927, WMAQ bought out WQJ, with which it had shared time, and early the next year was granted exclusive use of 670 kc.

Inevitably, the history of WMAQ is tied up with the history of Judith Waller. Today Miss Waller is director of NBC's department of public service and education in Chicago. But back in 1922 she was manager, announcer, talent scout, program director and boss of the station. With a background in radio for the cultural and entertainment aspects of radio, she helped establish WMAQ's lasting reputation with such programs as the first musical program were the first music appreciation program, the first broadcast by Fred Waring and his Pennsylvanians, the first regular broadcasts of a big league baseball game, the first microphone appearances of George Arlia, Ben Hecht, and Amos 'n' Andy, the first overseas newspaper and educational series of the list could go on and on. First Major Hookup

On July 31, 1923, WMAQ joined WEAF New York and other stations in the first major network hookup to broadcast President Harding's speech from San Francisco. In March 1925, it was one of 22 stations linked into a "toss-up" network for the first commercial broadcast sponsored by the Victoria Phonograph Co. In January 1927 the station affiliated with the newly-formed NBC, which later that year opened Chicago headquarters in the 18th floor above 6th Avenue. From an improvised studio in that building, NBC on Jan. 23, 1928, launched its first Chicago program series, The Riverbank Waterfront, sponsored by Montgomery Ward.

The event inspired Albert Ford of the Washington (D.C.) Herald to predict: "One of these days probably the history of country music and country music history may mark this date as epoch making, because NBC then opened its first Middle West studio for the origination of chain programs in Chicago."

In March 1928 Niles Trammell went to Chicago to head up NBC operations there—ten employees, two studios and two sponsors. With no NBC studios in Chicago if local programs were broadcast over WGN, KYW, WEHB and, for a time, WMAQ. Space in the Capitol Building as transmitter was NBC's "Cathedral Studio" from which the Chicago Symphony Orchestra was broadcast. With the erection of the Merchandise Mart, the network decided to consolidate its Chicago operations there and on Sept. 15, 1930, it moved into what was then the world's largest studio setup on the Mart's 19th and 20th floors.

1931 saw NBC expanding all over the Chicago scene. WENR was purchased from Great Lakes Broadcasting Co., March 1; on Nov. 1 WMAQ came under NBC ownership, with studios and offices later integrated at the Mart. WMAQ's 5 kw transmitter, set up at Elm. and Dearborn in 1929 with a head that was the first to install complete crystal control with 100% modulation, in 1935 was moved to a new site atop Bloomingdale and its power increased to 50 kw.

Meanwhile, NBC's Chicago studios were hatching producers, writers, signers and actors at a rapid rate. Such teams as Fibber McGee and Molly, Amos 'n' Andy, Vic and Sade, Clara, Lou and Em and Gene and Glenn; such artists as the popular trio of Bill Thompson, Anne Seymour, Ransom Sherman, Gary Moore, Irene Wicker, Jane Froman, Pat Barnes and Don McNell; such conductors as Josef Koestner, Roy Shield, Wayman Eastman, Wayne King, Rex Maupin, Percy Faith; such writers as Wyllys Cooper, Arch Oboler, Fayette Krum and Paul Rhymer made radio history at NBC Chicago.

Daytime serials by the score, from Affairs of Anthony to Woman in Chains, were the daily fare. With the Builders and First Nighter, variety shows like Breakfast Club and Plantation Party, were part and parcel of the station's life. Then, of course, there were the Quiz Kids.

WNBQ Followed Tradition

In television, WNBQ has started off in the WMAQ tradition. Under the general management of Harry Kopf, Julius Herbeuvaux, manager of TV operations, has surrounded himself with young and uninhibited youngsters who have turned out a parade of award winning shows headed by Garro- way at Large and including Stud's Place, Zoo Parade, Cactus Jim, Quiz Kids, Wayne King Show and many others.

On its basic local basis, WNBQ's Five Star hour from 9 to 11 p.m. is one of the most successful TV program parleys in the nation. Starting with Weatherman Clint Yule, followed by Dorsey Con- nors' hostmaker chat, Clifton Utey's news commentary, Tom Duggan on sports and a quarter-hour of piano nostalgia by Herbie Mints, the Sunday-through-Friday hour adds more than $1 million a year to WNBQ's revenue.

Historically, WNBQ can trace its ancestry way back to Aug. 27, 1920, when WMAQ made its first 45-line telecast via the flying spot scanner method. The foresight of NBC engineers in installing high voltage wiring and outlets for future TV lighting use at the time the network's radio studios were being built in the Mart has paid off a thousand fold in the past few years. The TV transmitter was built in 1948 atop the Civic Opera Bldg. and regular programming was started on Jan. 9, 1949, with a schedule of 15 hours a week which has now grown to more than 120 hours.

Chicago has made management as well as program history for NBC. Niles Trammell, Sid Strots, Harry Kopf, C. L. Menser, Frank Mullen, Chick Showemann and Bill Hedges are among the radio elite who got their start at WMAQ and NBC Chicago.

WRC-WNBW Washington

AUG. 1, 1923, is remembered in Washington as the date WRC went on the air for the first time. The station had but one studio, in the Riggs Building at 210 Park Road N.W., in uptown Wash- ington, where visitors remarked on the fine location "so far out in the country." The transmitter was located in the same building and the transmitter tower sat on the roof.

The original WRC staff consisted of eight people, including the police work and employed more than 150 staffers, headed by General Manager Eugene Juster.

WRC's first broadcast consisted of a three-hour program. No sooner was it underway than Fred Guthrie, first director of WRC and now district manager of RCA Com- munications, was called to the transmitter. The first speaker was talking into the microphone, but he hardly could be heard! The whole speech went out on the air and was engineered to uncover the transmitter. In the end the odd speaker stepped up to the mike, and came in as a bell. The first guest had been talking into the microphone.

WRC during its first year shared time with WCAP, owned by the Chesapeake and Potomac Tele- phone Co. Use of the same fre- quency caused some cross- town difficulty, as on one night when both stations were on the air simultaneously, sending different programs at the same time.

Starting in 1923, WRC began racking up an impressive list of "firsts" in radio. In August, WRC carried special memorial services for the late President Harding. In December, one of radio's first po- litical speeches was heard, with Sen. Magnus Johnson delivering an oration listed in an early WRC record as "entirely harmless and inoffensive."

First Political Commentator

In 1924, WRC presented the first political commentator ever heard on the air, the noted newspaper correspondent Frederick William Screven. That year, WRC was at the receiving end of one of the first radio hookups, with a direct telephone line from the White House carrying an air account of the Willis-Pirpo fight to WRC's transmitter.

In December 1924 WRC present- ed the first broadcast from the Cabinet Room of the United States, the Woodrow Wilson Memorial exer- cises. Remote broadcasts were fre- quent in 1924, with WRC carrying play-by-play wire descriptions of baseball games from the offices of a local newspaper. Direct wire were used for broadcasts of the 1924 Democratic and Republican National Conventions. A debate on the Volstedt Prohibition Act feat- ured the Congressman who brought a flood of 7,000 letters from all over the nation to WRC. In its first year of operation, the station had been heard by radio.

(Continued on page 94)
popularity

A piece of music is measured and appraised chiefly by its popularity—and popularity in a song can only be judged by the frequency with which it is played and heard. When folks are humming or whistling a tune you can be sure it is popular. The public usually is unaware of the authorship or source of the song it is humming. And quite often those in broadcasting who program these tunes are not aware that a great percentage of the current BIG HITS are being performed under their BMI license.

BROADCAST MUSIC, Inc.
580 FIFTH AVENUE • NEW YORK 19, N. Y.
CHICAGO • HOLLYWOOD • TORONTO • MONTREAL
Announcing the

National Broadcasting Company, Inc.

National radio broadcasting with better programs permanently assured by this important action of the Radio Corporation of America in the interest of the listening public

The Radio Corporation of America is the largest distributor of radio receiving sets in the world. It handles the entire output in this field of the Westinghouse and General Electric factories. It does not say this boastfully. It does not say it with apology. It says it for the purpose of making clear the fact that it is more largely interested, more selfishly interested, if you please, in the best possible broadcasting in the United States than anyone else.

Radio for 26,000,000 Homes

The market for receiving sets in the future will be determined largely by the quantity and quality of the programs broadcast.

We say quantity because they must be diversified enough so that some of them will appeal to all possible listeners. We say quality because each program must be the best of its kind. If that ideal were to be reached, no home in the United States could afford to be without a radio receiving set.

Today the best available statistics indicate that 5,000,000 homes are equipped, and 21,000,000 homes remain to be supplied.

Radio receiving sets of the best reproductive quality should be made available for all, and we hope to make them cheap enough so that all may buy.

The day has gone by when the radio receiving set is a plaything. It must now be an instrument of service.

WEAF Purchased for $1,000,000

The Radio Corporation of America, therefore, is interested, just as the public is, in having the most adequate programs broadcast. It is interested, as the public is, in having them comprehensive and free from discrimination.

Any use of radio transmission which causes the public to feel that the quality of the programs is not the highest, that the use of radio is not the broadest and best use in the public interest, that it is used for political advantage or selfish power, will be detrimental to the public interest in radio, and therefore to the Radio Corporation of America.

To insure, therefore, the development of this great service, the Radio Corporation of America has purchased for one million dollars station WEAF from the American Telephone and Telegraph Company, that company having decided to retire from the broadcasting business.

The Radio Corporation of America will assume active control of that station on November 15.

National Broadcasting Company Organized

The Radio Corporation of America has decided to incorporate that station, which has achieved such a deservedly high reputation for the quality and character of its programs, under the name of the National Broadcasting Company, Inc.

The Purpose of the New Company

The purpose of that company will be to provide the best programs available for broadcasting in the United States.

The National Broadcasting Company will not only broadcast these programs through station WEAF, but it will make them available to other broadcasting stations throughout the country so far as it may be practicable to do so, and they may desire to take them.

It is hoped that arrangements may be made so that every event of national importance may be broadcast widely throughout the United States.

No Monopoly of the Air

The Radio Corporation of America is not in any sense seeking a monopoly of the air. That would be a liability rather than an asset. It is seeking, however, to provide machinery which will secure a national distribution of national programs, and a wider distribution of programs of the highest quality.

If others will engage in this business the Radio Corporation of America will welcome their action, whether it be cooperative or competitive.

If other radio manufacturing companies, competitors of the Radio Corporation of America, wish to use the facilities of the National Broadcasting Company for the purpose of making known to the public their receiving sets, they may do so on the same terms as accorded to other clients.

The necessity of providing adequate broadcasting is apparent. The problem of finding the best means of doing it is yet experimental. The Radio Corporation of America is making this experiment in the interest of the art and the furtherance of the industry.

A Public Advisory Council

In order that the National Broadcasting Company may be advised as to the best type of program, that discrimination may be avoided, that the public may be assured that the broadcasting is being done in the fairest and best way, always allowing for human frailties and human performance, it has created an Advisory Council, composed of twelve members, to be chosen as representative of various shades of public opinion, which will from time to time give it the benefit of their judgment and suggestion. The members of this Council will be announced as soon as their acceptance shall have been obtained.

M. H. Aylesworth to be President

The President of the new National Broadcasting Company will be M. H. Aylesworth, for many years Managing Director of the National Electric Light Association. He will perform the executive and administrative duties of the corporation.

Mr. Aylesworth, while not hitherto identified with the radio industry or broadcasting, has had public experience as Chairman of the Colorado Public Utilities Commission, and, through his work with the association which represents the electrical industry, has had a broad understanding of the technical problems which measure the pace of broadcasting.

One of his major responsibilities will be to see that the operations of the National Broadcasting Company reflect enlightened public opinion, which expresses itself so promptly the morning after any error of taste or judgment or departure from fair play.

We have no hesitation in recommending the National Broadcasting Company to the people of the United States, and feel, in their judgment and suggestion, that the new broadcasting company will be an instrument of great public service.

RADIO CORPORATION OF AMERICA

OWEN D. YOUNG, Chairman of the Board

JAMES G. HARBORD, President
This ad appeared
25 years ago this month

It announced a new era in communication among men.
It heralded a new means of people talking to people all over America.
25 years ago this month network radio was born.
Nine pioneer stations were linked together in the beginning of the greatest mass communications medium in the world.

<table>
<thead>
<tr>
<th>WEA</th>
<th>New York</th>
<th>WIC</th>
<th>Hartford</th>
<th>WJR</th>
<th>Providence</th>
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<tr>
<td>WTAM</td>
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<td>WDAF</td>
<td>Kansas City</td>
<td>KSD</td>
<td>St. Louis</td>
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<td>WWJ</td>
<td>Detroit</td>
<td>WCHS</td>
<td>Portland, Me.</td>
<td>WRC</td>
<td>Washington, D.C.</td>
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</table>

In that first NBC advertisement we pledged to give the American people the best broadcasting in the United States. The growth of this network from those nine stations to the list you'll find in the columns below is an indication as to how well NBC has fulfilled that pledge.

### This...is NBC today

<table>
<thead>
<tr>
<th>KANS</th>
<th>Wichita, Kansas</th>
<th>KYW</th>
<th>Philadelphia, Pa.</th>
<th>WJDX</th>
<th>Jackson, Mississippi</th>
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<td>Little Rock, Arkansas</td>
<td>KZRH</td>
<td>Manila, Philippine Isl.</td>
<td>WJIM</td>
<td>Lansing, Michigan</td>
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<td>KAWT</td>
<td>Douglas, Arizona</td>
<td>WALA</td>
<td>Mobile, Alabama</td>
<td>WKBH</td>
<td>La Crosse, Wisconsin</td>
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<td>KCI</td>
<td>Homua, Louisiana</td>
<td>WAML</td>
<td>Laurel, Mississippi</td>
<td>WKBQ</td>
<td>Harrisburg, Pennsylvania</td>
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<td>KCRK</td>
<td>Sacramento, California</td>
<td>WAPD</td>
<td>Chattanooga, Tennessee</td>
<td>WKPT</td>
<td>Kingsport, Tennessee</td>
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<td>Pittsburgh, Pennsylvania</td>
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<td>Urbana, Ohio</td>
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<td>WSM</td>
<td>Marinette, Wisconsin</td>
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<td>WBOW</td>
<td>Terre Haute, Indiana</td>
<td>WMAO</td>
<td>Chicago, Illinois</td>
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<td>Natchez, Mississippi</td>
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<td>WTVS</td>
<td>Detroit, Michigan</td>
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Today,
the voice of NBC

celebrates its 25th anniversary...
a quarter of a century as the
most influential selling voice
in the country... a quarter of
a century as the voice of
the greatest names of this
industrial era.

Today, NBC's great assemblage
of the nation's top stations
unite to form the world's largest
advertising medium.

But the true measure of a
network is not what it has done
in the past but what it is doing
today and what it will do in
the future.

And by that standard, too, NBC
is America's No. 1 Network.
NBC today is producing some of the
finest shows in radio history.
And NBC pledges itself to serve
the advertiser and the American
public even better in the
quarter-century ahead.

America's No. 1 Network

NBC Radio Network

A service of Radio Corporation of America
It's the Silver Jubilee on NBC—
where People Sell Better than Paper!
IN 1939, one of the biggest stories was the scuttling of the Graf Spee off Montevideo, Uruguay. A graphic, eyewitness account was broadcast by NBC's James Bowen, shown here (back turned) as he describes the ship's death throes in the distance before the Nazi vessel finally sank to the bottom in one of the more memorable naval episodes of World War II.

A COUPLE of natty dressers at the National Golf Tournament, in Chicago, 1931, were the NBC sports-caster and his engineer who carried a pack transmitter to provide on-the-spot coverage of the golfers' efforts right on the fairway.

THE 1944 Democratic convention in Chicago was reported by Richard Harkness (with walkie-talkie in hand) and host of other NBC newsmen. Here Mr. Harkness describes the demonstration of the delegates as the name of Franklin D. Roosevelt was again offered for nomination.

WORLD WAR II, and at 1st Army's news camp, outside St. Lo in 1944, NBC correspondents assembled for this picture between journeys to the front. L. to r.: Francis McCall, Wright Bryan, David Anderson, Tom Treanor (who was later killed by a land mine) and W. W. Chaplin.

THE AIRSHIP Hindenberg burned at Lakeside, N. J., in 1937 with a death toll of 36. Here an unidentified NBC newsman takes his microphone and piggy-back transmitter to the scene to describe the charred wreckage.

HOME FRONT in World War II and NBC-TV was used in training air raid wardens. Here the camera shoots a demonstration of rescue work as it was taught in the early stages of preparation.

GEORGE HICKS, NBC commentator (r.) found himself in fastidious costume and even more fastidious company when he donned top hat, cutaway and a portable transmitter and joined forces with the impeccable Lucious Beebe (l.) to cover the 1936 Easter Parade in New York.
WWJ America's pioneer station

salutes NBC on its silver jubilee

WWJ . . . first commercial station in the nation, now in its 32nd year . . . is proud to have been a charter member of NBC.

All of us associated with radio, who cater to the listening audience, owe much to the pioneering instinct and aggressive programming of this great network. To NBC must go a great share of the credit for radio's phenomenal success as a selling medium, and its accomplishments in the public interest as an entertainment, educational and informational medium.

Together with NBC, we look ahead to many more equally great years.

First in Detroit

Owned and Operated by THE DETROIT NEWS

National Representatives: THE GEORGE P. HOLLINGBERY COMPANY

Associate Television Station WWJ-TV

NBC affiliate for 25 years
SPeed and imagination—these ingredients are the essence of making spot news hot news for listeners and television viewers in the area of KSTP-AM-FM-TV Minneapolis-St. Paul these days.

These not unreasonable claims are cited by the station's Telemobile unit, a personnel responsible for daily output of TV news coverage. Group does not include TV floor cameramen, a sound man, audio operators or any regular TV personnel. Station schedules two video shows (6 p.m. and 10 p.m.) each day, as well as 11 radio newscasts, not including sports and weather reports. KSTP claims its Today's Headlines is "highest-rated weekly show of any type in the Twin Cities."

The St. Cloud story first arose last August with a tip that some interesting developments might take place in St. Paul's Federal Court. KSTP reporters and photographers were on hand to get an inmate's confession on the use of barbiturates in the reformatory. Moments later, the station contacted the wardens and obtained a recorded interview, used 20 minutes later. His denial of the charges prompted indignant calls from listeners, which caused station managers to collaborate the charges.

KSTP also probed the 1946 death of one prisoner, attributed to strangulation, in exploring the possibility of prison brutality cited by former inmates.

Through contact with NBC Hollywood, the station received permission to have the body disinterred there and also paid for an autopsy which showed the prisoner may have died from a skull fracture and not strangulation. KSTP reports it was the first TV station in the country to "break" the story, which it copyrighted.

All told, the Twin Cities' outlet used 40 tape recordings, eye-witness interview type, and several hundred feet of film included recordings and sound film shots of the doctors, the mother of the prisoner, stills of the dead youth and photostats of the death certificate and coroner's report.

PTA Protest

BECAUSE of their effect upon children, demonstrations of drinking and smoking in TV commercials are being protested by the First District, California Congress of Parents and Teachers. PTA board of directors, meeting in Los Angeles last week, authorized a letter to FCC and other authorities protesting that while the law protects children from buying drinks or "smokes," television makes both drinking and smoking look attractive and dramatic to minors.

FOOD BUYING

WOR Survey Issued

THE IMPORTANCE of Monday-through-Thursday as key shopping days for 19 grocery items was indicated by a food-purchase survey, the results of which were released Nov. 19 by Robert M. Hoffman, research director of WOR New York.

The early week segment is just as important as the traditional Friday-Saturday shopping days for the items studied during the week of April 2-7. Seven of the 19 products were bought more often during the early week than on Fridays and Saturdays and at least 40 of all weekly purchases of 16 of the items were made before Friday. Results were gathered by a Pulse check of 1,920 homes in 12 counties of metropolitans New York.

Quick consumption items—such as bread, fresh meat and fruits—were purchased mostly during the early part of the week, although the survey revealed a dollar purchase rate for such products as crackers, canned goods and frozen foods. Tea, sc houring powders, soaps and coffee were purchased more often on Fridays and Saturdays.

Friday proved to be the peak grocery-purchase day with some 73% of all families surveyed shopping on that day. Almost half shopped between 8 a.m. and 2 p.m., while slightly more than half were in stores between 2 and 6 p.m. Housewives proved to be the prime shoppers, doing 80% of the food buying on an average day.

BOOK REVIEWS

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LISTER PINTEREST and participation in worldwide program operations should be "stimulated and encouraged" and a more liberal attitude toward the "consumer" should be adopted to ensure that radio conveys necessary information and programs.

These are two conclusions drawn by Dr. Arno Huth, consultant to the United Nations, in a paper posing problems related to radio programming reception and structure of the world audience and different methods of receiving information.


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NBC comes to Montana
Butte to Hear Inaugural Ceremony On KXLF

THOUSANDS IN STATE TO GET INAUGURATION

OLDER PUPILS IN SCHOOLS WILL BE GIVEN A HALF-HOLIDAY TOMORROW FOR GREAT EDUCATIONAL TREAT OVER RADIO

LARGE EXPENSE ENTAIRED

“Radio Breakfasts” Will Be Numerous. Broadway Theater Donated and Sets Will Be Placed in Schools

Arrangements for enabling school children to hear the inaugural address were outstanding among these plans. Seventh and eighth grade pupils in the public schools, granted a half-holiday for the purpose by the school board, will gather at the Broadway theater to listen to the ceremonies.

High school students will hear the momentous broadcast at the high school auditorium.

School board members agreed that listening to an event which will be recorded in history books will prove more instructive than would the classes included.

The broadcast, direct from the steps of the capital at Washington, will be heard in Butte between the hours of 9 a.m. and 11 p.m., a verified schedule received yesterday disclosed. In this time the addresses of Hoover, Curtis, Coolidge, Dawes and Tt will be given.

The entire ceremonies, including interspersed descriptive remarks by Graham McNamee, dean of radio announcers, and David Lawrence, president of the Consolidated Press and a political analyst—will be brought to radio station KXLF through the National Broadcasting Company chain.

This will be the first time that Butte and Montana residents will have been enabled to hear an inauguration ceremony without traveling the great distance to Washington. It also will be the only way possible in which persons in Montana can hear the momentous and distant happenings as it is virtually impossible for even the most sensitive receiving set to pick up in daytime a broadcast from any station outside the state.

Linking of KXLF with the NBC chain will bring the inauguration ceremonies, clearly and vividly, to all Butte and to all Montana. Not only will the proud owner of an expensive receiving set be enabled to hear the happenings in Washington, but the possessor of an inexpensive crystal set also will be equally served.

and that is how NBC first came to Montana. Not a full 25 years but a goodly 23 years ago when NBC was very young indeed.

Since March 4, 1929, thousands of hours of entertainment, information, news and special events from all over the world have been brought to the people of Montana by NBC via the XL Stations of the Z Net. The people of the Nation have likewise heard from the people of Montana via NBC when programs have been originated by The XL Stations for NBC.

Shortly after this initial NBC program KXLF became a regular affiliate of NBC and was soon joined by KXLY—Helena, KXLO—Bozeman, KXLK—Great Falls, KXL—Missoula, to form Montana’s own regional network the Z Net to bring a greater understanding of the problems of the day by the exchange of ideas of Montana people. This regional network connection of Montana’s largest cities with reversible lines so programs could be originated from any city has made the Nation’s third largest state a closer knit community. NBC programs from all over the world have brought to the people of Montana the knowledge of these peoples great importance to the World as producers of copper, grains, meat and other vital products.

Montana Standard
March 3, 1929
Mr. Egner

SYDNEY H. EIGES

BORN and educated in Pennsylvania. Became interested in journalism in New Kensington high school and in senior year was editor of the school paper. Joined editorial staff of Pitt News at U. of Pittsburgh and in senior year was news editor of The Owl, school yearbook. After graduating in 1930 joined INS as reporter in the Pittsburgh bureau and became subsequently manager of the Philadelphia bureau, the Harrisburg bureau, and the Pittsburgh bureau. In 1939 transferred to INS in New York City as night editor and then cable editor, in which capacity he wrote and supervised much of the outgoing and incoming cable reports during early years of World War II. Joined NBC as a staff writer in the press department in 1941. Since then became assistant manager (1943), manager of the department in 1946 and was named a vice president in 1947.

JOHN W. ELWOOD

BORN in New York and educated at Amherst and Harvard. In 1917 became assistant to the vice president of the General Electric Co. and helped to create RCA, becoming its secretary in 1922. In 1929 went to San Francisco as vice president and general manager of the Western Telegraph Co. of Delaware, an RCA subsidiary. Returned to New York in 1927 as assistant to the president of NBC. Became a vice president in 1930 and worked with company until 1934. Then served as secretary of the executive committee of the Will Rogers Memorial Commission and an officer of the Institute of Public Relations.Returned to NBC in 1941 as manager of the NBC international short-wave division and in 1942 was appointed manager of NBC's owned and operated station KRCB San Francisco. He retired from NBC in 1950, when it was announced he would continue to serve the company as a consultant. He now has his own public relations firm and heads Radio Free Asia.

Mr. Engles

GEOE E. FREY

BORN and educated in New Jersey. Joined WEAF (later to become WNBC, NBC key station in New York City) in 1924 when the new station was operated by AT&T. When the station was purchased by RCA, parent company of NBC, in 1926, he joined the new ownership, in engineering and promotion capacities. In 1929 he became an NBC salesman, sales manager in 1940, manager of eastern sales in 1946 and, in 1949, when the television network operations were separated from radio network operations, he became manager of sales for television. Promoted to NBC vice president in 1951.

Mr. Elwood

JAMES M. GAINES

JOINED NBC in 1942 in the stations department after serving for four years as personal representative for the late Major Bowers. Before that he was associated with the Automobile Merchants Assn., the Hearn and Bamberger Stores and the International Business Ma-

chines Corp. In 1944 became assistant advertising and promotion director for NBC until 1946 when named manager of the Planning and Development Dept. Appointed manager of WEAF (now WNBC) in 1946 when that station was established as a separate operating entity of NBC. Promoted to the post of director of the owned and operated stations in 1947 and was elevated to an NBC vice presidency in 1950.

Mr. Egner

DON E. GILMAN

BORN in Indiana. While still in high school interested in printing and later became "printer's devil" on Indianapolis Sentinel. Became superintendent of the press department in which he left for West Coast. Worked on various Pacific Coast papers and studied electrical engineering. Became superintendent of several Scripps-Howard publications before turning to advertising. In a few years became outstanding personality among Pacific Coast advertising profession and held several advertising associations including president of the Pacific Coast Advertising Clubs Association and vice president of the Associated Advertising Clubs of the World. In 1914, as chairman of the Vigilance Committee of the Los Angeles Club he secured the introduction and passage of the "Printer's Ink Honest Advertising Statute in the California legislature. He also has been identified with the Better Business Bureau. Came to radio in 1927 as manager of the Pacific Division. Promoted to vice president in 1929. Included as one of the 12 "greatest Californians" chosen by leading newspapers and universities for the 1930 Roll of Honor. He now is executive with Petroleum Assn. of California.

Mr. Engles

CHARLES P. HAMMOND

EDUCATED at Cornell U. Began career on old Literary Digest and then became reporter for the New York World and the New York Post. Worked as manager of the Advertising Bureau of the American Newspaper Publishers Assn., before going to NBC in 1943 in the advertising and promotion department of which he became director in 1944. In 1947 was named assistant to the

Mr. Elwood

Mr. Gains

Mr. Gilman

Mr. Hammond

Mr. Hedges

NBC Silver Jubilee

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Mr. Hammond

Mr. Hedges

NBC executive vice president and later in the year was named a vice president. Died in 1960.

O. B. HANSON

BORN in England. Educated there and in Connecticut where family moved when he was a year old. Interested in architecture, but father's financial reverses led him to work in Hartford factory during day and to study electricity, drafting and automatic engineering at night. Built a "ham" radio station and then got job with Marconi Co. of America after studying at their school. Served as wireless engineer during World War I and then worked at Marconi plant at Aldeide, N. J., and within six months was chief testing engineer. Opened his own electrical business in 1921 and then worked for a Newark radio station where he designed a microphone that attracted the attention of the larger stations and he was employed by station WEAF (now WNBC) as a staff engineer and later became plant manager. He continued in that capacity when NBC was formed in 1926. Several years later he was named chief engineer and in 1933 was elevated to vice president. His activities and contributions to the field of television since 1928 are too numerous, widespread and impressive to accurately list.

Mr. Hedges

WILLIAM S. HEDGES

BORN in Illinois and educated in Colorado and Illinois. Attended U. of Chicago in 1914 and wrote campus news for the Chicago Daily News. Left college to enlist in Air Service and served in World War I. Returned to News as a reporter in 1918 and in 1922 assi-

Mr. Hedges

Mr. Hanson
Q: What is the largest city in the entire Southeast United States?
A: MEMPHIS

Q: What city leads the nation in wholesale sales per establishment?
A: MEMPHIS

Q: What Southern city is a TWO BILLION DOLLAR Market?
A: MEMPHIS

Q: What advertising medium serves the Memphis and Mid-South Market?
A: WMC-WMCF

Ranking first in volume of wholesale sales per establishment, Memphis' sales stands at 3 1/2 times that of the national average... with a total wholesale volume establishing Memphis as the wholesale capital of the South and 13th wholesale market in the nation.

Based on Sales Management's 1951 Survey of Buying Power, the Memphis and Mid-South regions, served by WMC-WMCF, represent TWO BILLION DOLLARS in retail buying power. This buying power represents a 222% increase in the past 10 years — TWICE THE NATIONAL RATE OF INCREASE.

WMC-WMCF, since 1923, has consistently scheduled programs of information and entertainment specifically designed for the listening of this vast audience—top NBC shows, the pick of national spot and local shows—all make WMC-WMCF the best buy in the Memphis and Mid-South Market.

WMC NBC — 5000 WATTS — 790
MEMPHIS

WMCF 260 KW Simultaneously Duplicating AM Schedule
WMCT First TV Station in Memphis and the Mid-South

Owned and Operated by The Commercial Appeal
JOSEPH Y. HEFFERNAN
BORN in Indiana, graduated from St. Louis U., received Bachelor of Laws degree at Indiana U. and was awarded a fellowship for graduate work in law at Columbia U. where he took his LL.M. in 1935. Employed by RCA that year and associated with that company for 16 years becoming assistant general counsel in 1940 and vice president and general attorney in 1957-41 when he became a member of the board of directors of RCA Communications Inc. and the RCA Institutes Inc. and a veteran of World War II. Left position with RCA when appointed financial vice president of NBC in 1961.

JOHN K. HERBERT
BORN in Massachusetts, educated at Holy Cross College and a World War II veteran. Associated with Socony Vacuum Oil Corp. for a number of years and later worked as a cotton broker. Joined Esquire in 1932 and six years later became associated with Hearst Magazines Inc. Represented that organization on the Periodical Publishers Assn., the Magazine Advertising Bureau, the Advertising Council and the National Assn. of Magazine Publishers. Left post of vice president and general advertising manager of Hearst Magazines Inc. after a career of 12 years to join NBC in September 1960 as assistant to the president. That year was appointed general sales manager for the network and early in 1961 was elected vice president.

EDGAR KOBAK
BORN in Indiana, educated in Georgia and Illinois. Between high school and college he worked for Georgia railway and electric company during which time he also wrote articles for technical journals. Leaving college in junior year, he returned to power company. Combined that job with sale of subscriptions of Electrical World, a McGraw-Hill publication. In 1916 McGraw-Hill assigned him all of the southern states and Cuba as a sales territory. In 1924 he became vice president sales manager and a director of the publishing house in New York City, where he was instrumental in starting two new magazines—Electrical World and TV World and became vice president in charge of sales. Left company in 1936 for vice president post with advertising agency leaving it in 1939 when he returned to NBC as vice president in charge of sales. Also was chairman of the National Executive Committee for 1941-42 and served as chairman of the National Committee on Education for NBC. He was also active in the local group, having been a member of its Advisory Council through the 1946 term and president of the New York Control during 1938-39. Left NBC with heist summer to become assistant to Ben Tobin, real estate owner and banker, Hollywood, Fla. Mr. Tobin is one of three who acquired Empire State Building after this year.

HARRY C. KOPF
BORN and educated in Illinois. After graduation from U. of Illinois in 1925 worked for the Hearst organization's advertising division in a sales department in Chicago until 1927, when he joined the A. W. Shaw Publishing Co. as Middle West representative of System magazine. Two years later he became a member of the Literary Digest staff. Joined NBC in 1931 as a salesman of the Central Division in Chicago. Appointed sales manager of the division in January 1939 and then president of the Central Divisions. Elected a vice president of the company in October 1941. Now vice president for Central Division.

JOHN H. MACDONALD
NATIVE of Brunswick, Me. Joined NBC in 1938 as head of the cost accounting dept., later was promoted to budget division as budget officer, business manager, assistant to the vice president and general manager. Elected vice president in 1942. Member of the Controllers Institute of America since 1932, named president of the organization in 1946. Served from 1939-42 on the National Board of Advertisers. Was also a member of the national board of the American Institute of Public Relations. Elected vice president and sales manager in 1947.

EDWARD D. MADDEN
ASSISTANT manager of the American Hard Rubber Co.'s Chicago office at the age of 20, Ed Madden quit after six years to build up the direct mail advertising division of the Reuben H. Donnelly Corp., then in formation. Seven years later he moved into the sales promotion division of the Ketterlinus Lithographic Mfg. Co. as vice president. In 1934, he joined McCann-Erickson as account executive and got his first taste of radio, staying with the agency for 12 years and building up to vice president and director. In 1946 he joined NBC to head the American Newspaper Advertising Network and became executive vice president and director of the ANAN before it was discontinued. Hired by NBC in February 1950 as assistant to the president of the network, was made vice president in charge of TV operations and sales later that year.

FRANK E. MASON
BORN in Wisconsin, educated in Ohio and World War I veteran. Freelsed for Columbus newspaper and papers and acted as editor of the Lantern while attending State U. After graduation became assistant editor of the American Legion which he later gave up for war service. At end of war continued with Army and served as chief censor in occupied area of Germany; as a military observer in Berlin; assistant military attaché at the American Legation; and, as acting military attaché at the Embassy in Berlin. Resigned from Army in 1920 and became Berlin correspondent for INS. Served as INS bureau head in London and Paris and covered big stories all over Europe until 1927 when returned to U. S. as business manager for INS in same year was made general manager and then president. Resigned in 1931 to become vice president at NBC where he organized the international division and reorganized the press department, station relations department and artists' service. Left NBC in 1945. Now operates own public relations firm at 270 Park Ave., New York. He also is publisher of Leesburg (Va.) Loudon News.

CLARENCE L. MENGER
BORN in Indiana, educated at Heidelberg College, Ohio, and U. of Michigan, became teacher and progressed to professor of speech at Knox College, Ill. Spent summer acting and directing stock. Joined NBC in 1935 as assistant director and introduced many innovations and original programs for The Hague. As a NATO.
Congratulations to National Broadcasting Co. on its Silver Jubilee, the number one in the Lone Star State.

WBAP, a pioneer NBC affiliate for twenty-five happy years.

WBAP AM-FM-TV 570 - 820 Channel

Amon Carter, President
Vice Presidents

(Continued from page 66)

in Chicago where he became pro-
motion manager from 1930 when he
left NBC to manage advertising
agency. Returned to NBC in 1940
and became vice president in charge
of programs in 1942 where he
resigned in 1947 when he became
owner of a local Florida radio sta-
tion, WJBS-DeLand. He now is
manager of WJBS, which he gave
to John B. Storer U. S.

ALFRED H. MORTON

A CHICAGOAN by birth, Mr. Mor-
ton began his business career with
General Electric Co. in 1919 after
service in World War I. In March
1921 he left GE to become
manager of the Washing-
ton office of RCA; he
supervised construction of
WRC there. He
returned to New
York in 1923 to
become commer-
cial manager of
RCA Communications. His next
move was to Paris in 1929 as Euro-
pean manager for RCA Radio for
the U. S. In 1934, he went to NBC as
manager of the Program Dept.
and on Jan. 1, 1937, was named
manager of network's managed
and operated stations. He was
made an NBC vice president in No-

ember 1938. He headed up the net-
work's TV activities in May 1939,
left in December 1941 to form the
National Concert and Artists Corp.
with three other NBC executives:
D. S. Tuthill, O. O. Betsorff, and
Mark Levine. He is now president of
TV Product Packaging firm.

FRANK E. MULLEN

A NATIVE of Kansas, Frank Mullen's
Iowa education was inter-
rupted by his World War I service.
Following graduation in 1922, he
goes to work as
radio editor
Stockman & Farmer, a Pitts-
burgh paper, in 1923. In 1928, he
was producing radio
programs for
farmers over KDKA. He pioneered
first commercial programs on KDKA,
joined NBC in 1928, was sent to
Chicago to open NBC network offices
there in 1927. Originated and
produced National Farm and Home
Hour that year. In 1934, Mr. Mul-
len was appointed by David Sarnoff,
then president of RCA, to organize
a department of information for
the company and he was elected a
vice president of RCA in 1939. On

Aug. 2, 1940, he was made vice
president and general manager of
NBC, and in 1946 was elected
executive vice president. He resigned
July 1, 1948, to become associated
with George A. (Dick) Richards as
president of WJR Detroit, WGN
Chicago, and KMFC Hollywood.
He now is concerned with TV man-
gement problems to Los Angeles
Times and New York News.

VICTOR T. NORTON

BORN in Ridgway, Pa., Vic Nort-
ton's first position was in 1927 as
salesman for the Jewel Tea Co.,
Bellingham, Ill., when he advanced to
assistant to the presi-
tent, then left in
1938 to join
Cudahy Packing
Co., Chicago. He
held offices of
general sales
manager and vice
president in
charge of sales
and merchandising, later was
placed in charge of manufacture
and distribution of poultry products,
the Cudahy pack-
ing house, public relations and
research. He joined Kenyon &
Eckhardt in 1945 as merchandis-
ing consultant in New York, later
was named vice president and
director of agency's Chicago office.
He subsequently returned to New
York as member of K&E's plans
board. He went to American
Home Foods in 1947 as executive
vice president, became vice
president later that year. Went to NBC as
vice president for administration
Jan. 12, 1950.

RICHARD C. PATTERSON JR.

BORN in Omaha, Neb., Mr. Pat-
terson was a businessman who sev-
times in his career left high
posts in private enterprise to take
administration and public service.
He served with Pershing in Mexico
in 1918, was later secretary of
New York City Fire Dept., saw
overseas duty in World War I, also
acted as assistant to
American Commission to
Negotiate Peace in 1918. In 1920
he was assistant to president of
J. E. White Engineering Corp.,
also served as duPont engineer in
sale of Daily News in New York
before spending five years in busi-
ness and mining in China. Ap-
pointed New York City Commis-
sioner of Public Service and
Commissioner of Correction in 1927,
resigned in 1932 to join NBC as
executive vice president, a post he
held until 1936. In 1938-39, Mr.
Patterson was an assistant secre-
tary in the Dept. of Commerce, and
later in 1939 became board chair-
man of Radio-Keith-Orpheum.
Loaned to the Treasury Dept. by

ROBERT W. SARNOFF

SON of the board chairman of
RCA, Robert graduated from
Harvard, College, worked in Gen-
eral Manager's Office, became
Coordinator of Infor-
mation (Gen. Wil-
liam Donavan) in
Washington, D. C.,
became serving
3½ years as
lieutenant in U. S.
Navy during World
War II, Postwar, worked in executive ca-
pacity on Des Moines Register and Tribune, then
joined staff of Look magazine as assistant
in 1951.

IRVING E. SHOWMAN

A NATIVE of Port Huron, Mich., Mr. Showman served in World War I, graduated from Chi-


BRAcKSTfNG • Telecast}ng
South Carolina's pioneer NBC affiliate salutes NBC on its 25th anniversary.

We look ahead with courage and confidence to another quarter-century of bringing NBC programs to a great and appreciative South Carolina audience.

G. Richard Shafto, General Manager
J. Dudley Seumenig, Managing Director

Radio Station
WIS
An Operation of the Broadcasting Company of the South

Serving South Carolina from COLUMBIA, S. C.
560 KC - 5000 W
The Taj Mahal
Considered one of the world’s most beautiful buildings, the Taj Mahal represents a standard of excellence in architecture unsurpassed for more than three centuries. Built entirely of white alabaster by an Indian ruler to symbolize the beauty and purity of his wife, the Taj Mahal is remembered by all who view its magnificence and breath-taking splendor.

Acknowledged as a leader in the broadcasting industry for nearly twenty-five years, FORT INDUSTRY, in each of the busy markets where its stations are located, represents the finest in high-caliber programming and spirited public service. The name FORT INDUSTRY is remembered by successful advertisers as first choice for sales results.
National radio broadcasting with better programs permanently assured by this important action of the Radio Corporation of America in the interest of the listening public.

The Radio Corporation of America is the largest distributor of radio receiving sets in the world. It handles the entire output in this field of the Westinghouse and General Electric Factories. It does not say this boastfully. It does not say it with apology. It says it for the purpose of making clear the fact that it is more largely interested, more selflessly interested, if you please, in the best possible broadcasting in the United States than anyone else.

Radio for 26,000,000 Homes

The market for receiving sets in the future will be determined largely by the quantity and quality of the programs broadcast. We say quantity because they must be delivered enough so that some of them will appeal to all possible tastes and interests. We say quality because each program must be the best of its kind. If that ideal were to be reached, no home in the United States could afford to be without a radio receiving set.

Today the best available statistics indicate that 8,000,000 homes are equipped, and 31,000,000 sets are to be supplied. Radio receiving sets of the best decorative quality should be made available for all, and we hope to make them cheap enough so that all can afford them.

The day has gone by when the radio receiving set is a plaything. It must now be an instrument of education and enlightenment.

WEAF Purchased

for $1,000,000

The Radio Corporation of America, therefore, is interested, just as the public is, in having the most adequate programs broadcast. It is interested, as the public is, in having them comprehensive and free from discrimination.

Any use of radio transmission which causes the public to feel that the quality of the programs is not the highest, that the use of radio is not the broadest and best use in the public interest, that it is used for political advantage or selfish power, will be detrimental to the public interest in radio, and therefore, to the Radio Corporation of America.

To insure, therefore, the development of this great service, the Radio Corporation of America has purchased for one million dollars station WEAF from the American Telephone and Telegraph Company, that company having decided to retire from the broadcasting business.

The Radio Corporation of America will assume active control of that station on November 15.

National Broadcasting Company Organized

The Radio Corporation of America has decided to incorporate that station, which has achieved such a deservedly high reputation for the quality and character of its programs, under the name of the National Broadcasting Company, Inc.

The Purpose of the New Company

The purpose of this company will be to provide the best program available for broadcasting in the United States.

The National Broadcasting Company will not only broadcast these programs through station WEAF, but it will make them available to other broadcasting stations throughout the country so far as it may be practical to do so, and they may desire to take them.

It is hoped that arrangements may be made to that extent of national importance to broadcast widely throughout the United States.

No Monopoly of the Air

The Radio Corporation of America is not in any sense seeking a monopoly of the air. That would be a liability rather than an asset. It is seeking, however, the economic machinery which will insure a national distribution of national programs, a wider distribution of programs of the highest quality.

If others will engage in this business the Radio Corporation of America will welcome their action, whether it be cooperative or competitive.

If other radio manufacturing companies, competitors of the Radio Corporation of America, wish to use the facilities of the National Broadcasting Company for the purpose of making known to the public their receiving sets, they may do so on the same terms as accorded to other clients.

The necessity of providing adequate broadcast-}

ing is apparent. The problem of finding the best means of doing it is yet experimental.

A Public Advisory Council

In order that the National Broadcasting Company may be advised as to the best type of program, that discrimination may be avoided, that the public may be assured that the broadcasting is being done in the fairest and best way, always allowing for the competitive influences which have created it, the President of the Corporation has created an Advisory Council, composed of twelve members, to be chosen as representative of various shades of public opinion, which will from time to time give it the benefit of their judgment and suggestion. The members of this Council will be announced as soon as their acceptance shall have been obtained.

M. H. Aylesworth to be President

The President of the new National Broadcasting Company will be M. H. Aylesworth, for many years Managing Director of the National Electric Light Association.

He will perform the executive and administrative duties of the corporation.

M. H. Aylesworth, while not hitherto identified with the radio industry or broadcasting, has had public experience as Chairman of the Colorado Public Utilities Commission, and, through his work with the association which represents the electrical industry, has a broad understanding of the technical problems which measure the pace of broadcasting.

One of his major responsibilities will be to see that the operations of the National Broadcasting Company reflect enlightened public opinion, which represents itself as promptly the morning after any error of taste or judgment or departure from fair play.

We have no hesitation in recommending the National Broadcasting Company to the public to use its facilities.

It will need the help of all listeners. It will make mistakes. If the public will make known its views to the officials of the company from time to time, we are confident that the new broadcasting company will be an instrument of great public service.

RADIO CORPORATION OF AMERICA

OWEN D. YOUNG, Chairman of the Board

JAMES G. HARBORD, President

NBC 25 Years Old

(Continued from page 61)

Washington, where he served as director of one of the agency's three legal sections until NRA was dissolved in 1935.

Following this, Mr. McConnell became associated with the law firm of Cotton, Franklin, Wright & Gordon (now Cahill, Gordon, Zach- ry & Reindel) in New York. Here he specialized in legal phases of government regulation of corporations. It was with this firm that he began his association with NBC's parent organization, RCA, when his services were assigned largely to the RCA Mfg. Co.

In 1941 Mr. McConnell joined the legal department of the RCA Mfg. Co., now the RCA Victor Di-

vision. Within a year, in 1949, he became general counsel of that organization and three years later he was elected its vice president and general attorney.

From April 1947 to January 1949 he served the division as vice president in charge of law and finance. He then became vice president in charge of finance for RCA, the parent company, and in July 1949 he was elected executive vice president of RCA. It was this post he left to assume the presidency of NBC.

Here, under his leadership, plans for the reorganization and enlargement of NBC in all spheres of operation were blueprinted and executed in the autumn of that year, and the company embarked on a vast program of expansion in the operation of both its radio and television networks and the individual radio and television stations which it owns.

In the execution of that program, the NBC executive and administrative corps was enlarged with outstanding executives from the advertising and programming fields. The entire organization was realigned into three major components—one for the radio network, one for the television network, and one for the several TV stations which NBC owns.

This reorganization made it possible for each of the three major units to advance on its own, and made possible, with the most of new opportunities, all under top management co-

ordination.

In the radio network, new techniques were evolved to expand this medium along the lines demanded by the impact of television.

In the television network, expansion and advance took place at an unprecedented tempo with the addi-

tion of new affiliated stations, with new studio, programming and production facilities and with scores of new programs.

The year 1950 was a big one for NBC-TV in every sense—a year of big studios, big advertisers, big programs. It was the year when, boldly venturing in new directions, Mr. McConnell carried the order which launched the Saturday night musical show Show of Shows program, TV's most lavish and costly production to date. And it was the year when the launching of other new shows, like the Comedy Hour and Four Star Revue, contributed to raising the network's audience to an all-
time high.

It was a year, also, for the introduction of completely new concepts in television programming. The retention of stars, as on the Comedy Hour and Four Star Re-

vue; big-name afternoon "dramas" like Kate Smith and participating advertisers—all of these were inovations which in the year of this issue, had helped to place NBC in the forefront of all other networks in dollar time sales, number of sponsors, sponsored hours, station facilities and highest-rated network shows.

No account of NBC's recent history would be complete without (Continued on page 108)
A leopard doesn't change its spots... but smart time buyers do!

When an independent station like WNHC goes NBC and delivers an important market like New Haven* then it's time for many a time buyer to reconsider his budget allocations for this major market of Southern New England.

WNHC-NBC assures the edge in listenership. Aggressive merchandising - loyal friendships among retailers, distributors - a proven ability to sell in this New England community - adds to the attractiveness of the WNHC-NBC combine... and makes it one that will be used more and more in the future to "deliver New Haven."

*New Haven's families earn an average of $5,426, spend more than $48,000,000 on food, better than $221,000,000 in retail stores, over $6,000,000 in drug stores.

WNHC is NBC

represented by the Katz Agency
O and O Stations  
(Continued from page 74)  

fars in all but eight states, as well as Mexico, Central America and England.

On Aug. 1, 1925, WRC broadcast the funeral services for William Jennings Bryan and a week later, two talk shows presented by the homecoming of Charles A. Lindbergh. In 1928, WRC studios were moved to the National Press Bldg.

In 1933, WRC broadcast President Roosevelt's first inauguration and the parade—a seven-hour broadcast that was beamed overseas by five short wave transmitters. Other firsts in 1933 were the opening of Congress, the first broadcast from the floor of the House of Representatives and President Roosevelt's first "fireside chat."

On July 22, 1937, WRC moved to its present location in Washington, the Trans Lux Bldg. In 1941, WRC presented the first wartime British Prime Minister to Congress, the United States and the first declaration of war to be broadcast by an American President.

Each week and day of World War II found important news broadcasts going out over the NBC network from WRC. The death of President Roosevelt, the inauguration of President Truman, the surrender of Germany and Japan... and the homecoming receptions for war heroes General Eisenhower, General Wainwright, Admiral Nimitz and General MacArthur were broadcast by WRC.

Early in 1947, WRC opened a new page in an already colorful history. Its FM station started operating at the beginning of the year, along with WNBW (TV).

WNBW first went on the air June 27, 1947, second of four TV stations in Washington and the nation's eleventh and first post-war video operation. It later became the seventh station in the nation to receive a commercial license from the FCC. The station opened with studio space in the theatre of the Wardman Park Hotel, a small auditorium which still had the antique charm in its day when color cameras were being installed in control rooms. The theatre floor has since been filled and raised flush with the stage in order to be utilized as one of the largest studios in Washington.

WNBW has been responsible for a multitude of NBC special events from Washington, including Conferences of the American Bar Association (Howard Hughes, Atomic Energy, Hiss-Chambers, etc.), the first television pickup from the White House, the Inauguration, Atlantic Pact signing, the MacArthur homecoming, the Crime Hearings, parades, visits of foreign heads of state, Presidential messages to Congress, and special programs from Lincoln Memorial, Library of Congress, Washington Monument and various federal buildings around Washington, and many other events of national interest.

WNBW has participated in mobile pool special events telecasts which have been transmitted to the entire television industry through its facilities. An NBC network news crew operates telecine film to transmit film footage of all important news events for network newscasts.

Shown Much of Washington  
Culturally, WNBW cameras have shown much of Washington to the rest of the nation. WNBW crews televised the Ahearn College Center Players production of "Julius Caesar" from the Elizabethan Theatre of the Folger Library—the first time the theatre had been used. Other cultural productions televised from the Catholic U. and the National Gallery of Art, including the recent "Heritage Series" and, later, carried a "teaching by television" series for school children in local schools.

In addition to providing regular program and network service, the redeciliations have been used for a number of important scientific experiments, some of which may affect the future of television. Electronic transmitter equipment has continuously radiated ultra high frequency radio signals from WNBW's tower, for close study of broadcast waves which some day may be used for regular television service. When RCA introduced a new high speed communications system known as Ultratex on Oct. 21, 1948, selected messages and documents were transmitted from WNBW's antenna through the air to the library and telephone company. Television reproductions were turned out at the rate of a million words a minute. WNBW cameras have been airborne over Washington conducting testing that may set a pattern for the use of television in warfare. WNBW technical crews have also been conducting important work in the development of television signals by radio relay.

WTAM-WNBK CLEVELAND  
Since Sept. 26, 1923, when the WTAM call letters first went out over the newly-created Cleveland station, its story has been one of constant advancement and improvement to a listening audience numbering some 8,000,000 listeners in Cleveland, Columbus, Youngstown, and the surrounding areas. Since 1923 the station has expanded its range of transmission, increased its power, and added many other radio programs. WTAM-WNBK has operated its own television station for the last five years, and is now in the process of installing a new transmitter to increase its range.

The station has always been known for its high quality in terms of programming, and has consistently been one of the leading stations in the nation. WTAM-WNBK has been awarded numerous awards and honors for its outstanding programming, and has been recognized as one of the leading stations in the nation.

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Here's a fact to keep in mind,
Say Tweedle Dum and Tweedle Dee:
For product action in New York,
Call WNBC . . . WNBT!

As selling twins they're unsurpassed,
Their selling job just can't be beat.
No matter what your product is,
They'll sell it for you quick and neat.

POETRY IS FINE BUT IF FACTS ARE MORE YOUR LINE—AND YOU WANT THE
WNBC-WNBT FAMILY OF PERFORMERS' TO GO TO WORK FOR YOU—CALL US AT CL 7-8300
OR YOUR NEAREST NBC SPOT SALES OFFICE.
Another WMAQ first...

...the top merchandising plan in Chicago...

Chain Lightning

giving WMAQ advertisers
special point-of-sale promotion

in 604 Chicago Area Food Stores

Put CHAIN-LIGHTNING to work for YOU...

IN THE HOME... IN THE STORE...

Ask about it TODAY!

WMAQ CHICAGO

670 on your radio dial
MERCHANDISE MART
CHICAGO 54

Day and Night

NO. 1

in Chicago Television

12:00 to 4:00 p.m. (Monday through Friday)

*WNBQ first by 501%

4:00 to 6:00 p.m. (Monday through Friday)

*WNBQ first by 31%

6:00 to 11:00 p.m. (Sunday through Saturday)

*WNBQ first by 20%

All rated quarter-hours (Sunday thru Saturday)

*WNBQ first by 87%

*American Research Bureau, October 1951

No matter how you look at it, the recognized leader in Chicago television is...

WNBQ

NBC TV

in Chicago

Represented by NBC Spot Sales
SEE and HEAR... with NORTHERN OHIO’S ONLY COMPLETE MASS ADVERTISING MEDIUM
O and O Stations 
(Continued from page 94)

1950 when KNBH introduced the instant domestic television camera, the vapor lamp, which improved the quality of kinescopes approximately 60%.

During June 1950 the station, in cooperation with KALI, broadcasting in Spanish, presented what was reportedly the first color television program in the United States. The station was also credited with originating the first color television program in the United States.

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Washington celebrates its 150th year

NBC celebrates its 25th year

and Advertisers in this multi-billion-dollar market celebrate when they buy Washington’s NBC stations.

WRC
980 on the dial
28 years of service to the Nation's Capital

WNBW
Channel 4
Leader in network and local TV programming

Represented by NBC Spot Sales
In Northern California
more people listen—more often—to KNBC
than to any other radio station

KNBC not only has the biggest and most loyal audience in the San Francisco-Oakland Metropolitan Market (the 7th largest, fastest-growing major market in America)—but KNBC’s 50,000 watt Non-Directional Transmitter also penetrates all the thriving, fast-growing markets throughout Northern California.

KNBC delivers more people, at less cost per thousand, than any other Northern California advertising medium.

KNBC
NORTHERN CALIFORNIA'S
NO. 1 ADVERTISING MEDIUM
50,000 WATTS—680 K. C.  SAN FRANCISCO
Represented by NBC Spot Sales
You can cover the rich region of the Rockies with one station

BMB nighttime audience families
KOA —— 646,340
Station B —— 287,020
Station C —— 215,140
Station D —— 158,270

KOA's nighttime coverage embraces nine-tenths of all the counties in the entire 8-state Mountain-Plains area!

KOA—NBC Dial 850
Denver

"Radio Host of the Rockies"

Bill Stulla's winnin' the wimmen!

Looking for a five-a-week, daytime TV participation show to move your product in the booming Los Angeles market?

"Bill Stulla's Parlor Party" on KNBH (Monday through Friday, 3-4 p.m.) recently received 33,362 pieces of mail in ten weeks—proof that Stulla's got a way with women... reaches the customers you want to reach in L.A.

Call NBC Spot Sales for complete dope on available spots to sell the buying millions in America's second largest TV market.

In Southern California your best buy is Television and in Television... your best buy is...

KNBH Hollywood

represented by NBC Spot Sales
New York • Chicago • Cleveland • Hollywood • San Francisco
he became program director for the network and on Oct. 16, 1930, he was named vice president in charge of programs.

In this post, Mr. Royal was responsible for some of NBC’s most successful accomplishments in the development and procurement of talent.

In 1940 Mr. Royal was appointed vice president in charge of new activities and developments in broadcasting—a post in which he was responsible for important developments in shortwave, FM, facsimile and television transmission—and in 1944 he was appointed vice president in charge of television.

In this post he developed NBC’s comprehensive TV sports coverage program.

Edward D. Madden—an expert in the fields of research, media, marketing, merchandising and advertising—joined NBC in 1950 as assistant to the president and in 1952 became president and general manager of the American Newspaper Advertising Network. On Sept. 5, 1950, he was named vice president in charge of television sales and operations.

Charles R. Denny resigned his post as chairman of the FCC on Oct. 31, 1947, to become NBC’s vice president and general counsel. On July 1, 1948, he was named executive vice president of the network.

Norton Joins Network
Victor T. Norton, former president of American Home Foods Inc., was appointed vice president for administration of NBC on Jan. 11, 1950. His post was one newly created in the network realignment which followed Mr. McConnell’s assumption of office, and in it he was placed overall charge of company-wide financial planning, staff engineering, integrated services, personnel and labor relations, staff plans and research, and other important staff and operating functions.

John K. Herbert, George E. Frey and Frederic W. Wiley Jr. were all elected vice presidents of NBC last January. Mr. Herbert was named general sales manager for the radio network; Mr. Frey was named director of television network sales and Mr. Wiley was named director of television production.

Sylvester L. (Pat) Weaver went to NBC from Young & Rubicam, where he was vice president in charge of radio and television. In August 1949 he was named the network’s vice president in charge of television.

Charles (Bud) Barry, NBC vice president in charge of radio programming, first joined NBC in 1941 as assistant program manager for the Blue network, but when the Blue was sold in 1942 and became the American Broadcasting Co., Mr. Barry became ABC’s eastern program manager. Later he became ABC’s program manager and eventually its vice president in charge of programming.

At ABC, Mr. Barry scored a

CIO PROTEST

Names Westinghouse
A SITI seeking $200,000 damages from Westinghouse Electric Corp., Louisville, Ky., was filed Nov. 14 by the CIO electrical workers’ union in Federal District Court.

The suit charges that an alleged “lockout” of 180 union members in the Bowling Green, Ky., plant resulted in loss of wages approximating $200,000. According to James C. Carey, president of IUE (International Union of Electrical, Radio & Machine Workers), the company violated an agreement prohibiting any lockout of workers under the union’s jurisdiction.

A representative of IUE sits in on the special five-man Electronics Task Force group set up by the government last September. Its purpose is study of ways and means of alleviating unemployment among electronics firms. Chairman of the committee is E. T. Morris, who was active as director of the Electronics & X-Ray Division, Westinghouse Electric Corp., Baltimore, Md.

Mr. Carey also revealed that the union is filing charges of “unfair labor practices” against Westinghouse with the National Labor Relations Board.

Williams Named
ALLAN G. WILLIAMS was appointed vice president in charge of operations of Motorola-New York Nov. 15. He will work with William W. Cone, who is the newly-appointed vice president of sales and merchandising of the new organization, which becomes a subsidiary of Motorola Inc., Chicago, the first of next year. He assumes his new post Dec. 1.

First of a series of programming accomplishments.

Mr. Barry scored his greatest coup when he conceived The Big Show, a 90-minute comedy-variety program presented over by Tailulah Baskirk and featuring such stars as Eddie Cantor, Bob Hope, Fred Allen, Jimmy Durante, Groucho Marx and Ethel Merman.

The program was sold to NBC and put on the air late in 1950.

Chronicle of Programs
(Continued from page 62)

Hope, Duffy’s Tavern and Mr. District Attorney; in 1950 by Judy Canova, Mrs. District Attorney, Mr. Hope and Great Gildersleeve.

Variety programs have retained their place as the nation’s favorite form of radio entertainment in the postwar years. Hopper reports showed dramatic and quiz programs fighting for second place during the early and mid 40’s, with situation-comedy programs and mystery shows moving up into a battle for the next-to-top position in the postwar years. Nielsen data for 1949 and 1950 show variety-comedy programs and situation comedies third in public preference for network programs. General dramas were the fourth most popular network program type, followed by musical variety shows, quiz and audience participation programs, popular music and concert music, in that order.

Best in ’51
In the opening months of 1951, NBC’s most popular programs were Bet Your Life, the McGees, People Are Funny, Big Story and Father Knows Best—two audience participation shows, two situation comedies and a melodrama. There is little resemblance to the solid musical broadcasts and single-personality shows that were top favorites in the late 20s and early 30s.

ROBBERY STORY

WBEL Interviews Suspect
WBEL Beloit, Wis., used a tape recorder to dramatically tell the story of a $16,000 bank robbery in nearby Woodford, Wis.

A first-hand description of the holdup was obtained from victims. A WBEL special events man went to Madison to interview a 17-year-old boy being held as a suspect.

Highlight of the broadcast came when the bank cashier, shown two pictures, pointed to the photograph of the boy being held and exclaimed, “That’s him—that’s the robber.” Later, listeners heard the boy proclaim his innocence. After the broadcast the WBEL requested a copy of the broadcast, presumably to be used as evidence.
Boston’s leading TV station produces results. For example, one Sunday afternoon program last spring for Community Opticians produced more than 15,000 pieces of mail. To sell Boston, use

**WBZ-TV** Channel 4
Owned and operated by WESTINGHOUSE RADIO STATION, INC.

Philadelphia’s leading TV station has the city’s highest rated local show. “Frontier Playhouse” captures over 80% of the Philadelphia audience between 6 and 7 p.m., Monday through Saturday.

**WPTZ** Channel 3
Owned and operated by PHILCO TELEVISION BROADCASTING CO.

The Tri-Cities’ only TV station provides 52% coverage of all homes in the Albany-Schenectady-Troy Area

**WRGB** Schenectady
Channel 4
Owned and operated by THE GENERAL ELECTRIC COMPANY

Only ONE Radio Station covers the 17th state

In the 17th State (the 54 counties of Eastern New York and Western New England in the Schenectady-Albany-Troy area, where more people live than in 32 other states),

WGYS daily audience is over 3 times that of the next station—over 1/3 greater than the combined audience of the area’s next ten top-rated stations.

**WGY** Schenectady
50,000 watts at 810 KC
Owned and operated by THE GENERAL ELECTRIC COMPANY

represented by

**NBC SPOT SALES**

New York • Chicago • Cleveland
Hollywood • San Francisco
QUARTER-CENTURY of farm broadcasting was celebrated by General Electric's WGY Schenectady, N. Y., and over 300 friends at the Hotel Van Curler early this month [ET, Nov. 12]. Handling cake-cutting honors was Ed W. Mitchell, WGY farm advisor, as others look on (1 to r, seated): Meri Galusha, station's supervisor of farm broadcasting; E. A. Palmer, manager of the Schenectady Chamber of Commerce; and A. O. Coggeshell, WGY music supervisor; standing, R. W. Welpott (II), assistant stations manager of WGY and WRGB (TV) Schenectady, and George L. Peck, promotion and publicity supervisor for both stations. Anniversary celebration included hour broadcast with Chester Lang, vice president of General Electric Co., and other speakers. Mr. Galusha served as moderator for special program, featuring comments by Mr. Mitchell. WGY conducts a daily "Farm Paper of the Air" as part of its Farm Forum.

VDL salutes NBC

As one of the pioneer affiliates of the National Broadcasting Company, KDYL takes great pleasure in saluting NBC on its 25th anniversary.

In Utah—where the percentage of radio ownership is among the highest in the nation—radio is a dominant part of each day's activity.

NBC's excellent service to the Intermountain West has been a vehicle of progress in the development of this vital and rapidly-growing area. With NBC, KDYL looks forward to an even bigger 25 years ahead in one of the nation's fastest growing markets.

Vice Presidents

(Continued from page 88)

SIDNEY N. STROTZ

CHICAGO-born Sid Strotz spent his early days traveling with his parents in Mexico and Europe, was educated in Illinois, Wisconsin and at Cornell U., before serving in World War I. Postwar job with Automobile Supply Co. led to position of vice president and general sales manager by 1924. In 1927 he was made president of American Sales Corp. and in 1928 vice president of

Advertisers' Roster

(Continued from page 64)

started with food advertising. Drugs were second and toiletries third (they are now listed separately; together they would stand first by a wide margin). Smoking materials (tobacco products and lighters) ranked fourth and soaps, cleansers and polishes fifth (see Table I).

General Foods Corp. was the top NBC client in 1927 and it is the only advertiser among that year's top five that appears on that select list in 1950. National Carbon Co. (advertising batteries for use with the battery-operated radio sets of those days) was second, Metropolitan Life Insurance Co., third; B. F. Goodrich Rubber Co., fourth, and Cities Service Co., fifth.

General Foods has been among the top five NBC clients for 19 of the 24 years covered by Table II. Procter & Gamble Co., which made its first appearance on the list in 1934, when the daytime serial was beginning to assume an important place in radio advertising, has stood at the head of the list as NBC's largest buyer of time for every year since.

Sterling Drug has shown up on NBC's top five client list 16 times and from 1926 through 1949, runnier-up to P&G. Standard Brands has made it 11 times, ranking first in 1935 and 1936. American Tobacco Co., Colgate-Palmolive-Peet Co. and PepsiCo. each has been among the first five NBC advertisers seven times; General Mills and Miles Labs. have had six such appearances; Liggett & Myers Tobacco Co. has been listed four times and Brown & Williamson Tobacco Co., American Home Products, General Motors, Great A&P Tea Co., Quaker Oats Co. and R-K-O each twice. Single appearances among the top five of the year have been made by General Electric Co. and Atwater Kent Co. in 1929; Wm. Wrigley Jr. Co. and Philco Corp. in 1938; National Carbon, Metropolitan Life, Goodrich and Cities Service in 1937.

Changes in the complexity of advertising on NBC during the past quarter-century are indicated by the charts showing the percentage of total NBC time sales coming from each type of advertiser for the years 1930, 1935, 1940, 1945 and 1950. Apparel advertising (A), for instance, accounted for more than 5% of NBC's total revenue in 1930; dropped to about 1% in 1955 and 1940, and to only 3/4% in 1945 and 1950.

Table II

<table>
<thead>
<tr>
<th>Year</th>
<th>NBC Gross Time Sales*</th>
</tr>
</thead>
<tbody>
<tr>
<td>1927</td>
<td>$ 3,760,010</td>
</tr>
<tr>
<td>1928</td>
<td>8,780,333</td>
</tr>
<tr>
<td>1929</td>
<td>14,380,382</td>
</tr>
<tr>
<td>1930</td>
<td>20,548,887</td>
</tr>
<tr>
<td>1931</td>
<td>25,607,041</td>
</tr>
<tr>
<td>1932</td>
<td>26,504,891</td>
</tr>
<tr>
<td>1933</td>
<td>21,452,732</td>
</tr>
<tr>
<td>1934</td>
<td>27,833,616</td>
</tr>
<tr>
<td>1935</td>
<td>31,148,931</td>
</tr>
<tr>
<td>1936</td>
<td>34,253,950</td>
</tr>
<tr>
<td>1937</td>
<td>38,651,286</td>
</tr>
<tr>
<td>1938</td>
<td>41,42,579</td>
</tr>
<tr>
<td>1939</td>
<td>45,244,354</td>
</tr>
<tr>
<td>1940</td>
<td>50,663,000</td>
</tr>
<tr>
<td>1941</td>
<td>54,509,882</td>
</tr>
<tr>
<td>1942</td>
<td>44,023,431</td>
</tr>
<tr>
<td>1943</td>
<td>35,113,110</td>
</tr>
<tr>
<td>1944</td>
<td>63,012,080</td>
</tr>
<tr>
<td>1945</td>
<td>64,132,488</td>
</tr>
<tr>
<td>1946</td>
<td>65,756,517</td>
</tr>
<tr>
<td>1947</td>
<td>69,97,590</td>
</tr>
<tr>
<td>1948</td>
<td>73,013,296</td>
</tr>
<tr>
<td>1949</td>
<td>61,411,546</td>
</tr>
</tbody>
</table>

Sources—NBC 1927-1940

Publisher's Information Bureau 1941-1950

* Figures for 1927 through 1941 include both Red and Blue Networks.
TALK ABOUT CONCENTRATION!

NBC Spot Sales delivers the nation's major stations in the nation's major markets

For fast, accurate and complete information on the nation's most important local markets and the major stations in those markets, call NBC Spot Sales.

These 7 radio stations cover
40% of all U.S. radio homes.*

<table>
<thead>
<tr>
<th>Station</th>
<th>City</th>
</tr>
</thead>
<tbody>
<tr>
<td>WNBC</td>
<td>New York</td>
</tr>
<tr>
<td>WMAQ</td>
<td>Chicago</td>
</tr>
<tr>
<td>KNBC</td>
<td>San Francisco</td>
</tr>
<tr>
<td>WTAM</td>
<td>Cleveland</td>
</tr>
<tr>
<td>WRC</td>
<td>Washington</td>
</tr>
<tr>
<td>KOA</td>
<td>Denver</td>
</tr>
<tr>
<td>WGY</td>
<td>Schenectady-Albany-Troy</td>
</tr>
</tbody>
</table>

These 8 TV stations cover
52% of all U.S. TV homes.**

<table>
<thead>
<tr>
<th>Station</th>
<th>City</th>
</tr>
</thead>
<tbody>
<tr>
<td>WNBQ</td>
<td>Chicago</td>
</tr>
<tr>
<td>KNBH</td>
<td>Hollywood</td>
</tr>
<tr>
<td>WPTZ</td>
<td>Philadelphia</td>
</tr>
<tr>
<td>WBZ-TV</td>
<td>Boston</td>
</tr>
<tr>
<td>WNBK</td>
<td>Cleveland</td>
</tr>
<tr>
<td>WNBW</td>
<td>Washington</td>
</tr>
<tr>
<td>WRGB</td>
<td>Schenectady-Albany-Troy</td>
</tr>
</tbody>
</table>

Represented by

** NBC Spot Sales
New York • Chicago • Cleveland • Hollywood • San Francisco

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* BMB Study No. 6, Spring '49, projected in January 1, 1951 by NBC Research.
** NBC Research, October 1, 1951
The ST. LOUIS POST-DISPATCH Stations

KSD · KSD-TV

October Box Score

STATUS of broadcast station authorizations and applications at FCC as of October 31 follows:

<table>
<thead>
<tr>
<th>AM</th>
<th>FM</th>
<th>TV</th>
</tr>
</thead>
<tbody>
<tr>
<td>2405</td>
<td>652</td>
<td>106</td>
</tr>
<tr>
<td>2327</td>
<td>108</td>
<td>0</td>
</tr>
<tr>
<td>2724</td>
<td>553</td>
<td>90</td>
</tr>
<tr>
<td>135</td>
<td>18</td>
<td>1</td>
</tr>
<tr>
<td>935</td>
<td>212</td>
<td>551</td>
</tr>
<tr>
<td>236</td>
<td>8</td>
<td>182</td>
</tr>
<tr>
<td>592</td>
<td>453</td>
<td>0</td>
</tr>
<tr>
<td>107</td>
<td>2</td>
<td>171</td>
</tr>
<tr>
<td>209</td>
<td>23</td>
<td>30</td>
</tr>
<tr>
<td>2</td>
<td>2</td>
<td>0</td>
</tr>
<tr>
<td>1</td>
<td>2</td>
<td>0</td>
</tr>
</tbody>
</table>

milestones...

- NBC Washington feted 10-20-25 year NBC employees at an "honored dinner." The 25-year award went to Stanley Bell, salesman for WRC Washington; 20-year awards were given to Engineers Bob Terrell and Barton Stahl; 10-year awards went to Eugene Juster, general manager; Stuart Finley, announcer, and Lefferts McClelland, engineer.

- WLBC Muncie, Ind., which went on the air with 50 w Nov. 15, 1926, using a converted amateur transmitter, last Tuesday celebrated 25 years of radio in that community.

- Shafto H. Dene, vice president and co-copy chief, Kudner Agency, New York, was tendered a luncheon at Stork Club last week in observance of 25 years of continuous service with the agency and its predecessors.

- Max Helmut Wessels, German language producer at WWRL New York, last week celebrated his 20th year with the station. Mr. Wessels has also been heard on network television in dramatic roles, in addition to German announce, singing and producing for WWRL. The station staff gave a party in his honor Nov. 6 in New York.

- Charles Michelson, Inc., New York, radio and television transcription firm, last week celebrated its 17th anniversary. All original officials of company are still actively engaged in business.

- Fourteen years of continuous service as a radio reporter of government news were chalked up Oct. 24 by Carl Berger, conductor of WWDC Washington's Your Government and Mine. He broke into radio with that type program on WRC Washington in 1937 and subsequently was with WMAL and WINX, same city. He joined WWDC in 1941. Mr. Berger is employe relations officer at the General Accounting Office.

- Twenty-year club started at KNRT Des Moines, the Register Tribune station, with the mark reached by Chief Engineer Charles Quentin, who received a wrist watch. His latest project is station's new 700-ft. FM and TV tower, now completed.

- San Francisco Chapter of the Academy of Television Arts and Sciences observed its second anniversary with a birthday dinner Nov. 7 at the San Francisco Press and Union League Club.

Stamps for Veterans

KGO-TV San Francisco is conducting a campaign to collect stamps for hospitalized veterans through its World of Stamps program and in cooperation with the San Francisco Yellow Cab Co. Al Henry, conductor of the stamp program, makes the video pitch for stamp contributions. The cabs pick up the stamps from donors and deliver them to a central collection headquarters for distribution to veterans and military hospitals. Mrs. W. Lassing Rothschild, wife of the president of Yellow Cab, is chairman of the stamp committee for the western states and helped originate the stamps-for-veterans campaign.
"You've been our sweetheart for 25 years!"

Yes—and she's been our sweetheart, too, since our very first day on the air, nineteen years ago!

She's the grand old lady of radio—the world's finest network and the acknowledged leader in the American broadcasting industry!

On her 25th birthday we are proud to salute her, and proud to be a member of her wonderful NBC family!

WAVE

5000 WATTS • NBC • LOUISVILLE

Free & Peters, Inc., Exclusive National Representatives
Vice Presidents (Continued from page 104)

ROY C. WITMER
A NATIVE of Niagara Falls, N. Y., Roy Witmer began his career after attending Leland Stanford U. in California. He devoted his early activities to banking and utilities in California, then for 16 years prior to joining NBC he managed manufacturing plants in New England. Mr. Witmer joined NBC in 1927 as an advertising salesman, was promoted to assistant sales manager in 1929, became sales manager in 1930. One year later he was appointed vice president in charge of sales and in February 1946 was promoted to staff vice president's post to handle special assignments for Niles Trammell, then NBC president. He resigned in December 1948 following a period of illness and died April 1, 1950, after a lengthy illness.

MARK WOODS
BORN in Louisville, Ky., Dec. 27, 1901, Mr. Woods' business career began in Florida in a shipyard during World War I. From foreman of a work crew, he rose to employment manager of the corporation in one year. Joined Thomas A. Edison Industries at West Orange, N. J., at war's end, as accountant, left in 1920 for New York Telephone Co. In 1922, Mr. Woods transferred to AT&T to set up accounting division for their newly-established radio division, Broadcasting Co. of America, which owned WEAF. Mr. Woods was, in rapid

(Continued on page 110)

CONGRATULATES

ON ITS

25th ANNIVERSARY

The combination of NBC and KFYR gives advertisers an unequalled team for selling in the Upper Midwest's richest wheat raising area—an area now on the verge of enjoying the additional wealth of a great new natural resource—oil.

KFYR

BISMARCK, N. DAK.

5000 WATTS

550 K.C.

Represented Nationally by John Blair

Page 108 * November 26, 1951
First* NBC Affiliate in the Southwest!

*...and STILL first!

Radio Southwest

The Only Mass Medium Covering This Great Southwest Market...

Martin B. Campbell, General Manager

Radio Service of The Dallas Morning News

EDWARD PETRY & CO., Representatives
MORE INDUSTRIAL EXPANSION

That's what you like about the South's Baton Rouge

With the announcement of Esso's $35,000,000 expansion program in Baton Rouge, which will double its peak oil producing capacity, the immediate industrial growth planned for WJBO's area will top $100,000,000.00. Here's what is in the works:

<table>
<thead>
<tr>
<th>Name of Company</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Esso Standard Oil Company</td>
<td>$35,000,000</td>
</tr>
<tr>
<td>Ethyl Corporation</td>
<td>4,041,000</td>
</tr>
<tr>
<td>Kaiser Aluminum &amp; Chemical Corp.</td>
<td>14,000,000</td>
</tr>
<tr>
<td>Solvay Process Division of Allied Chemical</td>
<td>15,000,000</td>
</tr>
<tr>
<td>and Dye Corp.</td>
<td></td>
</tr>
<tr>
<td>Gulf States Utilities Company</td>
<td>22,380,000</td>
</tr>
<tr>
<td>Ideal Cement Company</td>
<td>4,162,400</td>
</tr>
<tr>
<td>Naugatuck Chemical Division of U. S. Rubber</td>
<td>2,000,000</td>
</tr>
<tr>
<td>Co.</td>
<td></td>
</tr>
<tr>
<td>Consolidated Chemicals, Inc.</td>
<td>300,000</td>
</tr>
<tr>
<td>Baton Rouge Tin Compress</td>
<td>38,532</td>
</tr>
<tr>
<td></td>
<td>$109,051,932</td>
</tr>
</tbody>
</table>

Expand your sales in this expanding area—get on WJBO, the powerhouse station of Baton Rouge!

HAPPY 25th BIRTHDAY, NBC,
from your 5,000 watt affiliate in Baton Rouge, La.

PROP CATALOGUE PLAN

A CATALOGUE system indexing available video set props is now near completion at WLWT (TV) in Cincinnati. The plan is expected to speed production and reduce production costs.

Conceived by Robert E. Dunville, president, Crosley Broadcasting Corp., the plan was engineered by Dwight Martin, company assistant general manager. It provides for a streamlined operation between producers, the property room and the set-up department.

All props have been card indexed and photographed and scale drawings of props and studios have been drawn. This will add up to simplified, smoother production, it is expected.

Props Stored

WLWT has been hampered by 1,600 assorted props jammed into storage space of a building designed for one operation but geared to both radio and television for more than a year.

A three-month study by Mr. Martin and William Alberts, chief propagation engineer, has evolved the plan expected to answer this problem.

From automobile tires to 18th century finery, the job of cataloguing different properties was quite a task. Moving from one store bin to another, a team of Mr. Alberts and Dick Williams, under Mr. Martin's direction, listed everything. Descriptions of the items were made along with scale drawings.

The items then were classified and the information transferred to

Vice Presidents

(Continued from page 108)

succession, assistant secretary, assistant treasurer and office manager of the company. When NBC was formed, Mr. Woods was elected assistant treasurer and assistant secretary of the new network, and a year later, treasurer. In 1934 he was appointed assistant executive vice president and administrative officer, and two years later was elected vice president and treasurer. He organized the Blue Network Co., Inc., and in 1942 was elected president, a position he held after the organization was sold to become the American Broadcasting Co., until his election to the vice-chairmanship of the latter company Jan. 1, 1950.

Mr. Woods is now co-founder with J. R. Warwick of a new advertising agency, Woods & Warwick Inc., with temporary headquarters in New York's Chrysler Bldg., expected to start operating about the first of the year.

WAVE Emergency Aid

RADIO stepped up for the public's safety in Louisville earlier this month when high gas pressure Nov. 10 caused fires and gas explosions. WAVE-AM-TV that city reports high praise to it from the local gas company for its broadcasts. WAVE Newsman Les Gaddie after receiving initial news of the emergency, contacted gas officials, offered the station's facilities. Station aired bulletins aimed at calming hysteria and instructed gas users. Source of the trouble was a faulty generator at a company sub-station. Curtiss Craig, of the gas firm, called the station personally to give thanks for preventing further disaster, giving aid to gas users and presenting all-clear bulletins when the trouble was cleared. Also credited by WAVE were its News Director Hugh Sutton and Announcer Ed Kalloy, who turned TV photographer to get exclusives for the station.

Conferring on final details of the catalogue plan are (1 to r) Messrs. Martin and Alberts. • • •

cards. Each card contains a 35 mm picture of the property, its storage location, quantity available description, scale drawing and whether it is used on regularly scheduled shows.

Thus, through the card index, a producer can quickly determine what props he will need for a program. Also, with a scale prop drawing, he can easily trace it onto a scale drawing of the studio, thereby indicating to the set-up department the exact prop requirements and desired locations.

WAVE-AM-TVs in Louisville now have a National Representative and Staff Representative who will cover all news in the community.
the very best to

the very best
in Radio
for 25 years...

from

WBRCA

the very best
in Birmingham
for 26 years...

CHANNEL 4

960KC 5000 WATTS

REPRESENTED BY RAYNER
LEGISLATURE TELECASTING A BOON
Rep. Harkey Article Cites Benefits From WKY-TV Programs

TELECASTING of a state legislature can be an orderly business, according to Rep. Harkey, a member of the Oklahoma House.

That is news to the U. S. Congressman or Senator who has warned colleagues that television can upset Congressional business if permitted on the floor of either the U. S. House or Senate.


In his article, "Televising the Legislature in Oklahoma", Rep. Harkey finds the telecasts of his legislature by WKY-TV Oklahoma City "one of the greatest public services that could be rendered by a communications medium for the benefit of good government."

To him, it is the closest approach to a revival of the old New England town meeting.

He notes that P. A. Sugg, manager of WKY-TV, undertook the twice weekly telecasts by cancelling two paid programs each week.

At the outset, Rep. Harkey recalls, lawmakers were dubious, thinking if one man made a fool of himself, the entire legislature would be so adjudged. A leading daily in the state warned that the men on the floor would have to appeal to showmanship and compete with TV fare.

Both of these fears proved groundless with actual telecasting of the legislature, the author points up.

Here are the results, as reported by Rep. Harkey:
- Public began to comment to legislators how different the lawmaking process looked to them on the screen in comparison to "political" commentaries that had "represented" them to be.
- There was an immediate improvement in decorum. Reading papers while session is on, feet on desks, small discussions in the aisle, etc., disappeared "while the camera's red light was on." Some members would groom themselves a bit more carefully for TV time.
- Among problems, however, is the engineering preparation necessary for a one-hour telecast. The services of three engineers were required by WKY-TV for a full day. Station used two cameras and a director gave the sign for close-ups of debate when needed.
- A disconcerting matter was the occasional "shot" of a legislator during the heat of debate which, one viewer thought made a lawmaker look like a "mad bull." This situation was overcome, Rep. Harkey points out, by legislators keeping their guard up and not being caught with the corners of their mouths down.
- Program director and camera man must work carefully together with thorough understanding in order to avoid anything which could enter the realm of libel or slander, or discredit a member of the legislature.
- A given danger is that public impressions may be oversimplified if only one part of a debate is telecast, he says.

Rep. Harkey notes that even a better job can be done if cameras can be present at committee public hearings. "This is where controversy arises that makes the real drama, and there is always plenty of audience participation."

The state lawmaker observes: "It is the consensus of Oklahoma's legislators that television of the Legislature is here to stay. Few of the disadvantages are anticipated for it materialized..."

Amazing result was:
- People of Oklahoma were not only enjoying the legislative telecasts, but were "taking a new interest in State government."
- TV, says Rep. Harkey, "unquestionably brings lawmakers and the public into closer contact. It increases ability of people to use their own judgment and "it is a genuine tool of democracy, for keeping government close to the people."

TV AD GUIDE
Established in L. A.
IN AN attempt to eliminate false and misleading newspaper advertising on the part of local television set dealers, the Los Angeles Better Business Bureau, at the request of the Los Angeles Publishers Assn., has issued a set of standards governing all such advertising.

Covering such items as misleading claims, trial and guarantee, the comprehensive list of 10 regulations requires that the name of the manufacturer be stated, if any reference is made to the maker; advertising shall not represent or imply that the advertised price of a TV set includes all equipment, accessories or service necessary for it to operate, when such is not the fact; such terms as "first with" or "only at" not be used when the same merchandise is available at the same price at a competitor's store; picture tube size is to be described by the diameter of the circular tube or the longest dimension of the surface of a rectangular tube; any guarantee or warranty should be clear and specific as to its full terms and conditions.

MILTON BERLE's Texaco Star Theater took top place among Los Angeles area viewers in the October Tele-Que survey issued by Coffin, Cooper & Clay, Inc. Survey, first reported since transmission of Eastern programs to the West Coast via the microwave relay, covered the first week in October.
PULSE, TELE-QUE
AND RORABAUGH REPORTS
PROVE IT MONTH AFTER
MONTH: IN SAN FRANCISCO
BAY AREA TELEVISION
(3 STATIONS)

KRON-TV
puts
more eyes
on
SPOTS

LOOKERS: The largest number of top-rated, audience-building shows are on KRON-TV

SPONSORS: The largest number of advertisers use KRON-TV

HIGHEST ANTENNA IN CENTRAL CALIFORNIA ASSURES “CLEAR SWEEP” COVERAGE FOR YOUR TV SPOTS ON...

KRON-TV
SELL MORE ON CHANNEL 4

SAN FRANCISCO CHRONICLE • NBC AFFILIATE

Represented nationally by FREE & PETERS, Inc... New York, Chicago, Detroit, Atlanta, Fort Worth, Hollywood. KRON-TV offices and studios in the San Francisco Chronicle Bldg., 5th and Mission Sts., San Francisco
TAKING a breather at the NARTB District 7 meeting in Louisville are, seated (l to r): Robert W. Ferguson, executive vice president and general manager, WTRF-AM-FM Bellaire, Ohio; Nathan Lord, vice president and general manager, WAVE Louisville; Mrs. W. I. Orr and Mr. Orr, commercial manager, WBNs Columbus, Ohio. Standing (l to r) are J. Porter Smith, president and commercial manager, WGRc Louisville, and Sam Livingston, business manager and station director, WKYB Paducah.

OPS RADIO-TV USE in Anti-Inflation Campaign

the government's price stabilization officials are calling on radio, television and other media to drive home the need for price controls as part of the anti-inflation campaign. It was revealed last week.

Some of these plans came to light with the announcement by New York OPS officials that radio, TV and screen talent are being asked to record radio announcements promoting the administration's anti-inflation drive.

The spots—10- and 20-seconds in duration—are to be used initially in the New York area and may be extended to other parts of the country if deemed successful, according to the Office of Price Stabilization.

The announcements would be used during station breaks as public service announcements at OPS' New York regional office sustaining the cost of recording them, it was understood.

An equally ambitious program to sell the American listening and viewing public on price controls is afoot at OPS Washington headquarters, according to Nathan Colwell, director of OPS' radio-TV-film division.

This project involves the production of eight TV slides to be distributed to regional OPS offices for use on local television outlets. Total of 115 pressings have been made of each of the slides at a cost of $720, and are accompanied with suggested scripts as background for anti-inflation campaigns at the community level.

Operated by OPS

The production phase is being financed by OPS, with stations expected to carry the recordings without charge as public service features. OPS has insufficient funds to pay for time, it was explained.

The TV plans are under the supervision of OPS Washington. The New York and other area transmission plugs are under the jurisdiction of local agency field offices which exercise autonomy in this respect, it was explained.

One example is a series of 13 15-minute transcribed folk music programs featuring Singer Hank Thompson, now being used by stations in Arkansas and Louisiana. Fifty pressings were turned out at a cost of $746.

Another series is underway in Peoria, Ill. and other midwestern towns. It was revealed. About 60 stations are using copies of Prices Unlimited on a weekly basis. WMBD Peoria was reported by OPS to be carrying the show live.

Still another series to be released shortly is a transcription featuring a one-minute dramatized skit on one side, and Announcer Ben Grauer on the other. It will be made available to local stations.

Mr. Colwell scotched published newspaper reports charging that OPS is spending $100,000 "to convince the public with its own money that price control is good."

It was explained that the total expenditures for radio-TV are well under $25,000—the $100,000 sum is earmarked for all public information and media activities. Mr. Colwell also noted that, in the case of transcribed programs for radio, some "name" stars are donating their talent with the permission of James C. Petrillo, APFM president, and other union leaders.

With respect to slides for television, an OPS field office bulletin said they "have turned out exceptionally well and can be used (by television stations) to implement local as well as national messages on a high frequency basis. They are to be mailed sometime this week.

Central character of the slides is "Inflation Imp," a caricature imprint on a money bag, which OPS envisions as a "public service Mickey Mouse" and feels will have "excellent audience appeal."

Other projects now in the works include two slide films, featuring Roger Pryor, radio and movie personality; transcriptions comprising dramatized announcements, with Announcer Ed Herlihy handling spot copy; and a new reel series with Robert Montgomery, NBC-TV producer. Plans for these were detailed in OPS field bulletin.

BROADCASTING * Telecasting

ILLINOIS Gov. Adlai Stevenson is using television to reach public for the first time with special monthly series on WBBK Chicago. Mr. Stevenson chose television "to bring the state government closer to the people," because he has been attempting "to increase every citizen's knowledge of affairs in the state government."

PLEASED over results at the NARTB District 7 meeting in Louisville Nov. 8-9 (B*y, Nov. 12) are, seated (l to r): Gene Trace, vice president, general and commercial manager, WBBW Youngstown, Ohio; David G. Taft, general manager, WKRC-FM Cincinnati; Victor A. Sholts, vice president and director, WHAS-AM-FM-TV Louisville, and Harold E. Fellows, NARTB president. Standing (l to r) are Rev. W. Howard Ackley, general manager, WFMN Paducah, Ky.; Charles C. Warren, general and commercial manager, WCMI-AM-FM Ashland, Ky., and Robert T. Mason, president and general manager, WMNR Marion, Ohio.

How Old is Santa Claus?

This particular Santa—the one you see on the Christmas Seal Sale—a holiday custom that has made possible one of the great social, economic, and medical achievements of the present century. Your purchase of Christmas Seals has helped save 5,000,000 lives. Yet, tuberculosis kills more people than all other infectious diseases combined.

So, please answer once again the call that comes but once a year—and help make possible the campaign against tuberculosis every day of the year.

Buy Christmas Seals!
The
VOICE
is the same
but the
THEATRE
is larger

We, at WOAI, have had a 50,000 watt clear channel voice for a long time. We can say, with considerable pride, that WOAI is the Southwest's most powerful advertising influence, and prove it. Now, that voice hasn't changed much in years, but the audience we talk to has increased tremendously! Since 1942, radio families in WOAI's influence have increased nearly 120% — from 349,000 in '42 to 767,000 in '51. WOAI's rate has increased only 13% in the same period. There are about 53,000 TV sets in the San Antonio area. If those homes never listened to WOAI (and we know they still do) WOAI still has more than doubled its audience in the last nine years.

Represented Nationally by

NBC-TQN

EDWARD PETRY & COMPANY, INC.
NEW YORK • CHICAGO • LOS ANGELES • ST. LOUIS
DALLAS • SAN FRANCISCO • DETROIT

CHECK BMB — CHECK HOOPER — CHECK RESULTS — YOU'LL FIND WOAI IS A BETTER THAN EVER BUY!
Glad to have you aboard, pardner...

When the Amarillo Chamber of Commerce hired a consulting engineer to help heal some of our growing pains, he suggested, after listening to us tell a few things about cattle, wheat, oil, gas, and industrial expansion, that we only needed one thing.

“What you need,” he said, “is a seacoast. And you can have it!”

Now, we know it’s hard to lie about Texas in general, and Amarillo in particular, but that seacoast palaver stumped us.

“How?” we asked.

“Not at all tough for you guys,” he explained. “You got pipe lines running all the way to the East coast. All you have to do is dip the Eastern end in the Atlantic, and if you can suck the way you can blow, in a matter of hours you’ll pull enough salt water into Polk Street to have an ocean at your front door.”

So, as a Texas sailor to a great network, we’re glad to have you aboard, NBC—and glad to be aboard—on your 25th Anniversary.

KGNC
Amarillo

710 KC • 10,000 WATTS • REPRESENTED NATIONALLY BY THE O. L. TAYLOR COMPANY

NBC has been a KGNC affiliate since 1936

Page 116 • November 26, 1951

By RICHARD OBERLIN

THERE have been a number of surveys of how TV is getting along in those nations of the world which have TV, but these have been technical surveys, and, for the most part, somewhat inaccurate.

To my knowledge, nobody has tried to answer the question that every good newspaper knows often is the heart of a story, the "why" of it.

For this reason it gave me real pleasure this past summer and early autumn to have an opportunity to check the status of television in Britain and France.

The differences are astounding, yet the answer to that key question, "why," turns out to be a fairly simple one.

Officials of French television recently estimated the number of legally licensed sets in the country at about 8,000. To this, add about 1,200 in the possession of TV and government officials who do not pay licenses. Then add the French temperaments and deep loathing of taxes, and you come up with a figure of about 20,000 sets in the country.

The owner of one of these tried to give it away. Because, she explained, "It was a bad investment. There’s nothing to see. No programs. Just old movies that are pretty bad. Or dull movies."

In striking contrast, TV sets in Britain have been selling like ice cream cones and sugar candy at a state fair. Britain now has about one-tenth the number of television receivers that we have in the United States. And one-fourth the population.

The reason television has caught on in England and failed miserably, at least so far, in France, is because there’s good programming on the one hand and bad programming on the other.

French emphasis is on technical development. They’re spending a disproportionate amount of a small, fixed budget for development of the finest technical television in the world.

This is short-sighted, of course, because the greater the number of lines, the more costly the receiver.

The French economy is such that television officials should be shooting for the cheapest possible means, not the most expensive.

British programming does not, of course, compare with that of the U. S. It does a first rate job, though, for Britain.

BBC-TV has four mobile units which are shunted around like chess-men to pick up anything that will make a good show. Because there are no "commercial commitments," if they get a good show going, they’ll just keep it going as long as they please.

The Thames boat races, national cricket matches, tennis and other sports events have audiences hanging onto the picture just like our World Series.

News is consistently the favorite television program in England. There’s a fresh, 15-minute newsreel each Monday, Wednesday and Friday, with playback Tuesday, Thursday and Saturday. On Sunday night there is the old, familiar "story-of-the-week" feature.

However, one top BBC-TV official told me they are planning a fresh newseum each day.

This 15-minute film show is turned out by a staff of seven cameramen, of whom two are assigned to getting feature newseum film for the children’s own special newsreel. (Which might be a good idea for somebody in the business here at home.)

The different attitudes of those in charge of television in the two countries undoubtedly has much to do with current results.

One BBC-TV man told me: “If we use more than one hour of film in four hours of programming—exclusive of the newreel—we don’t think we’re using the medium. We try to cut film to a minimum.”

There is an hour of test pattern telecast from 11 a.m. to noon each day for the benefit of servicemen, (Continued on page 182)
NORTH CAROLINA'S No. 1 SALESMAN

Salutes AMERICA'S No. 1 NETWORK

ON ITS 25th Anniversary

WPTF 50,000 WATTS • 680 KC.
AFFILIATE for RALEIGH-DURHAM & Eastern North Carolina
National Rep. FREE & PETERS, Inc.

WPTF-FM
PRAISES UHF

By WELLS CHAPIN
CHIEF ENGINEER, WIL ST. LOUIS

THE FCC was exactly right in establishing the now famous TV freeze.

The only objection is that it should have been put on before so many sets had been built for the present channels.

Let's look at the facts.

For years amateur radio operators have had the time of their lives talking to all states and some foreign countries on 50-64 mc, a band that butts right against TV Channel 2 (54-60 mc). Taxicabs and police cars operating in the 150 mc communication band have answered calls and found out, much to their embarrassment, that the streets were hundreds of miles away in other cities. Amateurs have accomplished plenty of DX on a band of 144 mc.

The simple fact is that right now in certain eastern areas and two midwest areas the public will be watching its TV set and its favorite show when all of a sudden, without touching the set, out goes the picture and in comes another. Or, even more repulsive, two pictures occupy the screen at once.

Radio News has a regular column devoted to TV DX reception. QST, the amateur radio magazine, at one time had a DX column, but DX on frequencies comparable to the 12 TV channels became so numerous and such an accepted fact that the column was discontinued.

When hundreds of TV stations occupy the present TV channels, a serious interference problem can and will develop.

The human ear can stand a lot of abuse, as witnessed by the music behind talk, heterodynes, static, monkey chatter, whistles, and other noises we have strained to hear a program through on the present AM band.

The eye is a different proposition. Just take your home movie equipment and put two pictures on the screen at the same time. People are not tolerant of even just a little distortion in the picture. Heaven help the TV service man explaining away two pictures!

Now let's take Channels 14 to 83, or 216-890 mc. There will be some interference even on these high frequencies, but this problem will not be nearly so aggravated as it will be on the present TV channels.

Dust off your old issues of Broadcasting, Telecasting and read the articles of some manufacturers who said that 490-890 mc would not work. Compare their statements then to what they say now. What a reversal of policy!

Could it be that they now are in a position to build the equipment, and want to, that this useless band is proven a savior of a nationwide TV system, and all their previous statements are completely reversed?

Let's take a look at the technical problems involved. An engineer would rather build a receiver for 490-890 mc than one for Channels 2 to 13. Instead of coils and condensers, the tube itself can replace these. Crystal detection adapts itself readily. Transit time tubes can be used.

Transmitters giving an effective radiated power of 120 kw can be purchased now for the 490-890 mc band. Powers up to 50 kw are not beyond the realm of possibility. Waveguides will make their appearance plus a lot of other tricks learned in radar during World War II. Good, cheaply-built adapters will be the rule and the exception to adapt the present TV sets to receive the new channels.

To sum up the TV channels situation, the future nationwide TV system has its salvation in the range 216-890 mc and higher.

Further, the FCC allocation plan, as presented, will be adopted finally just about as proposed.

PIGSKIN PARADE

WPPA AIRS HEAVY SCHEDULE

SPORTS fans in the listening area of WPPA-AM-FM Pottsville, Pa., need never want for football broadcasts if a sample schedule of that station's coverage serves as any criterion. WPPA claims, in fact, to be the most pigskin-minded station in the nation.

The station's logs for the last weekend in October read like a sports page on some metropolitan newspaper, listing 10 games. Here's a rundown furnished by the station:

On Thursday (Oct. 28), WPPA carried the Clemson-South Carolina college game in the afternoon and the Schuykill Haven-Prakville high school tilt that evening. Following evening, station aired three grid contests play-by-play: Pottsville vs. Berwick (high schools) on WPPA-AM and Shenandoah vs. Tamaqua High on WPPA-FM, both at the same time, and the second half of the Miami U.-Mississippi college game.

On Saturday WPPA kicked off with Columbia-Army at 1:45 p.m., followed with Stanford vs. Washington U. at 4:45 p.m., and wound up with the Maryland-Louisiana State U. fracas at 9 p.m. On Sunday, it carried the Green Bay-New York Yankees and Los Angeles Rams-San Francisco 49ers professional games.
Happy Anniversary to NBC...

“It couldn’t happen to a nicer network”

From all of us at WBAL

IN BALTIMORE

Affiliate
WLW STUDENT TOUR
Visit Bethany 'Voice'
WLW Cincinnati was host to nine visiting German journalists and some 50 U. of Kentucky radio arts students last Friday, who toured the station as part of a reorientation program to acquaint them with American freedom of the press.

According to Gilbert W. Kingsbury, administrative assistant to the president of WLW, the German visitors have been attending the University on special arrangement with the State Dept. Highlight of the tour was a tour of the Voice of America transmitter site in Bethany, Ohio, which is operated for the department by the Crosley Broadcasting Corp. (WLW). R. J. Rockwell, vice president in charge of engineering, explained the voice operation to the visitors. During the tour, the students watched radio and TV show rehearsals.

KOREAN NETWORK
AFRS Adds Mobile Unit
A new 250 w mobile station named Troubador will be added soon to the Korean Network of the Armed Forces Radio Service, the Far East Commander has announced. This addition would increase the number of AFRS stations to five. All are 250 w mobile units with the exception of one, a fixed station which operates with 1 kw.

A large truck contains all that is necessary to keep the mobile stations in operation. The mobile stations are housed in vehicles to enable them to operate close to the front lines.

Troops in Korea hear recordings of top programs furnished by CBS, NBC, MBS and ABC. These are the same programs that are played over AFRS network in other overseas areas. In addition, some programs such as news and disc-jockey shows are produced locally.

WLWT TOURNAMENT
Matches Begun Saturday
WLWT (TV) Cincinnati's second championship wrestling tournament was to open Nov. 24, Dwight Martin, vice president and assistant general manager of Crosley Broadcasting Corp., announced last week.

Mr. Martin explained his company was following up its initial men's tourney, concluded last July, because of the tremendous viewer interest in the area covered by WLWD (TV) Dayton, WLWC (TV) Columbus and WLWT. Both men and women competitions will be held. Stake in the women's matches is $1,000. Men will compete for $5,000, and a chance for the WLWT title and championship belt.

"SUSAN'S HOW TO COOK BOOK," published by A. A. Wey Inc., N. Y., and compiled by Susan Adams, home-making commentator (WABD New York, 10:30-11 a.m., daily), will be released nationally today (Monday). Book, totalling over 300 recipes, will specialize in food, nutrition and making including advice on kitchen equipment and menu-planning.

Harvest a Bumper Crop of Sales
IN GREATER MIAMI
Use The Station That's Favored By Local Advertisers

It's just plain good sense for you boys to ride along with our local boys. They're here on the spot checking results day by day... and, day after day, week after week, they're buying more and more time on WIOD. For the details about our Quarter of a Century of outstanding service to Southeastern Florida, call our Rep, The Bolling Company.

James M. LeGate, General Manager
5,000 WATTS - 610 KC - NBC
Congratulations to...

on it's SILVER ANNIVERSARY

from KPRC HOUSTON

FIRST in the South's First Market for 26 YEARS
One of the greatest advantages enjoyed by NBC in prosperous Western New York is the superior coverage of clear-channel, 50,000-watt WHAM, a coverage many times greater than that of any other Rochester station.

Note to Time-Buyers:

WHAM-Rochester's oldest and largest station—has an affiliation dating back to 1927. We're proud to join the entire industry in saluting NBC's outstanding leadership past and present.

To NBC on its silver jubilee to WCCC.

End of story.

The program, "Operation Providence," was presented with the cooperation of the Council of Defense, Armstrong Television, Inc., and the War Department for Station WEAF, New York. It was shown in three parts, four hours in all, and resulted from the efforts of WCCC, Canadian Broadcasting Corporation, and the Voice of America, as well as several independent newsmen working with the cooperation of the Council of Defense. The program was shown on television in England, just as it is in the U.S., because it's good entertainment. It is being broadcast in the world as a public service, and is uniformly good. It is being broadcast because it is good entertainment.
In local radio as in network radio it takes time to develop personality, character and acceptability by the public.

The combination of WHIZ, now in its 28th year, PLUS 25-year-old NBC, means greater SALES EFFECTIVENESS and greater IMPACT in Southeastern Ohio.

For 28 years WHIZ has established programming designed for the folks in Southeastern Ohio.

And over these years WHIZ has developed personalities on-the-air who are as much a part of the Zanesville scene as our city's famous Y bridge on U. S. highway 40.

Years of experience in radio broadcasting is an invaluable asset to today's national and local advertisers—an additional "value received" on WHIZ and NBC.

ZANESVILLE, OHIO
VERNON A. NOLTE, MANAGER
1926
Sept. 2—The National Broadcasting Co. was organized as a service of the Radio Corp. of America with the aim to provide the best programs available for broadcasting in the United States. Merlin Hall Aylesworth was named first president of NBC.


1927
Jan. 1—The NBC-Blue network, established by RCA-NBC with WJZ as the key station, began operation as an adjunct to NBC-Red (the original network of which WEAF was the key).

Jan. 1—First coast-to-coast program using a hookup of 4,000 miles to broadcast the Rose Bowl football game from Pasadena, Calif.

Jan. 5—General Foods sponsored its first radio series.

Feb. 6—The famous Collier's Hour began.

Feb. 18—Cities Service Concerts began its series now known as the Band of America.

Feb. 22—President Calvin Coolidge's Washington Birthday address was broadcast on a coast-to-coast NBC network of 42 stations.

April 11—The NBC Pacific Coast network was organized.

June 11—Arrival of Charles A. Lindbergh in Washington, D.C., after historic flight to Paris, was broadcast on a coast-to-coast network.

July 24—First broadcast linking U.S. and Canadian stations.

Aug. 7—Dedication of the International Peace Bridge at Niagara Falls. Participants included the Prince of Wales, Prince George, Premier Baldwin of Great Britain, Vice President Charles Dawes and New York's Gov. Alfred E. Smith.

Sept. 22—Tunney vs. Dempsey prizefight broadcast from Chicago to over 69 stations largest network of stations ever to carry a program up to this date.

Oct. 1—NBC studios were opened at 711 Fifth Ave, New York City. Nov. 7—General Motors began its first series on NBC.

Dec. 2—Palmolive Hour began.

1928
Jan. 4—Al Jolson made his radio debut.

Jan. 16—First program broadcast from the West Indies when President Coolidge opened the Pan-American Conference in Havana. April 4—NBC received its first television station construction permit.

June 3—The National Radio Pulpit became a network show. (Had been on air locally since May 6, 1923.)

June 12—Broadcast coverage of the Republican Convention.

June 26-29—Broadcast coverage of the Democratic Convention including keynote address by Claude Bowers, editor of the New York World.

Aug. 6—Beginning of Real Folk, one of the first dramatic serials on the air.

Oct. 2—First broadcast of NBC's National Farm and Home Hour.

Oct. 26—The NBC Music Appreciation Hour with Dr. Walter Damrosch began.

Nov.—Complete broadcast coverage of election returns.

Dec. 4—The current Voice of Firestone program began.

Dec. 23—Inauguration of NBC coast-to-coast network of 58 stations on a permanent basis.

1929
Jan. 1—Inauguration of Franklin D. Roosevelt as Governor of New York.

Jan. 1—California-Georgia Tech football game from Rose Bowl broadcast over network of 44 stations.

Jan. 18—Rudy Vallee began his career on NBC.

Feb. 21—First shortwave broadcast from England relayed over NBC network. Program offered a symphony concert from Queen's Hall, London.

Feb. 6—First of regular weekly West-to-East programs broadcast from San Francisco.

Feb. 22—First airplane broadcast, Over and Under New York—first field radio pickup.

Mar. 4—Inauguration ceremonies of President Hoover and Vice President Curtis.

July 7—First rebroadcast from Sydney, Australia.

July 7—Thanksgiving services for the recovery of illing King George of England held in Westminster Abbey.

Aug. 12—A parachute jumper broadcast over NBC as he floated down to earth. The jumper was equipped with a 25-pound, 5-watt-power transmitter.

Aug. 19—Amos 'n Andy began on NBC.

Oct. 26—First broadcast from Holland.

November—The famous NBC chimes were first used at the start of programs.

Nov. 20—The Rise of the Goldbergs began on NBC.

Dec. 25—International exchange program from England, Germany, Holland and France.

1930
Jan. 21—Opening session of London Naval Parade broadcast. King George V welcomed delegates to the conference and was heard in his first world-wide broadcast.

March 2—Catholic Hour began current series.

March 12—First two-way conversation between NBC officials and Admiral Byrd, Antarctic explorer, after his arrival in Dunedin, New Zealand.

March 16—First broadcast from a ship at sea to listeners on shore. April 1—Broadcast from Bronx Zoo making first use of mobile unit equipped for radio transmission.

April—First regular sponsored series originating on the Pacific Coast for nation-wide broadcasting (California Packing Co. from San Francisco).

April 30—Conversation between Marconi aboard his yacht off the west coast of Italy and NBC officials in New York.

May 12—First use of parabolic microphone.

May 31—Arrival of the Graf Zeppelin at Lakehurst, N. J.

June—Plans announced for $250,000,000 Radio City to be built by John D. Rockefeller interests in New York and to become home of NBC.

June 19—New York's reception to Admiral Byrd on his return from the Antarctic.

July 7—NBC's first television broadcast.

July 30—Pioneer television station W2XBS opened in New York by NBC.

Sept. 14—First broadcast from Merchandise Mart, NBC's Chicago studios.

Sept. 29—Lowell Thomas began series of news commentaries.

Oct. 1—First sample (premium) offered to listeners by NBC advertiser.

Nov. 30—Fred Allen made radio debut (guest spot).

Dec. 9—First broadcast from a submarine.

Dec. 11—Broadcast of Prof. Albert Einstein's arrival in New York.

1931
April—First time announcers (Continued on page 130)
Congratulations to the National Broadcasting Company on the completion of 25 years of notable service to the people of America!

As an affiliate of NBC since 1927 we take understandable pride in the achievements of our network during the past turbulent quarter of a century, and we look forward with confident anticipation that the future in AM radio and NBC will be even more inspiring and satisfying.

At this quarter century milestone it is well for us all to remember that American radio operates as free enterprise and that free enterprise guarantees a free America!

RADIO STATION KVOO

EDWARD PETRY AND CO., INC. NATIONAL REPRESENTATIVES

50,000 WATTS

OKLAHOMA'S GREATEST STATION

TULSA, OKLA.
Chronology of NBC

(Continued from page 124)

in general were used as an integral part of the cast when James Welling, later an integral man to Comedian Eddie Cantor.

May 1 — Dedication of the Empire State Bldg., New York.

May 23 — Description of the Army air maneuvers of 672 planes over New York City, including a mimic battle, activities of pursuit planes and the laying of a smoke screen.

June — NBC facsimile broadcasts began over W3XL.

June — The Empire State Bldg., world’s tallest skyscraper, was selected as the site for NBC’s television transmitter.

October — NBC announcers made the first radio broadcast with test flights of the American Clipper airships.

Oct. 11 — American Album of Famous Music began at NBC.

Oct. 30 — Start of 120-line television transmission from W2XBS atop the Empire State Bldg.

Dec. 12 — In honoring Guglielmo Marconi on the 30th anniversary of his first transatlantic wireless message, NBC broadcast around-the-world call of 14 nations on four continents.

Dec. 25 — First broadcast of the regular series of Metropolitan Opera broadcasts — "Hansel and Gretel" — over combined NBC Red and Blue networks.

1922

Jan. 20 — Floyd Gibbons and Gen. Shigeiwa Honjo, leader of the Japanese military forces, broadcast from the battlefields of Manchuria.

Jan. 31 — World Disarmament Conference at Geneva, Switzerland. Broadcast of official opening address and 40 talks by William Hard, authority on international affairs, who introduced the various delegates at the conference.

Feb. 4 — Vocalist Jane Froman began a series which established her in radio.

March 2 — Announcement of the kidnapping of Charles A. Lindbergh Jr., on March 2, followed by hourly bulletins of the developments in the case. Regular network broadcasts on the case continued until March 8.

April 26 — Ed Wynn made radio debut in long program series.

April 29 — One Man’s Family began its career on NBC.

May 2 — Jack Benny began first radio series.

Aug. 12 — First two-way conversation between a glider and the land.

Aug. 17 — Prof. Augusta Piccard told of his sensations in making a record balloon ascension of more than 10 miles.

Sept. 8 — Jack Pearl made his radio debut as Baron Munchausen.

Sept. 22 — Scientist William Beebe broadcast from his "Bathyphere" as he descended 2,200 feet below the surface of the ocean off the coast of Bermuda.

Oct. 6 — Beginning of Captain Henry’s Maxwell House Showboat series which brought such names to radio popularity as Charles Winninger, Janie Luros, Lanny Ross, Annette Hanshaw and others.

Nov. 28 — Groucho Marx made radio debut.

1933

Jan. 7 — World Premiere of "Emperor Jones" by Louis Gruenberg, by Metropolitan Opera Co.

Jan. 23 — Dr. Albert Einstein made only radio address during his American visit discussing "America and the World Situation."

Feb. 1 — Adolf Hitler outlined his policies in an address rebroadcast here.

Feb. 11 — Pope Pius XI and Senator Marconi heard during ceremonies inauguating new Vatican radio system.

March 4 — The most intricate broadcast to date was President Roosevelt’s inauguration and the inaugural parade.

March 9 — Opening of 73d Congress — First broadcast from the floor of the House of Representatives.

March 12 — First "Fireside Chat" by President Roosevelt as he addressed the nation explaining the banking moratorium.

April 1 — Ceremonies incident to Pope Pius’ opening of the Holy Door of the Basilica of St. Peter’s were broadcast from Vatican City.

April 4 — NBC shortwave equipment installed along the New Jersey shore carried the first story of the dirigible Akron disaster.

April 11 — George Bernard Shaw was heard via NBC in only American talk.

May 17 — Address of Adolf Hitler delivered before the German Reichstag in Berlin, announcing Germany’s foreign policy under the Nazi Regime.

May 26 — Formal opening of the Century of Progress, Fair, Chicago.

June 8 — Bob Hope made radio debut.

June 12 — Opening of the World Economic and Monetary Conference in London, England. King George V delivered opening speech and Ramsay McDonald delivered the keynote speech.

Aug. 5 — NBC inaugurated the first regular interchange of programs with Canada, through cooperation of the Canadian Radio Broadcasting Commission.

Aug. 18 — National Barn Dance began broadcast series.

Oct. 15 — Start of Chicago Round Table series.

Oct. 21 — The first regularly scheduled program from Russia to be broadcast in the U. S., was carried by NBC from Moscow.

Oct. 22—26 — First broadcast from

BROADCASTING • Telecasting
The Graf Zeppelin while flying over the Atlantic from South America to Miami.

Nov. 11—NBC's first broadcast from Radio City. M. H. Aylesworth, David Sarnoff, Owen D. Young, Gen. James G. Harbord and Sir John Reith of BBC spoke. The following artists were heard: Jane Cowl, Jessica Dragonne, the Revelers, Frank Munn, Virginia Rea, Walter Damrosch, John McCormack, Maria Jeritza, Rudy Vallee, Will Rogers, Amos 'n' Andy, Paul Whiteman and the Schola Cantorum Choir.

Nov. 12—A 400-piece symphony orchestra, largest ever assembled for a broadcast, played from Radio City under a group of famous conductors.

Nov. 15—Foreign nations sent special programs to NBC in celebration of its seventh anniversary and opening of Radio City studios.

Nov. 17—Two-way conversation between Maxim Litvinoff, Russian Commissioner for Foreign Affairs, speaking from Washington and his wife speaking from Russia—same day as Russian recognition was announced.

Nov. 20—NBC Radio City guided tour was inaugurated.

Nov. 20—Commander Settle and Major Fordney were heard over NBC as they floated 10 miles above the earth in a U. S. Army stratosphere balloon.

Dec. 1—First sponsored series of opera from the Metropolitan Opera House (American Tobacco Co).

Dec. 13—The first program from India was heard in the U. S. over NBC from Bombay.

1934

Jan. 14—Radio City Music Hall concerts began on NBC.

Jan. 30—President Roosevelt Birthday Ball on the combined facilities of NBC Red and Blue networks.

Feb. 22—Description of the funeral services for Albert held in Brussels, Belgium.


May 13—As a prelude to the 300th season of the famous Passion Play, a two-way trans-Atlantic conversation was held between Anton Lang, who formerly portrayed the role of Christ, in Oberammergau, Germany, and his son Anton Lang Jr., in Washington.

May 31—Broadcast of President Roosevelt's review of the U. S. Battle Fleet.

July 12—Adolf Hitler's address before the German Reichstag in Berlin with a resume in English by Victor F. Ridder.

July 15—First regularly sponsored series of international broadcasts begun by Gulf Oil Co.

July 28—U. S. Army's stratosphere balloonists in a two-way conversation broadcast until they

(Continued on page 128)
were forced to throw radio equipment overboard to lighten the load after climbing to 61,000 feet.

Sept. 14—Description of International Yacht Races for the America’s Cup held at Newport, R. I.

Sept. 15—The Gibson Family premiere. First musical comedy with music especially composed for radio.

Sept. 18—Address by Wilhelmina, Queen of the Netherlands, at the opening of the Dutch Parliament.

Sept. 22—First voice broadcast around the world in a fraction of a second demonstrated by shortwave station W2XAF Schencadny, N. Y., and broadcast by NBC.

Sept. 25—Ceremonies attending the launching of the largest ship in the world, the Cunard liner N. 634.

**NBC Silver Jubilee**

later named the Queen Mary. Address by King George and Queen Mary from Clydeside, England.

Oct. 6—Premier Mussolini from Milan spoke on “Foreign and Social Policy.” The program included a preliminary commentary, and an English summary.

Nov. 8—Kraft Music Hall began long run on NBC.


Dec. 25—The Empire Exchange brought Christmas greetings from many parts of the British Empire.

1935

April 16—Fibber McGee and Molly began NBC series.

April 21—First broadcast from the Coliseum in Rome on Easter Sunday with music and songs by choral groups.

May 26—Guglielmo Marconi’s 61st birthday saluted by radio from ships at sea, from Admiral Byrd at the South Pole and from the Graf Zeppelin flying across the Atlantic.

May 6—Golden Jubilee Celebration of King George V of England broadcast from St. Paul’s Cathedral in London with greetings from all parts of the British Empire.


May 28—Dionne Quintuplets’ first birthday anniversary from Dafoe Hospital, Calender, Canada.

Short talk by Dr. Dafoe and Canadian officials. Babies were heard gurgling.

May 29 to June 6—Description of the sailing and New York arrival of the Normandie on her maiden trip.

May 30—Start of America’s Town Meeting of the Air series.

July 2—First broadcast in history from Mt. Vesuvius in Italy. The actual sounds of the flowing lava and the hissing steam were heard as a microphone was placed within the crater.

Aug. 23-24—U. S. Army maneuvers at Pine Camp, N. Y., were covered by NBC announcers in most extensive field broadcast hook-up in radio history. Four mobile units from all fronts demonstrated the uses of radio during actual war conditions.

Oct. 7—Most comprehensive international hookup to 240 stations throughout the world was arranged for the Youth Sings Across Borders program over an NBC coast-to-coast network. Pick-ups were made from 31 countries.

Oct. 11—Entire flight of record-breaking U. S. Army-National Geographic Society stratosphere balloon heard exclusively over NBC. Capt. O. A. Anderson in the balloon at 72,395 feet (13.7 miles) were heard in a special broadcast linking them and the China Clipper flying over California, and President Franklin D. Roosevelt at his desk in England.

Dec 7—NBC’s Hollywood studio, one of the most complete and advanced broadcasting units in the world, were opened.

1936

Jan. 1—Lenox Rilley Koh became NBC president.

Jan. 21-28—News of death of King George V of England flashed around the world. Audiences heard London’s tolling bells. Description of funeral service and memorial ceremonies also broadcast.

Feb. 6-16—Winter Olympic Games held in Berlin, Germany.

April 12—NBC made successful use of the new microwave transmitter, so small that it was concealed in a announcer George Hicks’ silk top hat as he broadcast a description of the annual Easter Parade on New York’s Fifth Ave.

May 6-9—Description of maiden voyage of the Zeppelin Hindenburg.

June 16—First coaxial cable provided by Bell System for television use between NBC studios in Radio City and NBC transmitter atop Empire State Bldg.

June 29—Start in the U. S. of organized television experiments between a regular transmitting station and a number of experimental receivers in homes. Tests conducted by NBC and RCA.

July 7—First public demonstration of NBC’s high definition (electronic system) television. Radio manufacturers witnessed the RCA-NBC demonstration in the Empire State Bldg. Radio artists and films were used in the show.

Aug. 1-16—Summer Olympic Games broadcast from Berlin.

Nov. 2—National Jue & July bulletins in Roosevelt vs. Landon Presidential race.

Nov. 6—Pan-American Peace Conference broadcast from South America. Event attended by various dignitaries including President Roosevelt.

Nov. 6—NBC television demonstration with 250 guests as spectators at "live" talent and film performances on 7½ x 10 inch screen.

Nov. 15—NBC celebrated its 10th anniversary with radio organization throughout the world contributing their facilities and talent. Two special events programs arranged to commemorate the date were broadcast before attempted. On one, David Sarnoff, president of RCA, spoke from his New York office to Guglielmo Marconi on his yacht in the Mediterranean. Robert Jardillier, French Minister of Communications, on an airliner between New York and Washington, and to Maurice Rambaud, president of the International Broadcasting Union, in another plane flying the same route. In another special program, 13 pickup points were included from a large number of stations throughout the world from a squadron of planes. Highlight of this show was a conversation between announcers on two speeding streamlined trains, one running between California and Panama, and President Roosevelt’s audience in America, and the other between Hamburg and Berlin in Germany.

Dec. 11—Farewell address of King George V of England, following his abdication on Dec. 10.

Dec. 17—NBC made the first radio pickup from Nanking, China, as the headlines of the day were centered on the kidnapping of Generalissimo Chiang Kai-shek by Dr. H. H. Kung, Finance Minister and acting head of the Chinese Nationalist Government, addressed American listeners in the exclusive NBC presentation.

1937

January—South American stations started rebroadcasting NBC’s Metropolitan Opera programs.

Jan. 20 to Feb. 1—Complete coverage of the floods in the Ohio and Mississippi valleys.

May 8—Coverage of Hindenburg disaster. The huge dirigible crashed and burned at Lakehurst, N. J. NBC featured a dramatic eyewitness account of Herb Morrison, who with another engineer, Charles Nehlsen, WLS Chicago, happened to be at scene to record landing sounds. Morrison’s stirring and emotional recorded description of the disaster was rushed to NBC for broadcasting.

May 9—Edgar Bergen with his now-famous McCarthy dummy started long-run series.

May 12—Coronation of King George VI and Queen Elizabeth of England. First event of its kind to be broadcast.

June 8—Complete eclipse of the sun from Canton Island in the South Pacific was vividly described for NBC listeners.

Oct. 14—Television demonstration on 3 x 4 ft. screen to Society.
Kollege of
that
by
news
work time devoted to
virtually
of
carried
extensive coverage of
Gertrude
showing of scenes
Seas.

NBC was cited by FCC Chairman
Wayne Coy as giving contributions to radio's
growth and TV's emergence as a "public service" and
tenement medium. NBC's silver jubilee. In a message to NBC President Joseph H.
McConnell, Mr. Coy said:

"Congratulations to NBC on the 25th anniversary of its founding. NBC has contrib-
uted greatly to the growth and development of radio broad-
casting during the past quarter century and during the last few years to the emergence of
television as a medium for pub-
lic service, education, and en-
tertainment, in a time of critical importance for the American people."

Coy Congratulates

NBC television station—operated by NBC—
appeared on New York's streets.

Dec. 25—Arturo Toscanini con-
ducted the NBC Symphony Orch-
stra in the last of a series of 10
concerts. The maestro returned to
New York for the express purpose of
heading the new orchestra.

1939

February—NBC brought first ex-
clusive broadcast from the Pyra-
mids—Dragomen (native guides),
Arabs and Egyptologists were
heard from in front of the Great
pyramid and from within the tomb
of Cheops.

March—Mobile TV vans operated by NBC made first remote pickup in N. Y.

March 12-14—Complete coverage of absorption of Austria by Ger-
many. NBC brought from Vienna and
other European capitals the story of the Nazi coup. For more than 24 hours NBC was the only
radio outlet from Vienna to America.

March 30—Kay Kyser and his College of Musical Knowledge be-
egan long tours.

April—NBC brought to Ameri-
can listeners first exclusive broad-
casts from Pitscarn Island in South
Seas.

June 7—First NBC television
showing of scenes from a Broadway
play—"Susan and God," starring Gertrude Lawrence and produced by John Golden.

June 22—Joe Louis-Max Schme-
ing championship fight. The most
extensive coverage of a sporting event in radio history and
carried exclusively by NBC's net-
works of 146 stations and over five
of America's shortwave stations to
virtually every section of the world
except the Orient.

Sept. 12—Ninety minutes of net-
work time devoted to Hitler's Nuremberg talk.

Sept. 22—NBC brought first
news directly from areas affected
by an unprecedented hurricane that hit New England and the
Eastern Seaboard.

Sept. 25—Pianist Ignace Jan
Paderewski broadcast for first time to
U. S. from Switzerland.

Sept. 29—Bob Hope started his
radio series.

Sept. 29—NBC scored a major
scoop when it broadcast the first
reading of the full official text of the
Potsdam Agreement, 46 minutes ahead of its nearest
competitor. Max Jordan, NBC Con-
tinental European representative,
read the communique from Munich.

1939

Jan. 27—NBC-RCA gave first
demonstration of modern electronic
Television at Washington, D. C.,

Broadcasting * Telecasting

Squalus off New Hampshire coast.

June 1—First telecast of pro-

fessional boxing contest—Lou Nova
vs. Max Baer at Yankee Stadium.

June 10—King George VI and
Queen Elizabeth televised during
visit to New York World's Fair.

June 20—Inauguration of 10-
hour weekly television schedule.

First full-hour TV production—
"The Pirates of Penzance."

June 29—First full-hour tele-
vision drama—"The Donovan Affair"
by Owen Davis.

July 5—First telecast of a fea-
ture film in regular program serv-
vice—"The Heart of New York."

July 13—NBC was first major
network to apply for FCC for an
FM station.

July 25—First telecast of a full-
hour musical comedy—"Topsy and
Eva" starring the Duncan Sisters.

Aug. 9—First tennis match tele-
cast—Eastern Grass Court Cham-
ionships from Westchester Coun-
try Club, Rye, N. Y.

Aug. 23—First episode of a film
serial telecast—"The Lost Jungle."

Aug. 28—First telecast of a
major league baseball game—
Brooklyn Dodgers vs. Cincinnati
Reds doubleheader from Ebbets
Field, Brooklyn.

Aug. 29—First network to send
war reporter to Europe—Hilmer
Baukhage.

Aug. 31—First word of Hitler's
official demands on Poland in broad-
cast from Berlin when a spokes-
man for German Press gave the 16
points in Hitler's proposal for set-
tlement of Danzig and Polish cor-

Saginaw Broadcasting Company

Radio Building

Saginaw Michigan

November 26, 1951 * Page 129
Washington, D. C., at an altitude of 22,000 feet and a distance of 200 miles.

Oct. 21—Weekly boxing telecasts from the Ridgewood Grove Sporting Club launched.


Nov. 16—First sponsored shortwave radio broadcast to Central America (United Fruit Co.) over NBC International facilities.

Nov. 23—First telecast of Macy’s annual Thanksgiving Day Parade.

Dec. 11—Telecast of first amateur boxing tournament—Finals of the Journal-American Diamond Belt boxing bouts from Madison Square Garden.

Dec. 18—Fred Allen made TV debut (guest spot).

Dec. 18—First telecast of a society function—The Television Ball from the Grand Ballroom of the Waldorf-Astoria Hotel.

Dec. 17—First broadcast description of a scuttling of a ship in war time. James Bowen in Montevideo, Uruguay, described the actual scuttling of the Graf Spee and its sinking as it was taking place. Only eye-witness account broadcast.

Dec. 19—First telecast of a Broadway motion picture premiere—“Gone With The Wind” from the Capitol Theatre, New York.

Dec. 24—First broadcast from the Siegfried Line, Germany.

Jan. 1—NBC FM station W2XWG opened atop Empire State Bldg.

Feb. 1—FCC members in Schenectady watched pictures telecast from New York rebroadcast through automatic radio relay across the upstate area—distance of 130 miles. The “first television network” thus comprised Stations WNBT New York and WRGB Schenectady.

Feb. 25—First hockey game telecast—Rangers vs. Canadians from Madison Square Garden.

Feb. 28—First basketball games telecast — Pittsburgh-Fordham and N.Y.U.-Georgetown from Madison Square Garden.

March 5—A complete Broadway play telecast for first time—“When We Are Married” presented in one-and-one-half hour performance.

March 10—First opera telecast—Metropolitan Opera stars presented in tabloid version of “Pagliacci!” from Radio City.

March 24—First religious services telecast from Radio City and seen at Lake Placid through Schenectady relay.

April 4—Mr. District Attorney radio series began.

April 19—First opening baseball game telecast — Giants-Dodgers from Ebbets Field.


May 10—Neville Chamberlain, from London, broadcast his resignation as Prime Minister of Great Britain.

May 19—Winston Churchill, from London, broadcast for the first time as Prime Minister.

June 10—Premier Mussolini heard from Rome as he made declaration of war against Allies.

June 17— Marshal Petain of France broadcast that the French had capitulated to the Germans.

June 22—German-French Armistice proceedings described from Compiegne Forest, France.

June 24—Coaxial cable used for first time in TV program service by NBC in televising Republican National Convention at Philadelphia and transmitting scenes from transmitter on Empire State Building.

July 12—Niles Trammell elected President of NBC.

July 15—Democratic Convention broadcast from Chicago. Films of proceedings were rushed by plane to New York for NBC telecast.

July 20—Twenty-one broadcasts in connection with Pan American Conference from Havana, Cuba.

Aug. 17—“Truth or Consequences” series began.

Sept. 4—“Quo Vadis” radio series started.

Sept. 21—“Around London”—a descriptive tour of the city with pick-ups from a rooftop overlooking London; a street in the Strand; an air raid shelter; a night club; Buckingham Palace. During the broadcast the actual sounds of the anti-aircraft guns and bursting shells were heard.


Oct. 20—Record-breaking daytime radio audience listened to drawing of military draft numbers in Washington.

Nov. 5—First telecast of Presidential election returns.

Nov. 15—“Information Please” began long radio series.

Nov. 30—Broadcast in connection with the inauguration of Avila Camacho as President of Mexico from Mexico City.

1941

Jan. 24—NBC’s mobile relay units transmitted a program from Camp Upton, L. I., into New York City over RCA’s automatic radio relays for telecasts over WNBT. The program was simultaneously shown in a New York theatre where images 16 x 20 ft. were projected on a motion picture screen.

Feb. 20—First television pictures in color were transmitted from

(Continued on page 132)
an eye
and an ear
for freedom

Today radio and television, together with the press, maintain a deep-grained awareness that they are America's larger citizens with louder voices and greater reaches. Theirs is the greater responsibility to keep America truthfully and fully informed.

Back in 1931 BROADCASTING's first editorial concluded: "To the American system of free, competitive and self-sustaining radio enterprise, this publication is dedicated."

Through twenty years as town crier, BROADCASTING-TELECASTING has challenged every inroad into radio's free charter on the premise that without free radio there could be no truly free America. The story of American radio is the story of democracy in action. The story of BROADCASTING parallels that of radio.

Today, we need not look for any better words to serve as a statement of principles or an affirmation of purpose for the years ahead. Simply, we will steadfastly espouse radio and television by the American Plan. In essence, freedom... wired for sight and sound.

National Press Building
Washington 4, D. C.
Sol Taishoff, editor and publisher
Chronology of NBC

(Continued from page 130)

Empire State Bldg.
April 4—Carried first radio flash of news of German invasion of Yugoslavia and Greece.
April 15—NBC Sports Dept. formed under direction of Bill Stein.
May 1—RCA-NBC made successful tests with first projection-type color television receiver using mechanical methods.
May 2—FCC authorized commercial television effective July 1.
May 6—Bob Hope played first Armed Forces Camp Show (March Field, Calif.).
June 16—Applications filed with FCC for licenses to operate commercial television stations in New York, Philadelphia and Washington.
June 18—First broadcast of survivors of the sunken freighter

Robin Moor from Capetown, South Africa.

June 21—NBC first to broadcast news of German invasion of Russia.
June 27—NBC television's first advertising rate card published.
July 1—Television station WNBT, which as the famous station W2XBS had cradled American television broadcasting, went on the air as the world's first commercial station and had four sponsored programs on the first day.
July 9—Broadcast of first official statements of the border dispute between Peru and Ecuador in a double pickup from Lima and Quito.
July 14—French Bastille Day broadcast—scored another "first" by carrying a message from Gen. Charles de Gaulle, leader of "Free France" speaking from his headquarters in Brazzaville.
July 23—Listening post established at Belmore, L. I., to monitor news broadcasts from Western Europe and European Russia.
Aug. 14—Listening post established in North Hollywood to monitor news broadcasts from the Orient, the Far East and Australia.
Sept. 3—First radio two-way hook-up with Moscow, Russia.
Sept. 9—First broadcast from Reykjavik, Iceland.
Oct. 4—Weekly shortwave broadcast of major gridiron contests started for benefit of military personnel of remote outposts and bases throughout the Western Hemisphere.
Nov. 28—Historic broadcast from Dutch Guiana in which Col. Stanley Grogan, Army public relations officer, told of the arrival of American troops to guard the colony's vital bauxite deposits.
Dec. 7—News flashed by radio that Japan had attacked Pearl Harbor that morning.
Dec. 8—President Roosevelt's war message to Congress and the declaration of war was broadcast world-wide on record-breaking hook-up.
Dec. 8—Eyewitness account broadcast of the first Japanese bombing raid on Manila against a background of anti-aircraft fire as Japanese planes roared overhead.
Dec. 9—President Roosevelt made his 17th "fireside chat" on Japan's attack and the U. S. declaration of war.

1842
Jan. 9—The Blue Network was separated from NBC and established.
Jan. 23—First mass education by television was initiated by NBC-TRA in training thousands of air raid wardens in the New York area.
Feb. 9—Graham McNamee gave a broadcast description of the S. S. Normandie fire as its pier in New York—broadcast on full NBC network.
Apr. 5—The Army Hour—official weekly radio report of the War Dept.—started on NBC, bringing on-the-spot stories and demonstrations from Army bases and fields of battle.
Apr. 10—People are Funny radio series began on network.
May 22—Television schedules cut to four hours a week because of the war.
July 6—The NBC University of the Air started—first called NBC Institute America (University of the Air). This was the first endeavor in network history in the U. S. to provide systematic subject matter with existing classroom instruction in universities throughout the nation. Land's of the Free series inaugurated the University programs. Music of the New World, second in the series began Oct. 10, 1942.
Aug. 20—John MacVane, NBC correspondent who accompanied the commando raid on Dieppe reported on the event from London.
Sept. 29—First NBC Day in War Bond drives wherein NBC set aside entire day for campaign.
Oct. 19—The Murder of Lidice—special dramatic program presenting the epic poem by Edna St. Vincent Millay, written especially for radio at the request of the Writers' War Board.
Nov. 1—NBC's and all other radio shortwave operations taken over by U. S. Government through the Office of War Information (OWI).

1943
Jan. 26—Roosevelt-Churchill conference at Casablanca reported by Stanley Richardson in London who read on the air the eye-witness account of the meeting as relayed by John MacVane of NBC.
May 10—John MacVane, first radio man to enter Tunis after its fall, broadcast from Algiers.
Aug. 18—First use of the wire recorder in combat. From London, Stanley Richardson explained how the program was made in a flying Fortress during the bombing raid of the German-held Le Bourget Field in France.
Oct. 24—First broadcasts from Guadalcanal and New Caledonia on The Army Hour.
Oct. 25—First in a series of events telecast direct from Madison Square Garden for the special benefit of wounded servicemen in Army and Navy hospitals near New York City where NBC installed TV receivers.
Nov. 14—First broadcast from Naples, Italy, since outbreak of war. Don Holmbeck and Merrill Mueller, spoke from Allied Advance Command Post at Naples.

1944
Mar. 1—NBC announced plans for nation-wide TV network.
June 6—NBC first with flash on Allied invasion of Europe.
June 6—All commercial broadcasts cancelled to give an uninterrupted flow of news from the Normandy beaches. President Roosevelt on the radio led the nation in a D-Day prayer.
June 13—NBC's Special Bond Day—21 continuous hours of broadcasting were climaxed by a 90-minute all-star show to start NBC's Fifth War Loan campaign. Each show devoted a portion of its time to bond appeals and once each hour NBC presented a special bond broadcast from a historic shrine.
Aug. 14—NBC flashed the news
of the invasion of Southern France.

Aug. 25—NBC resumed news broadcasts direct from Paris after Paris radio station in patriot hands announced "Paris liberated."

Oct. 1—"Welcome Home Auditions" began. Free auditions offered to members and former members of the armed services. Audition records sent to NBC affiliates in home areas of auditions.

Nov. 7—Roosevelt-Dewey election returns covered by radio and television.

1945

Feb. 7—Bert Silen, announcer, liberated from Santo Tomas by American Army, broadcast over NBC that Manila was retaken.

April 12—All commercial programs cancelled at the news of death of President Roosevelt. During three-and-one-half days of national mourning which followed, no commercial announcements were broadcast on the network and the program schedules were confined to appropriate music, news and memorials.

April 28—Benito Mussolini reported executed by Italian Partisans.

May 1—Broadcasts reported Adolph Hitler died in Berlin.

May 8—All commercial programs cancelled for observance of V-E Day. President Truman, King George, Prime Minister Churchill and General Eisenhower participated in world-wide broadcasts.

June 19—Broadcast of Eisenhower's greetings by New York in a city-wide celebration. NBC also telecast films of Washington and New York celebrations on day of event.

Aug. 14—Max Jordan, NBC European representative, broadcast from Basle, Switzerland, at 4:18 p.m., Eastern Time, hours ahead of any other source, that the Jap surrender papers had arrived there. Later he was first with the news that the document had reached Washington.

Sept. 1—Merrill Mueller, NBC reporter, broadcast "on the spot" description of the Japanese surrender from the deck of the U.S.S. Missouri in Tokyo Bay.

Sept. 9—Station WNBW telecast films of Japanese signing surrender documents on board U.S.S. Missouri.

Oct. 25—NBC demonstrated RCA-developed super-sensitive television camera tube named "image orthicon" in candlelight thereby solving major problem in illumination of television programs and outdoor pick-ups. The tube also was demonstrated in total darkness with the scene "illuminated" by infra-red rays.

Oct. 27—First telecast of a U. S. President on a TV network. President Truman was seen for the first time on television at Navy Day ceremony in New York's Central Park—the TV network comprised WNBW New York; WRGB Schenectady and WPTZ Philadelphia.

Dec. 1—Army-Navy football game in Philadelphia telecast by WNBW New York, through use of coaxial cable for the intercity connection.

1946

Mar. 21—Demonstration of airborne television at Atlantic Naval Air Station with television-equipment and planes over Washington, Mt. Vernon, Annapolis and Baltimore. Airborne TV was developed during the war by RCA and NBC in cooperation with the Navy, Army and the National Defense Research Council.

Mar. 23—NBC televised the opening sessions of UN Security Council at Hunter College, New York.


June 20— "Operation Crossroads" from Bikini area. NBC newsmen described events leading up to actual dropping of the Bikini test atomic bomb. The bombardier of the B-29 over the target was heard, and scenes following explosion were described.

July 24—Bikini under-water bomb test reported from Bikini area.

Oct. 1—NBC's Roy Porter broadcast from Nuremberg on the trials of the top Nazi war criminals just completed.

Oct. 20—Special programs broadcast and televised in NBC-originated United Nations Week.

1947

Jan. 2—NBC Television cameras entered halls of Congress for first time at opening of 80th Congress.

Jan. 5—President Truman televised as he delivered message before joint session of Congress.


February—An exclusive report broadcast on Admiral Richard E. Byrd's flight.

April 16—Complete coverage given the Texas City disaster by NBC News and Special Events crews.

May 5—Exclusive radio broadcasts from the National Geographic-U. S. Army Forces Eclipse Expedition to Bocayuva, Brazil.

May 7—Kraft Television Theatre launched.

June 27—NBC's television station WNBW opened in Washington, D. C.

June 28—The exclusive beat of Henry Cassidy giving listeners the first report out of Moscow on the Foreign Ministers' Conference.

Sept. 13—In cooperation with the Eastman Kodak Co., NBC announced a special camera had been (Continued on page 134)
Chronology of NBC
(Continued from page 153)
developed to photograph television images directly from the kinescope screen. Paved way for syndication of television programs and provide records of television events.
Sept. 16—The first radio report direct from the heart of the September hurricane in Florida and the Gulf Coast.
Sept. 30—Baseball World Series telecast for first time New York Yankees-Brooklyn Dodgers (from Yankee Stadium and Ebbets Field).

NBC Silver Jubilee
Carried over NBC stations in New York, Philadelphia, Washington and Schenectady to an estimated total audience of 3,962,000.
Oct. 5—First telecast from the White House. President Truman's address on world food crisis was broadcast world-wide and televised on a seven-station hookup.
Oct. 9—Charles R. Denny Jr. joined NBC as vice president and general counsel after resigning as Chairman of the FCC. Elected NBC executive vice president July 2, 1948.
Nov. 9—Theatre Guild started series of plays on television with "John Ferguson" by St. John Ervine.
Nov. 13—A test radio relay operation to Boston proved successful. The system, opened by Bell System for experimental telephone and television use, employed seven hilltop relay stations.
Dec. 5—Louis-Walcott 15-round fight at Madison Square Garden telecast along Atlantic Seaboard to estimated audience of one million.
Dec. 21—Howdy Doody television program began.
1948
Jan. 12—Kukla, Fran and Ollie series launched.
Jan. 30—First American network to carry eye-witness account of the assassination of Mohandas K. Gandhi.
Mar. 20—Arturo Toscanini conducted NBC Symphony Orchestra in its first telecast.
Mar. 22—Voice of Firestone became first commercial simulcast program on AM, FM and TV.
April 3—Arturo Toscanini conducted the NBC Symphony Orchestra in Beethoven's "Ninth Symphony" on simulcast program. The estimated TV audience was 370,000.
June—"College By Radio" plan announced as part of a vast adult education project combining radio and college facilities. Plan provided for cooperation through local NBC stations with universities throughout the nation in the utilization of network and local programs for home study courses.
During first five months of operation, controlled experiments were put into operation involving station WNBK in Milwaukee, Wisconsin and the University of Louisville.
June 8—Tezaco Star Theatre starring Milton Berle, launched on NBC.
June 21—Republican National Convention, Philadelphia—NBC's radio and TV coverage comprised 54 hours of TV time and 36 hours of radio time.
July 12—Democratic National Convention, Philadelphia. NBC covered with 24 hours and 14 minutes of radio time and 24 minutes of TV time.
Aug. 29—Historic telecast of battle maneuvers on aircraft carrier U.S.S. Leyte 30 miles at sea.
Sept. 18—Test transmissions started over NBC's TV station WNBQ Chicago.
Sept. 26—NBC's Midwestern TV network opened to link St. Louis, Chicago, Milwaukee, Toledo, Detroit, Cleveland and Buffalo by coaxial cable.
Oct. 9—First telecast from Yale Bowl (Yale-Columbia football game).
Oct. 21—First public demonstration of Ultra-Fax held in Washington, D. C., showing results of combined efforts of BCA Laboratories, NBC Engineering Development and the Eastman Kodak Co. Transmission of one million words a minute from NBC's TV station WNBW at Wardman Park Hotel.
Oct. 31—Commercial programming started on NBC's TV station WNBK in Cleveland, Ohio.
November—Start of Dress Rehearsal radio program which consisted of pickups from Boston's Symphony Hall with Serge Koussevitsky conducting rehearsals of the Boston Symphony Orchestra.
Nov. 2—Truman-Dewey election returns. NBC topped all networks in listener and viewer ratings with its coverage Nov. 2 and 3. The NBC complete and uninterrupted coverage by both media utilized an unprecedented amount of time, facilities and manpower. Sound broadcasting operations began at 8:00 p.m., Nov. 2 and continued straight through to 12:00 noon the following day. Television coverage started at 9:00 p.m. on Nov. 2 and followed the contest through to 11:30 p.m. on Nov. 3.
1949
Jan. 16—NBC's Hollywood television station KNBC started commercial operations.
Jan. 20—President Truman's Inauguration was first event of its kind to be telecast.
Mar. 2—Direct radio reports by Frank Borgholster of NBC's Washington staff who accompanied President-elect Harry S. Truman, to theUXO 2000 over the non-stop round-the-world flight.
Mar. 2—Exclusive TV film cov-
rager of the Lucky Lady and crew after flight.

Apr. 9—Milton Berle conducted a 16-hour entertainment marathon on NBC Television for the benefit of the Damon Runyon Memorial Cancer Fund and raised over $1 million in pledges.

May 5—NBC received FCC permit for experimental television ultra-high frequency operation in Bridgeport, Conn.

June 23—Walcott-Charles fight telecast from Chicago. Fight fed by WNBT to theatre TV screen in New York Paramount and Brooklyn Fabian-Fox Theatres.

July 21—A speed record was set in shooting and presenting film on television when NBC films were taken of Senator Tom Connally announcing the Atlantic Pact ratification, then processed and shown on the TV network 65 minutes later.

Aug. 2—Lights Out made first use of the split-screen television technique for an entire program. The widely-heralded engineering feat of the split screen was developed by NBC engineers.

Aug. 7—Exclusive radio report from President Gato Plaza of Ecuador concerning the Quito earthquake.

Aug. 11—First TV films on the Ecuador earthquake.

Oct. 7—Niles Trammell elected chairman of board and Joseph H. McConnell elected president of NBC.

Nov. 4—One Man's Family, long running radio series began a TV version.


1950

Jan. 13—First use of NBC's perfected rear screen projection system capable of integrating and synchronizing filmed background and "live" foreground action.

Jan. 30—Robert Montgomery joined NBC's TV ranks as an executive producer. He served as narrator, producer and sometimes actor in Your Lucky Strike Theatre.

Feb. 12—Mrs. Eleanor Roosevelt began her first regular TV series.

Feb. 25—Saturday Night Revue launched on TV.

Apr. 9—Bob Hope made TV network debut.

Apr. 17—Arturo Toscanini and the NBC Symphony Orchestra began a nation-wide tour playing 21 concerts in 20 cities.

May 22—Broadway Open House, new five-time-a-week late-night show, became an immediate hit.

May 29-30—Milton Berle, who remained the leading attraction on TV in 1950, topped his previous year's record on camera when he staged a one-man 21½-hour marathon once again for the Damon Runyon Cancer Memorial Fund—received pledges of $1,304,835.

July—For the first time in television, NBC had at the warfront in Korea accredited newsmen the correspondents who furnished the TV audiences with pictorial newsbreaks.

July 6—Start of The Quick and the Dead—NBC's outstanding four-part radio documentary on the creation of the atomic and hydrogen bombs.

Sept. 20—The Comedy Hour launched. NBC evolved the concept of rotating big-name stars each week on a TV comedy series.

Sept. 25—Kate Smith and Ted Collins made TV debuts in a regular series.

Oct. 1—Coaxial cable opened linking the NBC-TV network west to Memphis, Kansas City and Omaha.

ha and as far south as Jacksonville, Fla.

Oct. 4—Four Star Revue, another weekly TV comedy series with comedians, billed in rotation, launched in Wednesday time spot.

Oct. 5—World Series (Yankees vs. Athletics) telecast far west as far west as Reno. Combined TV audience estimated at 38 million.

Nov. 3—NBC inaugurated a new sales concept for selling radio programs to advertisers by establishing Operation Tandem, under which advertisers were able to buy participation in a group of major nighttime shows.

Nov. 4—The Big Show launched. The presentation, emceed by Talullah Bankhead, brought together each week for 90-minute shows such stars as Eddie Cantor, Bob Hope, Fred Allen, Jimmy Durante, Groucho Marx, Ethel Merman and others of comparable importance.

1951

Jan. 8—Billy Rose signed to a two-year contract by NBC as a consultant to the TV network. Duties to start Feb. 1, 1951.

Jan. 17—Completion of reconversion (at a cost of $1 million) of NBC's renowned Radio City Studio D-H into the most modern, most versatile and largest television studio in the world.

Feb. 1—First radio broadcast of (Continued on page 138)

** "People Sell better than Paper**

48.8%* 44.8%**

of ALL AVAILABLE LISTENERS in the RICH HUTCHINSON AREA are always tuned to

* 1951 Conlan

** 1951 Wahn Survey of Reno County

K W B W

AM NBC AFFILIATE

W B O W W G B F

** "Birds Of a Feather..."**

And So Do Smart Advertisers

IN SOUTHWESTERN INDIANA

EVANSVILLE

We're Proud to be NBC

Most Listeners Most of the Time

Deliver More Sales For Less

Represented Nationally By Weed & Company

November 26, 1951 · Page 135
Chronology of NBC
(Continued from page 185)

Sounds of atomic blast near Las Vegas, Nevada.
June 9-10—Milton Berle, still crowned "Mr. Television," conducted his third annual telethon for the benefit of the Damon Runyon Memorial Fund and received more than $1 million in pledges and cash during a 22-hour record breaking performance.

NBC Silver Jubilee

June 10—NBC placed an order with the American Telephone & Telegraph Co. for full-time television circuits to connect the cities of Tulsa, Oklahoma City, Fort Worth, Dallas, San Antonio and Houston with the present NBC TV network. Plans call for the southwest cities to be interconnected with the rest of the network by late 1952.

June 11—NBC New York television station WNBT was first to telescast from newly-completed 217-foot multiple-antenna mast atop the Empire State Building.

WAGE COPY DEPT.
Reorganization Planned

COPY and script department of WAGE Syracuse has been scheduled for complete reorganization.

Doug Johnson, WAGE general manager, announced that the station will hire the best copy writers available to the local advertiser who lacks professional advice on his radio sales copy.

The reorganization step was taken, said Mr. Johnson, to broaden the professional services of the department and to make it more valuable to both the local copy writers and to the national advertising agencies facing specific problems in the Syracuse market area.

Mr. Johnson said the department will be headed by Het Manheim, experienced radio, TV and film writer and executive. Mr. Manheim formerly was network program executive of CBS both in New York and on the West Coast, Mr. Johnson added.

Selling Radio

WHEN a sponsor buys time to advertise the fact that radio advertising is a good buy, that's a radio success story in itself. Take Stokes Lumber Co.'s message on WSJS Winston-Salem, N. C. Once a week, during its weather report, advertiser says: 'Do you know why Stokes buys time this air time? It's because the management...knows, by means of extensive surveys, that their message is being carried into thousands of homes. . . . Because radio advertising reaches more people than any other media at less cost per person reached, exorbitant advertising prices are slashed...and thus the consumer pays less..." Then comes a tie-in of the firm's product as an example.

BARIUM TITANATE
Radio Uses Described

BARIUM titanate, a ceramic material, may eventually replace vacuum tubes as amplifiers in electronic circuits, according to a report presented to the Army Signal Corps Nov. 18.

This material is best known for certain electric properties which make it acceptable for crystal phonograph pickups and also could be used to produce amplification in electronic circuits because of its high dielectric constant, according to the Signal Corps report.

Researchers investigating the properties of barium titanate, a crystalline material, also found it had an "electrical memory" which was useful in television equipment and electronic computers.

The report, Development and Application of Barium Titanate Ceramics as Non-Linear Circuit Elements, may be obtained from the Library of Congress Photography Service, Washington 25, D. C. The 35-page study includes graphs and tables and is available for $2.50 in microfilm and $5 in photocost form.

Medall Awards

AWARDS have been presented to WTIC Hartford, WHO Des Moines and WBAP-TV Fort Worth by the Medall School of Journalism of Northwestern U. for their newscasts. WTIC was given a trophy for its state-wide coverage of 1960 election returns. WHO and WBAP-TV were honored for their radio and TV news operations, respectively. Prof. Baskette Mose made the presentation at the annual meeting of the National Assn. of Radio News Directors in Chicago Nov. 14 [B&T, Nov. 19].
IN THIS ISSUE:

Survey Shows Code Supported Page 139

Post-Freeze Procedure Offered by FGBA Page 139

NBC's Contributions To Television Page 144

Latest Set Count By Markets Page 154

in our 7th year

TELECASTING

want to meet the lady of the house?

Eve Hunter
(The Eve Hunter Show)
1:00-2:00 PM, Mon-Fri WNBT, New York

Maggi Byrne
(Living Fashion)
2:30-3:00 PM, Mon-Fri WNBK, Cleveland

Mary Wilson
(Pants, Pants and Personalities)
2:00-2:30 PM, Tues & Fri WPTZ, Philadelphia

Polly Hughes
(Domestic Diary)
1:00-1:15 PM, Mon-Fri WBZ-TV, Boston

Monty Margrett
2:30-3:00 PM, Mon-Fri KNBH, Hollywood

INGA RUNVOLD
(Inga's Angle)
12:30-1:00 PM, Tues & Thurs WNBW, Washington

Georgia Meredith
(How To Be Attractive)
9:30-9:45 AM, Mon-Wed-Fri WRGB, Schenectady-Albany-Troy

...spot TV opens her door—and sells!

With these calling cards, you get a personal introduction to the large daytime woman's audience in the 7,233,000 TV homes in eight of the nation's largest markets... via the top-ranking woman's programs.

These eight great salesmen-entertainers are welcome guests in your customers' homes. Experts in their respective fields... fashion, decoration, cooking, beauty, etc... they're all entertainers. Their product endorsement is the go-ahead-and-buy signal for thousands of eager shoppers.

There's a place for you on any one or all of these top loyal-audience programs. Your nearest NBC Spot Salesman will be glad to tell you how inexpensive they are... how solidly they can deliver your sales message for you.

NBC SPOT SALES
New York Chicago Cleveland San Francisco Hollywood
"PARIS, ILLINOIS, is a channel 6 town!"

LEONARD H. WOLFE, Television Dealer
112 Madison Street, Paris, Illinois

You get a BIG BONUS IN SETS ON WFBM-TV INDIANAPOLIS

"PARIS and DANVILLE, ILLINOIS, are both WFBM-TV towns."

ROBERT A. FREY
Box 215
Paris, Illinois

Hear about WFBM-TV's big PLUS? Advertisers on Indiana's First Station get a real buy: First, because high-income Indiana is one of the nation's best markets... second, because 187,250 TV sets are already installed inside this station's 60-mile area... and third, because WFBM-TV, Channel 6, delivers a Big Bonus in sets outside where thousands of set-owners tune in ONLY WFBM-TV.

In Paris, Illinois, about 90 miles away, and in Paris' Edgar County, dealers estimate over 200 TV sets are already installed, with more being added every day. Dozens of other cities and villages and thousands of farms—many even farther away than Paris—have additional sets beamed to WFBM-TV exclusively, too!

How about your clients? If they really want to sell, they'll thank you for selling them on WFBM-TV's Big Bonus Buy!

*Source: BROADCASTING-TELECASTING, November 26, 1951

WFBM Radio Is First in Listening, Too!

★ First in the morning! ★ First in the afternoon!
★ and a GREAT BIG FIRST AT NIGHT! 50% more listeners at night than any other Indianapolis station.

★ Hooper Ratings, February through April, 1951.

First in Indiana

WFBM-TV
Channel 6, Indianapolis

REPRESENTED NATIONALLY BY THE KATZ AGENCY
Over Half Favor Adoption

The broadcast board would adopt a policy of not granting license to another applicant who happened to have a VHF license. However, if an applicant states that he is to be considered only for a UHF channel, the commission will accept this designation. The commission will not accept any applications from persons who are not legally acceptable in terms of the code.

The basis of a proposal is noted on the action taken by the TV membership at Chicago. Where one code advocate insists the member stations voted unanimously for the principle of the code and agreed to every article in it, an opponent says the Chicago action merely

CONTINUATION of FCC's present practice of throwing all TV applicants for the same city into one hopper is urged by the Federal Communications Bar Assn. since the lifting of the three-year-old freeze in recommendations to be submitted to the FCC soon. Also suggested is the institution of a "cut-off" date to protect applicants from late filings. Proposals, drafted after a six-month study by FCBA's Practice and Procedure Committee, were accepted by the executive committee of the association Nov. 8.

Most significant recommendation is that concerning with treatment of VHF and UHF applicants for the same city. There has been a great deal of speculation whether the Commission would lump all applicants together. Many attorneys have suggested that they be separated. Also suggested has been the idea of considering application for "cut-off" in a channel basin, whereby those applicants for a frequency not sought by others could be granted without hearing. This is the practice in standard broadcasting.

The thought of the FCBA committee is that consolidating all applicants for facilities in the same city would save time. Separating them into VHF and UHF groups, or by frequencies, would entail more hearings and thus more time.

Only qualification to this recommendation is the committee's suggestion that if an applicant specifies a VHF or UHF channel only, he be considered only for the wavelength indicated. The cut-off date is recommended after a 60-day "grace" period following the end of the TV freeze to allow new applicants to file and present ones to amend their applications. The committee suggested that no applications filed after the cut-off date be considered until action has been completed on the "protected" early applicants.

Other Recommendations

Among other recommendations, the committee suggested that Sec. 387 of the FCC Rules be modified to forbid any new applicants from being included in a hearing if they file less than 40 days before the hearing date. Present regulations permit anyone filing an application to be consolidated in a hearing if he files at least 20 days before the hearing date.

FCBA's Practice and Procedure Committee consists of Leonard H. Marks, chairman; W. Theodore Pierson, James A. McKenna Jr. and Percy H. Russell Jr.

Text of the recommendations follows:

(1) In a competitive hearing all applicants should be considered as requiring television facilities rather than specified frequencies regardless of the channel specified in the application. The Commission should designate the competitive applicant. Successful applicant in the same manner that VHF and UHF are made in competitive FM hearings. This procedure will be applicable in communities where VHF and UHF assignments have been intermixed.

If this procedure is not followed, an applicant who specifies a VHF channel might be denied such even though the VHF applicant was not separated over another applicant who happened to have a VHF frequency. However, if an applicant states that he is to be considered only for a VHF channel, the Commission will accept this designation. If an applicant states that he is to be considered only for a UHF channel, the Commission will accept this designation. If an applicant states that he is to be considered only for a UHF channel, the Commission will accept this designation if an application is noted on the action taken by the TV membership at Chicago. Where one code advocate insists the member stations voted unanimously for the principle of the code and agreed to every article in it, an opponent says the Chicago action merely

the application by the board on which competitors might sit, and it would not want to sit on such a board. As a result it might not grant licenses to a competitor. Like others not in favor of the current code, the station feels its ethical standards come up to those of the present.

Then there is the position taken by H. Dean Fitzer, general manager of WADP-AM-TV Kansas City, not an NARTB TV member. Mr. Fitzer said WADP TV would subscribe "wholeheartedly" to the code because it goes "even farther than the proposed code in certain restrictions."

He added, on the other hand, that "any code adopted must be on the basis of a moral, voluntary acceptance."

(Continued on page 158)

OVER half of TV stations favor early adoption of the proposed NARTB Code provided routine changes are made, judging by a cross-section study of TV stations by BROADCASTING * TELECASTING.

Strong feeling exists, however, that important rewriting is necessary before stations should commit themselves to a document carrying powerful penal provisions, judging by the opinions of those opposed to the code or convinced it is far from ready for final approval.

The BROADCASTING - TELECASTING sample included replies from only one member of the Television Program Standards Committee headed by Robert D. Sweeney, WDSU-TV New Orleans.

The committee members have indicated they advocate adoption of the code, with refinements, at an early date. Many of the TV station operators gave their replies for background purposes but refused to be quoted. This was especially true among those opposed to the code or convinced that it needs overhauling.

Of 17 replies from the BROADCASTING - TELECASTING sample, 10 took definite stands in favor of the code though most of them expected it to be refined before the NARTB TV board meets Dec. 5-7 in Washington.

Dislike Present Version

Four respondents favored adoption of a code but were unwilling to sign the present version, or one closely resembling it.

Three stations definitely stated they would not sign a code of the type proposed by NARTB and approved in principle by about three-score stations at a Chicago membership meeting Oct. 19 [B*T, Oct. 22].

Among those who want to see the code adopted next week by the TV board are several who say they are counting on a thoroughly revised document on the basis of suggestions from the NARTB TV membership and other sources.

There appeared general feeling among code proponents that it would be better to adopt a code next week in order to head off Congressional action looking toward censorship than to delay final action. Some of the code proponents belittle the flaws and concede that numerous changes will be necessary from time to time.

Respondents in the sample attached varying degrees of importance to suggested code changes as pointed out in this publication [B*T, Nov. 12, 5].

Code advocates in general assumed the TV board will take cognizance of all ideas and some point out that NARTB is studying all suggestions. They feel the board will come up with a final code that will be about as good a job as can be done at this stage of television's development.

A difference of opinion is noted on the action taken by the TV membership at Chicago. Where one code advocate insists the member stations voted unanimously for the principle of the code and agreed to every article in it, an opponent says the Chicago action merely asked that the code be placed before the board so it could take final action.

Some bitter comment came from non-NARTB members in the sample, including two major metropolitan operators. One caustically observed that the code was installed last June at a meeting of all stations, but non-members had nothing to do with the actual code writing though the seal can be subscribed to by non-members.

Legal Problems

Another non-member station argued that many provisions of the code are not legally acceptable, including the antitrust provision which the code committee construed as a calculated risk.

This station opposes any penal action by a board on which competitors might sit, and it would not want to sit on such a board as a result it might not grant licenses to a competitor. Like others not in favor of the current code, the station feels its ethical standards come up to those of the present.

Then there is the position taken by H. Dean Fitzer, general manager of WADP-AM-TV Kansas City, not an NARTB TV member. Mr. Fitzer said WADP TV would subscribe "wholeheartedly" to the code because it goes "even farther than the proposed code in certain restrictions."

He added, on the other hand, that "any code adopted must be on the basis of a moral, voluntary acceptance."

(Continued on page 158)
FOOTBALL TV

Penn Blasts NCAA

POLICY-MAKERS in college athletics huddled over new charges of "commercialism" in sports but turned up their noses at the intricate problem of controlled football telecasts last week [B&T, Nov. 15, 12].

They passed up two chances, one in Chicago where the National Collegiate Athletic Assn.'s council met Tuesday and Wednesday and another in Washington, D. C., where the American Council on Education's special committee on athletic policy held a powwow Monday and Tuesday.

NCAA's nose, however, got a sharp tweak from the U. of Pennsylvania, which called for an end to the football TV experiment, and demanded that rights be returned to the colleges next season.

Later in the week, Kentucky Gov. Lawrence Wetherby asked the Justice Dept. to break up the NCAA's "illegal conspiracy." Complaint was in regard to NCAA's refusal to permit telecasting of the Kentucky-Tennessee football game last Saturday.

WHAS-TV Louisville's attorney, Neville Miller, planned to take the issue to the Dept. Friday.

Spelling out Penn's complaint was the university athletic director and bitter foe of controls, Francis T. Murray. He petitioned the Eastern College Athletic Conference to permit the membership to enter into certain TV individually and with opponents.

Writes to Bushnell

Mr. Murray said he had written Aja S. Bushnell, the ECAC commissioner, requesting that a resolution be presented at the conference Dec. 14 conference, calling for individual contracting in TV by the membership.

Commissioner Bushnell was non-committal on Mr. Murray's widely-publicized Dec. 1 request and said the request would be considered at the annual conference. He indicated there is no way to tell what the conference would take "and that he, as the commissioner, can only recommend that the 91 members consider the proposal.

In Chicago, Ralph Purey, co-chairman of the NCAA council's steering committee, gave the NCAA's policy-making council a verbal "situation report." No comment was reported on the Pennsylvania stand.

Similar procedure was reported from Washington, where the American Council on Education's special committee on athletic policy was given a fill-in on the NCAA TV picture. A spokesman for the group said the question came up but the group "decided not to go ahead" with discussion.

The next big NCAA meeting, at which time the TV question may come up, will be after the college football season's annual convention in Cincinnati.

Mr. Murray said the TV plan as projected by NCAA was "a bad example of commercialism in collegiate sports." Penn is a pioneer in football TV, having had its games on the video screen for 11 years. The school, an attendance leader, was off 15% as of last week in comparison with average figures of other years. However, this year it is part of the NCAA's TV-synergies-only-plan.

Mr. Murray offered a seven-reason explanation why both ECAC and the NCAA should give TV back to the individual schools.

1. Control plan has given rise to widespread public dissent against NCAA institutions and their intercollegiate athletic programs.

2. Commercialism in sports is a spectre when NCAA forces people to pay on the line at the stadium by denying them the chance to televise football.

3. As in radio, each school should be permitted to make its own arrangements.

4. Each school should make its own arrangement subject to approval of its opponent.

5. NCAA and also ECAC would be possible defendants, should the government file an anti-trust suit similar to that pending against professional football.

6. Colleges receive gifts from alumni and friends and "we are not justified in using our public from the privilege of seeing our athletic contests over television."

7. Centralized national control is contrary to the basic principles of free institutions.

Penn had been blacklisted by NCAA earlier this year for backing the experiment plan. But when its football opponents threatened to withdraw recognition the university's prospect of being reinstated in good standing.

In other areas of the NCAA's controlled football telecast world there were these developments:

● Radio--Television Mfrs. Association's broadcasting committee noted in its report released today that the "failurality" in NCAA's policy lay in "the fact that college football has enjoyed phenomenal success in the development of television". RTMA's sports units found public pressure, backed by press and stations, resulting in a slight "modification" of NCAA's plan (see story, page 36).

● Creating a stir was the request from Victor A. Sholis, vice president and director, WHAS-AM-TV Louisville, that the NCAA permit the station to telescast the Kentucky-Tennessee football game last Saturday. Game was a sell-out and no other game was being played in the area last Saturday. Game was also an NCAA "blackout" date for the area.

● NCAA okayed a telecast by WTAR-TV Norfolk of the Oyster Bowl game this Saturday which is sponsored by Duke and Virginia Polytechnic at Fram Field, Norfolk, for a night. Game will be a part of the station's public service. It was presented by the station's Operation Temple for the benefit of Richmond Children's Hospital.

● College football was telecast last Saturday in the Michigan-Ohio State game at Ann Arbor, Mich., on the NCAA-Westinghouse-NBC TV collegiate network. NBC stations carrying Michigan-West and Chicago-April are not comparable. Employment was influenced largely by the post-Korea boom and peaks were not reached until after the peak. This fall's peak is by far the earliest, DPA said. In any event, Chicago came up with a relatively low 10% employment cutback, against about 43% for the eastern cities.

Companies reporting reflect manufacturing entities and do not include plant subsidiaries. That is to say they are companies which are not included in the breakdown of unemployment for Chicago, which has a heavy concentration of manufacturing entities, and for New York-Philadelphia. The figures make no mention of any possible strike factor in unemployment for these three cities, similar to an alleged lockout in the Westinghouse Electric Corp.'s Bowling Green, Ky, plant as charged by the CIO electrical workers.

Among those serving on the task force which prepared the figures are: Benjamin Abrams, Emerson Radio & Phonograph Corp.; William E. Davis, General Electric; Daniel Arnold, UIE-CIO, and M. P. Darling, IBEW (Chicago).
New Film Pact

Official Films, Roach Sign

LARGE scale production of TV films for national and syndicated sales was heralded by William R. Goode Jr., president of Wagon Tracks Films Inc., upon conclusion of negotiations last Tuesday with Hal Roach Jr., vice president in charge of productions for the Hal Roach Studio.

Agreement calls for "the creation of the first combination of a major producer with a major distributor" in the TV film field.

The William Morris Agency, representing Mr. Roach in the transaction, will handle national sales of the films produced, it was explained. A number of shows has been planned for Roach films, starting in January, 1952, and for immediate production.

Majority of the films will be produced at the Hal Roach lot in Hollywood, it was indicated. The studio, covering 18 acres with 90,000 sq. ft. of stage space, now is devoted exclusively to TV film production.

Hal Roach Jr. owns and produces Rocket Squad for Philip Morris; and the Stu Erwin show, Trouble With Father, for General Mills. Also in production are Nat Ayer’s Young Cattie, Beulah and Mystery Theatre.

It was noted by Official Films that the Roach Studio is the first major TV film producer to "operate in the black."

Official Films said its firm now is producing a large number of films in the U. S. and abroad which will be ready for showings within the next few months. The current program, according to Official Films, "augmented by the Roach association, will result in the production of the greatest number of TV films to be seen in a single season. All films, regional and local, will be in production by the end of the summer."
News Media Facilities Included

WBAP-TV NEWS FORMULA

17-Man Staff Makes a Winner

NARND award to WBAP-TV Fort Worth for the nation's outstanding presentation of television news in 1951 has assured that station's newsroom of its second news-gathering accolade within the short space of three years.

While the Star-Telegram outlook won the honor largely on the strength of its five-a-week motion picture newsreel series, The Texas News, the newsroom has compiled a list of other news program successes.

The award was announced during the annual convention of the National Assn. of Radio News Directors in Chicago a fortnight ago [BWT. Nov. 19]. It was accepted at the convention dinner Nov. 14 by James A. Byron, WBAP news editor.

 WBAP-TV won the first television news award ever presented by the association—in 1949, one year after officially beginning operation.

Other News Programs

Among other news programs prepared by the 17-man WBAP-TV staff are News Final, telecast daily; Noontime News, five-week series; and the equally frequent Sports Talk Shakers.

But The Texas News is the staff's pride and joy. It’s a 10-minute program aired Tuesday through Thursday, Fridays and Sundays at 6:45 p.m. Motion pictures are shot by WBAP TV cameramen, processed in the station's film laboratory and edited in the newsroom. Commentary is written by staff writers.

Comprising the executive staff are Mr. Byron, pioneer radio and television newsman and veteran newspaper publisher, who is in overall charge of The Texas News; Dick Vincent, former newspaper veteran of 20 years, editor for the program; Wayne Brown, who is assistant newsreel editor; Bob Bissindale, newsreel assignments chief; James Kerr, who heads up WBAP-AM-TV's Dallas news bureau; Lilliard Hill, narrator of The Texas News; and Lynn Truesdale, in charge of charge of newsreel music transcription.

While WBAP-TV scans the Fort Worth-Dallas area for all sorts of news, its reporter-camera men frequently cover stories throughout the state and even outside Texas in areas for which Texas makes no proud claims.

The station's 1951 video coverage log reads like a chronology of top events in any major Texas newspaper. Included were such events as Gen. Douglas MacArthur's visit to the Lone Star State, the inauguration of Governor Shivers, the Olney tornado, the legislature's crime probe hearings, sailing of the Army's 2d Armored Division from Galveston and the 50th anniversary of the Spindletop oil field near Beaumont.

Newsmen also covered the slaying ofTexas badman Jim Thomas of Fort Worth in Durant, Okla., as well as maneuvers of naval reserve airmen from North Texas in the Caribbean.

By far the most dramatic presentation aired on The Texas News this year was a sound-on-film story of the Dallas "love burglar," Fred Felix, who was sentenced to the electric chair.

Play-by-play motion pictures of several Southwest Conference football tilts point the staff's sports coverage, under sponsorship of Humble Oil & Refining Co. After processing, editing and writing commentary, the finished products feed to station's Sunday showings on WBAP-TV and five other Texas outlets.

of the convenient outdoor receiving.

Since 99% of Presidential programs call for the Chief Executive to sit or stand at a fixed point, the small White House rooms are adequate. Only production problems will involve setting up props as flags and official seals.

Normally TV technicians will use 80-100 foot candles of light for the programs. Movies use about 30 foot candles, but as a rule the newscast record short excerpts of speech before the actual broadcast telecast gets under way.

Only two microphones are used for the pooled programs. The feed station is receiving newgear. The rostrum by the President is equipped with three lights to indicate which TV camera is on radio.

Some talk was heard of installing permanent ceiling fixtures but officials felt these would mar the beauty of the room and the love of the bell rings raise practical problems.

In case of emergency, the new setup will be somewhat of a producer's dream. Those who have read White House programs recall such events as the outbreak of hostilities in Korea when the President's voice was given at 6 p.m. that a speech would start at 10:1 p.m. The rostrum would be empty. And the gear was in place and operating.

The diplomatic room was the scene where President Roosevelt named "Fireside Chats."

Naturally those who handled Presidential programs would like to have a permanent White House room which would give radio and TV news needs to network control rooms and on out to the world. In the absence of such facility, they'll settle for the nearest substitute—the reception-dotted walls of Broderick Room and the diplomatic chambers.

KLAC-TV Suit

GOOD CHANCE of out-of-court settlement exists in plagiarism suit over KLAC-TV's "Longhorns" saga, Los Angeles by Seymour Berne and Tom Barron, according to attorneys for the latter. Suit was filed Oct. 3 in Los Angeles and charged the station and three others with appropriating their "Willie Wonderful" program idea [BWT. Nov. 5]. Others named were Brack Productions, which produced the puppet TV series film now being telecast on KLAC-TV; Scott-Dumont & Lowman, distributors of the program; Martin Gordon, given writing credit.

Christmas Drive

TOTAL OF 92 TV stations are carrying weekly 15-minute program, The Boy's Railroad Club, as part of the new in-district advertising campaign for A. C. Gilbert Co., New Haven, Conn. (American Flyer Trains, Erector, other Gilbert toys). Sunday newspaper supplements and comic sections of newspapers and magazines are also being used. Agency is Charles W. Hoyt Co., Inc.
By SANDFORD JOHNSON

RINCIRCUMSTANCES surrounding the making of a TV commercial are typically predicated on two things: The cost and the effect. Both are very closely related.

The prime purpose of any TV commercial is to sell a product. And to sell successfully in a very short space of time. In order to accomplish this, the commercial must visually portray the product being sold and convey at the same time be complemented by a strong selling message either by direct dialogue or voice-over narration. These, of course, are not new ideas, but also elemental factors.

The approach to the good commercial takes place on paper where script writer develops a story through his knowledge of the script and his own ability. Since the early days of TV commercials three years ago the script writer general in advertising agencies has learned first-hand the need for translating copy into a visual medium.

This is improving rapidly and has been augmented in many agencies by men with long experience in the production of motion pictures. Hence, we have two factors: The motion picture producer whose knowledge and technical skill in producing a motion picture has been complimented by the ability of copywriters to translate forcefully the selling message in 60 seconds.

Wide Price Variation

Therefore the component parts that make up the good commercial are predicated primarily on originality and thought and technical execution by the producing company. The price of a good commercial can vary tremendously. It is predicated on numerous ramifications that make up a commercial.

One thing can be stated with certainty: These are not bargain-wise in getting a first class commercial. The top technicians in the business are all well-paid and nothing but the technicians can properly produce a first rate TV commercial. This means from your prop man to your head editor, director and cameraman.

So, in summation I would say a first rate commercial consists of originality and thought, plus the ability of the producer, plus the budget supplied by the client to support the above two elements. There is no good cheap commercial on film.

However, let us take a hypothetical 60-second TV spot and we will assume that we have the same problem, the same amount of money, and we are going to produce one excellent TV spot by one producer and one mediocre spot by another producer, with exactly the same circumstances. Why then are we going to have one good and one mediocre spot? The answer lies in one thing: Execution.

The director's interpretation of any given sequences or events in a TV spot can turn it into a live, believable situation, or it can be a stiff production, with very little effectiveness attached to it. In addition to your director's ability and inventiveness, the head editor, who can often edit a film so that thealready givens are corrected, is equally as important as the director.

Studio Personnel Important

Therefore, in my opinion, one studio may not have the personnel necessary to creatively interpret a good script. On the other hand, the studio which has experience and personnel will invariably come up with forceful film from a good script.

In addition to the personnel factor, studio facilities become an important part of making a top quality commercial, because space, props, and equipment that is not hired is the same top flight condition and is familiar to the personnel who constantly work with it. In addition, space becomes extremely important where props and sets must be quickly and readily built. This is a time factor and therefore is a savings in the cost of production.

In my opinion, these are the necessary ingredients that make one commercial superior to another from the same original script.

THEATRE TV

RIGHTS to select major sports events at Madison Square Garden for telecasts in theatres outside the Metropolitan area, has been acquired from the Madison Square Garden Corp. last week by Theatre Network Television Inc., it announced Wednesday.

WPIX(TV), Daily News station in Manhattan, has local television rights for Garden events and telecasts from the arena a minimum of five nights a week.

First events to be shown will be college basketball games, starting in December and continuing through the end of the season. National invitation tournament and Olympic games playback are expected to be widely distributed segments of this coverage, according to a TNT spokesman. All events will be distributed on a basis of regional and local interest.

Most recent figure released by TNT indicated that some 25 theatres throughout the country were equipped for large-screen theatre television, and the number participating in coverage of Garden events will be announced in a week or two, after telecast schedules have been set up.
THE SAGA
of
NBC
TELEVISION

TELEVISION in the U. S. really started in 1928, when W2XBS, RCA's experimental video station, began sending images of Felix the Cat by means of mechanical scanning discs.

W2XBS was located in Van Cortlandt Park in New York City. In 1930, NBC moved the W2XBS equipment to the New Amsterdam Theatre Bldg, broadcasting 60-line pictures from an experimental TV antenna and transmitter atop the Empire State Bldg.

In the few years following, the field-test transmissions continued, using ever-improving scanners, ranging from 120 lines to 343. It was not until 1936 that NBC made the first organized video experimental transmissions between the station and the few receivers in New York City. In 1937, a 441-line scanner was introduced and NBC actually began attempts to program.

In mid-1938, actress Gertrude Lawrence was televised in scenes from "Susan and God" from NBC's Radio City studios. On April 30, 1939, President Roosevelt inaugurated the opening of the New York World's Fair by being televised over NBC. In the spring of 1939, the first professional major league baseball game was telecast. In the fall of 1939, the initial telecast of a college football game was made.

1940 saw more TV "firsts" by NBC videocasters as they initially televised hockey, basketball and a track meet from Madison Square Garden. The circus also was telecast from the Garden that year. The most important milestone was the pickup of the Republic National Convention from Philadelphia by means of coaxial cable.

On July 1, 1941, television station WNBT began broadcasting as the first commercially-licensed TV station in the U. S. The first TV rate card for advertisers was put out and four sponsors led off the programming. WNBT then had a staff of less than 100 people and there were only about 65 hours of programming a month. There were only 5,000 TV receivers in New York City in 1941.

Following a wartime hiatus of TV activities, NBC went back into television strongly in 1945. For the first time, the highly-sensitive, newly-developed image orthicon tubes were used for TV pickups, revolutionizing the industry insofar as picture clarity and lighting were concerned.

Postwar Expansion Rapid

The surge of postwar TV activity brought TV to eastern seaboard cities rapidly as the coaxial cable was extended. By 1946, six cities had a total of eight operating video stations.

In Jan. 1947, NBC-TV cameras made the first pickup of Congressional activities at the opening of the 80th Congress. In June, the network's second owned-and-operated TV station, WNBW Washington, began regular operation on a commercial basis.

Extension of the coaxial cable continued so that by early 1948, the NBC Television Network was composed of 25 stations. It was during this year that NBC's owned-and-operated stations in Chicago (WNBC) and Cleveland (WNBK) went on the air. In January 1948, the cable between Chicago, hub of the midwest network, and New York, center of the eastern TV activities, was opened, linking major cities of more than half the country by television. By the end of 1948, the NBC Television Network comprised 45 stations. On of these was KBH, the network's owned and operated station in Hollywood.

Great advances were made in programming in 1949. This was the year that saw the TV debut of Arturo Toscanini and the NBC Symphony. Kubla, Fran and Ollie made their network advent in 1949. Big-time sporting events, opera, Shakespearean plays and many others were brought to viewers who had never seen them before.

Advances Continue '50

The growth of the new entertainment and advertising medium continued unabated in 1950. The big names of show business appeared before the NBC cameras for the first time. The unprecedented Saturday Night Revue made its appearance. The new concept of utilizing the talents of top stars on a rotating basis in regular program series was inaugurated by NBC.

The TV network operations expanded physically in 1950, with the conversion of Studio 50 in Radio City, formerly the world's largest radio studio, into a mammoth TV studio. NBC also acquired for TV WNBX of the Hudson and Center Theatre in New York and the Studebaker in Chicago.

The biggest event of TV history in 1951 was the opening of coast-to-coast video facilities. The signing in San Francisco on Sept. 4 of the Japanese Peace Treaty marked the historic occasion. Utilizing its combined coaxial cable and microwave relay system, television had now spanned the continent, bringing to millions of viewers simultaneously, the best and latest in entertainment, news, education and culture.
It's really Radio's party—but no one should mind if Television pipes up too. You know how ten-year-olds are.

Commercial television was born ten years ago in an NBC studio. The faith of the advertisers was obvious—NBC had four sponsors the first day.

In the dramatic war-and-peace decade that followed, the faith of the public in Television was also vindicated. Competition for that public's favor has steadily raised the level of TV entertainment.

But NBC had never intended its growing TV network to be merely an instrument for public recreation. Fine comedy and variety, great drama, top sports—of course. But in news, in public affairs, in cultural development and public service, NBC Television also intended to lead the way...

*the record speaks for itself*
1941 NBC's W2XBS (later WNBT) goes on air as the world's first commercial TV station transmitting from the Empire State Building.

1942 First mass education by television initiated by NBC-RCA in training thousands of air-raid wardens for the New York area.

1944 Roosevelt-Dewey election returns covered by NBC Television. Today many predict that future elections will be decided by television.

1945 With only candlelight for illumination, NBC demonstrates RCA-developed "Image Orthicon" tube—solving major problem in illumination of TV programs and outdoor pick-ups.
The dramatic opening sessions of the UN Security Council at Hunter College, New York, were televised by NBC.

NBC Television cameras enter halls of Congress for first time to show opening ceremonies of 80th Congress.

Maestro Arturo Toscanini conducts NBC Symphony Orchestra in first major musical telecast—an all-Wagner program.

Historic screening by NBC cameramen of battle maneuvers on aircraft carrier U.S.S. "Eagle" 30 miles at sea.

NBC launches a succession of revolutionary programming concepts—Saturday Night Revue, Four Star Revue, Comedy Hour, The Kate Smith Show. They worked.

NBC-RCA begin first regular schedule of compatible, all-electronic color television broadcasts experimentally in Washington, D.C.

Viewers share the full excitement of world diplomacy at the Japanese Peace Conference. As usual, NBC Television was there.

NBC books three of the sports world's greatest attractions—the World Series for the next four years, the Rose Bowl games for three, and NCAA Saturday football.

and on

NBC TELEVISION

...the greatest
array of stars
in the history
of show business...
It's true our nighttime and daytime availabilities are all but gone. But you can still get NBC's formidable talent parade on your side via a few opportunities like The Goldbergs, Kukla, Fran and Ollie; William Gargan; Ruth Lyons' 50 Club; Howdy Doody; NBC Opera; Gabby Hayes; Nature of Things; Mr. Wizard; Battle Report—Washington, and other highpowered properties.

Contact NBC Television Sales, 30 Rockefeller Plaza.
New York 20, N. Y.—Circle 7-8200.

The biggest stars...

ABBOTT & COSTELLO
LOLA ALBRIGHT
FRED ALLEN
MEL ALLEN
HOWARD BARLOW
JACK BARRY
ROBERT BARRY
GERTRUDE BERG
MILTON BERLE
VIVIAN BLAINE
VICTOR BORGE
BILL "HOPALONG" BOYD
JULES BUFFANO
CACTUS JIM
SID CAESAR
EDDIE CANTOR
JACK CARSON
JACK CARTER
BETTE CHAPEL
IMGENE COCA
DOROTHY COLLINS
TED COLLINS
BUD COLLYER
BOB CONSIDINE
JOHN CONTE
FRANK DANE
DENNIS DAY
HOWDY DOODY
OLIVER DRAGON
JACK DREES
JIMMY DURANTE
RALPH EDWARDS
BOB ELLIOTT
DALE EVANS
BERNADINE FLYNN
FRANK GALLOP
WILLIAM GARGAN
HENRY GARRARD
DAVE GARBOWAY
MARJORIE GATESON
JACKIE GLEASON
BILL GOODWIN
RAY GOULDING
TED GRANIK
WALTER GREAZA
JACK HASKELL
BILL HAYES
GABBY HAYES
DON HERBERT
ED HERLIHY
HONEY BROTHERS
BOB HOPE
TED HUSING
EDDIE JACKSON
DENNIS JAMES
JUDY JOHNSON
JUNE JOHNSON
SPIKE JONES
ROOTIE KAZOOTIE
JACKIE KELK
NICK KENNY
WAYNE KING
KUKLA, FRAN & OLLIE
SNOOKY LANSOW
PINKY LEE
JERRY LESTER
BUNNY LEWIS
RUTH LYONS
BERT LYTTEL
MAGGI MCELLENS
TED MACK
DR. ROY K. MARSHALL
MARTIN & LEWIS
TONY MARTIN
GROUCHO MARX
SOMERSET MAUGHAM
MARTY MAY
JAMES MELTON
ROBERT MONTGOMERY
LLOYD NOLAN
DONALD O'CONNOR
OLSEN & JOHNSON
J. C. OLSN
BERT PARKS
R. MARLIN PERKINS
SUSAN PETERS
MARGUERITE PIAZZA
EZIO PINZA
JIMMY POWERS
ROBERTA QUINLAN
MARTHA RAYE
ROY ROGERS
JACK ROTH
MARTHA ROUNTREE
CONNIE RUSSELL
TODD RUSSELL
RAYMOND SCOTT
DAN SEYMOUR
DINAH SHORE
RED SKELETON
SKY KING
BOB SLOANE
BOB SMITH
KATE SMITH
LAWRENCE SPIVAK
KAY STARR
JOHN STEELMAN
BILL STERN
SID STONE
JOHN CAMERON SWAYZE
DANNY THOMAS
BURR TILLSTROM
ARTURO TOCASININI
ROBERT TROUT
MARGARET TRUMAN
DOROTHY WARREN SKELD
EILEN WILSON
PAUL WINCHEL—
JERRY MAHONEY
ED WYNN

...the biggest audiences!

**NBC television**

America's No. 1 TV Network

A Service of Radio Corporation of America
DURING the roaring Twenties when radio was still a baby, the scientists and engineers of RCA were experimenting on a new electronic gadget to transmit and receive motion pictures in addition to sound. In 1928, as a result of its laboratory research and development, RCA established a 500 w experimental television station in New York City.

Although the techniques were the best of the day, they were extremely crude by modern standards. For example, the transmitter was operated on approximately 1Mc, which would be entirely unsuited for the present-day system.

Two years later, on July 30, 1930, NBC engineers took over the operation of the pioneer TV station WNBT (WXBS), moving it to the New Amsterdam Theatre Bldg., where they continued the experiments until 1932.

With knowledge gained from their early experiments, the visionary engineering team of NBC and RCA pioneered in the use of very high frequencies for television broadcasting. Realizing even then the brilliant future of this new visual medium, NBC leased space and roof rights in the Empire State Bldg. and constructed a TV plant employing much higher power than previously attempted. Experimental transmissions from this new site were begun Oct. 30, 1931.

The studio, located on the 85th floor of Empire State, employed what was then the most advanced type of flying spot scanning. In 1933, NBC engineers succeeded in relaying a 120-line picture from the Empire State, via Arneys Mount, 7 J., to Camden, N. J., a distance of 86 miles.

Later when the RCA completely electronic system became available, NBC engineers designed and built at Radio City (1936) the first complete plant using a 343 line system with iconoscope cameras. Three of these cameras were installed in studio 3H for live programming and two in studio 5F for projection of both 35mm and 16mm motion picture film. Master control switching and monitoring facilities and equipment for field pickups were also incorporated into the new plant. The programs were transmitted to the main transmitter atop the Empire State by a radio link as well as coaxial cable.

Turning their attention to studio and program operations the network's engineers experimented and developed many of the basic techniques still employed today. Correct studio lighting was one of their fundamental objectives. The use of film for program material was another. Work was initiated to develop suitable studio cameras with all the pertinent elements, such as lens, view finders and pickup tubes. Background projection was initiated to improve program operation.

The picture quality was improved with the advent of a 441-line picture in 1937. In cooperation with the Bell Telephone Co., NBC engineers conducted tests to determine the requirements for line transmission, realizing the future prospect of having to use telephone lines to link widely separate stations in a network.

Viewing tubes were also studied by the NBC engineers and in October 1937, the first public demonstration of the black-and-white kinescope was held. Earlier, RCA had demonstrated publicly its screen projection. Remote pickups employing mobile units was initiated in March 1938. The 441-line transmission was increased to its present standard, 525 lines.

With ever-increasing importance put on remote pickups, new and more efficient portable field equipment was developed. The orthicon camera was one of the earliest and most useful products of this effort. It's greater sensitivity permitted the televising of indoor sporting events and similar activities.

In March 1940, NBC conducted the first successful telecast from a plane flying over New York City. During this period, a variety of visual effects was first demonstrated by network engineers—such as image super-imposition; the double mirror for low angle electronic dissolves, and news programs using photographs.

In 1941, programs were relayed from Camp Upton, N. Y., to Radio City. Large screen (15 x 20 ft.) theatre television was publicly demonstrated at the New Yorker Theatre and included remote pickups from a Radio City studio and Madison Square Garden.

On July 1, 1941, NBC's New York station became WNBTV (TV), the first commercially licensed station to go on the air. It was a historic occasion, the culmination of many years of experimentation and development in which NBC engineers led the way.

When World War II broke out, NBC put all its television resources at the disposal of the government for further development and for use as a public service. Accordingly, civilian defense programs including air raid precautions were adopted in the regular operating schedule.

As the war came to an end, the NBC engineering department renewed its efforts to improve existing equipment. The image orthicon camera was developed and used for the first time to televise the Joe Louis-Billy Conn heavyweight fight at Yankee Stadium in 1946. Compact microwave transmitters and receivers operating on 9000 mg. were used to relay programs from the field to the studio.

The development of kinescope photography also was initiated in 1946. On this project, the network's engineers worked closely with camera manufacturers in developing the equipment.

In 1947, NBC began to expand its TV facilities in earnest. WNBV (TV) Washington, D. C., became the second NBC-owned video outlet to go on the air, to be followed by WNBK (TV) Cleveland and WNBQ (TV) Chicago in 1948 and KBBH (TV) Hollywood in January 1949. New and experimental studios were added in New York, Chicago and Hollywood.

The network today is telecasting from a total of 21 studios, with two more expected to be added in the near future. Thirteen studios are functioning in NBC's New York operation alone. Six are located in Radio City—the largest, 2H, measures 132 ft. long, 78 ft. wide, and 30 ft. high—and three studios are housed in the RKO Pathe Bldg. at 106th St. In addition, comedy, musical and variety programs are

(Continued on page 156)
TRICK SHOTS WITH 'THE Gizmo'
New Effects Possible, Costs Cut

A NEW TYPE of instrument has been invented for television commercial production called "The Gizmo." It enables an advertiser to use animated commercials "live," and a producer to superimpose shots without other mechanical devices, yet saves in production costs. The electronic device was conceived, developed and built by George Gould, director of Tom Corbett, Space Cadet, with the aid of WPTM video engineers, Ralph Drucker and David Fee. It costs less than $100 to build, spokesmen said. Simply, it duplicates the filmland "process shot" and, like it, can create a myriad of shots.

For example, on a recent program Mr. Gould from inside a departing rocket ship and through one of the portholes "shot" a scene depicting a live, clawing prehistoric monster trying to plunge inside the ship. The men and the ship were of normal size but "The Gizmo" enabled the director to "blow up" a baby alligator to immense proportions and have it superimposed on the ship's window.

In another script, the action took place on a planet still roamed by prehistoric animals. Mr. Gould had his actors scurrying over the hull of a dinosaur in a jungle setting. Hollywood spent $10,000 constructing such an animal, it was said, while Mr. Gould used an inexpensive paper mache monster barely two feet long and let "The Gizmo" do the rest.

On still another program the device enabled two men in a rocket ship to rise from the floor, do a midair flip and tumble to the ground.

Helps Commercials
In the commercials for Kellogg's cereals, "The Gizmo" allows flying, dancing, jumping, self-pouring cereal boxes to be reproduced "live" at little more cost than the TV time itself, and each commercial is new. Such animated commercials usually done on film are expensive and hence are used over and over.

Other producers are said to be asking Mr. Gould for advice and permission to use the new device. Currently he is working out a "trick" scene for another producer where a man falling down an elevator shaft while he is tracked by the camera as from the floor as he falls until he hits the bottom.

Kellogg's Tom Corbett, Space Cadet is a Rockhill Productions package and is heard three times weekly on ABC-TV, 6:30-7:45 p.m.

VANDA TOUR
Reviews Circus Talent
CHARLES VANDA, vice president in charge of television for WCAU-AM-TV Philadelphia and president of the Television Assn. of Philadelphia, sailed for Europe on the France through New York for meetings with Mr. Vanda, the creator and producer of The Big Top, television circus show, has been making a month's survey of circus acts in France and Spain.

Meetings have been arranged with the directors of the Cirque Medrano, Cirque D'Hiver and Finder in Paris, as well as the Cirque Price in Madrid and the Cirque de Bordeaux, for preview of Europe's top attractions suitable for television.

Mr. Vanda also set up film coverages of recent International Circus Congress meetings in Paris for the station's clients.

This is Mr. Vanda's first trip abroad since he served as a lieutenant colonel in charge of Balkan operations during World War II.

ABC-TV Expansion
Underhill Begins Talks

CHARLES UNDERHILL, national director of the television program department for ABC, was scheduled to arrive on the West Coast today (Monday) to confer with network officials there on expansion of the use of ABC's Television Center in Hollywood as the originating point for transcontinental programs.

Explaining that he is "particularly eager to utilize to the utmost" the West Coast facilities, Mr. Underhill also planned to inspect KECA-TV Hollywood and KGO-TV San Francisco, both ABC-owned outlets, and to confer with station executives.

ABC-TV Lorraine Cupid Show moved to new time spot on KECA-TV Los Angeles Sat., 8-9 p.m. (FST). Program formerly was heard Tues., 10-11 p.m.
To the housetops comes a new world...

Here is the signpost pointing to a new era—a vast challenge to creative imagination. Hours on end each day it offers a parade of news, tragedy, comedy—life as it passes, in uninterrupted flow.

To help the creative TV producer, writer, and advertiser achieve fuller flexibility in production and greater versatility in programming, the Eastman Kodak Company provides a full line of motion-picture films, motion-picture cameras, projection equipment, and lenses. From its offices in principal motion-picture centers is available a highly specialized staff of motion-picture engineers and technicians ready to assist in any film problem.

For helpful information about your problems, write or phone the Motion Picture Film Department, Eastman Kodak Company, Rochester 4, N. Y.; East Coast Division, 342 Madison Avenue, New York 17, N. Y.; Midwest Division, 137 North Wabash Avenue, Chicago 2, Illinois; West Coast Division, 6706 Santa Monica Blvd., Hollywood 38, California.
TV Code Survey

(Continued from page 159)

ance by individual stations. WDAF-
TV's answerable only to the public and the FCC for a code, not even in
the public interest and would not accept any plan of policing by
other stations. Such a plan would be nothing legal nor American in
principle.

A station which has given the
code considerable study is not yet
ready to endorse it, pointing to a
number of specific points raised by
a station department head (see
below). The station felt there had
to be "a first step, and perhaps this
is as good as any that could be
taken." It advocates discussion
and changes before adoption by the
industry.

Among those strongly in favor of
the code, P. A. Sugg, manager of
WKY-TV Oklahoma City, believes the
industry "will accept the code's
features with relatively few minor
changes in wording. The enforce-
ment procedures probably will
teach troublesome, but responsible
management can solve this problem
as it has many others during past
years."

Another code proponent con-
ceded he hadn't studied it but fig-
ured it was "a great thing for the
industry."

Lee Ruwitch, vice president and
general manager of WTJN-TV (TV)
Miami, feels the code needs changes
and adds that his "suggestions to
the Sweezy committee on the
codification of the criticism by
Washington attorneys is concerned," he said, "it never entered our minds
that the code would be put into final form in such lay terms as the original
draft. Naturally, it would require
the legalistic scrutiny and wording
which would afford proper protec-
tion of the rights of the indus-
try. We think the code is basically
a good one and certainly greatly
needed."

Need Clearing House

WTJN staff members agreed a
central clearing house is needed to
check new products and claims,
local and national; wants specific
changes in time standards; is con-
cerned about film commercials used
over and over, pointing to audience
efficiencies when films are repeated.

Campbell Arnoux, WTAR-TV
Norton, an NARTB TV board
member, is convinced a "sound, virile
code" is a "must," not only "for the articulate critic, but for the
inarticulate millions who must
perform look or turn the switch."

"The proposed code is a start as
I see it," Mr. Arnoux said. "It is
not a perfect document—even the
Constitution has been amended
many times. It must be added, as experience
gives us the answer, this television
code will, without doubt, be also
revised.

"As to the penalty provisions for
violations, it is necessary to see
how the code works. As dynamic a medium as mass influence
on peoples' life and thinking without penalties would be an
empty shell which only the con-
scientious operator will pay any at-
tention to. No code, not even a
perfect document, will please every-
one but I'm sure the board will
give weight to all sound criticisms of the proposed document."

E. K. Jeff, vice president and
director of WMAR-TV Baltimore,
agrees the code, as adopted in prin-
ciple in Chicago, was the result of
considerable study and work and
added he had heard nothing but praise in regard to the main
provisions.

He raised a note of warning, on
the other hand, saying, "Down to-
ward the end, we are invited to
to become a paid subscriber to the
penal provisions of the code. Thus,
in effect, we are advised that we
can pay real money to take chances
that might not exist if we pay
nothing at all." He felt the points
raised by radio attorneys should be
answered in detail by NARTB.

George M. Burbach, general
manager of KSD-TV St. Louis,
said the code "represents the best
corporate effort ever put forth by
our industry and, certainly it is
good. Of course, it would be im-
possible to obtain 100% approval.
Some opposition undoubtedly stems
from honest convictions, but there
probably are a few who place sel-
fish interests ahead of all else. The
code may need some minor revi-
sions but in my opinion the overall
result is excellent."

Self-Regulation Preferred

Eloise Smith Hanna, president of
WBRC-TV Birmingham, feels it
is better for the industry to operate
"under its own code admit-
ning, and regardless of, its in-
adequacies, rather than operate
under government censorship.

"The sense of the TV code paral-
lels that of the broadcasting code,
and the code philosophy with which
networks now operate. I think you
will agree that in the past the
majority of broadcasters have
abided by the broadcasting code
without serious effects. And I
think the same will be true of the
TV code. It is impossible to fully
comment on the objections cited
by the Washington radio attorneys
since the end results arising from
the objections cited have not been
completely set forth.

Affiliated stations should be held
blameless for any violations of the
code committed on programs fed
to such stations by the networks,
since at the present time affiliated
stations have no means whereby
they may censor network shows.

"Furthermore, in replying to one
of the citations set forth, it is my
understanding that the board will
have no judgment on the true
sense of the word. Rather their
authority will be limited to
disciplinary action as prescribed
and agreed to by the broadcasters
themselves. It seems to me the
station department head is
formed dealing with the question
covering convictions and violations
would not be applicable in the event
any action may have been taken
against any station by the review
board of the TV code."

M. C. Waterton, vice president and
general manager of WCPO-TV
Cincinnati, declared the code
though not perfect, "is the closest
to a very serious problem afflicting
our industry." He is op-
posed to further delay, recalling
station endorsement in Chicago
where "some 60 or 70 stations . . .
voted unanimously that the code
as adopted should be adopted.
They did more than agree to the
principle of the code; they agreed
to every article in it."

He favors revisions, even major
ones, but wishes adoption now with
major amendments considered at
the NARTB convention in April.
"By that time," he noted, "all of
us will have had a chance to have
lived with the code and to make
any suggestions that we deem ad-
vizable."

Walker View

Larry Walker, secretary-treasur-
er and assistant general manager
of WBT TV (TV) Charlotte, N. C.
called it "a very beautiful and
idealistic thing—a move which was
surely needed in TV."

Mr. Walker said he is not puri-
but is starting to worry over "the
impact of undressed girls, hip
shakers." He said the station was
about to do something on its own
if it was not done nationally.

"I hope the networks and indi-
vidual stations can come to
care this thing together," he said. "I'm of the opinion it will not cost us
money but in many cases will save
us headaches and build audiences."

Patrick J. Goode, president of
WNBC-TV New York, is "hus-
bandly in favor of the adoption of some
reasonable plan of regulation
which would tend to eliminate
suggestive pictures and language,
and which would cover commercials
as well as programs. "I believe the
code has gone a long way to cor-
rect some of the evils of television,
but it does not fully satisfy all
elements of the indus-
try it could be amended from time
to time in an effort to perfect it."

A manager preferring not to be
named said, "I do not recall that
the code was approved in principle
at Chicago. My recollection is that
the resolution asked that it be
placed before the board of directors
so that it could promulgate it."

The station has never subscribed
to industry codes, having its own
operating standards.

Following are the observations
of a TV station department head
who was asked, "Do you think it...

TELESCRIPTIONS
ANIMATED AND
LIVE ACTION
TV FILM SPOTS
20-Second and 1 Minute
824 VICTOR BLDG. - WASH. D. C.
Sterling 4650

BROADCASTING • Te lecasting

Page 152 • November 26, 1951
Under Section 4, "Suspension of Subscription":

1. Under Section 4, "Suspension of Subscription"—
   a. If hearing is requested by subscriber, it shall be designated as promptly as possible and at such time and place as the Television Board of Directors may specify.
   b. If the Board so determines, the subscriber shall not be notified unless he can prove that the charges are not correct.
   c. The Board may modify or extend the period of suspension.
   d. The Board's decision is final and no appeal can be made.

2. Under Paragraph 6, "Time Standards for Advertising Copy"—
   a. No provision is made in this section which assures an accused that there will be no Board changes during a hearing without his express approval.
   b. Paragraph 6, "Time Standards for Advertising Copy"—
   c. Does not assure immunity for minimum of 60 days from date of Code acceptance.
   d. Paragraph 6, "Time Standards for Advertising Copy"—
   e. Does not state whether or not the Board must identify all known complaints in any violation bill of particulars.
   f. This matter from a time other than a propriety standpoints militates against the user of discreet desk cards and other inoffensive props.

3. Under Paragraph 5, "Termination of Contracts"—
   a. Does not provide for minimum of 60 days from date of Code acceptance.
   b. Paragraph 5, "Termination of Contracts"—
   c. Does not provide for a period of 60 days from date of Code acceptance.
   d. Paragraph 5, "Termination of Contracts"—
   e. Does not provide for a period of 60 days from date of Code acceptance.

4. Under Paragraph 1(c), "Presentation of Advertising"—
   a. The word "disparage" is too weak. The dictionary says it means "to speak slightingly of." If this definition were accepted, much of the current cigarette advertising would have to be turned down. Perhaps "mal"-align would be better.

5. Under "Premiums and Offers"—
   a. Paragraph 1. "Final details of proposed offers..." is too general a statement and forces the broadcaster to usurp rights of advertising, belongs to the Federal Trade Commission.
   b. Paragraph 2. "Final details of proposed offers..." is too general a statement and forces the broadcaster to usurp rights of advertising, belongs to the Federal Trade Commission.
   c. Paragraph 3. "Willingness to honor complaints..." puts the client in a completely untenable position. It does not state in the event of "disatisfaction," the premium or offer must be returned before money can be refunded.
   d. Paragraph 5. "Assurances should be obtained," is too noncommittal. In the necessity for obtaining assurances gives the individual case? Must the assurances be written? Can the Board be held culpable for not obtaining assurances?
   e. An addendum to the code should make it clear that no station subscriber will be held accountable for any code violation occurring in any live or transmitted program originated by a network subscriber.
   f. Under Section 5, "Authority and Responsibility"—
   g. Part 6 fails to establish liaison between review board and advertising groups such as AAAA.
   h. Part 9 does not clarify "recommendations." If this is meant to encompass the issuance of warnings to alleged violators, it should be so stated. In this regard it might improve the intent and workability of the Code to insist that Rules and Procedures contain assurance that alleged violators are held culpable at least to warning before charges are preferred, and that no charges will be preferred unless alleged violation is repeated after receipt and acknowledgment of said warning(s).

6. QUESTIONS:
   a. Can the board of directors render unbiased decisions on charges levied against a board member's operation?
   b. How will the public be able to distinguish between disbursed members and non-members operating in good faith?
   c. What happens if non-members establish a competitive code which offers similar rules minus the adversarial point-scores?
   d. Can charges be preferred solely on the strength of testimony given by persons other than members of the review board.

7. UPT Dividend
   a. UNITED Paramount Theatres Inc. is in process of merger with ABC (See story page 35)—last week announced that the UPT board of directors has declared a dividend of 50 cents per share on outstanding common stock, payable Dec. 18 to holders of record at close of business Nov. 30.

8. Under Paragraph 3, "Bill of Complaints"—
   a. "It is to be noted that the complaint is..." is too general a statement and forces the broadcaster to usurp rights of advertising, belongs to the Federal Trade Commission.
   b. Paragraph 4. "It is to be noted that the complaint is..." is too general a statement and forces the broadcaster to usurp rights of advertising, belongs to the Federal Trade Commission.
   c. Under Section 4, "Suspension of Subscription"—
   d. The word "disparage" is too weak. The dictionary says it means "to speak slightingly of." If this definition were accepted, much of the current cigarette advertising would have to be turned down. Perhaps "mal"-align would be better.
YESTERDAY and TODAY in Central Indiana at WFBM-TV

“First in Indiana”

LIVE shows are more popular than filmed, and dramatic type entertainment is favored over any other form in television by program buyers. So says the fourth annual national TV poll concluded early this month by Gordon Levoy, head of General Television Enterprises, Hollywood.

Conducted among 400 leading advertising agency executives, station program directors and sponsor advertising managers, responses indicated preference with respect to content, length, type and method of programming.

Majority Favor ‘Live’

Of those replying, 60% of agencies, 90% of sponsors and 58% of station program directors cast their votes for live entertainment. Old movies and kinescopes received only a negligible vote. In previous polls conducted by Mr. Levoy, filmed shows ran well ahead of live telecasts.

Dramatic type shows were preferred by all groups, with 97% of agencies, 84% of sponsors and 80% of stations voting them first. Variety shows came second in favor, with comedy and sports next in order. Concert music and panel shows were favored over old movies and westerns. The half hour show was given as preferred length.

Weekly Television Summary—November 26, 1951—Teletcasting Survey

<table>
<thead>
<tr>
<th>City</th>
<th>Outlets On Air</th>
<th>Sets in Area</th>
</tr>
</thead>
<tbody>
<tr>
<td>Albuquerque</td>
<td>KOB-TV</td>
<td>11,500</td>
</tr>
<tr>
<td>Anchorage</td>
<td>WCII-TV</td>
<td>71,125</td>
</tr>
<tr>
<td>Atlanta</td>
<td>WAGA-TV, WBZ- TV, WLTV</td>
<td>165,000</td>
</tr>
<tr>
<td>Baltimore</td>
<td>WJZ-TV</td>
<td>320,000</td>
</tr>
<tr>
<td>Birmingham</td>
<td>WAPT-TV, WIBC-TV</td>
<td>40,750</td>
</tr>
<tr>
<td>Bloomington</td>
<td>W226CTV</td>
<td>65,000</td>
</tr>
<tr>
<td>Boston</td>
<td>WBZ-TV, WNAC-TV</td>
<td>129,714</td>
</tr>
<tr>
<td>Buffalo</td>
<td>WKBW, WGRV</td>
<td>275,800</td>
</tr>
<tr>
<td>Charlotte</td>
<td>WBTV</td>
<td>100,000</td>
</tr>
<tr>
<td>Cincinnati</td>
<td>WCKO, WSNR, WGN-TV, WNSO</td>
<td>999,650</td>
</tr>
<tr>
<td>Columbus</td>
<td>WCSC, WCPE, WGRU, WLWT, WTVN</td>
<td>371,090</td>
</tr>
<tr>
<td>Cleveland</td>
<td>WWSN, WNPR, WXEX</td>
<td>529,698</td>
</tr>
<tr>
<td>Columbus</td>
<td>WSNV, WTOL, WTVN</td>
<td>599,600</td>
</tr>
<tr>
<td>Ft. Worth</td>
<td>KLBD-TV, WFAA-TV, WBAP-TV</td>
<td>140,808</td>
</tr>
<tr>
<td>Detroit</td>
<td>WDEA, W226CTV, WLWD</td>
<td>270,000</td>
</tr>
<tr>
<td>Dallas</td>
<td>W2910-AM, WJW</td>
<td>705,293</td>
</tr>
<tr>
<td>Denver</td>
<td>WREG, WJW-T, WTVX-TV, WXYZ-TV</td>
<td>76,575</td>
</tr>
<tr>
<td>Ft. Worth</td>
<td>WABC, WDEL-TV, WKRQ, KXLA</td>
<td>140,808</td>
</tr>
<tr>
<td>Grand Rapids</td>
<td>KMBC, WMBD</td>
<td>160,413</td>
</tr>
<tr>
<td>Columbus</td>
<td>WHTS, WJWR, WTVN</td>
<td>87,737</td>
</tr>
<tr>
<td>Houston</td>
<td>KPRC-TV</td>
<td>98,902</td>
</tr>
<tr>
<td>Jacksonville</td>
<td>WBBV-TV</td>
<td>63,167</td>
</tr>
<tr>
<td>Kansas City</td>
<td>WDAF-TV, WDAF-BTV</td>
<td>168,030</td>
</tr>
<tr>
<td>Jacksonville</td>
<td>WJAX-TV</td>
<td>45,000</td>
</tr>
<tr>
<td>Las Vegas</td>
<td>KOLD-TV, KUNA</td>
<td>120,000</td>
</tr>
<tr>
<td>Los Angeles</td>
<td>KCAL-TV, KVIS-TV, KLAC-TV, KNBH</td>
<td>1,329,344</td>
</tr>
</tbody>
</table>

Total Markets on Air 64*  
*Includes XELD-TV Matamoros, Mexico

Berle Heads

Pulse List

TOP 10 network TV programs for Week of Oct. 11-17 were released last week in a multi-market survey published by the Pulse Inc. They are:

**ONCE-A-WEEK SHOWS**

<table>
<thead>
<tr>
<th>Program</th>
<th>Average Rating</th>
</tr>
</thead>
<tbody>
<tr>
<td>Texaco Star Theatre (NBC)</td>
<td>40.4</td>
</tr>
<tr>
<td>Lux Radio Theatre (NBC)</td>
<td>39.6</td>
</tr>
<tr>
<td>TV Playhouse (NBC)</td>
<td>39.3</td>
</tr>
<tr>
<td>Comedy Hour (Abbott &amp; Costello)</td>
<td>29.3</td>
</tr>
<tr>
<td>Godfrey &amp; His Friends (CBS)</td>
<td>27.7</td>
</tr>
<tr>
<td>Fireside Theatre (NBC)</td>
<td>26.8</td>
</tr>
<tr>
<td>Toast of the Town (CBS)</td>
<td>26.6</td>
</tr>
<tr>
<td>Merv Griffin Show (CBS)</td>
<td>26.1</td>
</tr>
<tr>
<td>Red Skelton (NBC)</td>
<td>26.0</td>
</tr>
<tr>
<td>Football (Redskins vs. Browns) (DuMont)</td>
<td>26.0</td>
</tr>
</tbody>
</table>

**MULTI-WEEKLY SHOWS**

<table>
<thead>
<tr>
<th>Program</th>
<th>Average Rating</th>
</tr>
</thead>
<tbody>
<tr>
<td>Howdy Doody (NBC)</td>
<td>19.9</td>
</tr>
<tr>
<td>Cactus Jim (NBC)</td>
<td>13.5</td>
</tr>
<tr>
<td>Camell News Caravan (NBC)</td>
<td>13.2</td>
</tr>
<tr>
<td>Knute, Fran &amp; Ollie (NBC)</td>
<td>10.9</td>
</tr>
<tr>
<td>Perry Como Show (CBS)</td>
<td>10.8</td>
</tr>
<tr>
<td>Kate Smith (NBC)</td>
<td>10.8</td>
</tr>
<tr>
<td>CBS-TV News (CBS)</td>
<td>9.7</td>
</tr>
<tr>
<td>The Stars Club (CBS)</td>
<td>8.1</td>
</tr>
<tr>
<td>Captain Video (DuMont)</td>
<td>9.0</td>
</tr>
<tr>
<td>Mahavok Shownr (NBC)</td>
<td>8.8</td>
</tr>
</tbody>
</table>

**Set Ownership in L. A. Area Surveyed**

THERE IS one television set for each 1.5 families or 66% saturation in the Los Angeles signal area, according to the Electric League of Los Angeles, Kern, Riverside, San Bernardino and Ventura Counties. Survey further revealed that 821,916 of these (1.5) families own sets with screen size 12" or under.

Total number of sets in the area as of the end of October was 589,469, an increase of 11,382 over September's figure. Set distribution figures were based on reports by 27 distributors in the area over the September-October period.

*‘Talent Scouts’ Tops

November Trendex

ARThUR GODFREY’S Talent Scouts heads list of top 10 TV shows released by Trendex Inc. in its November TV Program Popularity Report. The report, covering 10 cities served by three or more TV station, follows:

**Program**

<table>
<thead>
<tr>
<th>Talent Scouts (CBS)</th>
<th>47.1</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hussey Star Theatre (NBC)</td>
<td>44.8</td>
</tr>
<tr>
<td>Forward &amp; Lewis (NBC)</td>
<td>42.7</td>
</tr>
<tr>
<td>Red Skelton (NBC)</td>
<td>40.1</td>
</tr>
<tr>
<td>Show of Shows (NBC)</td>
<td>36.2</td>
</tr>
<tr>
<td>Howdy Doody Show (CBS)</td>
<td>35.9</td>
</tr>
<tr>
<td>Godfrey &amp; Friends (CBS)</td>
<td>33.7</td>
</tr>
<tr>
<td>Fireside Theatre (CBS)</td>
<td>31.3</td>
</tr>
<tr>
<td>Nat Against Crime (CBS)</td>
<td>37.4</td>
</tr>
<tr>
<td>Jack Benny (CBS)</td>
<td>36.8</td>
</tr>
</tbody>
</table>

Children Request TV Brands

RIISING power of television was indicated again last week by a survey of mothers in metropolitan areas.

(Continued on page 171)
WMAR-TV gives you MORE when you buy BALTIMORE!

More than 300 towns and communities within 90 miles of Baltimore report good reception from WMAR-TV. Those were 337,687 TV receivers within approximately 30 miles of Baltimore on Nov. 1, 1951.

IN MARYLAND MOST PEOPLE WATCH WMAR-TV

Represented by THE KATZ AGENCY, INC. New York • Detroit • Kansas City • San Francisco.

Chicago • Atlanta • Dallas • Los Angeles. Television Affiliate of The Columbia Broadcasting System.
NBC's Engineering

(Continued from page 119)

being telecast from the Centre Theatre, the International and Hudson Theatres and the New Amsterdam Roof. NBC engineers currently are installing the Warner Bros. Studio in Brooklyn into one of the largest and most completely equipped TV studios in the World, measuring 185 ft. by 85 ft.

Potent TV studios are operating in Hollywood, three in the network's studio building. The other is the El Capitan Theatre, which recently was installed with the big musical comedy shows. In Chicago, the engineering department is presently converting a radio studio in the Merchandise Mart for TV, making three studios in all. Washington and Cleveland both have single studio plants.

The phenomenal growth of television during the past three years was in large measure due to the genius of NBC who continued to develop new electronic techniques and improve existing equipment.

Better Programming Gear

Briefly, here are some of the more outstanding examples:

- The video announcer, a unit which clamps on the front of a TV field camera permitting the transmission of 35mm film announcements—thereby eliminating the need for card stands or switching books to the studio for commercial inserts.

- The Pocket Ear, which allows technicians in the studio freedom of movement while still being able to receive cues from the control booth. It consists of a small receiver box fastened to the waist with an ear plug attachment.

- Various optical effects such as the high shot mirror device were developed. By using this mirror device, program directors can simulate high camera angles without raising the camera off the floor.

- Kinescope recordings have been improved immeasurably, not only in the methods, but techniques.

- The "big screen" was installed in the Centre Theatre to afford studio audiences the pleasure of seeing the program as it is being telecast in addition to how it is being produced on the stage. The screen, measuring 15 by 20 ft., hangs above the stage.

- The parabolic microphone, dubbed the "big ear" by the engineers, is being developed for use on TV programs. Employing a principle first developed and patented by O. B. Hanson, NBC's engineering vice president, the parabola measures six feet in diameter and can pick up high quality sound from distances as far away as 35 ft. It will eliminate the need for boom mikes and allow performers greater freedom of movement.

To meet the requirements of NBC's expanding program activities, the engineering department is currently engaged in an extensive rebuilding program of its master control film screening room and recording room in Radio City. The master control is being enlarged and completely rebuilt to meet all up-to-date network requirements. Construction is underway on a new film studio to be equipped with eight film chains—a half consisting of a camera, 16mm projector, 35mm projector and telep camera (for still pictures). Two additional sets of recording equipment are being installed in the newly enlarged kinescope recording room.

Technically, as well as programwise, television has made great strides in the last few years. Much of the credit is due to the foresight and engineering brilliance of NBC and RCA. Although it has come a long way, TV still has a long road to travel before achieving the technical greatness it portends.

Towards this goal, the network's engineering department will continue to devote all its technical skill and know-how.

THEATRE TV

Second CD Showing

PLANS for a second excursion into closed circuit theatre TV were being wrapped up by Federal Civil Defense Administration officials last week.

Tentative blue print for a second demonstration—this time earmarked for the New England area—was revealed a fortnight ago by Civil defense authorities [B&TV, Nov. 19].

Final arrangements are to be announced this week, with names and number of cities participating. Only Boston has been definitely set as a key area for another showing, designed to train volunteer personnel in civil defense techniques. Subject will be welfare services.

AT&T reportedly is offering facilities on the hourly basis of $1 per mile for video lines (one-way), plus 15 cents per mile for first audio line to the theatre and an additional 15 cents per mile for the second audio line from the theatre.

The project is another in the series launched by FCDA's Audio-Visual Division to mass instruct some 15 million workers within a comparatively short period of time. First demonstration was held in September in Washington, with instruction channeled through theatre television to Baltimore, New York and Philadelphia [B&TV, Sept. 24, 10].

GOVERNMENT curtailment of availability of micro, used in iconoscope, was subject for discussion at WDSU-TV New Orleans among (1 to r) Lindsey Riddle, WDSU-TV chief engineer; Paul A. Wallace, FCC vice chairman, who was visiting the station, and Robert D. Swezey, station exec. v.p.-gen.mgr.

ADMIRING new Miller High Life beer identification card are (seated, 1 to r) C. V. Niderost, southwestern division mgr., Miller Brewing Co., sponsor of Los Angeles Rams pro football teletcasts on KNTV (TV) Los Angeles; Wilbur Edwards, KNTV gm. mgr.; (standing, 1 to r) Bill Symes, sportscaster, and Bob Hoag, station sls. mgr.

DISCUSSING media situation are (1 to r) John J. Karol, v.p. in charge of CBS Radio Network Sales; Gene Autry, CBS radio and television star; Merle Jones, v.p. in charge of stations and general services division for CBS Television and Howard S. Meighan, pres., CBS Radio Div.

ATTENDING party following premiere of Frank Sinatra Show are (1 to r) Earl Ludgin, Pres., Earlie Ludgin & Co., Chicago; J. J. Van Volkenburg, pres., CBS Television Div.; Maxine Andrews of the Andrews Sisters; Perry Como, singer; Patty Andrews, of singing trio; Benjamin A. Ragir, president, Ekco Products Co., Chicago, sponsor of first quarter-hour; Frank Sinatra, star of show; LaVerne Andrews, third member of trio; Frankie Laine, singer, and Hubbell Robinson Jr., v.p. in charge of network programs, CBS Television Div.
UN COVERAGE

THE UNITED NATIONS' General Assembly in Paris is providing virtually unlimited opportunity for radio-TV public interest and news coverage.

Daily reports are being carried over the CBS Television Network with a summary of program conferences preliminaries, carried 3:30-4 p.m. (EST) Nov. 11.

Weekday CBS TV programs are covering all Assembly meetings as well as committee sessions and telecasts in the U. S. following by one day the time of actual sessions in Paris. The Sunday programs—moved to a 3:30-5 p.m. time period Nov. 15—feature edited digests of the full week's coverage.

Described as establishing something of a record for international sight-and-sound journalism, the telecasts are result of three-party agreement between the UN, Paramount Pictures Corp. and CBS.

Actual TV coverage is being handled by UN technical personnel. The signal is fed into a Paramount Inter-Film unit—the same used to transmit TV pictures to movie screens in theatre TV—where picture and sound are developed, fixed, dried and recorded on 35mm film within 30 seconds after the event occurs, it was explained. The equipment, handled by Paramount recording engineers, was flown to France as part of program with the help of the Dept. of State. Finished films will be flown to the U.S., arriving—if good flying conditions prevail—for telecasting over the CBS network within 24 hours after they have been made.

Directed by Mickelson

Emery Kelen, TV officer of the UN Radio Division, is supervising coverage in Paris, and Albert Chesnes, recently appointed manager of Paramount Theatre television operations, is in charge of his company's participation. CBS TV operations are being managed through Sig Mickelson, director of CBS-TV news and public affairs.

NBC's coverage of the sixth General Assembly are on a weekly basis with telecasts of 12 half-hour documentaries produced by the Ford Foundation [8*7, Nov. 5]. The series started Saturday, Nov. 10, 7-7:30 p.m. EST.

ABC-TV focused on the United Nations when United—or Not!, an unprepared news conference with members of the UN Correspondents Inter-Age, interviewing world leaders and UN delegates, resumed Nov. 13, Tuesday, 9-9:30 p.m. EST over the network. Program had not been heard since Oct. 30, although the radio version (Tuesday, 10:30-11 p.m.) has continued without lapse.

Interviews are Vitapixed in Paris and flown to New York for telecasting. John MacVane, press officer of the U. S. Mission to the UN, is acting as moderator, with Emery Kelen as director. The television version—which for now will originate at the temporary UN building next to the Palais de Chaillot—has been a regular ABC-TV

Radio-TV Highlight
Paris Meet

ANNOUNCING new list of distributors for its line of television and radio receivers, R. D. Payne, sales manager of Columbia Inc., manufacturing subsidiary of CBS, has stated that "the distribution pattern which had been set at the time of the merger with CBS is now almost complete, many months ahead of schedule. This new pattern gives CBS—Columbia a key distributing outlet in each television area throughout the country.'

KRLD-TV's Tree

KRLD-TV's tower in downtown Dallas will soon become a 400-foot Christmas "tree," with a festooning of gay lights on cables. The "biggest-tree-on-earth," as it is called, will be visible on the Dallas skyline for miles around. KRLD studios, at the tower's base, and the Dallas Times-Herald Bldg., adjacent in Herald Square, will be festively decorated. Apex of the "tree" will be formed of neon stars—just below the antenna, which will rise another 100 feet like a Christmas tree spike.

Halley Leaves Show

RUDOLPH HALLEY, newly-elected president of the New York city council, bowed out of CBS-TV's Crime Syndicated with last Tuesday's show, having obtained release from his contract. The lawyer-politician's contract called for options every 13 weeks, with first to fall after Dec. 11 program. He will be replaced this Tuesday by Sen. Herbert R. O'Conor (D-Md.), who succeeded Rep. Estes Kefauver (D-Tenn.) as head of the Crime Investigating Committee. It was unknown at CBS-TV Division last week whether Sen. O'Conor would appear the following week or whether the program would finish its season with guest commentators.

Cost No Deterrent

APPEAL of television is really demonstrated in San Bernardino, Calif., where the purchase of a TV set is no small consideration. In this city, approximately 60 miles from Los Angeles, the nearest television receiving point, the average height of antennas is 65 feet, and sometimes must be raised to 80 feet. Average price of installing the antenna and booster is almost $100 in addition to the cost of the set. In spite of this, the San Bernardino area boasts approximately 6600 TV sets, with new ones being installed at the rate of 375 per month.

Torge Named

Manager of WBN-TV

GEORGE R. TORGE, program director of WBN-TV Buffalo since 1948, has been appointed station manager, according to an announcement by A. H. Kirchhofer, vice president of WBN Inc.

Mr. Torge, in addition to his new duties will also continue to supervise TV program. Mr. Torge entered radio in 1932 as a singer. He joined the Buffalo Evening News stations in 1936, serving successively as announcer, chief announcer and program director.

During World War II he served as a combat sergeant in General Patton's Third Army. In 1946, he rejoined WBN as program director of both the AM and FM operations.

XELD-TV Set Drive

ENTHUSIASM of dealers for TV in the Rio Grande Valley was demonstrated following a meeting called by XELD-TV Matamoros, Mexico-Brownsville, Tex., Nov. 9. Over 300 TV dealers and distributors attended conference at El Jardin Hotel and signed up for a six-week cooperative advertising campaign to promote set sales in the area. Drive features radio-TV spots, window streamers, and newspaper advertising. Meeting included talks by Monte Kleban, XELD-TV general manager, and Justin Duncan, program director of WOAL-TV. Technical problems were aired.

Denison Community TV

DENISON, Texas, city council passed an ordinance last week giving Better Television Inc. a 20-year franchise for operation of a community television tower. Company plans to set up a central serial for use of TV owners, promising improved reception.

November 26, 1951 • Page 157
and ready to serve you!

We do ONE THING—and we think we do it exceptionally well:

We are PRODUCERS of high quality

SOUND MOTION PICTURES
TV COMMERCIALS
SOUND RECORDINGS
SLIDE FILMS
FILM STRIPS

Our permanent staff includes specialists among script writers, directors, cameramen, sound technicians and lighting experts.

Documentary or Educational motion picture, Industrial or Training film, in black and white or in full color—or the finest sound recordings whatever your requirements in the audio-visual medium may be, Seaboard has the facilities, the equipment, the technical interest and the interest which results in productions of a cost consistent with the highest quality.

ASK THESE CLIENTS

Seaboard Studios is producing films for TV, business and educational showings for these representative organizations:

United States Rubber Co.
Sulphur Refining Co.
Tulon Slade Furniture
New York Times
National Broadcasting Co.
C. A. R.
Joseph Pulitzer, Inc.
J. Walter Thompson Co.
Batten, Barton, Durstine & Osborn, Inc.
Department of State
Curt & Peabody, Inc.
Hicks & Green
Lemon & Mitchell, Inc.
Guyer, Newell & Brown, Inc.
"Something New" TV Program
21 National Brand Products and 14 major market studies by leading department store.

Three Stages & Coastal connection to all TV Stations

SEABOARD STUDIOS
157 East 69th St., N. Y., N. Y. 14-179

* * *

TELECASTING of 22 quarter-hour films showing conditions in Israel began last week over KLAC-TV Los Angeles. The films were recorded by George Herbert during a three-week stay in the country, and consist of interviews, eye-witness accounts of recent happenings, living conditions and other applicable subjects.

—Nigel Bruce has been signed by G. Ralph Branton, president of Interstate Television Corp., Los Angeles, for top supporting role in forthcoming Raffles telefilm, a series scheduled to start production today (Monday). Programs will be filmed at Monogram Pictures Corp. studios, of which Interstate is a subsidiary. Lee Savin will produce, and George Brant is starred. The television films are based on the "Raffles" gentleman robber stories (Film Report, Nov. 19).

—Dick Jones, featured in the Range Rider television films being produced by Gene Autry's Flying A Pictures, has been signed by Mr. Autry to a seven-year contract. Plans call for him to star in a new television series based on the character he portrays in Range Rider.

—Peter McCabe, Stephen Roberts and Connie Cezon have been signed by Jerry Fairbanks Productions, Hollywood, for roles in The Plugged Nickel, a new program in the series of Front Page Detective films.

Sales and Production...

UNION TELEVISION PROGRAMS Inc., New York, has sold Old American Barn Dance to WKBW, Buffalo, Utica, N. Y. (Utica Club Beer & Altria), for 12 weeks. Program will be televised on WKTW (TV) Utica, WSYR-TV Syracuse, WRGB (TV) Schenectady and WNB-TV Binghamton. In addition, American Snuff Co., Memphis, Tenn., has renewed sponsorship of Barn Dance in seven southern cities for total of 82 weeks.

—ALEXANDER FILM Co., Colorado Springs, completed recently TV commercials for the following companies:


—SARRA Inc., Chicago, has been signed to produce a new series of Universal Gas Range television films for Cribben & Sexton through Christiansen Adv., Chicago. The series will introduce new 1952 model range in three 60-second and four 30-second spots. The original Sarah series, which Universal received the only TV film spot award given that year by Chicago Federated Adv. Club.

Sarah also is filming 23 spots for Motel Greist, through George H. Hartman Adv., Chicago. The series of seven 60-second and 16 20-second commercials is slated to be telecast during the next year.

JERRY FAIRBANKS PRODUCTIONS, Hollywood, plans to establish a new national sales organization with branch offices in key cities to be directed by Ralph Autry, formerly vice president in charge of sales and a member of the board of Wilding Picture Productions, will head the new sales division as vice president.

STERLING TELEVISION Co., names Mignon Meyer sales manager for the 15 mm film sales division of firm.

CHARLES MICHELSON Inc., New York, American agent for EMI (British) sound effects and mood music libraries, names Cheshire & Associates, Hollywood, transcription firm, as exclusive West Coast distributor to television, radio and motion picture markets.

BING CROSBY ENTERPRISES Inc., Los Angeles, has started production of new group of six programs in Rebound television film series. Twelve of the series have already been completed.

Bing and George is production director.

—SNADER TELESCRIPTIONS Corp., Los Angeles, has completed two groups of TV filmed musical shorts. One features Frances Cavan, musical comedy singer, and the other stars Bob Mitchell and his choirboys.

Alter at Sao Paulo

INTERNATIONAL Standard Electric, IT&T subsidiary, holds contract for installation of the Federal transmitter and microwave for Radio Telesao Paulista, Sao Paulo, Brazil. Federal engineer supervising the installation for Alter is Herbert and Donald K. E. Verl, associated with the Federal Co. After installation of DuMont equipment, the latter company is subcontractor supplying the studio equipment and Telecruiser. Sao Paulo firm had expected programming to start by Nov. 16 but that date was moved ahead.

CHICAGO SUIT

B&K, CBS Reply Pending

The new motion picture TV chain, and CBS have two more weeks in which to file an answer to the $100,000 damage suit filed in the Federal District Court by Cribben & Sexton, Chicago manufacturer of Universal gas ranges. Company charges the B&K video station, WZIK Chicago, which is affiliated with CBS, broke a contract for a time period not subject to network pre-emption by replacing Universal's local show with a network feature from New York.

Cribben & Sexton set the damage figure on the basis of its lost time franchise, an audience built up since December 1950 and cost of commercials and additional production investment. The initial contract, according to Christiansen Adv, which handles the Universal account for western representative, expired Dec. 10, 1950. Only pre-emptions provided for in the contract were for double-header baseball games running over into the 5 to 6 p.m. Sunday time slot.

Agency claims it was notified 30 days in advance of Oct. 14 that Universal's Blue Flame Theatre would be cancelled at that time, for the plaintiff and for the plaintiff and Kirkland, Fleming, Green, Martin & Ellis.

Cribben & Sexton has bought Foreign Intrigue on WGN-TV Chicago, Thursday, 8:30-9 p.m.

O'BRIAN PROMOTED

Takes UA Western Post

ROBERT (PAT) O'BRIAN has been promoted by United Artists to western representative of the television department in a step toward further expansion of the company's video activities, John Mitchell, director of UA-TV, announced.

Formerly in charge of the southern territory, Mr. O'Brien will headquarter in Chicago with full supervision over the company's midwestern television operations. The young executive entered television in 1948 as supervisor of sales promotion and publicity for WRGB (TV), the General Electric station in Schenectady, and was vice president of Atlas Television, New York independent producer, before joining United Artists.

WWDC Washington, informed trade last week it has "sold out kommer- cially" during the normal broadcast day but the station doesn't expect to take new advertisers until after Christmas.
TV ANTENNAS

RTMA Seeks Materials

MATERIALS for TV receiving antennas will be sought of National Production Authority by Radio-Television Mfrs. Assn. so the four million TV sets to be turned out in 1952 will be matched by antennas.

RTMA's Antenna Section, under Chairman Larry H. Kline, of Ward Products Corp., proposes that NPA classify military antennas as "A" and civilian antennas as "B" under the controlled materials plan. The section found that NPA has not made ample provision for allocation of critical materials to equip anticipated production of receivers.

New Steps Taken

Steps to expand production of aluminum, cobalt and other critical materials used in general electronic production have been taken by government agencies, according to Robert C. Sprague, RTMA board chairman and acting chairman of the RTMA TV Committee. Nickel and copper shortages remain acute.

Field tests of the proposed National Television System Committee standards are proceeding satisfactorily, David B. Smith, Philco Corp., told RTMA's industry meeting in Chicago Nov. 14-15 in his capacity as NTSC vice chairman.

RTMA's Sports Promotion Subcommittee, under Chairman Dan D. Halpin of RCA, has taken steps to speed up the creation of local promotion groups among dealers and distributors in TV areas. These committees are cooperating with sports organizations in the promotion of attendance at sports con-

COPIED ANSWERS

Denies FTC Complaint

GOVERNMENT complaint charging Covideo 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 firm with the Federal Trade Commission [B&T, Oct. 8].

The company and its officers, Sidney I. Horwatt and Louis Brown, claimed that their receivers are separate and distinct from ordinary TV sets and that Covideo operates no differently from other radio-TV set manufacturers.

The respondents also denied claims attributed to them that they maintain a staff of competent engineers and technicians, with adequate TV research facilities. Officers of the firm have done considerable research in production and operation of coin-operated TV and radio sets, however, they told the FTC. Hearings were held in New York Nov. 5.

BARRETT NAMED

Takes Consolidated Post

HALSEY V. BARRETT, formerly with DuMont network sales, has been appointed eastern sales manager for Consolidated Television Sales Inc., Peter M. Roebeck, sales manager of the firm's Hollywood headquarters, announced last week.

Already in his new position, Mr. Barrett has set up eastern offices for Consolidated at 44 W. 56th St., New York. Associated with DuMont since 1948, he held a series of sales posts. Prior to joining DuMont, Mr. Barrett was sales promotion manager for CBS-TV and before that had been with WNEW New York.

Floating Action!

"BALANCED" TV TRIPOD

This tripod was engineered and designed expressly to meet all video camera requirements.

Previous concepts of gyro and friction type design have been discarded to achieve absolute balance, effortless operation, super-smooth tilt and pan action, dependability, ruggedness and efficiency.

Below:

3 wheel portable dolly with balanced TV Tripod mounted.

This complete 360° pan without ragged or jerky movement is accomplished with effortless control. It is impossible to get anything but perfectly smooth pan and tilt action with the "BALANCED" TV Tripod.

Quick-release pan handle adjustment locks into position desired by operator with no "play" between pan handle and tripod head. Tripod head mechanism is rust-proof, completely enclosed, never requires adjustments, cleaning or lubrication. Built in spirit level. Telescoping extension pan handle.

Write for further particulars
W. YOUNGSTEADT, director of advertising and sales promotion of WPTF Raleigh, N. C., appointed sales manager. Mr. Youngsteadt succeeds OLLIE CARPENTER, who has resigned the position due to illness. Mr. Carpenter will assume other duties at station.

RICHARD E. SHIREMAN, local sales manager WISN Milwaukee, Wis., appointed national sales manager.

DAVID M. PLATT, director of public affairs, chief announcer and news-caster WKLV Blackstone, Va., appointed general manager. He will continue to handle his present duties.

Mr. Youngsteadt  Mr. Carpenter

FELIX ADAMS Jr., news editor WFXR West Frankfort, Ill., appointed general manager.

ROBERT C. PAYNE to KPH-AM-FM Wichita, Kans., as sales promotion manager. Mr. Payne was advertising and public relations manager with local automotive company.

BOB J. RODGERS, account executive WCAV Norfolk, Va., named general sales manager.

ELIZABETH J. PEERY transfers from San Francisco office of Blackburn-Hamilton Co., station brokers, to Chicago office.

NELSON (Jack) BOSWELL to sales staff WGN-TV Chicago. He was with WBBM Chicago.

LEONARD H. LEVITT, WTTM Trenton, to sales staff of WOV New York.

GRAY SUCCESSOR
May Be Raymond Allen

A REPORT that Raymond B. Allen, former chairman of the Salary Stabilization Board, may succeed Gordon Gray as director of the President's new Psychological Strategy Board was heard in Washington government circles last week.

Mr. Allen, president of the U. of Washington, conferred in Washington, D. C., with members of the board, according to authoritative sources. He stepped down as SSB chairman earlier this month in favor of Justin Miller, NARTB board chairman and general counsel [B&T, Nov. 19, 12].

Mr. Gray, president of the U. of North Carolina and owner of WJJS Winston-Salem, N. C., plans to return to the university sometime before Jan. 1. He originally had agreed to accept the post on an interim basis that would enable him to retain direction of the college but has headquartered in the nation's capital the past two months.

A former-Secretary of the Army, Mr. Gray also is president of Piedmont Pub. Co., publisher of the Winston-Salem Journal and Twin City Sentinel. He left the Pentagon post in April 1960.

HUGH GRAY, announcing staff WDZ Decatur, Ill., appointment to sales staff.

JOHN GASKILL, WJLV Cleveland, appointed account executive WIMA Lima, Ohio.

PETE LOMBARDO, announcer-disc jockey KOCs Ontario, Calif., to KPZO Pomona, as sales representative. THOMAS MCCLOWLEY replaces him at KOCs.

MARSHALL F. KIZER and JAMES H. NEU, former CBS attorney in Washington and New York, announce formation of partnership Kizer & Neu, with offices at 117 West Garro St., Plymouth, Ind.

MAURICE MORTON, radio-TV producer, named assistant to director of business affairs CBS Television, Hollywood.

TOM HAWLEY named account executive to network sales staff, CBS Radio, Hollywood.

PERSONALS

ARTHUR C. McCracken, manager WGPA Bethlehem, Pa., awarded "Dr. Benjamin Rush" medallion by Northampton County Medical Society, of State of Pennsylvania. The award was made in "recognition of the activities displayed by a lay person, and was recognized by the medical profession for the part played by station WGPA and Art McCracken during the 1960 polio epidemic."... RICHARD B. HULL, director of Iowa State College stations (WOI-AM-FM-TV Ames, Iowa), named to U. S. Commission on UNESCO.

JOHN PATTISON WILLIAMS, executive vice-president Great Trails Broadcasting Corp., owners of WING Dayton and WIZE Springfield, Ohio), elected to board of directors of Ohio Chamber of Commerce, representing radio. ... GEORGE H. LENNING, director of sales WING Dayton, Ohio, elected first president of Dayton Food Trade Assn. ... GERALD A. VERNON, manager network sales ABC-TV, Chicago, father of boy, Gerald Jr., Nov. 14.

JULIAN F. IIAAS, commercial manager WARK Little Rock, appointed chairman of radio activities for Arkansas March of Dimes campaign.

HAROLD J. FRANK, secretary-treasurer St. Lawrence Broadcasting Corp., and manager WSLB-AM-FM Ogdensburg, N. Y., elected Alderman, third ward, Ogdensburg, in recent election ... ROBERT SINNETT, account executive WEEI Boston, father of daughter, Deborah Helen, Nov. 7.

SHERILL TAYLOR, sales promotion manager Columbia Pacific and KNX Hollywood, father of boy, Kevin, Nov. 7. ... CHARLES WARREN, general manager WCMJ Ashland, Ky., elected city commissioner.

PAUL H. GOLDMAN, vice president and general manager KNOE Monroe, La., appointed member of Monroe Recreation Board. ... BOB JAWER, sales representative WPTZ Philadelphia, father of boy, Bruce. HARRY D. GOODWIN, general manager of WNJ New York, N. J., spoke on "Radio and TV as Aids to Medical Progress" before the public relations committee of Medical Society of New Jersey in Trenton. Mr. Goodwin was also named to a committee of Radio, TV, and press representatives to study means of improving relations between physicians and mass media.

PROTECT YOURSELF, your STAFF, your CLIENTS from the daily hazard of

LIBEL, SLANDER, INFRINGEMENT OF COPYRIGHT, INVASION OF PRIVACY

Arising from Editorializing, Speeches, Newspapers, Ad Libs, Financial Comment, Mystery Plots, Gossip and Announcements. Man-on-the-street interviews. Hundreds of Broadcasters and Newspapers guard this continuous hazard with our special, tailored-to-the-risk Insurance.

USE CAUTION—LADY LUCK IS A DESERTER! IT COSTS SO LITTLE TO BE SURE WITH INSURANCE.

EMPLOYERS REINSURANCE CORPORATION
Insurance Exchange Bldg. — Kansas City, Mo.
More Cutbacks
(Continued from page 52)

tions for succeeding quarters—starting Jan. 1 [B&T, Nov. 5, Oct. 29, 22].

Briefly, CBS-Columbia is modifying its appeal to call for a greater quantity of materials than heretofore allotted to Air King Products Co., which CBS Inc. absorbed in its purchase of manufacturing facilities last summer.

Though CBS purchased the facilities of Hytron Radio & Electronics Corp., allocations for this company are not involved in the current appeal, it was understood.

CBS-Columbia is seeking a larger quota of materials than that issued to Air King but substantially less than originally asked before the color TV blackout. The firm still wants to obtain a goodly supply of steel, copper and aluminum to enable it to produce monochrome receivers.

On another front, the government announced a Dec. 15 deadline on applications (Form CMP 4-C) for materials allotments to construction for the second quarter beginning April 1, 1952.

Earlier, DPA announced allotments of structural steel for the first quarter of 1952. Construction will remain generally at the same level as during the present period, it was said.

Of a requested 418 tons of steel for NPA's Electronics Division, 91 tons (or 21.8%) will be siphoned off to industry. This relative small amount will be used chiefly for purposes of maintenance, repair and operation, it was understood.

Broadcasters who would build new facilities or continue those already under construction draw materials from the quota set aside for NPA's Facilities and Construction Bureau—or a percentage of the 360,000 tons allotted, assuming they obtain government authorization. Bulk of this and subsequent allocations will be channeled into industrial plants.

Broadcasters are now classified with newspapers in the industry category, but may be expected to command lower priority than essential defense industry expansion projects. They may anticipate denial of any building requests, in any event, unless their projects are "at least 20% completed," authorities agree.

Nevertheless, the radio-TV industry stands to fare better than commercial (in which broadcasting originally was classed) and other "entertainment and recreation" facilities for which "only minor quantities of structural steel" will be distributed.

Reviewing 1951 fourth-quarter breakdowns, NPA noted generally that station operators and other entertainment groups were allowed to proceed with building because of "extreme hardships." This category received only 5% of the available steel supply—or 13% of the quantity sought. While nearly 80% of applications for broadcasting, theatre and other "entertainment and recreation" facilities were given authorization, indications point to a larger percentage of denials early next year, the agency said.

The 91 ton ceiling for industry, to be allotted through NPA's Electronics Division, is understandable when related to MRO's orders only. Radio-TV broadcasters now are permitted to self-authorize up to 25 tons of steel, plus certain amounts of copper and aluminum for small building, alteration or remodeling projects.

NPA is currently processing applications for the first quarter of next year. Broadcasters who were denied this quarter are allowed—encouraged—to apply again for allotments.

New Ziv Sales

SALES in 10 additional markets were announced last week for Bright Star, transcribed syndicated radio series starring Irene Dunne and Fred MacMurray, by Frederic W. Ziv Co., New York, although intensified sales effort ended more than a month ago. Spokesmen said all sales—in markets from the East to the West Coast and from Texas to Wisconsin—were for 52 weeks, Ziv reported.
$14 MILLION GAIN* IN WISL Primary Area RETAIL SALES TOTAL RETAIL SALES $161,194,000 FOOD $42,984,000 GEN'L. MDSE. $15,628,000 APPAREL $12,611,000 DRUG $4,085,000

Serving the Largest Concentrated Market area between Harrisburg and Wilkes-Barre, Penna.

WISL Shamokin, Pa.
1000 WATTS—FULL TIME A Mutual Affiliate

*Sources: Standard Rate and Data Service

CHARLES BLACK, production manager WSAI Cincinnati, appointed program director. Mr. Black succeeds RICHARD E. FISCHER, resigned to take over duties as program director WJEK-AM-FM-TV Detroit.

BOB McDEMETT, promotion director WANE Fort Wayne, Ind., appointed production director WIMA Lima, Ohio. FRANK NOLAN to announcing staff WIMA.

ELBERT WALKER, production staff KNXT-TV Los Angeles, to KEJ-TV Los Angeles, as production supervisor. Mr. Walker was associated in production with former Don Lee station KXTL-TV (now KNXT).

PHIL BERLE, director of talent exploitation KNBE-TV Hollywood, recovering following emergency appendectomy Nov. 14.

BILL KARN, director of NBC The Whisperer, takes on added duties of writing the series.

MILTON KLEIN, traffic manager KLAC-TV Hollywood, named manager of newly created operations department. He will be in charge traffic, commercial production and commercial scheduling departments. GINI MCKEERS and LU CASEY will head traffic and commercial scheduling departments. JACK MILLER, director of commercial production, named director of promotion and merchandising.

CLAUDE C. MORRIS appointed production director WFIL Philadelphia. Mr. Morris, veteran of 21 years in radio business, has served as announcer, producer and writer at several stations and agencies.

AL ROBERTS, staff announcer WHNC Henderson, N. C., appointed to announcing staff WJSJ Winston-Salem, N. C. JACK McKEE, staff announcer WKTU Kingsport, Tenn., to announcing staff WJSJ.

Miss LUCKEY NORTH, staff announcer WBBR(TV) Chicago, to Chicago Musical College, as teacher of television courses.

ALLAN MORGAN, traffic and scheduling department WBBM Chicago, called to active duty with Navy at Great Lakes, Ill.

ANNA SIEGELBAUM, graduate Stephens College, to production department KWK St. Louis.

JACK GRISWOLD, Armed Forces Radio Service, Korea, to WCBS Amsterdam, N. Y., as sportscaster after discharge from Army in October.

FRANKIE PACELLI named assistant director NBC-TV Chicago.

SUSAN MILLER to WGN-TV Chicago, as assistant to film director.

JUDITH WALLER, director of public affairs and education NBC Chicago, named as only member of broadcasting industry among 100 distinguished Americans to receive Northwestern U. Centennial Award at Dec. 2 convocation.

CHARLES SCULLY, WAAT and WATV(TV) Newark, N. J., appointed director of public relations WPAT Paterson, N. J.

ART BROWN, personality and morning man WWDC-AM-FM Washington, Nov. 21 opened eight-day engagement, as organist at Capitol Theatre, Washington.

BUD COULSON, publicity director KKE Los Angeles and Don Lee Network, and JOSEPH COFFIN, research director KLAC-TV Los Angeles, have organized to discuss evaluation of radio and TV programs before local Parent-Teacher Assn. councils.

Cpl. JACK E. REICH, former producer KMTV(TV) Omaha, Neb., now serving as radio specialist for 40th Infantry Div. station at Sendai, Japan. He is recording voice of soldiers in division for use by their hometown stations.

JACK WOOD, WTXA Springfield, III., named to announcing staff WZD Decatur, III.

BOB McPADDEN, announce-engineer KNCM Meeker, Mo., to KGAK Gallup, N. M., as assistant program director.

CARYL COLEMAN, screenwriter, to KGTO-TV San Francisco, as producer.

GENE MERLINGO, featured vocalist with Dick Foy's band, to KCBS San Francisco, as singing star on Bill Walker Show.

WILLIAM CASSIE, field supervisor WENR-TV Chicago, father of daughter, Doreen, Nov. 14.

KEN FINLEY, production manager KEX Portland, Ore., to KECA Los Angeles, as writer-producer.

MARILYN HARE to KLAC-Tv Los Angeles.

CARMEN DRAGON, musical director of NBC Railroad Hour, father of girl, Kathryn.


ROBERT HARTNETT, assistant promotion director Don Lee Broadcasting System, father of twin boys born Nov. 12.

STEVE LIBBY, promotion publicity manager WIS Columbus, S. C., father of girl, Susan Thurston, Nov. 12.

News ...

FRED DAVIS, WHBT Harriman, Tenn., appointed sports director KGWA Enid, Okla. RALPH MILLS appointed new director.

JIM HENDRICKS appointed to news and special events staff KFBI Wichita, Kan.

DAVE KEEPS, production manager KPIX(TV) San Francisco, to CBS Television Network, New York, as director of special events.

TERRY FLYNN, news director WLWT (TV) Cincinnati, spoke on "Television's Place in the News" at recent quarterly dinner meeting of Ohio Writers Guild.

and WE SATURATE, TOO! Just like a blanket of rain—we cover the homes in these markets with A.M. radio..., and when we ask 'em to buy—they buy.

represents these, too!

Buy in a Package—One Order—One Billing. Sell to the home-town folks in these markets!
BLOOD DRIVE

ALMOST all 206 affiliates of CBS Radio Network, reaching from Florida to Alaska, cooperated with and participated in the network's 15-hour blood pledge marathon held in the last fortnight to help insure a steady 300,000-pint-a-month supply of whole blood for national needs.

A corps of 500 volunteers of the New York Red Cross answered 100 telephones set up in a hotel ballroom to take names and addresses of people who pledged donations. Similar telephone units were set up in Philadelphia, Boston, Cleveland, Detroit, Chicago, St. Louis, and Los Angeles, while WTOP Wash-

ingston enlisted telephone answering services from Shy Inc., newly formed group of professional mod-
elas, whose members took over the 12:30 a.m. shift.

A transportation company in Atlanta City, N. J., joined the campaign by painting advertisements of the blood pledge marathon on one of its streetcars to describe the CBS Radio drive and give local phone numbers to would-be donors.

Six affiliates in Atlanta sent assurances of their cooperation in the blood drive, an around-the-clock effort that utilized all station-break time and that was given one minute of all network programs during the full broadcast day.

Arthur Godfrey conducted three special programs during the day, as well as making 50-second appeals during the one-minute program in-
terruptions. Local announcers utilized the other 10 seconds to give local blood collection information. Mr. Godfrey's special broadcasts—heard at 4:15-4:30 p.m., 6:15-6:30 p.m., and 10-11 p.m.—originated from CBS Studio 21 where, for the day, a Red Cross blood collection unit was in operation. Some 20 members of the Godfrey staff de-
nated their blood during their work day.

Considering Gen. Hoyt S. Van-
denberg's statement that there is no reserve plasma supply either in Korea or the U. S. and that there is none at all for national emergency use, Mr. Godfrey said, "Fun is fun, but as adult Americans, this is one responsibility we'd better not laugh off—for our own good."

Local Efforts

In addition to its own local appeal [B+T, Oct. 29], KLRA Little Rock, Ark., cooperated with the CBS drive and was credited with collecting 130 pints of blood.

Efforts of the CBS affiliate in Wash-
go hington, WTOP, broad-

cast its Country Hour, until 2 a.m. after the Matt-

ee at Midnight program, at the rate of 120 calls per hour. Two of the station's leading personal-

ities—Paul Gibson and George Watson—gave blood on their pro-

grams.

Around the nation, other stations continued their public service efforts by staging their own blood drives. In addition to those previously reported [B+T, Nov. 12], these accounts were received last week:

WAIM Anderson, S. C., and its affiliate, WCAC (FM), were able to raise 478 pints of blood for the U. S. Armed Forces in a three-day drive. The stations promoted the drive by offering $100 to a lucky donor.

When it appeared that the local quota would not be reached, Christie Thomsen of WBEL, Becton, (Continued on page 169)

WE SIT ON OUR CONVICTION!

WARD

Gets Renewals because

Gets Results . . . . . . .

For Example: These daily 15-minute strips have been continuously sponsored by the same local advertisers since the day they started.

NOONDAY NEWS—Economy Stores

HEADLINES and HILITES—Glosser's Dept. Store

SPORTS SCENE—Chrysler-Plymouth

TOMORROW'S NEWS TODAY—Fort Pitt Brewing

(Aggregate Total 19—Happy Years)

JOHNSTOWN'S NUMBER-ONE STATION

WARD-WVAM

JOHNSTOWN ALTOONA

Represented by Weed and Company

BROADCASTING • Televsioning

WGAR VS. WJR

Contest Aids Blood Drive

AN INTRA-MURAL blood donor contest in which WGAR Cleveland and WJR Detroit competed during the CBS network campaign wound up with WJR ahead on points and WGAR bleeding slightly from an "altercation" with Cleveland's mayor, Thomas Burke.

When the mayor didn't appear on WGAR, Newscaster Charles Day left a 25-second silent period in his program. Mayor Burke threatened to file a complaint with the FCC, containing his office had heard nothing about a WGAR date until 90 minutes be-

fore his scheduled appearance.

Carl George, WGAR general manager, apologized to the mayor and offered him time to reply. The mayor refused but dropped the whole matter when Mr. Day also apologized on his newscast.

In the contest, WGAR received 1,777 pledges compared to 1,432 for WJR, but WJR also had 1,200 group pledges for a grand total of 2,977.

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

- WOOD appeals to Greater Grand Rapids' most diversified audi-
cence
- Covers Michigan's larg-
est inland market
- Gives you lowest cost per thousand
- Gives you best local programming and pro-
motion
- Is Greater Grand Rapi-
d's only 5000 watt station

For the best earful in Greater Grand Rapids . . .

WOOD

5000 WATTS • NBC AFFILATE and WOOD-TV

GRAND RAPIDS, MICHIGAN


November 26, 1951 • Page 163
SKII SHOW
WPTR Albany, Ski Scoops, Fri. 6:15 to 6:30 p.m., started Nov. 23 beginning fourth year. Lloyd T. Lamberti, station ski expert, will present latest snow conditions and reports, interviews and news notes about ski personalities and groups. WPTR presents show for entire skiing season.

CONFERENCE COVERAGE
WGH Norfolk, Va., presented special broadcasts of Third Virginia World Trade Conference, Nov. 15 and 16. Station set up news desk in lobby of hotel where conference was held to present news and interviews. Station also carried two special broadcasts with special reports and bulletins on regular newscasts during days of meeting.

VOD BROADCAST
KNOW Monroe, La., Nov. 12, broadcast via tape finals of Voice of Democracy contest held at local Junior Chamber of Commerce luncheon. Station recorded event for presentation later in evening. Paul H. Goldman, vice president and general manager KNOW, acted as judge in contest.

PROGRAM PITCH
WNBC (TV) Washington, sending advertisers tear sheet of program review, Battle Report—Washington that was in Broadcasting * Telecasting last month. Piece tells advertisers "Now Battle Report—Washington can make news for you as an advertiser... . Take advantage of this opportunity by calling your nearest NBC Spot Sales office or the WNBC sales department. ...Now." Station is also using tear sheets of stories about other shows featured in other trade journals.

DUCK SEASON
KLRA Little Rock, during week of Nov. 19 aired series of programs praising services of Ducks Unlimited and Wildlife Federation at opening of duck season in Arkansas. Two special shows called listeners attention to work of association. Station also used spot announcements urging hunters to observe rules of good sportsmanship and safety.

PUBLIC SERVICE MARATHON
WCOP Boston recently broadcast 24-hour fund-raising marathon, "Real American Breakfast", for needy persons overseas. Breakfast sponsored by local chamber of commerce offered free breakfast of pancakes, bacon, syrup and coffee which were served every hour on-the-hour, for a donation of two dollars. WCOP volunteered its facilities for entire promotion. Disc jockeys, newscasters and other entertainers presented show direct from hotel where event was being held. Gov. Paul A. Dever, other civic leaders praised station and Craig Lawrence, WCOP general manager, for the public service presentation.

GREATEST SHOW ON EARTH
WTMJ-TV Milwaukee comes up with answer to "Movie-time, U.S.A." campaign, with full page ads in local papers headed "Five seats down front... for the greatest show on earth." Accompanying copy lists TV program attractions, comfortable easy-chair viewing, and handy kitchen refreshments.

BEST WISHES
WQUA Moline, III., mailing early holiday greetings to time buyers in area. Card contains best wishes for holiday season and reminder to advertisers to use WQUA facilities to tell people of Christmas merchandise.

HOUSTON'S HUGO
KXYZ Houston, Tex., got into the animal act when station's Robert H. Nolan interviewed baby gorilla "Hugo" during United Fund publicity broadcast. Hugo, formerly known as "little no-name," was captured in French Equatorial Africa by Mr. and Mrs. Charles B. Green, Houston. He received his name, "Hugo" in Houston Chronicle contest that attracted 7,000 entries.

PUBLIC SERVICE
WJR Newark, N. J., in observance of Oil Progress Week broadcast luncheon of industry leaders and speeches that were presented. Broadcast was sponsored by New Jersey Oil Industry Information Committee, New Jersey Oil Trade Asso. and Fuel Distributors Assn. of New Jersey.

OPEN LETTER
LIBERTY Broadcasting System, Dallas, Tex., sending trade and advertisers reprint of ad which appeared in Broadcasting * Telecasting. Reprint is open letter to American radio stations based on new NBC rates plan [B, Nov. 12], from LBS President, Gordon B. Mclendon. Letter is entitled, "Are You A Sucker."

Further ideas or samples of the promotion items mentioned on this page are available by writing to the individual companies.

1922 WOC 30 Years Later 1951
BUSINESS BETTER THAN EVER
WOC is the oldest radio station west of the Mississippi River. Carried 1st network broadcast of a Presidential Inauguration west of the Mississippi—Calvin Coolidge, March, 1925. Carried 1st network broadcast of a World Series west of the Mississippi—Cardinals vs. Yankees, 1926. It has scored many other firsts—inholding one of 1st stations west of the Mississippi affiliated with NBC. Today, WOC can point to local BUSINESS BETTER THAN EVER.
24.2% more local advertisers bought time on this station July 1, 1950 to June 30, 1951, than in any previous 12 month period.
Local advertisers spent 14.4% more money for time on WOC during this period, than in any previous 12 months.
Get the facts about this radio station where BUSINESS IS BETTER THAN EVER. Get them from your nearest P & F office... or from us direct.
Col. B. J. Palmer, president
Ernest C. Sanders, manager
Davenport, Iowa
Basic NBC Affiliate
5000 W—1420 Kc.
Free & Peters, Inc.
Exclusive National Representatives

Page 164 • November 26, 1951
We Pay Our Respects
(Continued from page 56)
field and in 1932 served as summer announcer at WMAS in the same city. That assignment had more appeal than the Alabama campus so he stayed on at WMAS, becoming program manager in less than a year.

In 1935 he moved to WNBC New Britain, Conn., as general manager. He built the station from a 250-watt daytime outlet to 5 kw unlimited in nine years, and moved it to Hartford. He pioneered long-distance remotes at Hartford, including high school football games from Miami and New Orleans.

When Col. Harry C. Wilder obtained control of WELI in 1944 he acquired Mr. Davis as general manager. As a station executive Mr. Davis has definite ideas.

"I believe in sticking close to the station and the staff and their problems," he said. "I have tried to surround myself with qualified people, giving them enough responsibility to encourage individual action, yet applying enough direction to bring about unified effort."

When he takes time off from WELI and UHIF, Mr. Davis becomes a weekend sailor on his cabin cruiser San-Jan, named for his two daughters, Sandra and Janice. With Mrs. Davis, the former Barbara Spence of Springfield, he conducts a summer-long battle against colonies of insects whose appreciation of his crops is seldom deterred by the ferocity of frequent application of insecticides.

After a session in the garden, Mr. Davis generally can be found tinkering with the latest in UHF converters in pursuit of his thesis that UHF is about to become the television applicant’s best friend.

HADACOL CASE

Hearings Off Until Dec. 5

FURTHER hearing on the Le Blanc Corp., manufacturer of the dietary supplement, Hadacol, was postponed by Federal Judge William Bondy last week until Dec. 5. Confirmation of Milton F. Rosenthal, New York attorney, as trustee for reorganization was to be argued, with a group of southern creditors—some of whom are members of the Le Blanc family—opposing on the basis that it lies beyond jurisdiction of the court, which administers the southern New York district [B+T, Nov. 12]. Support of the appointment was to be argued on behalf of the creditors' committee, representatives of the major creditors. Hearing date was initially established at convenience of the lawyers involved and was postponed at their request.

G-E PROMOTIONS

Morlock, Sullivan Elevated

PROMOTIONS of William J. Morlock and Patrick E. Sullivan were announced by General Electric, Syracuse, N. Y., last week.

Mr. Morlock, who before his new appointment was assistant manager of the Commercial & Government Dept., has become general manager of that department in Syracuse.

Mr. Sullivan, works engineer at the Buffalo G-E tube plant since 1947, has been appointed assistant manager of the Buffalo Tube Works.

The commercial products of Mr. Morlock’s department include two-way radio, microwave, radio and television transmitters and station equipment, commercial radar, electronic heating equipment and germanium products.

Mr. Sullivan, a native of Detroit, was a 1942 graduate of the U. of Detroit. He was appointed assistant works engineer in 1944 and works engineer in 1947. He is a member of the Institute of Radio Engineers.

ANTI-MONOPOLY MOVE

FTC Staff to Enforce

CHAIRMAN James M. Mead of the Federal Trade Commission last Tuesday called on staff members to "proceed promptly" with enforcement procedures against certain firms which purchase assets or stock of other companies.

Move is intended to stem the "tide of illegal mergers" in the U. S. Attorney's Office of FTC's Bureau of Anti-monopoly were asked to "determine the competitive effects of corporate mergers or acquisitions" effectuate subsequent to enactment of the amended Clayton Act. Amended legislation became effective Dec. 29, 1950. It was designed to close "loopholes" under the original act.

WBS Feature

WORLD Broadcasting System, transcription library and commercial-feature packagers, has released special eight-feature Christmas package to affiliated stations. Package includes: "Santa Claus campaign; Christmas shopping jingles; Christmas shopping bag; Christmas Carol background music; Thomas Mitchell in "The Miracle at Christmas": four holiday scripts; Christmas holiday music selection list and holiday-theme weekly continuity.

WHEN (SELLING) IN ST. LOUIS...

DO AS ST. LOUISANS DO!

At the present time KWK is serving over 100 Local Advertisers!

Local Advertisers have an almost daily check on their radio advertising, and they know KWK DOES SELL merchandise! This accounts for the overwhelming advantage KWK enjoys in the local advertising field!

And that's one of the big reasons more and more smart National Advertisers are using KWK year-after-year!

Globe-Democrat Tower Bldg., Saint Louis

November 26, 1951 • Page 165
November 16 through November 21

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 16 Applications . . .

Accepted for Filing
Modification of CP
When Syracuse, N. Y.—Mod. CP new TV station for extension of completion date.

WHN, Watertown, N. Y.—Mod. CP new AM station for extension of completion date.

License Renewal

Applications Returned
WLRS Auburndale, Wis.—Returned application for assignment of license from State of Wisconsin, Dept. of Agriculture, to Wisconsin State Radio Council.

WBLJ Dalton, Ga.—Returned application for renewal of license.

CP-construction permit
proposed

For Details:

November 19 Decisions . . .

Actions on Motions

By Hearing Examiner Leo Reiskind

Paramount Pictures Inc., et al., an American Beetie, Co., et al.—Pre-hearing conference scheduled by Commission for June 15, 1953, will be held on June 21, 1953, in Rm. 506, Temporary Bldg. Washington.

WJX Jackson, Miss.—Granted petition for assignment of dates to be used for temporary transmitters to come into service at Starkville, Miss. Jan. 17, a Raybeo, Inc., to commence business at Starkville, Miss. Jan. 17, a con-
CONSULTING RADIO & TELEVISION ENGINEERS

JANSKY & BAILEY
Executive Officers
National Press Building
Offices and Laboratories
1339 Wisconsin Ave., N. W.
Washington, D. C. 20005
ADAMS 2414
Member AFCCE

JAMES C. McNARY
Consulting Engineer
National Press Bldg., Wash. 4, D. C.
Telephone District 1205
Member AFCCE

A. D. RING & CO.
26 Years' Experience in Radio Engineering
MUNSEY BLDG.-REPUBLIC 2347
WASHINGTON 4, D. C.
Member AFCCE

GEORGE C. DAVIS
501-514 Munsey Bldg.—Sterling 0111
Washington 4, D. C.
Member AFCCE

COMMERCIAL RADIO EQUIPMENT
Everett L. Dillard, Gen. Mgr.
INTERNATIONAL BLDG. DI. 1319
WASHINGTON, D. C.
P. O. BOX 7007 JACKSON 5302
KANSAS CITY, MO.

McINTOSH & INGLIS
710 14th St., N.W.—Metropolitan 4477
WASHINGTON, D. C.
Member AFCCE

GLENN G. GILLETT
AND ASSOCIATES
992 NATL. PRESS BLDG.-NA. 3273
WASHINGTON, D. C.
Member AFCCE

GUY C. HUTCHESON
P. O. Box 32 AR 4-9271
1100 W. Abram
ARLINGTON, TEXAS

A. EARL CULLUM, JR.
CONSULTING RADIO ENGINEERS
HIGHLAND PARK VILLAGE
DALLAS 5, TEXAS
JUSTIN 4108

W. HUDSON 9000
CONSULTING RADIO ENGINEERS
1430 W. Abram
ARLINGTON, TEXAS

JOHN C. MARRIN
BROADCASTING
November 19 Applications...
ACCEPTED FOR FILING

November 20 Decisions...
By the Secretary

November 20 Applications...
ACCEPTED FOR FILING

WALTER F. KEAN
AM-TV BROADCAST ALLOCATION,
FCC & FIELD ENGINEERING
1 Riverside Road—Riverside 2-2153
Riverside, III.
(A Chicago suburb)

COLLINS COMMUNICATIONS LABORATORIES
Broadcast, Communication and Television System

E. C. PAGE
CONSULTING RADIO ENGINEERS
BOND BLDG.—EXECUTIVE 5670
WASHINGTON 5, D. C.
Member AFCCE

RUSSELL P. MAY
1422 F St., N. W. Kellogg Bldg.
Washington, D. C. REPUBLIC 3984
Member AFCCE

ROBERT M. SILLIMAN
1011 New Hampshire Ave., N. W.
Republic 6646
Washington 7, D. C.

F. ADAMS
CONSULTING RADIO ENGINEERS
260 New Hampshire Ave., N. W.
Washington 8, D. C.

GUY C. HUTCHESON
P. O. Box 32 AR 4-9271
1100 W. Abram
ARLINGTON, TEXAS

ADLER COMMUNICATIONS LABORATORIES
Broadcast, Communication and Television System

LYNN C. SMEBY
"Registered Professional Engineer"
1311 G St., N. W. EX 8073
Washington 5, D. C.

RUSSELL P. MAY
1422 F St., N. W. Kellogg Bldg.
Washington, D. C. REPUBLIC 3984
Member AFCCE

WALTER F. KEAN
AM-TV BROADCAST ALLOCATION,
FCC & FIELD ENGINEERING
1 Riverside Road—Riverside 2-2153
Riverside, III.
(A Chicago suburb)

George C. Davis
501-514 Munsey Bldg.—Sterling 0111
Washington 4, D. C.
Member AFCCE

E. C. PAGE
CONSULTING RADIO ENGINEERS
BOND BLDG.—EXECUTIVE 5670
WASHINGTON 5, D. C.
Member AFCCE

RUSSELL P. MAY
1422 F St., N. W. Kellogg Bldg.
Washington, D. C. REPUBLIC 3984
Member AFCCE

ROBERT M. SILLIMAN
1011 New Hampshire Ave., N. W.
Republic 6646
Washington 7, D. C.

WILLIAM L. FOSS, Inc.
Formerly Colton & Foos, Inc.
927 15th St., N. W. REPUBLIC 3883
WASHINGTON, D. C.

GEORGE P. ADAIR
Consulting Radio Engineers
Quarter Century Professional Experience
Radio-Television—
Electronic Communications
1833 M St., N. W., Wash., 6, D. C.
Member AFCCE

WALTER F. KEAN
AM-TV BROADCAST ALLOCATION,
FCC & FIELD ENGINEERING
1 Riverside Road—Riverside 2-2153
Riverside, Ill.
(A Chicago suburb)

WALTER F. KEAN
AM-TV BROADCAST ALLOCATION,
FCC & FIELD ENGINEERING
1 Riverside Road—Riverside 2-2153
Riverside, Ill.

Novemher 19 Applications...
ACCEPTED FOR FILING
Modifications of CP
WIZ-FM New York—Mod. CP new FM station for extension of completion date.
WCBS-FM New York—Mod. CP authorizing changes in FM station to change ant., gain and power (but ERP remains the same).

License for CP
KXKK-FM Rexburg, Idaho-License for CP new FM station.
WGBU (FM) Bowling Green, Ohio—License for CP new non-commercial educational FM station.

November 20 Decisions...
By the Secretary

November 20 Applications...
ACCEPTED FOR FILING
License for CP
KNOX Modesto, Calif.—License for CP, as mod., new AM station.

License for CP, as mod., new AM station.

License for CP, as mod., new AM station.

License for CP which replaced expired CP authorizing frequency change, operating hours change, etc.

KOZY (FM) Rapid City, S. D.—License for CP authorizing changes in FM station.

FM—95.7 mc.

WMCF (FM) Memphis, Tenn.—CP to change ERP from 260 kw to 251 kw, ant. height from 500 ft. to 515 ft. above average terrain, etc.

TV—Ch. 4

WMCF (TV) Memphis, Tenn.—CP to change ERP from 7 kw to 6.5 kw air, change ant. system, etc.

License Renewal
Following stations request renewal of license:

Application for completion date to 60 days after grant; cond.

Following granted mod. CP's for extension of completion dates as shown:

License for CP which replaced expired CP authorizing frequency change, operating hours change, etc.

KOZY (FM) Rapid City, S. D.—License for CP authorizing changes in FM station.

FM—95.7 mc.

WMCF (FM) Memphis, Tenn.—CP to change ERP from 260 kw to 251 kw, ant. height from 500 ft. to 515 ft. above average terrain, etc.

TV—Ch. 4

WMCF (TV) Memphis, Tenn.—CP to change ERP from 7 kw to 6.5 kw air, change ant. system, etc.

License Renewal
Following stations request renewal of license:


Applications Returned
Applications for renewal of license submitted by following stations RETURNED: WKKL Cloquet, Minn.; WNRC Newton, N. C.; KRYT Kerrville, Tex.

One Lefevre Lane, New Rochelle, N. Y.
New Rochelle 6-1020

November 20, 1951 • Page 167
Help Wanted

Lifetime opportunity. Handle nationwide wide transcribed show featuring independently produced programs. Salesmen needed to build sales. Car necessary. Only stations. Sales personnel required to secure endorsements, publicity, displays, product merchandising, promotions, etc. Inexperienced. Must consist of at least 5% of gross. Must be closer. 7/1L, BROADCASTING.

Managerial

Promotion Manager to handle all AM and FM network programming. Experienced, solid staff man. WANTED: 25 years experience in developing and supervising stations in Minnesota, Iowa, South Dakota, and Wisconsin. Applicants must present references, including salary expected. Start at $58,000. Send recent photo and full details first to Merrill, WMOX, Quincy, Illinois.

Salesman

Salesman-announcer for southern network television stations. Includes handling sales and TV presentations. Must have experience in sales, car necessary. Must be able to travel. Inexperienced. Must consist of at least 15% of gross. Send recent photo and full details first to Merrill, KTFS, Lewiston, Maine.

Help Wanted (Cont'd)

Announcer

Announcer-engineer for station in Minnesota. Busy, well-known network affiliate. Must have experience in both AM and FM operations. Must work closely with management. Salary and override. Write or wire Ken Palmer, Box 309, Des Moines, Iowa.

WANTED: Excellent opportunity for experienced, aggressive announcer to work with a nationally-known newsmaster and to be part of the television network. Must have experience in news, commercials, and both AM and FM. Salary and overrides. Also, send recent photo and full details first to Merrill, KTFS, Lewiston, Maine.

Promotion Engineer

Promotion engineer wanted for new AM/FM network station. Must have network radio experience and outstanding production talent. Must be able to handle sales promotion and public relations. Salary $45,000 per year, plus benefits. Please send recent photo and full details first to Merrill, KTFS, Lewiston, Maine.

Sports Announcer

Sports Announcer for network television station in the Midwest. Must be able to turn a good voice in news and sports. Must have experience in both AM and FM. Salary and overrides. Please send recent photo and full details first to Merrill, KTFS, Lewiston, Maine.

Technical

Technical Engineer wanted for network television station. Must have experience in both AM and FM. Must be able to turn a good voice in news and sports. Must have experience in both AM and FM. Salary and overrides. Please send recent photo and full details first to Merrill, KTFS, Lewiston, Maine.

Help Wanted (Cont'd)

Engineer wanted for new AM/FM network station. Must have experience in both AM and FM. Salary and overrides. Please send recent photo and full details first to Merrill, KTFS, Lewiston, Maine.

Television

Help Wanted—TV chief engineer. Must be able to take over operating station completely. Box 200, weeks. ONG + TELECASTING.

Production, Programming, Others

Production, Programming, Others

Production/Programming

Production director for TV and radio. Experience in programming, production, writing, editing, and camera operation. Send recent photo and full details first to Merrill, WMOX, Quincy, Illinois.

Situations Wanted

Managerial

Station manager looking for position as program producer at a major network affiliate. Young, energetic, experienced, with outstanding growth in mind. Salary and override. Write or wire KPCO, Denver, Colorado.

Commercial or general manager

Commercial or general manager needed for new AM/FM network station. Must have network radio experience and outstanding production talent. Must be able to handle sales promotion, programming, consumer relations, etc. Excellent opportunity. Write or wire KPCO, Denver, Colorado.
Blood Drive

(Continued from page 165)

Wis., moved her Coffee with Christie into a donation center, broadcast the program while giving it away. After the show, Red Cross phones began ringing, with the final result that the quota was over-subscribed more than 100 pints. Station staffers signed up 100% to visit the blood-mobile.

Johnny Mahan, WDAS Philadelphia's Mahan About Town, broadcast while donating blood at the Red Cross blood center to open the station's member-city's blood donor drive. Station also took full-page newspaper ad to promote drive.

Capitol Records Sales

SALES and earnings of Capitol Records Inc., and subsidiaries for 12 months ending Sept. 30, 1951, were higher than in corresponding period of last year, according to report by Glenn E. Wallis, presi- dent. He pointed out that sales increased from $12,660,372 to $13,245,844. Net incomes for 12 months ending Sept. 30, 1950, which was equal to 42 cents a share on the same number of common shares.

C-P-P Agency Changes

COLGATE-PALMOLIVE-FEET, New York, will shift its products in three agencies effective March 1. At that time Super Suds, currently handled by William Esty Co., will be serviced by Cunningham & Walsh, New York. Latter agency, which currently has the Kirkman brands account, will relinquish that to the Charles W. Hoyt Agency. William Esty Co. will be named to handle a new product which is soon expected to go into test areas.

NEED AN ANNOUNCER?

- looking for a job
- equipment for sale
- need an engineer
- want to buy a station

The best way to get results from the above classifications is to place an ad in Broadcasting... 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.

November 26, 1951  Page 169
FM GROWTH
Noted in Middle Mass.

FM is accelerating its growth in the Springfield, Mass., area, according to a survey there. For the entire area—Hampden, Hampshire and Franklin Counties in Massachusetts—ownership has increased to 36% of total families, a 7% rise over last year.

The 1961 FM set ownership was conducted by Springfield stations WDBA-FM (NBC); WMAS-FM (CBS); WSPR - FM (ABC); WJCK-FM (Independent), and WYFN-FM Holyoke, Mass. (Yankee-MBS). Successive fall surveys, which started in 1947 with 7% of families owning FM sets, were in 1948, 12%; 1949, 20%; 1950, 29%, and 1951, 36%.

Also noted was that the further away from the location of AM transmitters, the more likely are listeners to turn to FM to avoid interference. Survey found the highest percentage of FM ownership in Franklin County, which is the most remote from the Springfield AM transmitters. It has 41% FM ownership, 5% more than the three-county average.

KVOY Rate Card
NEW RATE card, No. 10, effective Dec. 1, has been issued by KVOY Colorado Springs, setting the hourly Class A one-time rate at $90; 30-minutes, $54; quarter-hour, $36; 10-minutes, $27; five-minutes, $18; announcements, $10. Class B one-time rate respectively is $50, $30, $20, $15, $10 and $6. In announcing the new card, James D. Russell, president and general manager, noted the increase in population and number of radio sets in use in the market area. Current advertisers will be given 52-week protection on Rate Card No. 9 from date of the increase, Mr. Russell said.

Too Much Success
WHEN a radio show's audience gets too large, watch out. That's the advice from KLRA Little Rock which had to cancel a broadcast of its hillbilly show, Barnyard Frolic, when over 8,000 people tried to crowd into Dutch O'Neil's showroom for the next program, Oct. 26.

Capacity of the car dealers' showroom is 1,700. Insurance agents called the sponsor and told them they couldn't furnish him with coverage with a crowd that large; police had to use two shifts to handle the traffic problem. Result was a shift in location to the Municipal Auditorium, which, when unavailable, forced the following Saturday night's program to be canceled a week later.

HUGGINS NAMED
Takes Air Force Post

APPOINTMENT of Edwin V. Hug- gins, executive vice president of Westinghouse Interna- tional Co., as assistant secretary of the Air Force, was announced by President Truman last Monday. Mr. Huggins' appointment is a re- cess nomination subject to Senate confirmation in January.

Working under Thomas K. Fin- letter, Secretary of the Air Force, Mr. Huggins will be placed in charge of the material procurement program for that branch, including installations. He is ex- pected to assume his duties tomor- row (Tuesday), succeeding Roswell L. Gippatric, promoted to Air Force Undersecretary.

Mr. Huggins went to Westing- house in 1943. Last May he was appointed vice president. Earlier this year he was a consultant to the Defense Production Adminis- tration. He is president of the Na- tional Society of Industrial Asso- ciations.

Northwest Fulltime Independent $65,000.00

This is an old established property located in one of the great major markets of the northwest. It is operating profit- ably and offers an unusual opportunity to get into a large market at a low cost. Financing arranged.
Telestatus

(Continued from page 154)

(Continued from page 154)

reason 60% said their children ask or products as advertised on video. Survey was conducted for Infants', Children's and Teens' Wear buyers Assn. by Patricia Ward, research organization, to bring facts useful to the buyers group. Mothers of children from weeks to 14 years old were interviewed in all boroughs of New York, Westchester, Nassau and Long Island and Philadelphia and its suburbs.

In all homes—TV-equipped or not—40% of the parents said Todd Dody is the children's favorite character.

Nielsen Lists Berle, Godfrey, Skelton

NBC-TV's Red Skelton Show became No. 3 of the "big three" of TV—led by Milton Berle’s Texaco Star Theater, also on NBC-TV in the national Nielsen ratings for the top 10 shows presented during the two weeks ending Oct. 27. CBS Television's Arthur Godfrey and His Talent Scouts was second place holder. Ratings: % of TV Homes
1. Texaco Star Theater (NBC) 54.1
2. Arthur Godfrey's Scouts (CBS) 50.8
3. Red Skelton (NBC) 44.1
4. Gillette Cavalcade (NBC) 42.3
5. Your Show of Shows (NBC) 42.2
6. Your Show of Shows (NBC) 42.0
7. Raymond, H. J., Tobacco
8. Mome (CBS) 41.1
9. Philco TV Playhouse (NBC) 40.6
10. Arthur Godfrey & Friends (CBS) 39.9
11. Lipton & R. W. Tobacco
12. Love Lucy (CBS) 39.5
Copyright 1951 by A. C. Nielsen Co.

Higher Income, More Sets

Guide-Post Finds

TESTING of Allegheny County in Pennsylvania by Guide-Post Research, Pittsburgh, found 86% of homes with annual incomes over $5,000 have TV sets. Family population of county is 416,000. Of these, 220,000 have sets, Guide-Post said. Further breakdown: 82% of homes in the $2,500-3,500 income level have sets, 37% of families earning under $2,500 a year have television receivers.

DEFENSE TEST

Eastern Stations Join

SOME 400 radio stations in the 19 states area of the Eastern Air Defense Force participated in an early morning exercise Nov. 17 designed to test a method for confusing enemy aircraft that might seek wartime targets by following commercial radio transmitters.

Developed by the FCC, the plan called for intermittent changes in transmitting operations so that a plane trying to ride a commercial radio beam to Buffalo, N. Y., for example, might find itself over the mountains of western Massachusetts. Exercise was conducted between 1:30-5 a.m., with stations normally off the air returning to broadcast the single test program from either a very high or a very low area of the kilocycle band. Planes of the Eastern Air Defense Force, commanded by Maj. Gen. Frederick H. Smith Jr., circulated in the test area to check results.

Transmission Sites Changed

As far as the public was concerned, metropolitan radio listeners were the largest group their favorite stations were broadcasting at a different frequency. After ranging the lower or upper levels of the dial, the listener could have found the one program being aired and heard it without interruption although transmission sites were constantly being changed.

Stations normally on the air during the test period did not, for the greater part, participate in the test, although a few were understood to have done so by using a second transmitter for test operations, while their primary transmitter continued to operate as usual.

The eastern test of the air defense method followed earlier tests conducted by the Western and Central Air Defense Commands, but was the largest such exercise to have been held.

EDGAR BERGEN and Charlie McCarthy launched "Operation Santa Claus" Friday, which calls for visits to Army, Navy, and Air Force hospitals across the country. The performers will pass out gifts to hospitalized war veterans. Starting on the West Coast Dec. 13 and ending in the East by Dec. 22, the trip will be conducted through auspices of Camp Shows Inc. Besides distributing gifts—to be sent in by radio listeners—the ventriloquist and his dummy will give a series of shows, at bedside and in auditoriums.

WOV TRAVELOGUE

Plans Radio, TV Series

NEW TRAVELOGUE series—in-corporating radio, TV and photographic media—has been inaugurated by WOV New York through mobile units operating out of its Rome studios. Sponsor for new series is B. Filippone & Co., New York (La Perl's foods), through Pettinella Agency, New York. Radio series is to be broadcast upon completion from WOV New York. Mobile units will travel to localities in Italy which have had heaviest emigration to the United States and record interviews with the mayor, police chief, village priest, local personalities and private citizens plus the "voice of the town itself," according to a station spokesman. Simultaneously, movie and still cameras will photograph visual highlights including little-known points of interest for marketing later as a 15-minute trave- logue package. This will mark WOV's second venture into TV production and packaging.

Additional merchandising feature—photographic profiles of each vice in brochure form offered on premium basis—will be marketed under auspices of program sponsor.

Production in Italy is being handled by Vera Fontanella of station's Rome staff. Miss Fontanella was formerly associated with National Export Adv. Agency, New York.

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Cleveland's Chief Station

Top talent, vigorous sales promotion, plus Greater Cleveland's strongest signal make WJW your best buy. Get facts, availabilities NOW.
FCC Actions
(Continued from page 187)
Nov. 21 Decisions...
BY THE COMMISSION EN BANC
Granted Application
KMYC Marysville, Calif. - Granted application to change from 1650 kc 250 w to 1410 1 kw N; cond.

Granted CP
Central City-Greenville Best Co., Central City, Colo. - CP new AM station 1300 kc 500 w daytime; cond. pending.

Designated for Hearing
WVCH Chester, Pa. - Designated for hearing in Washington, on date to be determined, conditional upon increase in power from 250 w to 1 kw D 240 kc.

Decisions
Headley - Reed, Golden, Colo. - Proposed new station to be licensed.

In connection with application to change from 1650 kc 250 w to 1410 1 kw N; cond., Headley - Reed, Golden, Colo., objects in re the grant of said application to the present owners of WNBC, Raymond and Chester Harbor, Tenn., which said application is pending in the Commission.

To Remain Silent
WIKR McCracken, Ky. - Granted authority to remain silent, additional 90 days from Nov. 15, pending action on application for assignment of license to trustee in bankruptcy and sale of station.

Class Scott
BY COMM. E. M. Webster
KFP A Helena, Ark. - Granted petition for dismissal without prejudice of its application.

By Hearing Examiner J. D. Bond
North Shore Broadcasting Co., Evanston, Ill. - Granted petition to amend application to correct clerical error in geographic coordinate of proposed transmitter site, to submit revised program analysis, and supplemental statement concerning financing of proposed station.

Winnibago Best Co., Rockford, Ill. - Granted petition to amend application to change frequency requested from 1590 kc to 1600 kc, as amended, removed from hearing docket.

J. Happiness - Marsh, Los Angeles, Calif. - Granted petition to amend application to refile petition, same as amended by Commission re new transmitter site.

By Hearing Examiner James D. Eepen
KJEF Jennings, La. - Granted petition to amend, filed Aug. 10, and supplemen-
tal petition to amend, filed Nov. 10, to change construction cost from $15,000 to $10,000.

By Hearing Examiner Elizabeth C. Smith

November 21 Applications
CONFIRMATION LICENSE
WSTX St. Michael, Minn., license to increase power from 500 w to 1 kw D 1600 kc.

License for CP
WYKO Columbus, Ohio - License for call letters WYKO.

WSRCA-WFMJ Charleston W. Va. - License for call letters WFMJ.

License Renewal
Following stations request renewal of license:

KWTQ Barstow, Calif. - WMAP
KXKS Bakersfield, Calif. - WYEL
KXLY Yakima, Wash. - WYEM
KRTW Waconia, Minn. - WRTL

Application Returned
KBD Idaho Falls, Idaho - RETURNED application for license for CP, as mod, new transmitter.

FCC Roundup
Summary Through November 21

<table>
<thead>
<tr>
<th>Class</th>
<th>On Air</th>
<th>Licensed CPs</th>
<th>Cond' Appl.</th>
<th>Grants Pending Hearing</th>
</tr>
</thead>
<tbody>
<tr>
<td>AM Stations</td>
<td>2,265</td>
<td>2,265</td>
<td>139</td>
<td>12</td>
</tr>
<tr>
<td>FM Stations</td>
<td>108</td>
<td>108</td>
<td>17</td>
<td>13</td>
</tr>
</tbody>
</table>

* On the air

New Applications
AM APPLICATIONS
Franklin, Pa. - Venango B.C., 1370 kc, AM station of 1900 w. Estimated construction cost $19,450, estimated first year operating cost $47,000, estimated first year revenue $94,000. Partners are Harri- gis H. Breth, a representative in the Pennsylvania Legislature, William J. Thomas and LeeRoy W. Stetzer, each of whom owns 25% interest in WNCC, Barnesboro, Pa.

McGee, Ala. - Southeast Alabama Broadcasting Inc. 1276 kc, 1 kw, daytime; estimated construction cost $274,000, estimated first year operating cost $45,000, estimated first year revenue $90,000. Stockholders include President Herbert S. Kinney (25%), life insurance agent in Davenport, Ark., a 30% owner Hammond's Puddin' House, Dorthett (frozen food products), Vice President Alex C. Lloyd (5.4%), manager and 35% stockholder; H. E. Johnson, owner; W. M. McGee, farm implement dealer (farm implements);

Treasurer Wroena Flood Pierce (4.4%), executive secretary.

plesmental petition to amend, filed Nov. 10, to change construction cost from $25,000 to $22,000, as amended, removed from hearing docket.

By Hearing Examiner James D. Eepen
KJEF Jennings, La. - Granted petition to amend, filed Aug. 10, and supplemen-
tal petition to amend, filed Nov. 10, to change construction cost from $15,000 to $10,000.

By Hearing Examiner Elizabeth C. Smith

November 21 Applications

ACCEPTED FOR FILING
Telecasting License
WSTX St. Michael, Minn., license to increase power to 500 w to 1 kw D 1600 kc.

License for CP
WYKO Columbus, Ohio - License for call letters WYKO.

WFMJ-FM Charleston, W. Va. - License for CP, as mod, new FM station.

License Renewal
Following stations request renewal of license:

KWTQ Barstow, Calif. - WMAP
KXKS Bakersfield, Calif. - WYEL
KXLY Yakima, Wash. - WYEM
KRTW Waconia, Minn. - WRTL

Application Returned
KBD Idaho Falls, Idaho - RETURNED application for license for CP, as mod, new transmitter.

Time Buyers, NOTE! NO TV Stations within 60 miles of Youngstown, Ohio's 3rd Largest Trade Area

WF MJ The Only ABC Station Serving

This Market

5 000 WATTS

All programs duplicated on WFMJ-FM

50,000 Watts on 105.1 Meg.

CALL

Headley-Reed Co.,
National Representatives

Page 172 · November 26, 1951

CBS in

KRNT - Des Moines -
Represented by

The Katz Agency

BROADCASTING · Telecasting
Extra Time Buys (Continued from page 27) will be renewed, effective early in January. Firm will continue to sponsor its quarter-hour twice weekly programs on the Don Lee network and the Yankee Network.

A television, Nabisco will sponsor "Jack, From & Ollie Tuesday and Thursday, 7:00-7:15 p.m. starting Dec. 1, instead of the former half-weekly, McCann-Erickson, New York, is the agency.

Spielde Watch Co. currently sponsoring What's My Name? Monday, 8:40-9:00 p.m. on NBC-TV, as just renewed for the program for another 13 weeks. The network will find an additional sponsor or for alternate weeks so that the contract will extend to 26 weeks.

Peidel is suffering from material hardships but is understood to be amenable to the agreement to he made with the sponsor.

Sullivan, Stauffer, Colwell & Bayes, New York, is the agency.

Year-end buyer of network shows including such major clients as Reynolds Metals Co., Emerson Drug Co., Shulton Inc. and American Oil.

Reynolds Buys

Reynolds Metals Co., Louisville, is scheduled to sponsor the Golden West Frot and the Golden West Pageover CBS Radio in two separate pickups from Hollywood Park, L.A., on two Saturdays—last Saturday and Dec. 1, respectively. Charles N. Fink will describe both events. Reynolds also sponsored the CBS radio coverage of the sport of network hows including such major clients as Reynolds Metals Co., Emerson Drug Co., Shulton Inc. and American Oil.

American Oil Co., also sponsored a separate television version of Year of Cranes on Tuesday, Jan. 1, from 3 to 4 p.m. on CBS TV.

Joseph Katz Agency, Baltimore, handles the American Oil account.

B. C. Headache Powder (Tablets), Durham, N. C., through Harvey Massengale Co., Durham, has increased its frequencies on its present spot announcement campaign on most of the stations with its leftover corner-of-the-year advertising budget starting end of November through the end of December.

Kaiser-Frazer (cars) through William H. Weintraub Co., N. Y., are extending renewals to its programs and spots to absorb its 1951 budget.

Other broadcast advertisers whose plans were being formulated last week included the following:

Whitehall Pharmacal Co., New York (Anacin), whose current budget is being made up by John Murray Agency, N. Y., is understood to be planning a renewal of its present schedule.

The 1952 budget of R. J. Reynolds Tobacco Co. (Camel cigarettes), through William Esty, New York, is also understood to be similar to its 1951 campaign.

Col. Addison Kempe, Philadelphia, plans to renew its radio and TV spot schedule.

THOS. LEE WILL ESTATE GIVEN MERRILL

WITH a supposedly second will—mentioned in a surprise probate hearing (B&I, Nov. 19)—falling to materialize, full custodianship of the late Thomas S. Lee, @ $123,000,000 in estate is today in the hands of R. Dwight Merrill, 82-year-old Seattle lumberman, who announced he would distribute it in accordance with wishes of his nephew-by-marriage, the late Mr. Lee.

Superior Judge Newcomb Condee in Los Angeles upheld the 26-word will of Mr. Lee, dated Dec. 6, 1954, which gave Mr. Merrill the "divide as he sees fit." The judge rejected an "eleventh hour" attempt to halt distribution.

Mr. Merrill said Mr. Lee asked that nothing go to his aunt, Mrs. Nora Patee, or to himself (Merrill). He proposed to give half of the estate, which will net $30,400,000, to shares to 10 relatives of his late nephew and the other half in equal shares to his own five grandchildren. Merrill's Promise

Immediate distribution of the first $1,500,000 was directed by the court when Mr. Merrill had promised his nephew not to take any part of the estate for himself.

The court order was made over opposition of Hal Craig, who claimed a later will was drawn up in his and others' favor. Judge Condee ruled that Mr. Craig had no legal support for his allegation.

Prior to presenting his plan of distribution, Mr. Merrill made settlements of $150,000 each on two adopted daughters of the late Don Lee, founder of the fortune—Mrs. Christine Rieber and Mrs. Elizabeth Fry. He also had settled the will contest filed by Mrs. Patee by promising her 29% of the remainder of the estate. She reportedly obtained $2 million as her share.

Tommy Lee died Jan. 13, 1950, in a fall from the 12th story of a Los Angeles building. He had been in ill-health for some years and guardians for his person and estate had been appointed by the court.

Met Auditions

THE Metropolitan Opera Auditions of the Air will begin its 13th broadcast year when it returns to ABC Radio network Tuesday, Dec. 18, at 9:30 p.m. EST. Applicants from all over the country will be judged as in the past, and contestants will be chosen to sing on each program of the 18-week series. From six semi-finalists, two will be selected for scholarships for further musical study. Applications for auditions, which were scheduled to begin today (Monday), can be obtained by addressing the program, ABC, 20 Rockefeller Plaza, New York City.
that Lee Enterprises is paying $1,200,000 for WOR Program Service Inc., entertainment and talent bureau and producer of recorded programs; $1,200,000 for the merger; $1,350,000 for indebtedness of General Teleradio to R. H. Macy. R. H. Macy also gets 75% shares of Lee Enterprises stock, which makes it a 10% stockholder in the company. The stock has a declared value of $120 per share, or $47,840.

Macy interests are not selling WOR land, buildings or equipment. These will be leased to Lee Enterprises for 25 years at $315,000 per year. After 25 years, the rent will drop to $78,750 a year.

Option to purchase land, buildings and equipment carries the following schedule of prices:

If bought before Jan. 1, 1957, $4,400,000; before 1962, $4,000,000; before 1967, $3,300,000; before 1972, $2,500,000. If bought after 1957-end of the 25-year-lease term—the properties may be purchased for $1,400,000.

Included in the sale are the net quick assets of WOR properties valued at present at $574,500.

As 10% stockholder, Macy will be represented on the Lee Enterprises' board of directors by Jack L. Strauss, president; and Edwin P. Chinlund, vice-president and treasurer, of the Macy company. Lee Enterprises board will be increased to 14 to seat the Macy representatives.

Total Assets Giren

Total assets of Lee Enterprises, as of the end of 1951, were estimated at $9,534,785.17, including $1,678,249.65 in current assets. Current liabilities total $792,389.92, plus an earned surplus of $1,384,921.87.

Total assets of General Teleradio are $9,415,100 and are listed at $5,192,000, including $1,489,800 in current assets. Current liabilities are given as $719,100, plus an earned surplus of $1,841,440. Balance sheet also indicates that $2,459,870 was spent to put WOR-TV on the air. WOR-TV's new studios between 65th and 68th Sts. and Columbus Ave., New York, due for completion by the end of the year, are valued at $1,421,700.

Net income of Yankee Network for the fiscal year ending Nov. 30, 1950, is given as $464,667.39 before federal taxes. Yankee was merged into Lee Enterprises on May 7, 1951. The New England network was bought from the Shepard department store family about five years ago for $2,000,000.

Lee Enterprises for the 1950 calendar year had a net income of $1,041,165.26 before federal taxes, the application showed.

General Tire & Rubber Co., which not only manufactures tires and other rubber products but also owns a jet engine plant in California and a woolen mill in Birming-

Macy's stockholders, principals of whom are engineer-broadcaster Philip Merryman, as president and general manager, investment banker G. Gresham Griffis and Manning Slater, who is commercial manager.

In order to buy WICG, Bridgeport Broadcasting Co., is increasing its present 965 shares of outstanding stock by another 900 shares. These are being sold to local residents, with Bradford L. Henry, Fairfield County attorney and Republican leader; Adam J. Young Jr., radio-television station representative, and Mr. D. Lakin, Howard's Dry Goods Co.; Benjamin M. Leipper, attorney and Democratic leader, and Andrew Estok, Dayton & Edwards Co. Mr. Bradley will also rent Mr. Merryman and Mr. Griffis as a principal stockholder and a voting trustee.

In announcing the purchase, Mr. Merryman, represented WICG would continue as a full-time affiliate of Yankee Network and MBS.

also announced that a citizens' advisory council would be established to advise the station on its program and public service policies.

Terms of the transaction call for $75,000 payment when the sale is consummated, with the balance, payable $125,000 payable in five years.

When the purchase of WICG is consummated, presently owned WLIZ (1 kw, daytime on 1000 kc) will be sold.

been tieups between two KWKH advertisers—Pillsbury Mills, Mead- olae Margarine and Johnnie Fair. At the 1961 Louisiana State Fair Pillsbury pancakes were buttered with Meadola margarine and topped with Johnnie Fair.

A regular feature of the format of the Louisiana Hayride is "Beat the Contestants," a feature in which contestants selected from the theatre audience try to identify selections played by a band, within a set time limit. Then, after each contestant has had his turn, all contestants for the grand prize by seeing who can first identify the mystery tune.

And so it goes with Johnnie Fair, now that the dark days of the mid-'30s have been brightened by its most intelli- gent use of the medium that gives the most contacts and best results per dollar spent. After all, in the peaks and valleys of 1960 were declining years, generally speaking, in the syrup market.
WHLI BUSINESS
Best in 4-Year History
HEAVIEST advertising schedule in WHLI-AM-FM Hempstead, Long Island's four-year history is reported by Elias I. Godofsky, president and general manager.

Noting that "the SRO sign is up again at WHLI," Mr. Godofsky said every quarter hour available for commercial sponsorship has been sold by the station's sales department. Heading the department is Joseph A. Lenn, vice president.

"WHLI has reflected higher billings each month since we first went on the air in 1947," he said. "We attribute our acceptance to a strong local programming service in an area which is experiencing a phenomenal growth in population and business. We're providing our listeners and advertisers with a good local service that they need, want and depend upon."

KAFB BUYS ZIV SHOWS
Florida Stations Purchase
KAFB Omaha made a seven-program purchase last week from the Frederic W. Ziv Co., transcribed-syndicated program firm, when the station bought Bold Venture, Guy Lombardo Show, Barry Wood Show, Sincerely, Kenny Baker, Ramtime From Hollywood, Pleasure Parade and Meet the Menjou.

Other multiple show sales were made by Ziv salesmen last week to the Florentine, Detroit; Lakeland bought Easy Ace, Barry Wood Show, Pleasure Parade, Guy Lombardo Show and Wayne King Show. WFLA Tampa signed for Philco Boston Blackete and Wayne King Show, while WSPB Sarasota purchased Favorite Story, Wayne King Show, Showtime From Hollywood, Barry Wood Show and One for the Book.

Robert H. Cain

ROBERT H. CAIN, 39, account executive with Laughlin-Wilson-Baxter & Persons, Dallas, since 1945, died Nov. 19 of a heart attack. He was to have become a vice president of the agency Dec. 1.

"This Is Your FBI" (ABC, Fri., 8:30-9 p.m. EST) will reach England shortly when the BBC presents a British edition of the American radio show. Program—to be produced by Percy Hoskins, London Daily Express crime reporter—will use the same scripts heard in America, based on cases taken from real files. Test run of the show on BBC television indicated widespread enthusiasm among the British public and reported good notices from English critics.

RADIO ITALIANO
FM Believed Destined to Supplant AM
ALTHOUGH Italy now has two AM networks as against only one FM network, Radio Italiano officials believe that FM will completely replace AM before many years have passed.

This interesting intelligence was furnished by Sam L. Huffman, general manager of WCMW Canton, Ohio, who last spring visited Europe.

"The nerve center of the Italian radio system is in a handsome six-floor stone building in the Prati District of Rome," explained Mr. Huffman. "This mother plant presides over 14 sub-stations strategically located throughout Italy and feeds program through three networks simultaneously."

Three Networks Function
Mr. Huffman pointed out that the three networks, Red, Blue and Green, are parts of the one government-controlled radio organization, Radio Italiano.

"The Red network home transmitter feeds six to nine sub-stations at a time. The Blue network feeds to whatever stations are not using the Red network."

Here Mr. Huffman explained that programming is so arranged that one network is feeding entertainment while the other is offering classical, educational or political subject matter. Biggest program producers outside Rome are the stations at Milan and Turin.

"It's the Green network, however, of which the Italian broadcasters are most proud," Mr. Huffman noted. "This new FM network boasts 10 stations with power ranging from 60 w to 3 kw and frequencies from 88 to 108 mc."

Future on FM
According to Mr. Huffman, Francesco Formosa, Radio Italiano's manager of Foreign Relations, believes that FM will completely replace AM broadcasting in Italy before many years.

Radio Italiano is controlled through government ownership of stock, he said.

Annual budget of $8 million is met through collection of listener subscription fees with only a minor income from the sale of time to advertisers, the Ohio broadcaster reported. Less than 10% of Radio Italiano's time is devoted to paid commercial advertising.

Mr. Huffman declared Radio Italiano employees receive comparatively good pay, the average take-home salary, plus bonuses, being about $700 per month. Senior administrators make as much as $800 per month.

Television was described by Mr. Huffman as being only in the experimental stages in Italy. Administrators of Radio Italiano, Mr. Huffman reported, say, "We'll let the other countries do the expensive groundwork and we'll profit by their experience."

McGill to India
RALPH E. MCGILL, editor of the Atlanta Constitution (WSB-AM-FM-TV), was scheduled to leave for New Delhi, India, last Tuesday. He is participating in a community exchange farm project launched by the New York Herald-Tribune in cooperation with Carroll County, Ga. Mr. McGill was given a travel grant under the State Dept.'s exchange-of-persons program.

Guaranteed Listenership
(Continued from page 27)
in this fashion to advertisers.

The three shows selected to inaugurate the plan were picked for appeal to different types of audience. To meet the 6,000,000 weekly guarantee, they must maintain average ratings of at least 4.3. In addition to their own appeal, two of the three initially chosen are slated following well-rated commercial shows. The three: The $64 Question, to be inserted at 10:10-3 p.m. Sunday following Philip Morris' Eddie Carver Show; Nightbeat, 10:10-10 p.m. Friday, following You Can't Take It With You, a sustainer; and Hollywood Love Story, 11:30-12 noon Saturday, following Tintai's Somerset Maugham Theatre.

Mr. Herbert reported that Robert Elder, research specialist and a consultant to NBC, contributed to the planning and execution of the Guaranteed Advertising Attention Plan. Mr. Elder also conferred at length with the all-industry Affiliates Committee just prior to that committee's blast at NBC's basic economic plan [BT, Nov. 12]. Committee sources reported, however, that they had not consulted with Mr. Elder on any subject on which he had consulted with NBC.

Jacob A. Evans, NBC manager of radio advertising and promotion, who also was credited by Mr. Herbert with a part in development of GAAP, outlined its basic features and advantages in the conference unveiling it to newsmen on Monday.

The Guaranteed Advertising Attention Plan is offered on a 14-week, full-network basis. Spokesmen said plans for similar offers on other shows probably would await the outcome of this initial test.

52 thrill-packed half-hour stories of the fabulous rogue made famous by Orson Welles in "The Third Man." Send for audition.

LANG-WORTH DISTRIBUTING CORP. 173 West 57th Street, New York

November 26, 1951 • Page 175

ORS ON
WELLES
IS BACK!

"The Lives of Harry Lime"

52 thrill-packed half-hour stories of the fabulous rogue made famous by Orson Welles in "The Third Man." Send for audition.
FALSTAFF SIGNS
MBS to Aid Baseball Plans

SIGNING of agreement providing for Mutual to "work with" Falstaff Brewing Corp., St. Louis, in development of Falstaff's 1952 baseball broadcasting plans was announced by company's president, Alvin K. Griesedieck. Though announcement did not say so, it was assumed agreement—under discussion for some time [B&T, Oct. 15]—looks toward Falstaff's sponsoring Mutual's Game of the Day if network succeeds in getting rights to next year's games. MBS President Frank White said after conferring with Falstaff officials that details of Falstaff plans will be announced "within the next few weeks."

Mr. Griesedieck said "selection of Mutual was prompted by reasons of their long experience in the field of sports broadcasting and particularly because of the fine record achieved by the Mutual Game of the Day broadcasts during the past two years." MBS President White cited Falstaff's long record of baseball sponsorship and voiced "gratification at Falstaff's recognition of Mutual's experience in that field."

Mutual's Game of the Day during the past season was sponsored partially by Gillette and partially on co-op basis, while Falstaff sponsored a daily game on Liberty Network Stations.

Ralph W. Williams

RALPH W. WILLIAMS, 64, chairman of the board for Lewin, Williams, & Saylor, New York advertising agency, died in Lawrence Hospital, Bronxville, N. Y., Wednesday after a brief illness. After serving successively as personnel director of the agency and sales promotion manager for R. H. Macy & Co., Mr. Williams with Henry Saylor formed the advertising agency that bore their names in 1921, to merge with A. W. Lewin & Co. last January. Mr. Williams is survived by his wife, the former Aline Speer, and a daughter.

SALES for the first nine months of 1951 totaled $228,431,000 as compared to $229,200,000, for the same period last year, according to an announcement by Philo Corp. This amounts to $2.18 per share of common stock outstanding on Sept. 30.

CHATTING with Robert E. Kintner (c), ABC president, are (1 to r) Ernest Lee Johncke Jr., vice president in charge of ABC Radio Network; Roger W. Clipp, manager of WJFK-AM-TV Philadelphia; K. H. Berkeley, vice president and general manager of WJFK-AM-FM-TV Washington, and William A. Wylie, ABC national director of station relations. Meeting of ABC's District 1 affiliated station's executives took place in Philadelphia's Ritz Carlton Hotel.

NEWSPRINT Industry Now 'Essential'

THE GOVERNMENT last week classified newspaper as an "essential industry" by making newspaper firms eligible for tax write-offs—but there was little prospect for increased production before mid-1953.

The action, taken by the Defense Production Administration, was a followup to a recommendation made last month by Sen. Joseph O'Mahoney (D-Wyo), as a means of meeting paper shortages [B&T, Oct. 29].

According to DPA, however, actual construction of newspaper plants will be deferred until top-priority defense needs are met. This could mean a delay of up to a year and a half, depending on scarcity of materials.

The announcement has the effect of placing newspaper firms (not newspapers) in the same category as electronic manufacturers. They may apply for tax amortization over a five-year period instead of the customary 20 or 25 years.

When the tax writeoff starts rolling, the government hopes to jump U. S. newsprint output by nearly 60%. Program envisions a production expansion of over 450,000 tons per year—or roughly one half more than present capacity.

Growing consumption dictates a drop of 340,000 tons from 1952 demand and about 490,000 tons off for the following year. Some six U. S. newsprint firms have applied for tax certificates, DPA said. Newspapers will have to continue conservation techniques until relief looms in sight about mid-53.

Mrs. Bruce Barton

MRS. BRUCE BRUNTON, 64, wife of the board chairman of Batten, Barton, Durstine & Osborn and former New York Republican congressman, died early Tuesday in her New York home. The former Esther Randall, she married Mr. Barton Oct. 2, 1912. Besides her husband, she is survived by three children, Randall Barton of Phoenix, Ariz., Betsey Barton and Bruce Jr. of New York, a brother, and several grandchildren. Funeral services were held Wednesday with burial in Foxboro, Mass.

DuMont Television Network will carry the 27th annual charity Shrine East-West football game, Dec. 29, from Kezar Municipal Stadium, San Francisco. Motorola Inc., Chicago, will sponsor contest. DuMont anticipated that 61 cities will carry the first telecast of the event.

Ray Arnold

MASONIC funeral services were conducted Tuesday for Ray Arnold, WTMJ Milwaukee local salesman, who had been on leave since a 4 preparatory to retiring permanently on his 60th birthday Feb. 4. Mr. Arnold joined the Milwaukee Journal (WTMJ-AM-TV) in 1926, leaving a year later to sell newspaper advertising in Indianapolis. In 1931 he returned to the Journal, switching to WTMJ sales two years later. Mr. Arnold was active for many years in Shrine musical groups.

POLITICAL CODE

Weighed for Convention

A SUGGESTED code outlining conditions and standards for radio TV sponsorship of the 1952 political party conventions has been processed by the two national committees and returned to network representatives for their approval it was learned last week.

The proposed draft was under held to contain only minor clarifications of a technical nature and will be announced soon, perhaps within the next fortnight, assuming the major networks agree on the code in its present form.

The blueprint originally was drawn up by network representatives following an international convention in which the two national committee radio-TV and publicity chiefs last summer. In its revised form, it now has the blessing of the Committee Chairman Guy Galbraith and Democratic Chairman Frank McKinney on the basis of staff recommendations.

The code involves a multiplicity of factors, including type of sponsor, extent of coverage, exclusivity of sponsor rights and coverage techniques. Generally, the standard is understood to conform substantially to recommendations laid down for telecasting of Congressional committee hearings last fall.

Kenneth Fry, radio-TV director for the Democratic National Committee, is expected to confer with network representatives early this week on the revised standards. In the event there is no major opposition from the networks, the code will be adopted by both national groups and released to the industry.

Disagreement on any aspects probably would necessitate further discussions among industry members and committee officials.

Vic Diehm says:

WAZL Sends Heartly Greetings To . . . NBC ON ITS SILVER JUBILEE
In the Public Interest

WISL 'Sells' Requests
WISL, Shamokin, Pa., spurred a sag in the Salvation Army campaign in the community by clearing an evening time Nov. 1 and selling requests for a minimum of $1 each. Announcers donated services for the evening to help put drive across. Some listeners aid they would pay $5 for each Salvation Army doughnut delivered, $10 for coffee to go with it, announcers took listeners up on the request. Of the needed money, 8% or nearly $1,000 was collected by station.

Aiding College Drive
EVERY employee of WDRQ Hartford is personally aiding the drive or $130,000 conducted by Hillyer College, that city. The money will be used for general operating expenses. Among those aiding the drive are Harvey Olson, program manager; Russ Naughton, chief announcer; Bill Sheehan, announcer; Alice Rothwell, women's commentator; Eleanor Nickerson, chief bookkeeper; Ken Cooper, sales representative, and Larry Burton, control room operator.

Broadcast Auction
KWINAS Club of Weirton, W. Va., raised $2,200 during a five-hour auction over WEIR Weirton. Merchandise donated by local stores was advertised by a number of the merchants. Kwinas Youth Program activities will get the money. Program was handled on the air by club officials with Frank E. Shaffer, WEIR general manager, and Harry Birrell, station program director. Listeners kept four telephones busy, station reports.

Escaped-Convict Alarm
AN ESCAPED convict from a Tennessee State prison shot and killed two prison officials near Somerset, Ky., and drove off in their automobile. In 40 minutes, WFSC Somerset had flashed the story. Thereafter, WSFC listeners were able to follow closely the progress of the hunt. Residents of neighboring towns where the convict was seen, were alerted. Parents in homes without telephones in these alerted areas were advised of WSCF of the danger. Five minutes after the convict surrendered, WSCF aired the news.

Invalid Fan
IN AN attempt to determine listener interest in its football broadcasts, WRBL-FM Columbus, Ga., asked fans during half-time of a game to write telling the station how they enjoyed game. WRBL-FM received letter from invalid grandmother of two boys playing on Jordan High School team. Station then arranged to have woman see game, calling on local Girl Scouts group to arrange transportation. WRBL-FM secured necessary seats, placing woman, Mrs. R. E. Leonard, at a good vantage point where she could see her grandsons play.

Get Wrestling Equipment
STUDENTS at the State School for the Blind in Ohio now have suitable wrestling equipment, thanks to Central Ohio's response to a plea for funds from Sports caster Bill Brown, WVYN Columbus, and Wrestler Ruffy Silverstein. Several months ago Mr. Silverstein was a guest on Bill's Sports Picture. During the program he talked of his volunteer work at the school and how it was handicapped because of lack of wrestling mats and shoes. Listeners' contributions began pouring in. A new mat and cover plus 100 pairs of gym shoes were purchased from the donations. There was enough money left over to buy ice cream and cake for the presentation ceremonies.

For Posity
WMOK Metropolis, Ill., received a request Nov. 12 to tape record the funeral services for a local woman. Her only daughter was hospitalized and did not know of her mother's death. The station recorded the entire service and the tape will be played for the daughter when her health improves. Since then, WMOK has received requests to record weddings. James H. Firmin, general manager, commented, "Recording wedding's might be a pleasantly profitable sideline."

Citizenship Telecasts
WMAR-TV Baltimore yesterday (Sunday) was to have begun a series of broadcasts on citizenship and the Constitution. Series is to be presented by the American Citizenship Committee of the Maryland Bar Assn., as part of a nationwide movement by the more than 30,000 members of the American Bar Assn. While each program will begin as a telecast, each will be recorded at WMAR-TV for rebroadcast at a later hour over WCAO Baltimore.

KSL-TV Salt Lake City, awarded citation from U. S. Army and Air Force Recruiting Service for promotional support.

WJBW BIRTHDAY
25 Yrs. in New Orleans

TWENTY-FIVE years of broadcasting was chalked up last week by WJBW New Orleans. Special shows and interviews are planned for tomorrow (Tuesday).

WJBW, owned by Mrs. Louise C. Carlson, also the general manager, was founded by her former husband in 1926. It is a 250 w outlet on 1250 kc. Mrs. Carlson claims to the only woman in the U. S. to be licensee, owner and general manager of a station.

An independent for its 25 years, WJBW offers music as its main format for the listener. Festivities will include a testimonial luncheon and a two-hour program on the air called, I Hear Music, spanning the station's history.

DIVIDEND of 37½ cents on common stock was declared by directors of Magnavox Co., payable Dec. 15, to stockholders of record at close of business Nov. 24. They also declared a dividend of 26 cents a share of Class A preference stock payable Dec. 1, to stockholders of record Nov. 16.

CONTRACT is okayed by Jack Winer, president, Dynamic Stores, New York City, granting General Electric appliances exclusive broadcasting rights over WJZ New York to the new Long-Worth radio series, The Lives of Harry Lime, starring Orson Welles. L to r: Ray Diaz, WJZ's program chief; Mr. Winer; John Longley, sales manager, Long-Worth; Ad Amor, who negotiated contract for Long-Worth.

'Luxury' TV Hit
"LUXURY" TV sets apparently are classed with "passenger limousines" as non-essential at least in the opinion of Sen. Lyndon B. Johnson (D-Tex.). He made the implication in a statement warning that these items will not stop a Russian attack. Sen. Johnson, chairman of the Senate Preparedness Committee, said U. S. manpower and materials are being wasted on non-essential goods and that munitions production is proceeding "at too slow a pace."

The Senator, together with his wife Claudia, owns KTBC Austin, Tex.

November 26, 1951 • Page 177
TRANSMIT TO RIVERS FAMIL Y APPROVED
SALES of three stations to members of Rivers family approved Friday by FCC after it was persuaded that no common ownership was threatened [B+T, Oct. 8, Sept. 17].

Stations involved were WMIE Milwaukee, bought for $1,541 in stock and $218,459 for outstanding notes from Arthur McBride and Daniel Sherby by former Georgia Gov. E. D. Rivers; KWEM West Memphis, Ark., bought for $73,500 from West Memphis Broadcasting Corp. by E. D. Rivers Jr., son of senior Mr. Rivers; control of WACL Waycross, Ga., by purchase of 6% of stock for $400 to give 51% ownership by James Rivers, brother of former Georgia governor.

Commission set the transfer applications for hearing because it feared "undue concentration of control of broadcasting facilities." However, Rivers petitions and affidavits stressing no broadcasting, business, property or other bonds among three members of family convinced FCC its fears were unjustified. Accordingly, it removed applications from hearing ballot, and granted the transfer.

With approval of transfers, Rivers' interests are: Ex-Gov. Rivers now owns WMIE Miami, WLBS Birmingham, WOBS Jacksonville, has minority interest in WGAA-AM-FM Cedar- town, Ga. Mr. Rivers plans to apply for TV in Miami in association with Elliott Roosevelt, son of late President, and others [B+T, Aug. 20]. Junior Mr. Rivers now owns KWEM West Memphis, Ark.; WEAS Decatur, Ga.; WJIV-AM-FM Savannah, Ga.; WGOV-AM-FM Valdosta, all in Georgia. He is TV applicant for Atlanta. James Rivers now controls WACL Waycross, and WTHJ East Point, owns WMJM Cordele, all in Georgia.

JOHNSON DROPS SPORTS JOB WITH WESTERN LEAGUE
SEN. EDWIN C. JOHNSON (D-Col.) announced he plans to give up presidency of Western Baseball League because of work load in Washington. He is serving fifth one-year term as league president, adding that new president will be chosen at Dec. 1 meeting of club officials. Sen. Johnson is chairman of Interstate & Foreign Commerce Committee.

MAY "LARGE SCREEN" PLAY
UNITED PARAMOUNT THEATRES and Theatre Guild, producers of Broadway's current "Saint Joan" with Uta Hagen in lead, reported Friday to be negotiating on plans to telecast play via closed circuits to some 10-12 large-screen theatres outside New York area.

ABC INTEGRATES PUBLICITY
EXPANDING and integrating its publicity staff for more complete service to daily newspapers and consumer publications, ABC announced formation of new press department under new head Edward Jones who will specialize in feature and column publicity and Nancy Hamburger will be general magazine contact for both ABC radio and television, with Robert E. Cooper assigned to specific network shows.

FIELD TEST COLOR
DETAINED technical specifications for field tests of national television system committee's "composited" compatible color TV system being distributed to NTSC members, panels and sub-panels by committee chairman William T. Baker of General Electric Co. Purpose is to acquaint industry with specifications, so all who wish may field-test system. Cities where field-testing definitely planned include New York, Chicago, Washington, Philadelphia, Syracuse.

NCAA Denial
(Continued from page 5)

they explained that initial plan, adopted by majority of major conferences of NCAA—including Georgia—was plan of which both Kentucky and Tennessee are members—adopted resolution completely banning TV this season. Nine-man committee subsequently was appointed to conduct TV program, which was approved unanimously (161-7) at June convention. Final evaluation of this experiment will be made at 1952 convention in Cincinnati.

Saturday blackout in Lexington was issued as part of the association-wide plan, which has affected some 52 TV markets. For ten games in each area, three were to be blacked out, and New York, like Lexington, had no telecast games over the weekend, it was pointed out. Changes in other schedules—objected to in Kentucky protest—were rearrangements of blackout dates, not cancellations, and could have been affected in Lexington, had prior notice been given. Chairman pointed out that Kentucky TV schedule had not been protested when dates were originally established.

Gov. Wetherby, who asserted that he asked help of United States District Attorney General in breaking up "illegal conspiracy" against Kentucky-Tennessee game was answered with simple statement that department has been and will continue to be completely informed of association's activities.

In sending third warning to NCAA, Dept. of Justice understood to have stated it considers college group's monopoly violative of antitrust laws. Professional football league already charged formally with antitrust violations because of telecast restrictions.

Victor Kramer, chief of Litigation Section of department's Anti-Trust Division, conferred Friday with Neville Miller, Washington attorney representing WHAS-TV. Also at conference was Jerome Fink, of the department.

Protest filed at department by Gov. Wetherby, termed ban "illegal conspiracy" and demanded immediate action. Sen. C. Clements (D-Ky.) and Rep. Thurston Morton (R-Ky.) also wired complaints to Dept. of Justice.

First efforts to obtain TV rights for Kentucky-Tennessee game were made Nov. 16 by Mr. Sholis in telegrams to NCAA and Southeastern College presidents [B+T, Nov. 19]. Game has been sellout for weeks and there were no other games scheduled in Louisville area Nov. 24, he explained.

PEOPLE...
SAMUEL H. NORTHCROSS, with Willia Esty since 1949, named vice president and business manager of agency's television department.

GEORGE JENNINGS, director of Radio Council of Chicago Board of Education and leader in education radio and TV groups, takes commercial assignment at WGN-TV Chicago. He is handling commentary on western lot his hobby, during Saturday afternoon telecasts of western feature films.

PAT LOMBARD named vice president and general manager of Chicago office of Gener Artists Corp.

MAXIMILIAN B. BRYER, DuMont Network to Benton & Bowles, N. Y., on TV production staff.

DOUGLAS C. GARDNER, with Internations Business Machines in sales and sales promotion four years, appointed account executive with New York studies of Jerry Fairbanks in)

J. HUGH DAVIS, executive vice president of Foote, Cone & Belding, will discuss future of Chicago as television origination center at luncheon meeting of Chicago Television Council Wednesday in Sheraton Hotel.

KUKLA, FRAN & OLLIE CUT TO 15 MINUTES
REDUCTION of Kukla, Fran, and Ollie from half-hour to 15 minutes [CLOSED CIRCUIT, Nov. 12] quarters of "Dollars," TV Fantasy Show, featuring its same lineup of performers will be heard from 7-7:15 p.m. Monday through Friday, starting today (Monday).

Change had been discussed for some time—ever since sponsors had dropped three of program's five weekly showings. Local stations it was said, would have been forced to drop show entirely rather than carry it on a sustaining basis— even temporarily — due to "strong pressure" exerted by local sponsors who had been doing business with stations and wanted popular early-evening time bracket.

STEWARD ELEATED TO DuMONT BOARD
PERCY M. STEWART, partner in Kuhn, Lorch & Co., New York investment banking firm, elected to board of directors of Allen B. DuMont Labs. He is former governor of New York Stock Exchange, and has served on board of governors of Investors Bankers Assn. of America and as chairman of association's industrial and railroad securities committees. DuMont board meanwhile declared regular quarterly dividends of 25 cents per share on outstanding preferred stock, payable Jan. 1 to stockholders of record on Dec. 15.

CBS-TV PRESENTATION
NEW CBS-TV presentation on summer television to be outlined by Lorin S. Myers, CBS TV market research counsel, at luncheon in New York today (Monday). Titled "It Takes Four Quarters to Make a Dollar," it stresses importance of advertising throughout all four quarters of year.

BROADCASTING • Telcasting
Successful advertisers must reach people—
a lot of people — a lot of people **OFTEN!!!**

**AND AT LOW COST!!!**

WLW does just that! “Television,” says the national advertiser, “is affecting AM radio.” —Yes, we agree—but, how much?—where?—to what extent?

In the WLW Merchandiseable Area, WLW, with television going full blast, delivers advertising impressions at a lower cost per thousand than any other radio station—combination of radio stations—newspapers—national magazines—any TV station or combination of TV stations... your lowest cost per advertising impression in “1/10th of America”—virtually the same cost per thousand in 1946 (before television).

The whole study is completely and graphically explained in WLW’s latest analysis of “1/10th of America” (WLW’s Merchandiseable Area), entitled “What Price People?”

Our national offices are currently presenting this outstanding fact-packed film. If you have not had a showing, call or write one of our offices, and a date will be arranged.

**WLW THE NATION’S STATION**
You've read the story of last summer's TV demonstrations in Berlin. It attracted a million and a quarter Germans—including thousands who slipped through the Iron Curtain to see Western progress at work.

Behind this is another story: How RCA engineers and technicians broke all records in setting up these Berlin facilities. The project called for a TV station and studio, a lofty batwing antenna, and the installation of 110 television receivers at strategic points. Such a program of construction would normally take several months to complete.

It was installed and put to work by RCA in the record-breaking time of 85 hours!

Programs witnessed by Berliners included live talent shows, sports events, news commentaries, and dramatizations of the Marshall Plan. Observers pronounced reception fully up to American standards—another impressive demonstration of democracy's technical ingenuity and leadership.

See the latest wonders of radio, television and electronics at RCA Exhibition Hall, 36 West 49th Street, New York. Admission is free. Radio Corporation of America, RCA Building, Radio City, N. Y. 20, N. Y.

Part of the 401 cases of RCA television equipment shipped to Berlin for the demonstrations. Berlin viewers hailed the programs which opened a new window in the Iron Curtain.