Hollywood's great cowboy star in a live, full-hour, 5-a-week WOR-tv series gets results ... at prices any sponsor can afford.

"The Buster Crabbe Show" delivers almost one million commercial impressions per week. A spot announcement reaches 180,640 viewers* per day for only 65c per 1,000.

Audience-winning Buster Crabbe is dynamic on tv. When he tells people to go out and buy, they go out and buy. One Crabbe commercial — and only one — pulled responses totaling $528,000 worth of potential business! (He was selling $8,000 Florida homes.)

No matter what it is cowboy Crabbe can sell it. He has sold for Standard Brands, Schneider Beverages, Paramount Spaghetti, Chuckles Candy ... to name a few.

This low-cost, sales-tested WOR-tv show is now available for full sponsorship or minute participation.

* October, 1951, Telepulse
From soft, melodious renditions to gay musical humor, Captain Stubby and the Buccaneers constantly delight Midwest audiences with their STUMPUS comedy and song.

WLS listeners know the products advertised on this powerful participation program will be dependable, for they have followed WLS advice for more than a quarter century. Participation announcements in STUMPUS are available at regular one-minute rates. For rates and availabilities contact your Blair man.

Listener-Confidence and Acceptance Pay Off in Mail — and in Definite Sales Results

WLS STUMPUS continuously produces the one definite proof of listening — letters from listeners. This rollicking musical program is averaging 9,000 listener letters a week (1,500 per program) — and has been doing so for more than three years.

Now aired 1:30-2:00 P.M. Monday thru Friday, 6:30-7:00 P.M. Saturday, it features Captain Stubby and the Buccaneers, one of the top musical groups in the Midwest. The program offers prizes to listeners for tune titles which the musical group cannot play or sing. It's listening fun — typical of the clean wholesome entertainment WLS provides. STUMPUS response is further typical of the way radio's most loyal audience ... the substantial folks in Chicago's Midwest ... respond to words from WLS and buy WLS-advertised products. Listener loyalty predicates advertising results.

WLS
The PRARIE FARMER STATION
CHICAGO 7
890 Kilocycles, 50,000 Watts, ABC Network — Represented by JOHN BLAIR & COMPANY
KSFO
SAN FRANCISCO
ANNOUNCES WITH PRIDE
THE APPOINTMENT OF
HEADLEY-REED
COMPANY
AS
NATIONAL SALES REPRESENTATIVES
EFFECTIVE JANUARY 1ST 1952

Today selling must be more effective than ever if it is to produce the rising sales needed to offset higher costs and higher taxes. If your representation isn't shouldering this load, you'll be interested in the eye-opening results below achieved for its stations by the present management of HEADLEY-REED COMPANY since 1949. (Substantiating data are in our files.)

Would you like to see your sales curve in this picture? Contact the HEADLEY-REED office nearest you.
Delaware Teachers Participate in National Experiment in TV Art Instruction

One hundred Delaware art teachers made state education history and participated in a national experiment when they watched a special program over WDEL-TV on October 26, during the two-day session of the Delaware State Education Association.

The forty-five minute program was the first in the state and one of the first in the nation in video-teacher instruction. Seated in the library of the Wilmington Harlan School, teachers watched a demonstration of teaching methods to hold the attention of class members and to secure pupil participation in group discussions of art. Miss Helen Parkhurst, Editor of the Child's World Publishing Company of New York, conducted the program from the studios of WDEL-TV.

WDEL-TV facilities are constantly available for educational purposes as well as to all public service agencies.

WDEL-TV
WILMINGTON, DELAWARE

Represented by ROBERT MEEKER Associates Chicago • San Francisco • New York • Los Angeles
FCC on VERGE of full-dress inquiry into broadcasting of horse race results. Procedure to be followed still unsettled, but one course considered possible is “show cause” hearing involving more than dozen stations which have carried or are carrying race results.

SALE OF WINS New York by Crosley to syndicate including Elliott Roosevelt, scheduled for consideration by Crosley-Avro (parent company) board Friday, Dec. 7. Price offered understood to be $260,000 cash. Liberty (McLendon) also understood to have bid with offer of $600,000, of which $100,000 would be cash.

GENERAL MOTORS Corp., Buick Division, Detroit, placing spot announcement campaign in more than 100 markets for three days, Jan. 16 to 19, in addition to network short term buys. Kuder Agency, N. Y., handles account.

WHILE FIGURES aren’t disclosed, it’s learned that NBC in October enjoyed its biggest month in history from all angles—gross, net before taxes and net after taxes.

TV BUSINESS TIP: Practically all big league clubs are shopping around to find bidders for baseball telematching rights in 1952 despite oft-heard grumblings about effect on gate receipts.

WHILE NARTB’s television line is strictly matter for TV Board decision this week, here’s talk of supporting document with added approval of Radio Board as well. Association has told its TV members that it’s likely only minor changes, if any, will be made from Chicago version.

N. W. AYER & SON, N. Y., will run spot announcement radio campaign in Illinois for Illinois Bell Telephone Co., during Christmas season to ask subscribers to cut down on toll calls and will also place spot campaign starting Dec. 15 through March in that state, for Robin H. Donnelly Corp., publishers of classified telephone directory.

CROSLEY Div. of Avco Mfg. Corp., N. Y., expected to pick up sponsorship of every other Monday telecast of What’s My Name? on NBC-TV, 8:30-9 p.m., alternating with Spiedel Corp. Benton & Bowles, N. Y., is Crosley agency.

PLAGUED BY constantly increasing backlog of broadcast applications, FCC Broadcast Bureau is seeking means of simplifying its so-called “processing lines.” Means of eliminating meaningless factors in considering applications being devised and plans shortly will be submitted to FCC for action, it’s understood.

CANADIAN ADVERTISERS can look for rate increase on Canadian network programs, following survey made by Canadian Ass'n of Broadcasters and presented to top executives of CBC, showing how little Canadian radio

MAGAZINES NEXT TARGET OF BAB CAMPAIGN

BAB board of directors Friday approved "aggressive" promotion plans for 1952, including national campaign to sell radio in competition with other media, with past has promoted radio against newspapers on local level [B&T, Nov. 19]. Details of "comprehensive and complicated" promotion schedule will be divulged Dec. 12 at news conference.

All present officers were re-elected: Edgar Kobak, management consultant and owner of WTVA Thomson, Ga.; chairman; William B. Quarton, WMT Cedar Rapids, secretary; Allen Woodall, WDAK Columbus, Ga., treasurer. William B. Ryan remains as president, director under his five-year contract.

Directors elected Friday, in addition to officers, were: William J. Beaton, KWKW Pasa- dena; Kenyon Brown, KWFT Wichita Falls; Gene L. Cagle, KFIZ Ft. Worth; Charles C. Caley, WMBD Peoria; Martin B. Campbell, WFAA Dallas; Robert E. Dunville, WLW Cin-cinnati; Walter Evans, Westinghouse Radio Station, W; Simon Goldman, WTTN Jamestown, N. Y.; George C. Hatch, KALL Salt Lake City; Eugene Katz, Katz Agency; Robert E. Kintner, ABC; William B. McGrath, WHDH Boston; John F. Meagher, KYSN Mankato, Minn.; Howard Meighan, CBS; J. Archie Morton, KJF Seattle; John Patt, Goodwill Stations; H. Preston Peters, Free & Peters; George B. Storer, Fort Industry Co.; Theodore C. Streibert, WTVR New York; Donald W. Thornton, WCAU Philadelphia; Niles Trammell, NBC; Frank White, MBS; Frederic Ziv, Frederic Ziv Co.

GILLETTE BOWL SCHEDULE

GILLETTE SAFETY Razor Co., Boston, for ninth consecutive year sponsoring Sugar Bowl, Rose Bowl and Orange Bowl game broadcasts on New Year's Day. Sugar Bowl will be broadcast of ABC Radio and telecast on WDSU-TV New Orleans; Orange Bowl on CBS Radio and WTIV (TV) Miami, Rose Bowl game on NBC Radio and NBC-TV. Mason Inc., N. Y., is agency.

BUSINESS BRIEFLY

FORJOE NAMED Metropolitan Network, group of six perimeter stations in Washing- ton, D. C., has named Forjo & Co. as national representative. Network plans rate increase effective Jan. 1.

ROCKWOOD AGENCY Rockwood & Co., Brooklyn (chocolate products), names Young & Rubicam, N. Y., to handle advertising.

FOOD PARTICIPATIONS Hotel Bar Foods Inc. (butter) today (Dec. 3) starts New York radio campaign using early morning participation. Agency, Al Paul Lefton, N. Y.

RADIO SOLICITATION Petroleum Chemical Inc., Kearny, N. J., planning use of radio in nationwide campaign soliciting mail orders for its products.

JOHNSON DRAMA S. C. Johnson & Son, Racine, Wis. (wax), to sponsor Robert Mont-gomery Presents on alternate Mondays, 9:30-10:30 p.m., on NBC-TV when program becomes available.

WHILE NARTB's hearing grows, NBC is expected to pick up "market basket" plan for telecasting of Rose Bowl, Orange Bowl and Sugar Bowl broadcasts on New Year's Day. Sugar Bowl will be broadcast of ABC Radio and telecast on WDSU-TV New Orleans; Orange Bowl on CBS Radio and WTIV (TV) Miami, Rose Bowl game on NBC Radio and NBC-TV. Mason Inc., N. Y., is agency.

NBC Stations Reject 'Guarantee' Plan

NBC's AFFILIATES turned thumbs down Friday afternoon on the network's new "guaranteed advertising intention plan" and on its even newer "market basket plan" of merchandising advertising, while approving unanimously its establishment of a merchandising department.

Faced with affiliates' resolution asking for abeyance on new rate plan (early story page 23), NBC President Joseph H. McConnell said he was "quite shocked and pointed out, though NBC is always willing to listen to new ideas, many months of work have gone into development of basic economic plan and rate formula."

McConnell said NBC will go ahead with "guaranteed advertising intention plan"—under which advertisers are guaranteed to receive 5,300,000 advertising impressions per week at cost of $2.75 per 1000 [B&T, Nov. 19]—since it lies in field of network operations and calls on stations for nothing extra. Affiliates disapproved of "market basket plan" based on assumption they would pay cost of one-minute local cut-ins, and Mr. McConnell said NBC would try to add these cut-ins to bills of sponsors of these programs. If sponsors won't pay them, he added, NBC will re-examine plan.

In TV, affiliates asked for detailed analysis of cable costs. Mr. McConnell said that for NBC these costs would total $4 million for 1951. In response to affiliates protests against summer hiatus privilages for TV advertisers, he said new hiatus plan is now in preparation.

In answer to another affiliate complaint—which like most protests was re-statement of (Continued on page 6)
In this Issue—

NBC affiliates, at Boca Raton convention, request delay in application of new network rate plan pending further research, but network urges adoption by next July 1. Page 82. Other news of NBC convention, Pages 86, 87.

"We TV Code Be Adopted This Week?" Some say yes, others no, according to a Broadcasting & Telecasting survey. The code's the biggest item on the agenda of the annual NARTB combined boards meetings. Page 85.

Cross time sales in October were $14,966,436 for four radio networks (Page 82) and $14,469,284 on four TV networks (Page 85).

Here's a survey that shows "secondary" radio set listening heretofore unmeasured. See "The Biggest Crowd Isn't in the Parlor." Page 85.

The Richards case is closed. Licenses of all three Goodwill stations renewed. Page 85.

Foote, Cone & Belding vice president charges networks with responsibility for making Chicago a TV program-origination ghost town. Page 76.

RCA slaps WDSU here's for making NBC stations with responsibility for "outstanding" shows; networks tell WDSU it will be "playing for keeps." Page 76.

Some research, but network urges FCC to "take all necessary steps required to make (RCA's) compatible, all-electronic color television available to the public at earliest possible date."

Just as affiliates-network meeting adjourned, R. B. Hanna, of WGY Schenectady, told network officials he wanted it made plain that affiliates' opposition to NBC's basic economic plan was directed against idea of tying radio rates to television. Paul W. Morency, of WTIC Hartford, chairman of All-Industry Affiliates Committee, said BMB data on radio circulation for last 10 years is "outdated" and A. C. Neilson Co. figures employed do not reflect full extent of set ownership within individual homes.

Resolutions adopted by affiliates, aside from one asking more research before executing rate formula, included one commanding NBC officials for "leadership and aggressiveness" and reaffirming affiliates' faith in NBC: one praising NBC TV for "outstanding" sports coverage and for scheduling morning and afternoon TV programs; one commanding network for progress in integrating hitchhike and coveatcher commercials into program body, and one adding that notice of program changes, etc., is communicated more quickly, and one asking for assurance that good taste will be maintained on all TV shows.

In a late suggestion, Mr. McConnell reassured affiliates that NBC is following program of rigid self-discipline. Affiliates also were told that earlier complaint against use of spotlight on performers in TV shows had been satisfactorily resolved, and that NBC officials agree with their view that second or rotating commercial on alternate week shows would be integrated into program.

Affiliates endorsed resolution thanking NBC and others for convention, courtesies, information and "splendid treatment" throughout convention.

Officials said Colorado Springs had been tentatively selected for next year's convention but that large turnout at Boca Raton—more than 450 persons—might make it necessary to seek another site.

Entertainment program included water carnival, program featuring Sid Caesar and Friday night banquet topped by Dean Martin and Jerry Lewis.

Writer's Suit Dismissed

Suit against Milton Berle for $250,000 by writer who claimed he wrote book bearing Milton Berle's name dismissed Friday in New York Supreme Court by Justice Morris Eder.

NABC STATIONS
(Continued from page 5)
views expressed at "rump" meeting in Chicago in mid-October. [Continued, Oct. 22]—NBC disclosed new streamlined plan which, beginning Jan. 1, anticipates paying TV affiliates within 48 hours after monthly bill is submitted.

To be taken under advisement, officials reported, were requests that, so long as it remains sustaining, one-minute periods of new Today show be allotted for local sale at 7:30, 8:00 and 8:30 a.m., in addition to 15-second breaks at 7:15, 7:45, 8:15 and 8:45 a.m., and that 15-minute break on-hour show be made available for sale locally.

Affiliates also passed resolution urging RCA, NBC and FCC to "take all necessary steps required to make (RCA's) compatible, all-electronic color television available to the public at earliest possible date."

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Page 6 • December 3, 1951

Upcoming

Dec. 3: Tennessee Assn. of Broadcasters, Andrew Jackson Hotel, Nashville.

Dec. 4-5: Broadcast Directors Conference, 15th annual meeting, Hotel Sherman, Chicago.

Dec. 7-7: NARTB Board of Directors, Washington.

Dec. 7-9: Television Authority Convention, Sheraton Hotel, New York.

(Other Upcomings page 38)
So they don’t believe in Hooperatings as an index on radio listening in the Atlanta market

Well, The PULSE, Inc. shows the same overwhelming audience preference for the programs heard on "The Voice of the South"

Here is a re-cap on The Pulse, Inc., findings for September-October 1951 radio listening:

**DAYTIME 6:00 AM - 6:00 PM, Monday - Friday inclusive**

<table>
<thead>
<tr>
<th>Station</th>
<th>First in</th>
</tr>
</thead>
<tbody>
<tr>
<td>WSB</td>
<td>40 periods</td>
</tr>
<tr>
<td>Station B</td>
<td>6 periods</td>
</tr>
<tr>
<td>Station C</td>
<td>2 periods</td>
</tr>
</tbody>
</table>

**EVENING 6:00 PM - 12 Midnight, Monday - Friday inclusive**

<table>
<thead>
<tr>
<th>Station</th>
<th>First in</th>
</tr>
</thead>
<tbody>
<tr>
<td>WSB</td>
<td>22 periods</td>
</tr>
<tr>
<td>Station B</td>
<td>2 periods</td>
</tr>
</tbody>
</table>

The method of measuring radio listening preference makes little difference in Atlanta. The answer remains the same: In any recognized audience survey of Atlanta radio homes, the **dominant first** is WSB.

50,000 watts • 750 kilocycles
they say it’s a television age, BUT...

WIBC, Inc. 30

Indiana’s first and only 50 KW radio station has increased its share of nighttime audiences 36.8%

No doubt about it, television has grown rapidly here in Indiana. But WIBC’s share of nighttime audiences has done a heap of growing, too!

WIBC’s share of this “A-time” audience shows a gain of 36.8% over the comparable period in 1950, according to the latest Hooper (Feb.-April, 1951).

By contrast, all other Indianapolis radio stations showed a drop in percentage of the nighttime audience of the Hoosier capital.

So, before you buy time or television in Indiana, investigate the solid evening lineup of good listening on WIBC...the only Indianapolis radio station that gives you an out-of-state “bonus” coverage.

Ask your JOHN BLAIR man for particulars on these excellent nighttime availabilities.
Now many people does it take to produce a steak?

When you plunk the cash on the counter for a slice of sirloin, some of it may represent your own pay for the part you played in getting that steak to your table.

We'll make ourselves clear.

It takes a lot of people to help produce that steak in this mid-20th-century economy of ours.

The people we've put in the picture above, for instance. And many, many others. Though you may not realize it, some product you, yourself, help make or sell or service may play a part in producing steaks.

1. The cowboy or range hand who looks after the cattle.
2. The banker who finances land, herd and equipment.
3. The chemist who makes insecticides, serums and fertilizers.
4. The oil refiner who provides the fuel for the power machinery so many ranchers use.
5. The steelmaker who provides a multitude of items, from fencing and branding irons to filing cabinets.
6. The brewer
7. The sugar refiner
8. The cotton ginner
9. The flour miller who furnish some of the by-products used to make the livestock feeds with which ranchers and feeders supplement grass.
10. The veterinary who looks after the health of the cattle.
11. The blacksmith who shoes the horses and repairs ranch machinery.
12. The airplane pilot who sprays ranges and fields, destroying pests.
13. The lumberman who provides the wood for corrals and barns and pens.
14. The windmiller who makes the machinery that keeps man-made ranch water holes working.
15. The feeder who takes lean range cattle and puts about 25% more beef on them by intensive feeding.
16. The truck driver who hauls cattle to market and meat to you.
17. The railroader
18. The stockyards man who provides "room and board" for the livestock, and the commission man who is sales agent for the producer.
19. The meat packer who processes and distributes the beef.
20. The retailer who is the final link between all these people... and you.

American Meat Institute  Headquarters, Chicago • Members throughout the U. S.
Gateway to NORRISTOWN...

JOHN TAGLIEBER, Grocer—Residents from miles around and Norristown's 36,000 citizens buy $10,794,000 worth of assorted edibles each year from 152 food stores like Taglief's Markets.

ELIZABETH A. MYERS, Housewife—Women like Mrs. Myers prefer to shop near home. Their families purchase nearly $5,000,000 worth of clothes a year in Norristown's 62 busy apparel shops.

HAROLD W. CARE, Pharmacist—WFIL spot announcements help sell a lot of goods in Norristown's 29 drug stores (like Care's Pharmacy) where 11,000 families spend $1,232,000 a year.

It's Not the Size...

Bustling Norristown...just a medium-sized city...but its effective buying income of $5,083 per family is 14 per cent above the national average, typical of the 1,167,520 radio families in Philadelphia's 14-County Retail Trading Area. You can reach more than three-fourths of Norristown's prosperous homes just as effectively and less expensively on WFIL's 5,000-watt signal as on 50,000 watts. And WFIL outpulls local county stations here, as in 10 of the 14 counties. Schedule WFIL.
and ALL of America's 3rd Market

adelphia

It's the Selling Power!

You can't judge Norristown's buying power by its population. Nor can you judge WFIL's selling power by its power output. For WFIL's penetrating voice reaches 2 out of 3 radio homes in every corner of America's third largest market. WFIL is a sure thing...your best bet to reach all of a market whose combined buying power is $6,638,759,000...and far beyond into a tremendous bonus area. Total WFIL coverage: 6,800,000 people with more than $9 billion in purchasing power.
E. Christy Erk's
Sphere And Stratosphere

Radio And Video

Radio, conscious of the challenge from television, has lined up Orson Welles in the big battle for listeners. Welles is back on the air early next month in "The Lives of Harry Lime," playing Lime, the "third man." This was Welles' most sensational character you'll recall since he rocked the nation with his broadcast of H. G. Wells' "War of the Worlds." The programs, mostly written and directed by him, pick up the story of Harry Lime, the international criminal who is not always conscious of the law.

The Times-Picayune
NEW ORLEANS STATES

The Chicago Tribune
New Radio Show
By Orson Welles
Moving to U.S.

Los Angeles Times

The Seattle Daily Times

THE BOSTON HERALD

CLEVELAND PLAIN

The Miami Herald
Orson Welles' return to American Radio was greeted with loud and prolonged cheers by the Press. Newspapers know that their readers rate Orson Welles as their No. 1 radio attraction and rushed to spread the news that Orson Welles is Back!

The name Orson Welles is MAGIC. It is a guarantee of SRO in the Theatre and top ratings in Radio. Critics are of the opinion that this new Orson Welles series is his best — best in program content and best in publicity impact.

This new series of 52 half-hour transcribed programs is entitled The Lives of Harry Lime. Supported by superb dramatic cast, Orson Welles is starred in the role of Harry Lime, the fabulous rogue made famous by him in The Third Man. Every show is a complete episode — every show stars Orson Welles. Suspense, Intrigue, Danger and Romance run high throughout the series. It is Orson Welles at his very best.

Zither music by ANTON KARAS, composer of The Third Man theme, together with full concert orchestra under the direction of SIDNEY TORCH provide background music for the series.

Produced by
HARRY ALAN TOWERS

LANG-WORTH DISTRIBUTING CORP.
113 West 57th Street, New York 19, N. Y.

Canadian Sales Representative
S. W. Caldwell Ltd.
150 Simcoe Street West, Toronto

Western Sales Representative
Walter B. Davison
14579 Bernett St., Sherman Oaks, Cal.
24 Million Homes
"Out of the Woods"

There's enough timber in Canada's forests to build 24 million homes.
And Canadians are building homes at an unprecedented rate,
Hundreds of thousands completed in the last few years.
Canadian lumber production is growing with Canada . . .
the world's fastest growing market.
As Canadian Lumber goes into new Canadian homes,
so do new products.
And THERE'S the point!
If you're looking for a bustling, expanding market,
look to Canada!
Some of these new homes will have double garages,
more will have pianos,
most will have phones, but . . .
nearly ALL will have radios!
In Canada, over 95% of Canadian homes are radio homes!
Radio is the key salesman in Canada . . .
reaches more Canadians, more often
and more economically
than any other sales medium.

"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.

WELL AWARE of the advertising worth of television,
Roger W. LeGrand, radio-
TV director of Cramer-Krasselt Agency, Milwaukee, nevertheless
knows the weakness of the medium and the strength of a well-established opponent, radio.
On a recent limited schedule for a C-K client, radio polled a four-times better result than TV "on a virtual dollar-for-dollar basis." And eight "simple" radio spots in one day brought a 400% greater return than a newspaper ad at comparable cost, he stated.
Mr. LeGrand's TV philosophy started to formulate in 1948, when Milwaukee—a one-station market — was a no-station market. He, and 9,999 others there, owned sets in order to receive Chicago programs.
After three years, he concludes TV has bred a nation of critics, quick to spot a fluff in a program (and generally excuse it) and quicker still to detect a flimsy commercial and lose interest in the product advertised.
Mr. LeGrand believes a "good number" of TV commercials fall shy of the mark because they are too cute, clever or artsy, because they place undue emphasis on phony, unrealistic situations, and because they are insincere and unconvincing.

He and his six-man staff adhere to these general rules for TV commercials: (1) Keep it simple. You offend no one by making it easy for all to understand. (2) Show it big. Display the product to best advantage. (3) Demonstrate the product wherever possible. Dramatize its advantages. (4) Sell the viewer on the benefits it will bring.

Mr. LeGrand
SEYMOUR MARGULES, Carstairs Div. of Calvert Distillers Corp., N. Y., to Blow Co., same city, as account executive.

ROY LANG, Gardner Adv., St. Louis, to Leo Burnett Agency, Chicago, as account executive.

JOHN E. SHEPHERD, director of marketing Esquire and Coronet magazines, appointed director of research and merchandising Fletcher D. Richards Inc., N. Y.

HENRY MADDEN KANE, Kenyon & Eckhardt, N. Y., to Lennen & Mitchell, N. Y., as copywriter.

LUCY BENDER SOKOLE, William Douglas McAdams, Inc., N. Y., rejoins Young & Rubican, N. Y., as TV copywriter.

HAROLD H. WEBBER, vice president in charge of media and research Foote, Cone & Belding, Chicago, named to board of governors of Central Council, American Assn. of Advertising Agencies, filling unexpired term of ROLLAND TAYLOR. Mr. Taylor recently transferred to PC&B's New York office.


EUGENE G. NEWMAN, Cunningham & Walsh, N. Y., to Hanly Hicks & Montgomery, same city, in copy department.

JOHN G. BURNETT appointed account executive Rogers & Smith Adv., Dallas. He was with Braniff International Airways, Dallas, and Life Saver Corp., N. Y.


DON COLE appointed director of promotion Gardner Adv., St. Louis.

THORPE WRIGHT to William Hart Adler Agency, Chicago, as account executive and member of creative staff.

EDWARD KLEIN, executive vice president Storm & Klein Inc., N. Y., named chairman of advertising division for Federation of Jewish Philanthropies of New York, which is conducting a $20 million campaign in support of 116 medical and welfare institutions.

copywriter and account executive. He handled his first video show in 1948 by writing a half-hour live Salute to Wisconsin and its famous industries for the Marine National Exchange Bank. Since then, he's created TV and radio shows and spots for such clients as Rolfs Personal Leather Goods, Charmin tissues, ABC-O-Matic washers, Plankinton meat products, Phoenix hosiery, the Wisconsin Telephone Co. and the Milwaukee Gas Light Co.

Cramer-Krasselt has another singular claim to fame. In the city that beer made famous, it has no brewing account.

Mr. LeGrand entered advertising in 1939 as assistant to the publisher of Church Property Administration after graduation from the U. of Wisconsin with a degree in journalism and advertising. At school, he worked in the university bakery, as a publicist in the speech school and as paid executive editor of the Daily Cardinal. He is a member of Sigma Delta Chi.

He was assistant advertising manager of Weyenberg Shoes before entering the Navy. From 1943 to 1945 he served as a lieutenant on the staff of the commander of Naval forces for Europe in London, surviving 735 air raids.

In 1944, while on leave, he married the former Ruth J. Harrington of Boston. His primary hobby is his children, Roger Jr., 5½; Kathy, 3½; Mark, 1½, and David, 3 months. Next in personal preferences are television, which he watches avidly, and mystery and western novels.

Mr. LeGrand is a member of the Navy League and the Milwaukee Athletic and Milwaukee Advertising Clubs. He is on the board of governors of the latter. During the past several years he has been active in the Community Chest and Red Cross campaigns, the cancer drive and the 32d Division recruiting campaign.

LACK OF COVERAGE

This particular coverage problem can be fixed in a jiffy with just a tug and a tightening of the safety pin. It's as simple as that.

And your advertising coverage problems in the Middle West can be solved just as easily by making WGN your basic buy. No Chicago station can match WGN's coverage... no station reaches as many homes per week.

Get the most for your advertising dollar... call your WGN representative for top availabilities.

A Clear Channel Station... Serving the Middle West

MBS

Chicago 11

Illinois

50,000 Watts

720

On Your Dial
feature of the week

those responsible for the operation of WHO Des Moines are wreathed in smiles these days. Well they might, for the station reports itself wreathed with laurels three times—al in one month.

In November, WHO first was cited by the National Assn. of Radio News Directors at its annual convention held Nov. 14 in Chicago. NARND named WHO "the best radio news operation in the United States in 1951."

Flicking the star-dust from that award, WHO again found itself lauded during the Nov. 25 meeting of the National Assn. of Radio Farm Directors (see story page 44), when the station was announced as the winner of two coveted awards, given by the Citizens Committee for the Hoover Report and the National Safety Council respectively.

The three-time winner got its third accolade at the NARFD luncheon meeting that same day. WHO was named one of 14 stations and networks in the country to be honored in the National Safety Council awards (also in NARFD story). This award mentioned the station "for exceptional safety in farm safety," and the safety council added that the station had the "longest record of achievement in farm safety of any station."

The latter safety award was old news at WHO, which has won it five times during the six years it has been presented.

WHO News Bureau Manager Jack Shelley (r) receives Medill School of Journalism trophy from Basket Moos, chairman of NARND's judges, at news directors' meeting.

* * *

Ludlam's Lodge

Do you want to know whether you can take a dog into Canada on a hunting trip? Or the cost of a hunting license in Ohio? Or how to cook blowfish?

Or do you want to know how to sell more fishing tackle and hunting equipment, or beer, or potato chips, or soft drinks?

If you have a product which appeals to the outdoorsman, young or old, man or woman, "Ludlam's Lodge" can answer these questions.

In the 5-5:30 p.m. Saturday spot on WRC for over a year, "Ludlam's Lodge" is now available to national advertisers. Kennedy Ludlam solves problems in the field of outdoor sports for all his listeners. He's also the man who can solve your selling problems in the Washington market—so why not call your nearest NBC Spot Sales office now for details?

FIRST in WASHINGTON

WRC

5,000 Watts • 980 KC

Represented by NBC Spot Sales

CHARLES ZURHORST

The GRAND and glorious mistake made in industrial radio advertising is that most companies try to bludgeon their policies down the public's throat," says Charles Zurhorst, who has been in, around, and with radio for the past 14 years.

The director of special projects for the Oil Industry Information Committee of the American Petroleum Institute has three suggestions for industrial associations producing programs for local sponsors: First, radio should be looked at as a continuous, not a one-shot, effort. Putting a message across, Mr. Zurhorst says, "is a matter of plug, plug, plug—that's why Lucky Strike doesn't have only one show a year."

Serving as a dollar-a-year radio consultant to the Treasury Dept. during the war, Mr. Zurhorst learned the value of established audiences through radio participation in war bond drives. A 30-second spot on an established program—such as the Bop Hope Show—sold more bonds than a full half-hour broadcast sponsored exclusively by the Treasury Dept.

Industrial organizations which cannot participate in radio continuously by themselves might utilize already-established audiences with spot participation in programs regularly sponsored by member companies, he points out. His second suggestion is that after a radio campaign has been drafted by association members, experts within their own industry, actual production—especially script-writing—should be turned over to professionals who can package the (Continued on page 86)

strictly business

R. M. Seybold, Director of Sales, DERST BAKING COMPANY,* says:

"Following our policy of the past decade we plan to place again 79% of our Savannah area advertising budget on WTOC.

We have found that in this six station market WTOC is by far the best buy. WTOC reaches more people in this area and thus more people in this area reach for our bread."

* Largest Independent Bakery in the South

WTOC

SAVANNAH, GEORGIA

5000 W 1290 KC CBS

Represented by The Katz Agency, Inc.
* This free offer may never be repeated!

Now You Can Have - Absolutely Free - A Bag of Colored Popcorn!

This ISN'T a bag of ordinary popcorn. It's as different from ordinary popcorn as color is from black and white. We first thought of saving this idea for the time when radio waves would be available in color but decided what the hell this is too good to postpone. All our friends in the radio business deserve it right now.

This popcorn not only pops, but it pops in color. (Whoa, that's not quite right. It pops white, but the kernels are green, blue, red, orange, tan, purple and yellow.)

Think what an impression you can make on your friends! Think how the kiddies will adore you! Think what a damn fool stunt this is, offering colored popcorn just because we happen to be a radio station in the corn country. Why do we do it? Once you pop it and eat it, what have you got? Will you remember where it came from? Will it make you put WMT on your next schedule? Will it get you a raise?

We don't know. But we do know this—the first 50,000* requests we get for colored popcorn we'll take care of—no strings attached. (You'll have to string it yourself if you expect to decorate any Christmas trees.)

Mail the coupon today.

Merry Christmas.

WMT, Cedar Rapids, Iowa
Send me the corn, I can go along with a gag.

Name
Firm
Street Address
City
Zone State

---

* If we get 50,000 requests from Broadcasting's 15,768 circulation, we'll never tell Sol Talshoff. Think what that would do to his rate structure!
Spot

Brockles Food Co., Dallas (salad dressings), appointed Grant Adv. Dallas, for a regional campaign. Radio spots in key markets of Texas and Oklahoma are planned. Schedule of stations is being completed.

General Motors, Detroit (Buick Div.), currently buying short-term contracts for week of Jan. 13-18 for number of network shows. Contract has already been signed with MBS for sponsorship either of Fulton Lewis Jr. or Mutual Newsreel (whichever show can be cleared during that week). Advertiser also is negotiating with NBC for Operation Tandum and CBS Radio for its short-term network shows. Agency: Kudner Agency, N. Y.


Network

Sterling Drug Inc., N. Y., to sponsor The John J. Anthony Hour, series of broadcasts in which anonymous listeners bring personal problems to Mr. Anthony for advice and guidance on Mutual Sun., Dec. 2, 9:30-10 p.m. EST. Four programs per broadcast have been scheduled for weekly series. Agency: Dancer-Fitzgerald-Sample, same city.

Pontiac Motors, Div. of General Motors Corp., Detroit, sponsored Kukla, Fran & Ollie on one-time basis Nov. 30. Pontiac's one-time sponsorship of show on 35-station TV network is part of company's 1952 advertising campaign to announce new line of cars. Agency: MacManus, John & Adams, Detroit.

Fred W. Amend Co., Danville, Ill. (Chuckles), expands its ABC-TV Hail the Champ, Sat., 5:30-6 p.m. CST, from three stations to 13 from Dec. 22. Agency: Henri, Hurst & McDonald, Chicago.

Kraft Foods, Chicago, renews Kraft Television Theatre on NBC-TV, Wed., 8-9 p.m. CST, for 52 weeks from Jan. 2. Agency: J. Walter Thompson, same city.

Quaker Oats, Chicago, renews The Gabby Hayes Show, Mon.-Fri., 4:15-4:30 p.m. CST on NBC-TV for 52 weeks from Dec. 10. Agency: Sherman-Marquette, same city.

Agency Appointments


Duval Manor, Germantown, Pa. (apartment house), appoints Weightman Inc., Phila. Radio and TV will be used.

Vitamin Corp. of America, N. Y. (Rybutil, Juvenal and Vyons), which was resigned last week by Harry E. Cohen Agency, N. Y. [B*T, Nov. 26], names Duane Jones Co., N. Y., effective Dec. 1.


Allen Products Co., Allentown, Pa., (Al-Po, all meat dog and cat food), appoints Weightman Inc., Phila. Radio and TV will be used regionally.


Adpeople

Paul Huth, manager of media department Procter & Gamble, Cincinnati, named director of media. In his new post he will be responsible for purchase of space and time for all of company's printed word, radio and TV advertising.
more New Englanders listen to WPRO than any other Rhode Island station

TOP Ratings! Top Share of Audience! Sure! But, equally important to the buyer of radio are COVERAGE and AUDIENCE characteristics. So, advertisers looking for RESULTS buy WPRO because they want and get ratings PLUS:

- **COVERAGE**—5000 watts (full time) on 630 kc, blanketing NEW ENGLAND'S SECOND LARGEST MARKET, and also covering the important Fall River-New Bedford, Mass., marketing area with a signal greater than 2 millivolts.

- **AUDIENCE**—an attentive, active audience to which WPRO beams a balanced schedule of topflight programs ... programs designed for PRIMARY listening attention. Important because ... listeners who LISTEN, are buyers who BUY!

TO REACH THE MOST BUYERS, BUY BASIC... WPRO AM & FM PROVIDENCE 630 KC 5000 W

REPRESENTED BY RAYMER
Completely NEW 5-kw AM...

New small size...

1. Increase power to 10 kw with this simple kit.

RCA ALL-NEW 5-kw AM transmitter, Type BTA-5G. The 10-kw Type BTA-10G is same size, same appearance. Minimum floor area, only 33 sq. ft. Both transmitters are completely air-cooled.
...with a "10-kw" future!

New operating convenience - New operating economy

Just read these exclusive features...

1. It is a 5-kw AM transmitter you can increase to 10 kw—easily—inexpensively—quickly. No lost air time for conversion. One simple kit makes it easy to increase power overnight. (Yes, you can buy this transmitter ready-built for 10 kw, too).

2. It requires less "operating" floor space than other 5 kw's—saves up to 40% floor area. Entire transmitter is only 84" high, 130" wide, 32½" deep.

3. It's the ONLY "5 kw" with such low tube costs. Power and modulator stages use the new small size, lightweight RCA-5762—costing less than half that of power types in most "5 kw's".

4. It's the ONLY "5 kw" with "split-cycle" overload and voltage protection—using thyratron-controlled rectifiers. Circuits work so fast audiences cannot detect "off-air" breaks.

5. It holds power bills to the LOWEST in the "5-kw" field—through smaller power tubes, fewer stages, fewer tubes (only 24 tubes and 8 different types).

6. It's the ONLY "5 kw" with horizontally-sliding doors front and back. Benefits:
   - Saves over 60 square feet of floor area
   - Provides more elbow room for operator
   - Makes it easier to get at transmitter

For all the facts about this basically new transmitter...newest of nearly three hundred RCA "5-kw's" now on the air...call your RCA Sales Representative.
Everybody's trying to stretch that advertising dollar these days, trying to make each one do double duty. In Baltimore, it's easy. You just buy WITH, the BIG independent with the BIG audience.

WITH is the biggest bargain buy in Baltimore. Week in, week out—year in, year out, WITH delivers more listeners-per-dollar than any other radio or TV station in town.

Here's proof: WITH carries the advertising of more than twice as many retail merchants as any other station in town!

For just one good reason — WITH produces low-cost results! Get your Headley-Reed man to give you the whole story today.

THE RESULTS STATION  WITH

BALTIMORE, MARYLAND

TOM TINSLEY, PRESIDENT—REPRESENTED BY HEADLEY-REED
By RUFUS CRATER

NBC'S RADIO affiliates capped the network's Silver Anniversary Convention at Boca Raton, Fla., last week by voting 72-to-22 to ask the network to delay its controversial new rate formula until "present day radio values" can be researched anew.

The affiliates' action on the only really stormy issue of the network's fifth annual convention came just before noon Friday in overtime deliberations which had started—and, according to NBC's timetable, had been scheduled for completion—Thursday afternoon. The meeting was still in session Friday afternoon (for later developments, see AT DEADLINE, page 6).

Despite the affiliates' stand on the economic plan, it was apparent before hand that NBC was prepared to hold the line—or in any event to hold fast to the plan's broad features but perhaps make concessions on subsidiary points.

Affiliates in most of the markets which NBC regards as essential, it was later learned, had already given their approval.

July 1 had been set as the date for putting the new network rates of the affiliates into effect.

Fundamental issues among the affiliates, it was known, are (1) the rate formula, which is based on radio circulation market-by-market but gives effect to TV penetration and (2) the network's bid for an additional hour of daytime option time, to bring NBC abreast of CBS and ABC in this respect.

The affiliates met during a day and a half of formal presentations by NBC officials in which it was made clear that NBC intends to make money any way it rightfully can.

McConnell Speaks

President Joseph H. McConnell told the opening session that NBC radio expects to make half a million dollars this year but to lose a million in "rebuilding" the network.

The plans, as detailed by top officials, include strong programming, strong merchandising—on which NBC expects to spend half a million dollars next year, starting with radio merchandising and moving then into TV (also see story page 27)—and strong selling.

The network's slogan for 1952 was put in these words by John K. Herbert, vice president and director of radio sales: "Time, plus talent, plus merchandising equals increased revenue.

His "Market Basket" plan of radio advertising—a Tandum type sponsorship series tied in with local merchandising—was detailed to the affiliates, along with NBC's new Guaranteed Advertising Attention Plan. It was also disclosed that the "Minute Man" programs to be offered to stations on a pay-as-you-sell basis, will be available within two weeks and will consist of Kate Smith Show, 12:15-12:45 p.m. daily; Ralph Edwards Show, 2:20-3:00 p.m. daily; Howdy Doody, 8:30-9:30 a.m. Wednesday; Bill Stern Walker (also H. V. Kaltenborn News, 6:15-6:30 p.m. Saturday; Texas Rangers, 6-6:30 p.m., Sunday, and Dangerous Assignment, 10:30-11 p.m. Monday.

**RICHARDS' RENEWALS**

Three-Year-Old Richards case came to an end last week when the FCC accepted the assurances of Mrs. G. A. Richards that the three Goodwill Stations would operate in accordance with a code of principles that eschew the broadcasting of slanted and biased news.

In its order the Commission granted the license renewals of stations WJR Detroit, WGAR Cleveland and KMFC Los Angeles and also approved the transfer of control of the three stations to Mrs. Richards.

The celebrated case—which brought charges of political persecution from some members of Congress and countercharges of attempts to whitewash from other Congressmen—ended with the FCC accepting Hearing Examiner James D. Cunningham's initial decision recommending dismissal of the case on the ground that the death of Mr. Richards last May rendered the issues moot [8*T, June 18].

Decision was made by the entire Commission, with only Comr. Paul A. Walker dissenting. Chairman Wayne Coy and Comrs. Frieda B. Hennock issued a joint concurring opinion.

The Commission's decision referred to Mrs. Richards' responses to its inquiry last September [8*T, Sept. 24] as constituting "a rejection of the alleged practices and policies which led to the institution of the renewal proceedings and a positive representation, upon which we rely, that the alleged practices and policies of the type under inquiry in the renewal proceedings will not occur in the future."

Coy, Hennock Disapprove

Comrs. Coy and Hennock, in their joint concurring opinion, expressed their disapproval of the alleged news slanting and bias and emphasized that they voted to terminate the proceedings "in reliance upon Mrs. Richards' repudiation of the conduct under inquiry . . . and her representation that it would not occur in the operation of the stations under her control."

Comr. Walker's dissent was based on the ground that the hearing examiner exceeded his authority by recommending dismissal. Comr. Walker felt the examiner should have made findings of facts and conclusions and the Commission should have judged whether Mr. Richards' death eliminated the charges and therefore left no question of his conduct as a licensee to be determined.

Ever since Mr. Richards died and Examiner Cunningham recommended dismissal of the case, FCC General Counsel Benedict P. Cottone and Broadcast Bureau Chief Curtis B. Plummer have fought against ending the case without a finding on the testimony of the 290 witnesses during the 113 days of the hearing. The Commission, apparently, thought otherwise when it accepted as final the examiner's initial decision.

The Richards hearing filled 18-

Continued on page 26
B-M NAMES THREE Van Nostrand Appointed

BRISTOL-MYERS Co., products division, New York, last week announced changes in advertising personnel with Richard K. Van Nostrand, advertising department of Borden Co., New York, being named advertising manager on the Vitalis, Vitalis Hair Cream and Sal Hepatica accounts.

Other appointments were: Walter P. Lantz, manager of advertising department, as executive assistant to Robert B. Brown, division president; and Lee H. Bristol Jr. was appointed assistant advertising manager in charge of advertising on Ammens Medicated Powder, Minit-Rub and Trushay accounts.

RCA VICTOR

Regional Shifts Announced

TWO regional appointments were announced last week by Mr. W. L. Rothenerberger, was named manager of the eastern region. A new region, to be known as the northeastern region, was delineated with R. M. MacRae as manager.

Mr. Rothenberger succeeds J. R. Little Jr., who resigned to accept the presidency of a West Coast dairy firm. An RCA veteran of 30 years' continuous service, Mr. Rothenberger has been serving as manager of sales operations for the RCA Tube Dept. Mr. MacRae, prior to his new appointment, had been assistant manager of the eastern region. He joined RCA in 1945 after being detached from the Army.

Town Holl, ABC Renew

TOWN HALL INC., New York, and ABC have signed 52-week renewal contract effective first of the year for America's Town Meeting of the Air, heard on the network Tuesday, 9-9:45 p.m. EST. Program—heard on 220 network stations—is offered on co-op basis and sponsored locally on approximately 50 of those stations. Amalgamated Clothing Workers of America, New York, through Ben Seckel's Co., is managing the program, sponsored for this season by the WJZ New York and WMAL Washington.

Sugar Bowl on ABC

GILLETTE Safety Razor Co., Boston, will sponsor broadcast of the New Year's Day Sugar Bowl football game on the ABC Radio network. Agency is Maxon Inc., New York.

HEARST RADIO REVAMP

REVAMP of top posts at Hearst Radio Inc. was announced last week following the resignation of Harold C. Burke as manager of WBAL-AM-FM-TV Baltimore and as vice president and director of Hearst Radio Inc., the stations' licensee [B & T, Nov. 26].

Leslie H. Peard Jr., assistant to the manager of WBAL-AM-TV, was named manager of the outlets.

Victor F. Campbell was made program director and Arnold Wilkes was appointed public affairs and educational director of Hearst Radio Inc.

D. L. (Tony) Provost, vice president of Hearst Radio Inc., said the appointments were designed to "maintain a programming continuity in the public interest for all Hearst Radio properties."

Hearst Radio Inc. operates WBAL-AM-TV and WISN-AM-FM Milwaukee and also is associated with WCAE-AM-FM Pittsburgh.

Mr. Campbell, a veteran radio-TV writer, had been serving as assistant business manager for the Baltimore radio-TV properties. He joined WBAL-AM in September 1949 and later was named program director. He is credited by the station with originally having created such network programs as Howdy-Doody and the weekly Triple B Ranch.

Mr. Wilkes was public service director for WBAL and WBAL-TV. An educator with previous faculty associations; he has supervised an educational TV creative staff provided by various universities. He also directed public service programming for WBAL and WBAL-TV the past year.

Mr. Peard has been associated with radio stations since 1933, when he joined WQFB Baltimore. A year later he moved to WBAL where he quickly became one of the station's chief sales executives. He was named sales manager in July 1940 but left in December 1944 to take a similar post with KTBS Shreveport. In 1948 he returned to Baltimore as assistant manager of WCAO, and the following year he rejoined WBAL.

He is a native of Baltimore and was a member of the Princeton U. class of 1933.

Assist Mr. Provost

Messrs. Wilkes and Campbell will act in a "supervisory and advisory capacity" for WBAL-AM-TV and WISN-AM-FM-TV and their appointments "will in no wise interfere with local control of programming." They will both serve as direct assistants to Mr. Provost.

Program control will be retained locally in Baltimore and Milwaukee by program managers and public-affair-educational chiefs working under the direction of local station managers, Mr. Provost said.

Mr. Campbell also will set up a radio-TV syndication service under Hearst Radio Inc., using WBAL-AM-TV programs such as United States Newsreel as a nucleus.

Wight Named V. P.

READ HAMILTON WIGHT, director of radio and television, J. M. Mathes Inc., New York, has been elected a vice president of the agency.

NARTB BOARD

Meetings Start Today

FIVE NARTB board committees will start meetings today as the association's combined boards converge on Washington for their annual sessions [B & T, Nov. 26].

Meeting today will be the By-Laws and Finance Committees of the board. The Finance Committee will meet tomorrow morning with the Membership Committee, after which the latter group will hold a separate session. The Legal & Legislative Committee will meet Tuesday afternoon.

A dinner meeting of the board's Convention Committee is scheduled Thursday.

Starting Wednesday morning the radio and television boards will hold separate meetings at NARTB headquarters. They will meet again Thursday morning, continuing in separate sessions. A meeting of the combined boards is scheduled Thursday noon at the Statler Hotel. It is expected to wind up joint sessions by Friday noon, according to NARTB headquarters.

Attention of the TV board will be centered on the proposed TV Code revision. An organization in which NARTB has stated that only minor changes, if any, will be made in the code inasmuch as the draft of the code is described as having been unanimously approved by the TV membership meeting, held Oct. 19 in Chicago (see Code stories on opposite page).

Harris Elected V. P.

JACK HARRIS, general manager of KPRC-AM-FM-TV Houston, has been elected a vice president of the agency.

Mr. Harris was publisher of the Houston Post as well as licensee of the KPRC properties. Mr. Harris was already a member of the board of directors of the radio-newspaper company. He also is chairman of NBC's Stations Planning & Advisory Committee.

Fiebert Appointed

MURRAY FIEBERT has been appointed manager of the Government Contract Div. of CBS-Columbia, manufacturing subsidiary of CBS, D. H. Cogan, president of CBS-Columbia, announced Wednesday. Mr. Fiebert, who will be responsible for all military production activities, has been associated with the electronic industry for many years in both private and governmental capacities. He is a former contracting officer and chief of an government requirements division, a vice president of Lanagan & Hoke, manufacturers of precision test equipment, and has headed his own consulting firm.
Adherents Explain Proposed Procedure

STATIONS filing complaints against specified stations under the NARTB Code would be required to post a "good will" bond, which would be forfeited if the complaint proved groundless, it was revealed Wednesday at the American Television Society meeting in New York.

Point was raised in a question and answer period following speeches on the code by Thad H. Brown, NARTB director of TV, and James L. Caddigan, director of programming and production for the National Television Network. Mr. Brown also explained that although the code was supported virtually unanimously at the NARTB Chicago meeting Oct. 19, the board which drew it up can and will amend the structure as needed without waiting for approval from individual members.

Although not new in statement or principle, the NARTB Code is television's Declaration of Independence — a declaration which shows the industry's ability to handle its responsibilities to the community — the television audience, Mr. Caddigan said. A member of the subcommittee which drew up programming and production sections of the code, Mr. Caddigan said he thought one of the most important functions of the committee's work was that final results combined station and network attitudes and did not represent the single viewpoint of any one interest-group.

Observing that the final document was "not pulled out of the blue," Mr. Caddigan explained that the board made of similar codes established in the motion picture industry, in radio and by networks themselves. "No broadcaster would intentionally telecast a program that would offend the standards of good taste or morals of any segment of his audience," he said, yet, because of pressures that are increasing in force, we must watch the exception rather than the rule.

He explained that the code must nevertheless cover a general situation and could not be broken down to make special allowances for different standards of morals and taste in various areas throughout the country.

Protests against the film industry have often come only from small minority groups — or in some cases only from individual stations. Mr. Caddigan explained, basing his remarks on his experience within that industry. Saying that he had the advantage of television on at least three different occasions, he pointed out the dangers of such complaints and the resulting need for an industry-protecting code. The NARTB document indicates the industry is mature enough to fill the need itself, he observed.

Mr. Brown referred to the history behind the code-writing project, alluding to FCC's proposed TV program investigation, "nervousness on Capitol Hill" and the Benton legislation.

Concern for the juvenile audience is a prime factor, he said. Recalling the committee split over "stationary backdrops or properties" showing the sponsor's name or product, he said the proposed code language is "left very broad and flexible while experience is

(Continued on page 104)

B • T Poll Reveals Opinions Differ

LESS THAN half of the TV stations contacted in a sample survey by Broadcasting • Telecasting favored or opposed the NARTB TV code provided necessary changes are made, according to final tabulation of replies [B • T, Nov. 26]. A bare majority oppose the code outright or will not go along with the type of document to be considered next week by the NARTB board.

Some telecasters opposed to the code refused to let their names be used, claiming they did not dare let their position be a matter of record. They feared any opposition might be damaging in relations with regulatory and legislative bodies.

In two cases, code opponents contended that adoption of the document at this time would actually hasten the passage of the very legislation and procedural clubs it was designed to offset. One telecaster said it would be easy to compile a list of definite or borderline violations against any station, due to the specific items laid out in the code.

(Continued on page 82)
Affiliates Seek Delay (Continued from page 33)

he said, already are beginning to pay off.

The closed affiliates sessions, presided over by Jack Harris, KPBC-AM-TV Houston, devoted nearly eight hours to the economic issues alone. Mr. Harris, chairman of the Stations Planning and Advisory Committee, was under- stood to favor the overall plan. Primary objection was voiced against the use of "television penetration" as the base for the rate adjustments, limited to 20% up or down at this stage.

In the affiliate debate over the economic proposals, the leaders of the opinion included Paul W. Morency, of WTIC Hartford, who is chairman of the all-industry Affiliates Committee, which recently con- demned the NBC plan or any like it which may be developed; Clair R. McCollough, Steinman Stations, and G. Richard Shafo, WIS Columbus, Ohio, both of whom are also members of Mr. Morency's Affiliates Committee.

The affiliates met reaching a stalemate late Thursday, after the group debated its own re- quest—NBC Executive Vice Presi- dent Charles R. Denny explain points which were troubleing them. The affiliates also requested and heard data from Station Rela- tions Vice President Carleton D. Smith, Hugh M. Bevillé, NBC plans and research director, and David Adams, assistant to the ex- ecutive vice president Mr. Denny, who heads NBC's radio operations, bore the brunt of the questioning.

All meetings in the Wednesday through Friday convention were re- closed, but portions of the talks were supplied to newsmen by NBC. President McConnell held a news conference to review developments after the close of the official pres- entations Thursday. Approximately 440 persons, including affiliates, wives and network officials attended the con- ference.

President McConnell also told the affiliates NBC intends to move three ways on the radio front—to sell it harder, to program it better and to merchandise it on an un- precedented scale.

From the radio network stand- point, it was reported, NBC has netted half a million dollars this year but expects to lose one million dollars next year in rebuilding the NBC Radio Network. Even so, Mr. McConnell said NBC has "complete confidence in radio," and he ap- peared confident that if the net- work's basic economic plan suc- ceeds then NBC's radio operations will "make money" in 1955.

"If there is optimism and con- fidence in the future of network radio than I have ever had before," President McConnell said, adding that he thought NBC is "develop- ing patterns that will keep radio strong for the future."

He continued: "We're finally selling radio on its solid advertising values in moving merchandise, instead of on a show- business basis alone. To do this, we've established dollar-and-cents comparisons, so that the values of NBC Radio can be stacked up against those of the other media."

Mr. McConnell said NBC is en- larging its news service, bolstering its music schedules and planning to present a talent array comparable to the old days but at reason- able cost.

Turning to the subject of televi- sion (also see page 27), President McConnell urged his listeners to take a close look at UHF.

"If there is a prospect for de- veloping a profitable television op- eration in your market, find out about it and make the right deci- sion," he said. "It will probably be the most important business de- cision you will ever have to make."

A considerable amount of the convention time was open to UHF observation, with pickups from the luncheon and dinner areas plus kinescope showings of top-ranking NBC-TV programs. The UHF shows, obviously designed to at- tract broadcasters into this field, were commended highly for their reproduction quality.

Mr. McConnell said the sum-total of NBC-TV's operating experience is available to affiliated stations for their guidance. He also expressed confidence that it can be sold to ad- vertisers so long as it continues to sell audiences.

NBC is determined to keep out bad taste, he continued, noting that the network is following a pro- gram of "self-discipline" in addition to subscribing to the industry code.

The task of sketching broad fea- tures of the McConnell plan, assigned to Executive Vice Presi- dent Charles R. Denny, who devot- ed most of his Wednesday after- noon speech to economic, explained that NBC expects to have completed rate negotiations with stations in time for the new rates to become effective about next July.

"Realistic" rates, as envisioned in the plan, are essential to effect- uating other features of the over- all program, he declared.

Mr. Denny, however, that NBC's formula for determining in- dividual stations' network rates should have no effect on an affil- iate's local or national spot rate.

These are determined by local competitive factors and should not depend on the network rate, he explained.

Cites CBS' Option Time

On the subject of network option time, Mr. Denny alluded to CBS having registered higher gross time sales and pointed out how CBS has more option time avail- able than NBC.

NBC, he noted, is seeking an ad- ditional half-hour of morning option time—50 minutes at the rate of $100 per minute for the first half-hour to be sold. "You are going to be able to move your shows to the evening time, and another 30 minutes by the following October, when the first half-hour will have been sold.

"We are going to make up for the mechanics and objectives of the economic plan of our company, Mr. Denny declared that "at the NBC, we have great confidence in net- work radio both for the present and the future."

"We are proud that our network has taken the leadership in roll- ing up its sleeves and tackling these basic problems," he said.

Mr. Denny said his plan to strengthen its radio network, he said, has seven key points:

(1) To enlarge the network by 100 to 200 stations, it has been esti- mated, in order to give advertisers "unequaled" breadth and depth of coverage; (2) get an "adequate amount" of network option time; (3) offer "programmed" "to the future," on the basis of what the network radio offers; (4) give "fair and realistic" prices for their time and talent; (5) sound sales policies to hold present advertisers and attract new ones; (6) strong merchandising in support of net- work advertising; (7) developing "network" radio's value to the public.

Mr. Denny said the new rate formula is based market-by-market on current radio home circula- tion, and is in effect for the new stations.

"TV is a local factor. While the formula will raise some stations' network rates and lower other, it will result overall in an

Truman Letter

THE GROWTH of radio and television, and of their importance in American life, are reflected in NBC's development during its first quar- ter-century. President Harry S. Truman said last week in a silver anniversary message.

The Presidential message, ad- dressed to NBC President Joseph H. McConnell and read by him to the network's convention at Boca Raton, asserted:

The 25th anniversary of the Na- tional Broadcasting Company nat- urally brings to mind the truly re- markable progress made by radio in a quarter century. An industry which was still new and on trial with the public 25 years ago, has grown to be one of the most important industries in the country.

When people sometimes bemoan the loss of our more palatable features and say we no longer have great new opportunities, I think they should be reminded of the creation of new wealth in your industry, and many other industries, in recent years. We are an inventive, creative people. People want to see in television the medical, agricultural, industrial and other fields, we are on the threshold of still other wonders which will add greatly to our well-being.

Radio and television are important not only because they have contrib- uted so much to the growth of our economy and our entertainment, but especially because of what they have done, and are doing, in providing news of direct concern to the people. It is necessary that people have easy access to authentic unbiased infor- mation and then draw their own con- clusions.

Democracy will flourish and this country will remain vigorous and strong as long as Americans are well- informed and free to speak and vote as we please, as well as worship and work as we please.

We would certainly not be in good shape if we had access only to un- truth and slanted, biased news. NBC performs a vitally important public service when it presents facts and different points of view in the political, economic and social affairs.

Very sincerely yours,

(Signed) Harry S. Truman.

NBC PLAQUES

Six 25 Yr. Outlets Cited

THE SIX 25-year affiliates of NBC received plaques in honor of this uninterrupted quarter-century of association last Wednesday from NBC Board Chairman Niles Tram- mell at Boca Raton.

Cited for merit in broadcasting: WWJ Detroit, on whose behalf WWJ-TV General Manager Williard Weilbridge accepted the plaque; KSJ St. Louis, accepted by General Manager George M. Burbach; WDAF Kansas City, by General Manager Dean Fitzer; WTIC Hartford, by Vice President and General Manager Paul W. Morency; WCHS Portland, Me., by Managing Director William H. Rines; and WJAR Providence, by President George O. Griffin.
Outlined at Affiliates' Florida Meeting

ELEPHANTINE fun was had by (I to r) President Joseph H. McConnell; Ted Taylor Jr., whose father is owner of KANS Wichita, KRGV Weslaco, Tex., and KTOK Oklahoma City and head of O. L. Taylor Co., station representative; and Niles Trammell, NBC board chairman. NBC's press department produced the elephant to demonstrate the volume of its newspaper and magazine promotion of NBC programs—more per day, spokesman claimed, than the elephant's 20,000 square inches of hide.

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**Bows at Boca Raton**

these have not yet been selected, nor have Mr. Dodge and his associates completely finished the task of laying out the country into the geographical areas—presumably 12—in which these experts will operate.

NBC's merchandising team, he said, will operate throughout the nation, helping network advertisers to get retailer cooperation and assisting NBC affiliates with their own merchandising problems. The department also will offer advertisers retail survey and spot-checking opportunities, Mr. Dodge reported.

The network's representative in each area, he said, will serve as the merchandising consultant for NBC affiliates and will organize merchandising departments for the stations upon request.

Additionally, Mr. Dodge declared, NBC will offer stores leading to its stations for mailing to the food and drug trade; will submit "how-to" merchandising material for use by the network's field men, advertisers' salesmen and station personnel, and will serve as a clearing house for stations on merchandising problems.

"In return for these services," Mr. Dodge said, "each area will contribute an equal share of their share of the costs of the operation, and that they will be paid for their services."

**NBC MERCHANDISING**

NBC's plans for a department of merchandising experts to bolster the radio network's sales operations (see story page 22) were disclosed to the network's affiliates convention at Boca Raton, Fla., last Wednesday by Fred N. Dodge, who will head the new department. Mr. Dodge said the department will be "superior to anything in the advertising media field and tops in radio broadcasting."

He will be assisted, he said, by 12 expert merchandisers. Most of these have not yet been selected, nor have Mr. Dodge and his associates completely finished the task of laying out the country into the geographical areas—presumably 12—in which these experts will operate.

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**NBC'S TV FUTURE**

Present and future plans for NBC-TV, starting with a 26-hours-a-week expansion of morning programming and extending to such envisioned developments as dis-
HAS RADIO been given a short count by audience surveys which fail to disclose the volume of listening to "secondary" sets? Judging by this report the answer is yes. This special survey found out that more than half the total listening is done elsewhere than the living room in non-television homes, more than three-fourths the total listening away from the living room in TV homes. Some other findings of significance: radio-TV homes contain more radio sets than radio-only homes do; the average person spends three times as much time listening to the radio as he does reading newspapers and five times as much as reading magazines. It all adds up to the fact that.

THE BIGGEST CROWD ISN'T IN THE PARLOR

THE "BIG SET" in the family living room is no longer the point of most radio listening, according to a survey made last August by American Research Bureau under the joint sponsorship of CBS and NBC.

Out-of-the-living-room listening is particularly marked in television homes (where presumably the TV set is the living room's focal point), which reported 77% of radio listening done on "secondary" sets. But even in radio-only homes, 51% of all listening occurred outside the living room.

Listeners to a morning show, for instance, were found 40% in the kitchen, 20% in the living room, 11% in bedrooms, 2% in the dining room and 6% out of the home. But the living room is not entirely displaced as a listening point. Audience of a Sunday evening musical program was distributed 61% in the living room, 11% in bedrooms, 10% in the kitchen, 2% in the den, 2% in the dining room and 12% away from home. The away-from-home figures in these examples and in the adjoining tables may be higher in August than they would be in December, when the out-of-doors is not an inviting listening location in much of the country.

The joint NBC-CBS study also revealed that radio-TV homes have more radio receivers on the average than radio-only homes—203 radios in working order in 100 homes with television to 219 in radio-only homes. The nation's video families also include 46% with three or more radios, while only 35% of the radio-only families own three or more sets.

Radios in TV Homes

Radio-only homes have more living room radios than are found in radio-TV homes (85% to 73%), but in all other locations the families with television have more radios: Bedroom (66% for radio-TV homes, 48% for radio-only homes), kitchen (45% to 33%), auto (44% to 36%), portable sets (15% to 8%), others (20% to 15%).

In more than half of the homes with video as well as radio receivers, the mother was found to use radio the most (52%), with 21% reporting father as the top listener, 13% daughter, 10% son and 4% other. Comparable figures for radio-only homes were not divulged.

Analysis of the time spent listening to radio, reading magazines and newspapers, in all U. S. homes shows that the average individual (not family and including individuals of all ages) devotes 19 minutes a day to reading magazines, 35 minutes to reading newspapers and 100 minutes a day to listening to the radio.

Presenting the study at a news conference Tuesday, George Bristol, manager of sales promotion and advertising, CBS Radio, said that the survey was made in August primarily to provide its sponsors—the NBC and CBS radio networks—with ammunition on summer listening for use in next summer's selling.

ABC and MBS were invited to participate but did not do so, he said, in answer to a question.

Data were collected by ARB through diaries distributed to 3,600 persons throughout the country, each asked to report on his individual listening by quarter-hours throughout the survey week. A total of 3,120 (87%) were usable for final tabulation, of which 34% represented individuals in radio-TV homes and 66% in radio-only homes.

Multiple Sets

Results, showing 65% of radio-only homes and 77% of radio-TV homes with two or more radios, 35% of radio-only and 48% of radio-TV homes with three or more, 14% and 22% respectively with four or more and 5% and 10% with five or more radios, are in line with other studies of set ownership. They indicate that the Nielsen surveys, based on 2,000 Audimeters in 1,500 homes, may not be doing full justice to secondary set listening, it was pointed out.
BROADCASTERS are still in the dark about their rights and responsibilities under the libel laws as far as political broadcasts are concerned. Only sure thing, radio men now know, is that any immolate to the law were they to broadcast political candidates' speeches.

In fact, the FCC made it clear that even though the political campaign—bill—was still an unsettled, the Commission will not no more sympathize to the woes of broadcasters faced with suit a defamatory remarks made on the air by political candidates. Previously the Commission had gone lightly on stations charged with censorship of the political speeches because of the unsent state of the law.

In its Nov. 21 memorandum on order (released Nov. 26) the FCC stated that it therefore, think there is no longer any reason to defer application of what we believe Section 315 of the Communications Act to in any case of censorship of political broadcasts, and heretofore we will not accept the plea of doubt and uncertainly in the state of the law as a reason for not administering the law as we read it.

**Found Censorship**

The FCC renewed the license of WDSU even though it found that the station's sanction against censor the broadcast of unsuccessful 1950 Majorlty candidate Alvin A. Cobb. Station asked Mr. Cobb to delete a portion of his speech which it considered libelous. When he refused, the station refused him time. The license was renewed because, the Commission found, the station 'had acted in good faith and on the basis of legal advice' and 'it cannot be said that the conduct of the licensee was in deliberate or wilful violation of Section 315.'

Dis appointed broadcasters, who thought they would have a clearer guide to the looming 1952 campaign, when it on notice that candidates' speeches are sacrosanct—no matter what. Some radio legal observers fear that the Commission's action against alleged public speech may play against the hands of unscrupulous politicians who will assume they have license to say anything over their.

Other observers consider the WDSU decision more a censure of Congress than of the station. They point to the 1948 Horion decision, which held that Congress would enact specific legislation to relieve broadcasters from responsibility for libel uttered over the air and for political statements which still has not been done (B&T, July 5, 1948).

The Port Huron case involved a 1946 municipal election in Port Huron, Mich., during which WHLS forbid its facilities to all candidacies after a non-candidate had made political charges in what billed as a non-political speech. The Commission renewed the license of WHLS, but propounded that censorship of radio networks for immune to libel suits since Section 315 of the Act forbids censorship of candidates' speeches.

Comr. Jones dispossessed from the Port Huron decision on the ground that it included dicta which the Commission was not qualified to propound in the case in question. He took the same position in disallowance from last week's WDSU decision.

During the course of his testimony before a House Select Committee investigating the FCC in August 1948, FCC Chairman Coy expressed the belief that:

No broadcaster is going to get into serious trouble who operates in the public interest by carrying speeches that will fulfill the same social function as newspapers. Mr. Coy pointed out that this section of the law, if interpreted to the advantage of the particular in particular, candidate or a particular during October total $14,966,456, a drop of 7.4% below the $16,198,889 combined for the same month of 1950, Publishers Infor- mation Bureau reported last week (ABC, CBS, MBS and NBC are covered by PIB, which does not as yet report on Liberty Broadcasting System).

Individually, ABC and Mutual show higher gross sales for October of this year than last, with CBS and NBC showing smaller increases. Bureau of the Republican Committee, which are reflected in the PIB figures.

ABC and MBS concurrently made similar concessions but did so as added discounts instead of rate cuts. These discounts do not affect gross billings and so do not show up in the PIB tables.

**COMBINED gross time sales of four nationwide radio networks for October totaled $14,966,456, a drop of 7.4% below the $16,198,889 combined for the same month of 1950, Publishers Information Bureau reported last week.**

<table>
<thead>
<tr>
<th>Network</th>
<th>October 1951</th>
<th>October 1950</th>
</tr>
</thead>
<tbody>
<tr>
<td>ABC</td>
<td>$3,019,514</td>
<td>$3,012,938</td>
</tr>
<tr>
<td>CBS</td>
<td>$2,615,074</td>
<td>$2,676,037</td>
</tr>
<tr>
<td>MBS</td>
<td>$1,759,468</td>
<td>$1,534,526</td>
</tr>
<tr>
<td>NBC</td>
<td>$4,411,380</td>
<td>$4,943,307</td>
</tr>
</tbody>
</table>

**TOTAL** $14,966,456

**NETWORK RADIO**

<table>
<thead>
<tr>
<th>Month</th>
<th>Ten Days</th>
<th>Ten Days</th>
</tr>
</thead>
<tbody>
<tr>
<td>ABC</td>
<td>$15,428,171</td>
<td>$15,418,350</td>
</tr>
<tr>
<td>CBS</td>
<td>$14,628,171</td>
<td>$14,600,458</td>
</tr>
<tr>
<td>MBS</td>
<td>$14,200,458</td>
<td>$14,160,220</td>
</tr>
<tr>
<td>NBC</td>
<td>$13,440,220</td>
<td>$13,420,055</td>
</tr>
</tbody>
</table>

**TOTAL** $72,209,667

**PIB Issues Oct. Report**

<table>
<thead>
<tr>
<th>Month</th>
<th>Ten Days</th>
<th>Ten Days</th>
</tr>
</thead>
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</tr>
<tr>
<td>NBC</td>
<td>$13,440,220</td>
<td>$13,420,055</td>
</tr>
</tbody>
</table>

**TOTAL** $15,348,653

*Revised as of Nov. 27, 1951.*

December 3, 1951 • Page 29
When you add it all up...

**CBS Radio reaches more economy than it delivers advertising cost-per-thousand-network radio—lowest**
more people with any other network.
at the lowest homes in all
by 18%.

COST-PER-THOUSAND-HOMES IN 1951
(All sponsored programs, NRI, first 9 months)
CBS Radio . . . 2.74
Network B . . . 3.33
Network C . . . 3.44
Network D . . . 3.93
NEARLY two-thirds (64.0%) of the population of continental United States, 90,467,686 out of 143,905,746 in 1950, lived in 1,517 contiguous counties, of which the 27,315,638 (20%) that included 1,517 urbanized areas as defined in the 1950 Census were, according to an analysis just completed by the U. S. Census Bureau.

The urban population, 68,244,146 or 79.6% of the total, was distributed in 1,517 urbanized areas around central cities of 50,000 or more population. The remaining 27,315,638 (20%) that included 1,517 urbanized areas of 2,500 and more located outside these 1,517 urbanized areas.

Final figures showing the population by cities, with breakdowns by urban and rural population in the vicinity of larger cities, can be obtained from Frank R. Wilson, information assistant to the director, Bureau of the Census, Washington 25, D. C. This study also includes rank of urbanized areas according to population (see table below) and urban and rural population of states.

The following is a summary of population and percentages for the United States by urban and rural categories:

<table>
<thead>
<tr>
<th>Category</th>
<th>Population</th>
</tr>
</thead>
<tbody>
<tr>
<td>Urbanized area</td>
<td>32,167,686</td>
</tr>
<tr>
<td>Urban area</td>
<td>19,967,936</td>
</tr>
<tr>
<td>Rural area</td>
<td>50,467,686</td>
</tr>
</tbody>
</table>

New Census Data Shows 64% in Urban Areas

GOVERNMENT policy governing salary increases for over-scale performers in radio, TV and other entertainment fields may be issued shortly, setting the pattern for the stabilization board.

A three-man panel of the Salaries submitted to the full board a report recommending a flexible formula covering entertainers who do not fall under the jurisdiction of the wage control policies.

The report was based on hearings held by the panel in New York last month when industry leaders and labor representatives testified on talent salary problems during a three-day closed hearing.

Generally, with minor differences, industry and labor groups, AFTRA, RTDG, SAG and TVA agreed that controls for such talent would be impracticable because of the nature of their work. It was pointed out that the broadcasting industry is exempt from price controls on rates charged.

The board is now headed by Justin Miller, NARTB board chairman and general counsel. The report was prepared by Roy F. Hendrickson, National Federation of Grain Co-operators; Philip F. Siff, investment banker, and Neal Agnew, consultant to the Independent Motion Picture Distributors.

The report delves into issues of exemptions, how they should be administrated, what personnel they shall cover and a host of other policy issues.

Management has proceeded to continue or renew contracts with individual performers in the basic framework of an earlier SSR ruling without regard to the 10% increase ceiling imposed on wage-earning employees under the Wage Stabilization Board. These options negotiated by network, stations, advertisers and production agencies.

Perhaps the most significant straw in the wind on forthcoming policy to be issued by the board is the fact that such contracts would not be consistent with the Defense Production Act. Included is a proposal for commission earnings under the wage stabilization program also hangs fire. The WSB has received a report similar to that filed for the talent field. It carries 15 recommendations to which dissenting opinions were filed last week.

The study covered so-called "outside salesmen" and others receiving individual compensation and will establish an effective wage ceiling for salesmen, advertising and allied fields, it was felt.

Most salesmen in the trade are associated with interests under collective bargaining agreements with unions. Reports do not apply to fees.

The wage-price issue drew fire last week on two fronts—from the U. S. Chamber of Commerce and the American Federation for Economic Development's Research and Policy unit.

The chamber called for abolition of all controls, claiming price ceilings "never worked in the face of strong inflationary pressures" and that wage controls "largely set aside the individual negotiation and collective bargaining built up over the past decade."
Advertisers who participate in The Yankee Network News Service have one idea in common — they want their broadcasts inside each local area... from home-town station to home-town audience... for maximum local effectiveness. For example:

FIRST NATIONAL STORES *

Who better than they know the Home-town pattern? Who better than they, from their many years' experience in radio, know that it pays off to use the Yankee station nearest the First National Store in any community. First National is one of thirty clients regularly using the Yankee Network News Service to reach the Home-town audience.

* First National Stores participate in the Yankee Network News five days a week, Monday through Friday in the 8:00 A.M. — 1:00 P.M. — 6:00 P.M. editions.

Go Yankee with the Yankee Network News Service
8 A.M.  9 A.M.  1 P.M.  6 P.M.  11 P.M.
A crowning achievement in home town acceptance

THE YANKEE NETWORK

DIVISION OF THOMAS S. LEE ENTERPRISES, INC.
21 BROOKLINE AVE., BOSTON 15, MASS. Represented Nationally By EDWARD PETRY & CO., INC.
Affiliates Seek Delay

(Continued from page 26)

increase in the total network rate for morning and afternoon time and average out to little change in the full-network evening rate, he said.

Adding the greater flexibility afforded advertisers by dropping the “must-buy” category of stations and requiring instead that advertisers use enough stations to equal, in viewing, at least 75% of the full-network rate, he said the new rate formula will result in a slight increase or decrease for advertisers, depending on the particular group of stations they own.

Rate discussions with approximately 50 affiliates thus far have resulted in general acceptance of the new rate plan, he said.

When all the new rates go into effect, he said, NBC will have “broken loose from an obsolete rate structure” with a new rate that factors in viewing figures of individual stations and various factors.

He continued: “The very fact that this is a rational system underwriting our rate structure gives us medium or stability, increases advertisers’ confidence in it, and puts us in a better position to lead a movement away from the deal basis of doing business.”

Trammel’s Plea

Niles Trammell, NBC board chairman, called upon affiliates for cooperation in a “broad,” “intelligent study and more self-analysis to insure expansion in both radio and TV.”

Apparently, foreseeing possibilities of disension within the affiliates’ ranks, he pointed out that all of NBC’s forward moves hereafter will be given at the outset by differences of opinion. But in the long run, he added, the changes eventually worked to the benefit of both affiliates and network.

In the field of history, Mr. Trammell cited especially NBC’s substitution of written contracts for gentlemen’s agreements in terms of the network’s advancement, the NBC Code of Ethics and now including duplicating AM programs on FM.

All are now accepted, he noted, adding: “When you think back, I know you’ll agree that the big decision on the legal and logical side and the self and advertiser and have operated to our advantage.”

The features of NBC’s new basic economic plan, he said, are in his opinion essential to a sound future for broadcasting and the forerunner of a pattern that will benefit radio.

The “Market Basket Plan” of advertising was outlined by Mr. Herbert, who also explained the “Advertising Attentuated Guaranteed Plan” which he had made known 10 days earlier [BTV, Nov. 19].

Mr. Herbert also presented recorded messages by Ben Duffy of BBD and Stanley Resor of J. Walter Thompson Co. lauding the Advertising-Attentuated-Guaranteed Plan.

Registration at Boca Raton

WHILE their husbands canvassed network-affiliated problems, this threesome unlimbered golf clubs. Left to right: Mrs. Harold E. Sey, vice chairwoman of WJJS-AM-FM Winston-Salem; Mrs. Corleton Smith, whose husband is NBC station relations vice president, and Mrs. Niles Trammell, wife of the NBC board chairman.

Registration at Boca Raton

Mr. & Mrs. F. L. Allman, WSVH Harrisburg, Va.; Mr. & Mrs. Campbell Arnow, WTAY Norfolk, Va.; Ray Baker, KOMO Seattle; Mr. & Mrs. David Bolle, WSGC Scranton, Pa.; Louis G. Baltimore, WERE Wilkes-Barre, Pa.; Tom Barnes, WDAY Fargo, N. D.; Paul R. Bartlett, KERO Bakersfield, Calif.; Mrs. & Mrs. Joseph Bauder, Weingarten Hotels, St. Louis; Mr. & Mrs. Donald Bolling, WKBW Buffalo, N. Y.; Mrs. Ernest Black, WBLM Boston, Ga.; Mr. & Mrs. Walter Bowry Jr., WNBG Richmond, Mr. & Mrs. Douglas Bradfield, WFBQ Binghamton, Pa.; Mr. & Mrs. George Burbach, KSD St. Louis; Mr. & Mrs. Harry C. Butler, KIST Salt Lake City, Calif.; Mrs. & Mrs. Martin B. Campbell, WFAA Dallas.

James Cunningham, WPFG TV Philadelphia; Mr. & Mrs. C. C. Clements, KSVY Mankato, Minn.; Mr. & Mrs. George Clinton, WOKV Clarkhurst, Va.; Mrs. H. Philadelphia, Mr. & Mrs. Alton Cost, KGW Portland, Ore.; Mrs. Fred Cowen, WFRN Greensboro, S. C.; J. Roy dramatic, WJBD Baton Rouge; Mr. & Mrs. Howard Dall, WKID LaCrosse, Wis.; Walter Damon, WMJ Milwaukee, Mrs. & Mr. Harel Daniel, WSAY Savannah, A. W. Dan- geham, WPCT Philadelphia; Mr. & Mrs. Aldo DeDominicis, WNBC-TV New Haven, Don Deforet, WJW Detroit, Mr. & Mrs. Lyle DeMoss, WMBF Omaha; John DeWitt Jr., WSM Nashville, Tenn.

Mr. & Mrs. Gene DeYoung, KERO Bakersfield, Calif.; Mr. & Mrs. Victor C. Diehm, WAZL Hamilton, R. D. O. Dominion, KBO, Springfield, Ill.; Mrs. & Mrs. E. V. Bax- tter, KPBC Portland, Ore.; Mrs. Ernest Black, WBLM Boston, Ga.; Mr. & Mrs. Walter Bowry Jr., WNBG Richmond, Mr. & Mrs. Douglas Bradfield, WFBQ Binghamton, Pa.; Mr. & Mrs. George Burbach, KSD St. Louis; Mr. & Mrs. Harry C. Butler, KIST Salt Lake City, Calif.; Mrs. & Mrs. Martin B. Campbell, WFAA Dallas.

Sears Roebuck Spots

SEARS-ROEBUCK & Co., through its local outlets, has planned saturat- tion campaigns for five stations, all of which will use World Broad- casting System productions, during the next three weeks. WJON St. Cloud, Minn.; WNDB Daytona Beach, Fla., and WKST New Castle, Pa., will carry Christmas shopping day jingles, while WBSR Pensacola, Fla., will broadcast Santa Claus jingles, KDOY North Platte, Neb., will carry the Christ- mas shopping bag series of 21 half-hour programs.

Mr. & Mrs. Michael Genze, KRTW Rochester, Minn.; Earle G. Greer, WSGC Charlotte, N. C.; Mr. & Mrs. Philip H. Grinnell, KNOR Utica, N. Y.; Mr. & Mrs. Clarence Graham, WHIZ Zanesville, Ohio; Mr. & Mrs. John Graham, WHIZ Zanesville, Ohio; Tru- man Green, WPLA Tampa, Fla.; Mr. & Mrs. Milton Greensbaum, WSAM Schaumburg, Mr. & Mrs. George E. Griffith, WGBH Providence; Mr. & Mrs. Harold Gross, WOR New York.

Mr. & Mrs. Robert Guile, WGAL Lancaster, Pa.; Allen Haid, WSPD To- ledto, Payson Hall, WOW Omaha; C. F. Hamann, WIBC Birmingham, Charles E. Hamilton, KFI Los Angeles; Mrs. Flossie S. Hannah, WBRV; R. B. Hannah, WGY Schenectady; Vernon Hannon, KCRA Sacramento; Thomas Harke, Fort Industry Co.; Mr. & Mrs. Jack Harris, KPRC Houston; George H. Harri- er, WFLA Tampa; Mr. & Mrs. William X. Harsh, WMAQ Chicago; Mr. & Mrs. Carl Raymond, Yakima, Wash.; Mr. & Mrs. Eugene D. Hill, WOZ Orlando.

Cites Radio’s Uniqueness

He said: “There are certain things radio does better than any other medium. It moves faster, it gets there quick, it covers the news with the news bulletin or flash accurately, quickly, and easily. It brings the government’s message of information with un- paralleled speed and facility. It presents the present news at all times. It uses the eye of imagina- tion in the ancient art of story-telling with felicity and grace.”

A journalist must learn to share the home with TV, but that “no single medium can ever completely hold the interest of everybody, whether it be TV, radio, the press, or the magazine. And it is the aggres- sive future will be secure with the aggressive programming we intend to continue and expand.”

Market Basket offers three shows to three advertisers, each of which pays time and talent costs for one- thousand dollar shows. The programs are Man Called X, on Thursdays; the second half of Seven Directors Playhouse on Fridays, and My Secret Story on Saturday mornings.

Local Promotion

Under the plan, NBC will program each show for 28 minutes 40 seconds, and in this time each advertiser will have one-minute’s worth of commercial a la the “Tandom Plan.” Then 60 seconds will be de- voted locally, if the plan is accepted, to announcement of the local store which handles the products mentioned on the show, etc.

The local store in these cases, it is envisioned, will be super-mar- ket (which means any store that will handle 38% of the sale and distribution of package grocery prod- ucts) in their local announcements. Officials said the local stores will have to agree that they will not advertise other nationally ad- vertised products that might logic- ally be boosted on a network basis via Market Basket.

Overall, Mr. Herbert said, Mar- ket Basket will enable network sta- tions and advertiser together to “bring the selling of grocery products the tremendous force and economical advantage of radio advertising.”

In the field of radio generally, Mr. Herbert said, NBC already has begun to feel “more inquiries” for “a better appreciation of radio’s flextibility and economy.”

Contributors to this feeling, he said, were rising newspaper and TV advertising costs more articular and unified stands by ra- dio itself and aggressive selling by the NBC network.

World Basketball was seen by Charles C. Barry, NBC vice presi- dent in charge of radio programs, as the key to keeping radio where it is. Radio’s future, he said, lies “in the resurgence of talent and properties and employ- ment of star names in low-cost packages.”

BROADCASTING • Telecasting

Page 34 • December 3, 1951
THE FORT INDUSTRY CO.
announces the appointment of

ROBERT C. WOOD
as Midwest National Sales Manager

MIDWEST NATIONAL SALES HEADQUARTERS:
230 NORTH MICHIGAN
FRANKLIN 2-6498

THE FORT INDUSTRY COMPANY
WSPD, Toledo, O. • WWVA, Wheeling, W. Va. • WMMN, Fairmont, W. Va. • WAGA, Atlanta, Ga.
WGBS, Miami, Fla. • WJBK, Detroit, Mich. • WSAI, Cincinnati, O.
WSPD-TV, Toledo, O. • WJBK-TV, Detroit, Mich. • WAGA-TV, Atlanta, Ga. • KEYL-TV, San Antonio, Tex.

NATIONAL SALES HEADQUARTERS:
488 Madison Ave., New York 22, ELdorado 5-2455 • 230 N. Michigan Ave., Chicago 1, FRanklin 2-6498
Never before has an advertising medium guaranteed that your message would receive attention... until now.

For decades, advertisers have bought media on the basis of the number of times that an advertisement might be read (or heard)... not the number of times that it would be.

Publications offer "guaranteed circulation"... but no guarantee of the attention that will be given to your ad.

Today, NBC Radio invites your participation in a plan which guarantees that your advertisement will be heard in American homes 5,300,000 times each week at the low, low cost of $2.75 per thousand.

*Based on Nielsen Radio Index... a measurement of the specific minute your advertisement is on the air.
Significantly, this announcement is made as NBC begins its second quarter-century of leadership in the industry.

There is no if, and, or but about this plan. The Nielsen Audit Bureau,* a division of the A. C. Nielsen Company, will audit and certify the number of times your commercial is heard each week.

If, according to Nielsen's audit, your commercial is heard less than an average of 5,300,000 times weekly, you get a pro-rata refund at the end of 13 weeks. Delivered messages in excess of 5,300,000 are bonus.

The "guaranteed circulation" of the nation's biggest weekly magazine is 5,200,000 and the cost to you for just the "opportunity" to get attention in this magazine is $3.48 per thousand for a black-and-white page. You pay $3.48 for 1000 chances to have your ad read. Compare this with NBC Radio's $2.75 guarantee that your ad will be heard.

Three leading network programs are yours to sponsor in this plan. Your cost of sponsoring all three jointly with two other advertisers is only $14,600 per week, including time and talent. You get a one-minute commercial plus opening and closing "billboards" in each show.

Only three advertisers can participate at this time . . . the first three that sign.

NBC
radio network
Where people sell better than paper
a service of Radio Corporation of America

December 3, 1951 • Page 37
Political Time
(Continued from page 22)

315 of the Communications Act forbids political censorship. This vote was 236-191. The Senate, 72-45. 

Several weeks ago the Commission made clear that when Section 315 was referred to a "legally qualified candidate for any public office," it meant a candidate who could be voted for [B&T, Nov. 19]. The Commission had decided in a letter to Arnold Peterson, national secretary of the Socialist Labor Party, who had complained that WHBC Canton, Ohio, refused to permit his candidate the air in the 1950 election. The Commission stated that the Socialist Labor candidate was not on the ballot and that if his name was written in, the ballot would be invalidated, he was not a "legally qualified candidate."

Generally speaking, the FCC's latest ruling on political broadcasts still leaves the broadcaster in a quandary. If he permits a candidate to speak over his station, he must not only permit all other candidates the same privilege under the same conditions, but he cannot censor any of them. He can, if he wants to, forbid all candidates the use of his station—but he is never more in the best position of handling the problem. Just how far to go and still meet his "public service responsibilities" is as much belied as it was before. [See "How To Stay Out of Jail," B&T, Nov. 19].

City Dwellers
(Continued from page 32)

The following are the last names of the advertisers that are known to be members of the Chicago Ad Club:

123 Paramount, Texas
124 McKittrick, Mo.
125 Crimson, Ohio
126 Westmore, Calif.
127 Wingfield, N. C.
128 Broadway, N. Y.
129 Illinois, Iowa.
130 Illinois City, Iowa.
131 Springfield, Ill.
132 Augusta, Ga.
133 Peoria, III.
134 Wichita, Kans.
135 Laramie, Wyo.
136 Waterloo, Iowa.
137 Des Moines, Iowa.
138 New York, N. Y.
139 Round Rock, Texas
140 Cedar Rapids, Iowa.
141 Ames, Iowa
142 Racine, Wis.
143 Linclon, Pa.
144 Columbus, Ohio.
145 Pueblo, Colo.
146 Oklahoma, Okla.
147 Raleigh, N. C.
148 St. Paul, Minn.
149 Detroit, Mich.
150 Springfield, Ill.
151 Dallas, Texas
152 Austin, Texas
153 Milwaukee, Wis.
154 Columbus, Ohio.
155 Minneapolis, Minn.
156 Nashville, Tenn.
157 St. Louis, Mo.
158 Chicago, Ill.
159 Detroit, Mich.
160 Cleveland, Ohio.
161 Denver, Colo.
162 Los Angeles, Calif.
163 San Francisco, Calif.
164 Seattle, Wash.
165 Portland, Ore.
166 Oklahoma City, Okla.
167 Kansas City, Mo.
168 St. Louis, Mo.
169 Chicago, Ill.
170 Minneapolis, Minn.
171 St. Paul, Minn.
172 Detroit, Mich.
173 New York, N. Y.
174 Los Angeles, Calif.
175 San Francisco, Calif.
176 Seattle, Wash.
177 Portland, Ore.

Carol E. Smith, Ad. 56-066

ALL-CHICAGO finals of "I Speak for Democracy" contest were conducted in studios of WLS Chicago, which acted as host to contestants, and the sponsor, the Chicago Junior Chamber of Commerce and Industry. The Illinois winner will compete in the national Voice of Democracy contest.

CHRISTMAS P.I.s

Deals Underway Again

Upcoming

Dec. 3: Tennessee Assn. of Broadcast- ers, Tuba Dinner Meeting, Nashville.
Dec. 4-6: School Broadcast Conference, 15th annual meeting, Hotel Sherman, Chicago.
Dec. 6: NABRT Board of Directors, Washington.
Dec. 7-8: Television Authority Convention, Park Sheraton Hotel, New York.
Dec. 10: Columbia Affiliates Advisory Board meeting, Districts 4, 5, and 6, Hotel Statler, New York.
Dec. 13: Columbia Affiliates Advisory Board meeting, Muehle- bach Hotel, Kansas City.

Jan. 8: Second session of the 82d Cong- ress of the U.S. begins.

Defense Drill
NEW YORK City broadcasters gave full cooperation to the city's civil defense organization during the city-wide air raid drill last Wed- nesday morning. Alerted at 10:33 a.m. by a series of beeps sent over a special line to all the city's radio and TV stations from WNYC, municipally owned station, they went into action. They turned their regular programs for the ten-minute duration of the drill, substituting a special broadcast including address by Mayor Vincent R. Impellitteri.

"CHRISTMAS is just around the corner," the Hollywood firm of Pet-erson, Schafer & Bank Agency Inc., wants a vast number of listeners to be ale.

And if they'll dish up one little dollar, a radio station's coffers will be richer by 25 cents, under terms of an offer by an agency.

All stations need for this P.I. fortune is run a terse 650-word announce- ment about an "introductory offer" of Hollywood Records. The listener is promised a set of records containing eight Christmas carols sung by the Hollywood Choraliers and the Cheerleaders.

"Ordinarily you'd expect to pay as much as four dollars for a set, but this one offer explains well up front in the terse 650-word an- nouncement.

Then there's this unique bonus: "Pack them away with your Christ- mas trimmings each year and the listener will be able to listen to them again and again for a lifetime." For lovers of unique offers, Lewin, Williams & Saylor, New York, has a plan that brought varied reactions from Jerome Sill, general manager of WMIL Mil- waukee.

Under this plan, Telegift Inc. has teamed up with Western Union and about a hundred department stores to send gifts by wire. Tele- gift Inc. found in a test campaign placed with Western Union, that "radio outpulled newspapers by a wide margin."

Telegift Inc., according to the agency's letter, has authorized it to use the slogan "75% of the retail price of each sale produced by the station."

In writing WMIL, the agency's executive of "Our color" reported Sidney Matthew Weiss, said in the second paragraph, "we have neither sought nor would we handle the type of account that paid for its advertising on a P.I. basis."

Mr. Sill found "several things wrong" with the letter. In "the first place," he wrote, "a radio station is not in the business of financing clients, which is about what your deal adds up to. In the second place, as far as we are concerned, we do not accept P.I. deals, and if you ask your station about running these spots in open time, it would have to be a pretty sorry radio station that had open time at this time of the year."

Curtis O. Liles of WMSL Sylla- cauga, Ala., had some pointed ob- servations on a proposal of Walker Saussey Adv., New Orleans. He said the agency in this vein: "Have you stopped to consider the fact that if I showed my present advertisers and any advertiser who has been on my station within the last 18 months (the last schedule placed with us by your agency was over 18 months ago) the courtesy you request, it would be necessary for me to broadcast 18 hours on Christmas Day and that would be quite impossible since I operate a daytime station."

NEW subscriber to services of the B. C. Bureau is WIRE Indianapolis. All five Indiana- polis stations are now members of the group.

NIBC's TV Future
(Continued from page 27)

that NBC-TV plans both to acquire more box-office personalities and to develop new talent as stars of the future.

"NBC-TV from the start has bought the best," he said, noting that this search has extended to new talent and to established name stars.

"In order to attract this vast array of top marque talent we have done more than just offer money," Mr. Sarnoff declared. "We have developed vehicles and formul- a that make it possible for the artists to perform to their best advantage."

Turning to color, Mr. Heffernan, NBC Financial Vice President Joseph V. Heffernan let it be known that the RCA-NBC drive for a compati- ble system "is by no means over."

Current tests in New York and Washington, he said, have demonstr- ated the soundness of the compati- ble scheme and have elicited favorable comment as to "the high quality of the color sound, the flesh tones, and the quality of outdoor pickups in all kinds of weather without artificial light- ing."

He said that when RCA adver- tised in New York newspapers ask- ing the public to judge the compati- bility of the RCA color sys- tem, the response was "striking." He reported that "thousands and thousands of postcards were received saying that the picture the public saw on their own sets from our color signal was as good or better than the pictures they ordi-

narily saw from standard black- and-white transmission."

Mr. Heffernan continued: "We have had our arduous period of experimentation, but we have had our accomplishments, too. I was very fortunate in having my wife in these accomplishments. The RCA compatible color television system itself is the outstanding one. And the RCA tri-color tube is its way to go."

But most of all I am proud of the courage our people have displayed in the color fight."

Mr. Heffernan voiced confidence that "color will attract new adver- tisers whose products cannot now be fully appreciated in black-and-white" and that "present sponsors will welcome the fresh original appeal that color will offer."

Meanwhile, NBC-TV's plans for opening up additional morning hours for black-and-white programming were announced to the af- filiates by Frederic W. Wilke Jr., vice president in charge of televi- sion production.

He said the new morning sched- ule will be as follows: Monday through Thursday, Jan. 7-9: 10:10-10:30 a.m., Mel Martin Show from WLWT (TV) Cincinnati; 10:30-11:30 a.m., film drama with new cast and personality, as host; 11:30-11:45 a.m., Dana Willcock and Cliff Arquette from Hollywood; 11:45-12 noon, Richard Harkness newscast from Washington; 12 noon-1 p.m., film drama; 1 p.m.-5:30 p.m., newscast, quizzes, and sales programs. The news- cast will be produced in New York, Philadelphia, and Chicago.

This schedule is in addition to the recently announced new 2½- hour morning schedule.

Mr. Sill found "several things wrong" with the letter. In "the first place," he wrote, "a radio station is not in the business of financing clients, which is about what your deal adds up to. In the second place, as far as we are concerned, we do not accept P.I. deals, and if you ask your station about running these spots in open time, it would have to be a pretty sorry radio station that had open time at this time of the year."
You're too smart...

... to pay $3,000 for a 1914 automobile. Yet once upon a time some models did cost that much ... and they were worth it — then!

Radio time buying, too, is a new science today — at least in Milwaukee. Rates have changed and audiences, too. Be sure you are getting a modern value in the Milwaukee market. Buy WEMP!

For $50, $75, $100, $150 or more you can buy
2 times the audience of Network Station #1
2½ times the audience of Network Station #2

<table>
<thead>
<tr>
<th>NUMBER</th>
<th>COST PER WEEK</th>
<th>TOT.WEEKLY HOOPER</th>
</tr>
</thead>
<tbody>
<tr>
<td>WEMP 14 100-Word Spots</td>
<td>$108.00</td>
<td>57.3</td>
</tr>
<tr>
<td>Net Station #1 5 100-Word Spots</td>
<td>$122.50</td>
<td>33.0</td>
</tr>
<tr>
<td>Net Station #2 5 100-Word Spots</td>
<td>$116.20</td>
<td>24.0</td>
</tr>
</tbody>
</table>

Join other shrewd national advertisers using high-rated, low cost saturation schedules on one of the nation’s strongest independent stations!

*Based on best rated periods, 8:00 a.m. to 6:00 p.m., according to Oct.-Feb., 1951, Hooper Comprehensive.

WEMP
1340 ON YOUR DIAL
WEMP-FM
CHANNEL 231

24 HOURS OF MUSIC, NEWS AND SPORTS
LEE ESTATE

TWO DOCUMENTS designed to block distribution of Thomas S. Lee's $12,500,000 estate until full investigation determines whether a 1945 will exists [B*T, Nov. 19], is on file in Los Angeles Superior Court.

They were filed Nov. 20 in behalf that he, along with several other persons, were mentioned as heirs in the missing will.

Mr. Craig was identified as a Honolulu automobile distributor and friend for many years of Thomas Lee and his late father, Don Lee, founder of the broadcast-and automobile distributing fortune. Mr. Craig made a futile attempt Nov. 16 in Superior Judge Newcomb Condee's court to block distribution of the estate, which was left to R. Dwight Merril, 82-year-old lumberman, and uncle-by-marriage of Mr. Lee in a 26-word will dated Dec. 6, 1934, "to divide as he sees fit."

Mr. Merril was in court to receive permission to distribute the estate in accordance with wishes of Mr. Lee (B*T, Nov. 26). Taking nothing for himself, Mr. Merril, received court sanction to give half of the estate in equal shares to 10 relatives of his late nephew and the other half in equal shares to his own five grandchildren.

Craig Again Files 'New Will' Plea

Mr. Craig assured the court, Mr. Craig was named California Bank's trust department as executor. No mention was made in the 1945 will, Craig assured the court, of Mr. Merril or Mrs. Nora Tate, maternal aunt of Mr. Lee.

Legal move to halt distribution of the estate was made by Mr. Craig through his attorney, John E. Prater, who appeared in court for the first time Nov. 16. Mr. Prater said that in event existence of a later will can be shown, petition will be filed for its admission to probate.

When Mr. Craig, through his attorney Nov. 16, requested more time to search for the missing will, Judge Condee held that sufficient time had already been accorded anyone wishing to take such action. He rejected Mr. Craig's "eleventh hour" plea.

Drops 20-Yr. Show

"Carnation Contested Hour"

In an "realignment" of its advertising budget, the Carnation Co., Los Angeles (Carnation Evaporated Milk), last week cancelled its 20-year-old CBS Carnation Contested Hour, effective Dec. 30. The Sunday half-hour musical program represented an average cost of approximately $15,000 weekly by the firm.

According to a spokesman for the Carnation agency, Erwin, Wisey Co., Los Angeles, no definite plans have been set for the channelling of these funds, although it is thought that a good portion of it will go into television. The firm currently sponsors the CBS Burns and Allen show on alternate weeks on behalf of its evaporated milk.

NEW TEX. GROUP

TeePee' Stations Formed

FORMATION of a new three-station "sales package" in West Texas was announced last week by James E. Stanton, general manager of KFDL Floydada.

In addition to KFDL, the group will include KPNX Hereford and KVMC Colorado City. The trio will be known as the Texas Plains (TeePee) Stations.

The TeePee sales card will be in the form of a tepee and will carry market statistics on the 42 counties that lie within the primary signal range of one or more of the three stations.

TeePee rates will be about 20% lower than the sum of the individual rates of the three stations and all "away" media, current rates, performance affidavits, billing and traffic on spot schedules will be handled through the KFDL office, P. O. Box 855, Floydada, Tex.

Birds of all kinds are sold in New York City, will handle national sales promotion.

Principal owners of the TeePee stations are Marshall Romby, of KPAN and KFDL, and Eldon Mahon, of KVMC. Station managers are Clint Formby, KPAN; Len Sucher, KFDL, and Walter Grubbs, KVMC.

Trade Rules

TRADE practice rules governing radio and other media representations in the cosmetic and toilet preparations industry were issued by the Federal Trade Commission last week. The new rules would make it an "unfair trade practice to use... any false, untrue or deceptive statement, representation, guarantee, warranty, testimonial, or endorsement, by way of advertising (through radio or any medium)" which would mislead purchasers.

YULE PROJECT

WRUN Makes Tapes for GIs

TAPE recordings for Christmas will be sent to 40 Korean servicemen of the Mohawk Valley area under a drive set in motion by WRUN Utica-Rome, N. Y.

Parents of the GIs are being asked to make donations to the drive at WRUN studios in time for shipment to Korea. Civic leaders also are encouraged to participate. Two blank tapes will accompany each tape—one for personal messages from servicemen to loved ones, the other for public presentation.

The idea was pressed into action after appeals for collection of toys to be distributed to Korean children at Christmas time. A captain in Korea made the request, which was given wide display in Rome and syracuse.

WRUN hopes to launch a long-range tape plan covering all men in Korea if successful.

STEPHAN RAISED

To A & R Partnership

MOLTON J. STEPHAN, radio and television director of Allen & Reynolds, Omaha, has been made a member of the advertising agency upon retirement of Karl H. Allen, it was announced last week.

Mr. Stephan joined A & R in 1945 from KBOO Omaha where he was continuity director. In the new partnership, he continues in charge of all the agency's radio and television.

Original and senior partners in the agency are Milton H. Reynolds and Karl M. Joens. Additional executives named as partners were Robert H. Reynolds, Quintin H. Moore and Helen Moeller. The firm continues under its present name.

Mr. Stephan, a senior partner, returned after having been with the agency he founded since 1931.

KSL REVAMPS

Halliday, Murdoch Named

IN AN expansion of Radio Service Corp. of Utah (KSL-AM-TV Salt Lake City), the posts of top executives have been realigned, according to Ivan Sharp, executive vice president, and C. Richard Evans, vice president.

 Eugene M. Halliday, KSL-TV sales manager, has been named manager of KSL-FM and KSL-TV. Murdoch, director of TV operations, has been appointed manager of KSL-TV.

Frank B. McLatchy, KSL's sales manager, has been made manager of a regional network now under formation by Radio Service, it was announced. Melvin B. Wright was named merchandising director for the network. He is also merchandising director of KSL.

In other changes, Joseph A. Kjar was named program director of KSL; Curtis C. Neilson, chief engineer, and Alfred H. Neer, assistant, were appointed sales manager. Former posts held were assistant program director, assistant chief engineer and account executive, respectively.

Further Promotions

At KSL-TV, Edward B. (Ted) Kinhill, program director of the AM operation, and Scott R. Clawson, director of TV film services, were appointed sales manager and production director, respectively.

Unchanged are the posts of Paul S. Dutton, circulation's comptroller; Wayne Kern, program manager of KSL, and Elvon W. Orme, the regional network's farm director.
36 MILLION TONS THIS YEAR VS. 3 MILLION TONS LAST YEAR.

Overseas exports of U. S. coal, principally to Europe, exceeded 24 million net tons for the first 9 months this year, and are continuing to climb. In September, overseas coal loadings passed the 4-million-ton mark. The total for the year is now expected to reach 36 million net tons exported to destinations overseas. Last year, exports overseas of U. S. coal amounted to less than 3 million tons. The enormous difference bespeaks the coal deficiencies in the Atlantic Pact countries, which the United States is being called upon to make up.

TVA'S NEW ELECTRIC POWER PLANTS TO BURN COAL.

TVA is embarking upon a construction program designed to double its electric power capacity. At present only about 14 per cent of TVA power comes from steam-generating plants; the rest is water power. But of the new capacity aggregating almost 3 million kilowatt-hours which are to be added in the next 2 years, about 2 million will be steam-capacity fueled with coal. The Federal Power Commission has vetoed a gas pipeline proposal that was intended to supply natural gas as part of the fuel for TVA's huge new plant now being built at Johnsonville, Tenn. The FPC held that the coal available was ample.

STEEL CAPACITY INCREASED 17 MILLION TONS A YEAR.

Since Korea, America has increased its steel output by 17 million tons a year. Only part of this greater capacity is due to new steel mills. Much of the increased tonnage has come through manufacturing developments, including the use of better coking coal. Great advances have been made in coal preparation, and studies show that this better-prepared coal produces a coke that makes steel faster and more economically. Other coal users, such as industrial power and commercial heating plants, have also increased their efficiency and economy by using coal specifically tailored for their needs by modern preparation plants.

FIRST LIGNITE RESEARCH LABORATORY OPENED.

The nation's first lignite research laboratory was recently opened at Grand Forks, North Dakota—forecasting lignite's future as one of America's most valuable resources. As better ways of processing and utilizing lignite are found, lignite's importance will grow, both as a fuel and as a source of synthetic petroleum products and chemicals. North Dakota alone has over 300 billion tons of recoverable lignite.
It takes roots of a different kind, for the youngest tree in the grove to become the largest of all.

Mutual, largest of all radio networks for the past 12 years, owes its stature to a unique root-structure: 552 affiliated stations in 48 states—nearly twice the size of the next-largest network.

During the heavy weather of the past three years, the penetrating grip of these roots has provided Mutual clients with plus-benefits available in no other medium.

To present and prospective clients, Mutual promises an ever-greater yield from this thriving root-system. (Already, Nielsen reports more family-listening to sponsored shows on MBS, 1st 8 months of ’51 vs. ’50.)

To the individual stations that make this promise possible, Mutual pledges ever-stronger network service. (We are now adding 10 M-G-M all-star shows, full network, 6 evening hours every week, starting December, ’51.)

And to other networks lately engrossed in plans for adoption of the Mutual pattern, we offer all good wishes. (All rights reserved, however, on unmatchable combination of MBS plusses: flexibility, economy, TV-resistance, etc.)

THE 552 AFFILIATED STATIONS OF

the mutual network
FARM DIRECTORS

RADIO FARM directors last week to work a three-legged stool" in the interests of the sponsor, the agricultural and home economics colleges, and the farmer and homemaker.

Meeting in Chicago's Conrad Hilton Hotel for their sixth annual convention, the radio farm directors heard farmers, housewives, college professors, agency men, and various speakers suggest how they might best operate within the business of farm service and product selling via radio and television programs.

Some 150 of the 250 National Assn. of Radio Farm Directors members met for a two-day convention Nov. 24-25 as they visited Chicago for the International Live Stock Exposition at the Amphitheater.

Election of Officers

Sam Schneider of KYOQ Tulsa was elected president of the group, in which he was a charter member, succeeding Phil Alampi, WJZ New York. Mr. Schneider has been at KYOQ 10 years and in radio 14 years. He operates three ranches and one farm, totaling 11,000 acres, for KYOQ near Tulsa. Working with him for a year is Bob Miller of WRFD Worthington, Ohio, vice president, and Mal Hansen, WOW Omaha, secretary-treasurer. Mr. Schneider served as secretary-treasurer during the past year.

The week-end session came to a close Sunday afternoon with a panel discussion centering on the theme, "How can farm broadcasters better serve the sponsor, the college of agriculture and home economics, and the farmer and homemaker?"

The sponsor-agency panel was moderated by Larry Haas, WCCO Minneapolis, who introduced Arthur Meyerhoff, owner of the Chicago agency of the same name; Marshall Smith, director of radio promotion for Gardner Advertising, St. Louis, and James Gillie, advertising manager, Thurston Chemical Co., Joplin, Mo.

Charging that most radio people "seem to think farmers prefer hillbilly music to soulful, usable information," Mr. Meyerhoff said radio people themselves are more interested in such entertainment than in farm information because they are mainly in show business.

"Listening to entertainment is superficial, and the commercial brings the same response. I would rather settle for a smaller but more effective audience-sales-wise, combining informational talk with commercial talk rather than music with a spoken commercial!"

Radio does its best selling job when the farmer is given information he can use, Mr. Meyerhoff said, adding "it is not easy to get the idea over to the farmer, but it pays off when you do." He recommended constant repetition of a basic idea, in commercial as well as editoriai matter, claiming the best results for either come between six months and a year after the message has been introduced.

"The big people in the advertising business keep the same message, selling the same point: The amateurs want a new idea every day. An idea can't take hold with only a few exposures." He suggested farm directors "take a couple of simple informational themes and pound away," choosing data which is needed and can be used by the listener.

Selling is a part of the radio farm director's job, in the opinion of Mr. Gillie of Thurston Chemical. Asserting that many station salesmen and advertising agency representatives know little about farming or the product which sponsors a farm show, he suggested the farm directors work closely with the sales staff in the initial sales presentation and report directly to the

NEW OFFICERS of the National Assn. of Radio Farm Directors for a one-year term are (1 to r) Mal Hansen, WOW Omaha, secretary-treasurer, Sam Schneider, KYOQ Tulsa, president, and Bob Miller, WRFD Worthington, Ohio, vice president. They were elected at the annual convention in Chicago.
WORLD'S BIGGEST SQUEEZE!

If you drive a car, a truck or a bus—
You're in the middle of the world's biggest squeeze.

You know what they say . . .
"The U.S.A.'s a nation on wheels."

No argument there. Fifty million motor vehicles—all trying to get somewhere—certainly makes us a nation on wheels.

Trouble is—we're trying to roll those vehicles over main roads designed for less than half the traffic.

So, from coast to coast, you're in the middle of the world's biggest squeeze.

Millions of times a day, the wheels of our vehicles are stopped dead. Locked in the greatest traffic jam on earth.

And as it gets worse instead of better, the toll of deaths, injuries and accidents is rocketing to shocking levels.

What's the answer, then? Stop building cars, trucks and busses? Naturally not. Unless we want to halt all progress.

The answer is adequate highways to keep pace with our growth. Highways designed for today's modern vehicles.

Main roads that let us move the way we want to move—comfortably, at reasonable speeds, in safety. Main roads that give us a reasonable return on our investment.

Highways that let us get the most for the billions of dollars we put into our cars, trucks and busses.

We have the world's finest highway departments; the world's most efficient road-building industry; and we assess motor vehicles the taxes to pay for the world's most modern highway system.

If we all get together and plan for action—for highway improvement—for roads we can use—we'll get them. But it needs everybody who uses the highways.

And that's just about all of us.

It Can Be Done By Making as a National and State Project—Adequate Roads
1912 Elias I. Godofsky 1951

ELIAS I. GODOFSKY, 39, president and general manager WHLI-AM-FM Hempstead, L.I., died suddenly at his home a day after a heart attack while driving his car on Sunrise Highway, Lynbrook, Long Island. His brother Paul Godofsky, executive vice president of the station, was with him when he was stricken.

Mr. Godofsky

Mr. Godofsky was instrumental in the founding of WHLI—said to be Long Island’s first FM station—in July 1947 and has personally supervised each phase of its operation since then. His interest in community affairs and attempts to better local conditions led to several radio “editorial” campaigns in the form of documentary broadcasts, specifically geared to appeals for improvement of conditions on the Long Island Railroad.

He first entered radio in 1940, when he became general manager of WCNW, 280 w Brooklyn independent. When the station’s call letters and its location were changed to WLIB New York in 1942—power having been increased to 1 kw—Mr. Godofsky was the moving factor behind the change. He remained president and general manager of WLIB until 1944, when he sold his holdings to the New York Post. From 1944 until 1946 he remained with the station, although he had relinquished his management titles.

Born in Brooklyn, Mr. Godofsky attended St. John’s and New York U.’s. Beginning his career as reporter for Standard News Asan, he was successively a reporter for New York Journal and New York Evening Graphic, then editor and publisher of King’s County Observer-Guide. Brooklyn community weekly, where he remained until 1940.

Funeral services were held Thursday. Surviving are his wife, Mrs. Miriam Newman Godofsky of Brooklyn; two daughters, Laura and Marilyn; his brother, Paul, and his parents, Mr. and Mrs. Bennie G. Godofsky. Internment was at Wellwood Cemetery, Pine Lawn, L.I.

SET OUTPUT

Lower This Year

PRODUCTION of radio receivers in the first 10 months of 1951 totaled 10,953,201 sets, compared to 11,974,300 for the same period, according to the monthly analysis for the industry by Radio-Television Mfrs. Assn.

Output of TV sets was 4,382,724 compared to 5,878,000 for the same 10 months last year, according to RTMA, whose estimates include both member and non-member companies.

October production of radios totaled 874,723 sets compared to 1,229,900 a year ago, with TV output up to 411,867 sets compared to 389,300 a year ago.

Of radio sets produced in October, an estimated 50,065 had FM tuning facilities. Another 17,100 FM tuning circuits were included in the production of TV receivers.

Here are radio-TV production figures for the first 10 months of 1951:

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<thead>
<tr>
<th>Month</th>
<th>Trap Phones</th>
<th>1951</th>
<th>1950</th>
</tr>
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<td>Jan.</td>
<td>452,272</td>
<td>547,161</td>
<td>79,859</td>
</tr>
<tr>
<td>Feb.</td>
<td>679,319</td>
<td>764,679</td>
<td>85,752</td>
</tr>
<tr>
<td>March</td>
<td>874,634</td>
<td>908,280</td>
<td>147,037</td>
</tr>
<tr>
<td>April</td>
<td>469,157</td>
<td>619,651</td>
<td>150,494</td>
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<tr>
<td>May</td>
<td>339,132</td>
<td>581,517</td>
<td>164,171</td>
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<tr>
<td>June</td>
<td>326,547</td>
<td>346,135</td>
<td>228,454</td>
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<tr>
<td>July</td>
<td>152,371</td>
<td>184,000</td>
<td>70,538</td>
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<tr>
<td>Aug.</td>
<td>146,705</td>
<td>295,587</td>
<td>77,568</td>
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<tr>
<td>Sept.</td>
<td>337,341</td>
<td>603,055</td>
<td>103,355</td>
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<tr>
<td>Oct.</td>
<td>411,867</td>
<td>513,609</td>
<td>94,053</td>
</tr>
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Total  4,382,724 5,664,642 1,191,823 4,114,736

NAME AFA JUDGES

JUDGES for the twelfth annual club award were presented by the Advertising Federation of America, were announced Tuesday at Warner Bros. by William K. Pearsall, president of Associated Business Publications; Reginald T. Clough, publisher of Time magazine; Edward N. Mayer Jr., president of James Gray Inc.; George A. Phillips, advertising manager for Duets, Inc.; and Benjamin E. Ryan, broadcast Advertising Bureau president.

Competition for club award in advertising in education, public service and public relations for advertising closes May 6, 1952, and awards will be presented at the 48th AFA convention, to be held in New York June 8-11.

Johnson Co. Signs

S. C. JOHNSON & Co., Racine, Wis. (wax products), through Needham, Losr & Broctby, Chicago, has purchased Bright Star, radio series starring Irene Dunne and Fred MacMurray produced by the Frederic W. Ziv Co., for broadcast throughout Canada during the next 2 weeks.

No Name Calling

THERE’s only one Tallulah Bankhead and the star of NBC’s Big Show and her attorneys are determined to keep it that way. Last week they won the second of what appears to be a continuing series of battles when National Newspaper Service agreed to set against another name for the stenographer heroine of an NNS comic strip. Nearly two years ago the International Miss Bankhead’s father, who is a newspaperman, threatened a lawsuit and quelled a soap company with the teneur to put a shapoo bearing her first name. Her latest victory was made particularly sweet since she learned that the comic strip gal will henceforth be called “Jeezel,” a name of a character portrayed in the movies by Tallulah’s best hated friend, Bette Davis.
THOSE TEEN-AGE DRIVERS:

Washington, D. C. -- Don't scoff at teen-aged drivers until you take a look in your back yard. Maybe you're one of the millions who own teen-aged or near-teen-aged automobiles. Today more than 18 million cars are nine years or more old -- and more than nine million are 12 years old or older. Mature enough, certainly, to need replacement or good care -- dealer care.

And Those Taxes. That new car you're planning to buy actually hasn't gone up as much as you might think. It may shock you to know that 29¢ of every dollar you'll spend goes to taxes...Federal, State and local.

Want a Trip to the Moon? Let the rocket experts dream about space travel. You've had it. In one year, Americans put 316 billion miles on the speedometers of the nation's cars -- an average of 9,340 miles a year. That would equal a trip to the moon for every passenger car in the city of Los Angeles.

Or Just Staying at Home. You can roll up a lot of milage just staying inside most city limits, as a matter of fact. The average car in a metropolitan area has 41,000 miles on its speedometer, and 67% of that total went into trips for shopping and making a living -- not pleasure driving. It's a big world and cars are essential in it.

For a Spry Old Age. Actually, a car with that kind of mileage is old, even though nominally teen-aged. And it's due to the skills of the new car dealer's factory-trained mechanics that these cars are still running. More than half of all American car owners prefer to take their cars to "their new car dealers" for maintenance and repair, according to a recent study.

Without Social Security. Mature cars go into the essential supply lines of the used car market, but the really old ones have no graceful old age. Three million were actually junked last year, a record high, 58% above pre-war levels. That means more people are driving cars that are in their prime and, better still, it means more driving security.
CLOSEUP of WJR Detroit’s stag football party for over 150 advertisers and clients [B*T, Nov. 26] finds this congenial group. L to r: Seated, Lee Marshall, Continental Baking Co.; Edgar P. Small, Ted Bates & Co.; Leonard V. Colson, Mennen Co.; Frank Coulter Jr., Young & Rubicam; standing, Worth Kramer, vice president and general manager, WJR; Edward Petry, president, Petry & Co.; John F. Pott, president of Goodwill Stations; Gordon Grey, Goodwill’s vice president in charge of the eastern sales office. Feted were friends in radio and advertising field developed during station’s 25 years in radio.

WMGM-LIBERTY
Affiliation Seen Near

NEGOTIATIONS between Liberty Broadcasting System and WMGM New York aimed at an affiliation of the Metro-Goldwyn-Mayer radio station as the New York outlet of Liberty were in progress last week, with an agreement anticipated before the end of this week.

Neither James Foster, executive vice-president of Liberty, who is handling negotiations for the network, nor Bertram Lebhar Jr., director of WMGM, who is representing the station, would comment last week on details of the proposed affiliation contract. It was learned, however, that discussions to date have dealt with the networking of certain WMGM programs by Liberty to its other affiliated stations as well as for WMGM’s broadcasting of Liberty programs in New York.

Recent contract between Metro-Goldwyn-Mayer and MBS for the broadcast of a block of 10 nighttime programs on that network would have no bearing on the affiliation of the movie company’s New York radio station with Liberty or any other network, an MBS executive said. The MBS-MGM deal, he stated, is exclusively concerned with the 10 programs the network has secured from the motion picture company and does not touch on the possible networking of programs on other networks.

One potential stumbling block to WMGM’s affiliation with Liberty—a change in classification of the station by the New York Local (802) of the American Federation of Musicians, with a consequent rise in the rate of pay for the station’s 12 staff musicians—was removed when the union agreed to allow WMGM to retain its class B status on condition that its staff musicians be paid the class A rate for any musical commercials programs fed by WMGM to LBS.

AFRA VS. KCBQ
NLRB Probe Continues

LOCAL NLRB investigation into unfair labor practices charges which were filed against KCBQ San Francisco by AFRA Local 125 continues with no decision yet handed down. The union filed charges last month [B*T, Nov. 12] asserting that KCBQ management, including station manager and AFRA president, Edward Salik, had violated the air union shop clause.

Furthermore, the union charged Mr. Salik told staff announcers at a meeting to insist on May 15, 1964, as date for the length of the newly-negotiated contract, implying unfavorable consequences might result if his wishes were not complied with.

The union originally had asked for an October 1964 duration date. A Jan. 31, 1964, date was later agreed on by the four San Diego network stations, including KCBQ. This agreement reportedly preceded Mr. Salik’s alleged unfair practices.

Union charges were turned over to the local NLRB hearing officer for investigation.

CBS Grid Rights

CBS has acquired exclusive radio and television rights to the Senior Bowl football games for three years. First Senior Bowl broadcast from Mobile, Ala., with lack of video transmission facilities from Mobile preventing a telecast of this game. Players in these annual contests are graduating members of senior classes throughout the country who are no longer eligible for intercollegiate football.

Ray of Sunshine

EDITOR:
I want to thank you for bringing a lot of cheer to a great guy many miles away in the northern part of England on the coast of the North Sea. I received a letter from Stan Jr., the junior member of our firm, in which he . . . said:

"You have no idea, Dad, what a lift this magazine gives me; and it actually keeps me up-to-date on what’s happening in the radio world so that I don’t go stale until I can get back in the harness again after I have completed my hitch in the Air Force."

Stanley G. Boynton
Stanley G. Boynton Adv.
Birmingham, Mich.

* * *

Fellows Has a Friend

EDITOR:
The fantasy by Mr. Harold Fellows [B*T, Nov. 12] was one of the finest pieces I have seen this year. I am sending the page to the editor of Torch, the Milwaukee Ad Club magazine. Along with my suggestion that it be reprinted in your paper, I’m suggesting that copies be made available by the Milwaukee Ad Club for mailing to all advertisers in the Wisconsin area.

Perhaps Broadcasting * Telecasting would like to suggest the same thing for other advertising agencies across the country.

H. Ellis Simon
The Saxon Agency
Milwaukee

[EDITOR’S NOTE: Mr. Fellows’ fantasy was reprinted previously in September.]

* * *

Don’t Stop Now

EDITOR:
Congratulations to Bruce Anderson on his article, “The Writer’s Lament” [B*T, Nov. 12]. It makes such sense and should be read by every manager of every station. And, Mr. Editor, don’t stop with one article on this subject. Advertising is salesmanship, but too few know it.

Edgar Kobak
New York

Pity the Announcer

EDITOR:
This letter is in regard to “The Writer’s Lament” of November 2 issue. The position of copy writer is by no means the only one in radio with disadvantages in both pay and working conditions. Take a look at the man the public blames it all on. Regardless of why the copy is bad, the announcer, generally, is the sitting duck. The public doesn’t say, “His copy writer isn’t any good.” . . . The public says, “He stinks.” . . .

If the announcer takes the library of changing the copy so it makes sense (if it doesn’t make sense to him, sure as heck isn’t going to make sense to someone else) or so that it is deliverable (spoken word vs. written word), then there are repercussions riling those on Frenchman’s Flat . . .

However, a person’s value to an organization is not enhanced when he (or she) looks at his (her) fellow employees and says, “Everybody gets gravy but me; I’m overworked, underpaid and unappreciated.” If this is true, which is very unlikely, there is usually a very good reason why, and the reason probably lies nestled in that person’s own outlook.

Dan McFadden
Assistant Program Director
KGAK Gallup, N. M.

* * *

Recommended Reading

EDITOR:
We here in the [FCC] library have depended on Broadcasting and Telecasting (in the many years) not only for its accuracy but for choice of materials and real sparkle . . .

Ruth Bredekamp
(At) Los, Va.

[EDITOR’S NOTE: Miss Bredekamp, legislative assistant in the FCC library, retired after 17 years with the Commission.]

* * *

Objection Overruled

EDITOR:
In your recent article which appeared in the Nov. 19 issue of Broadcasting * Telecasting entitled “How to Stay Out of Jail,” you make the following statement, to wit:

“A worse, and probably less predictable, fate awaits the broadcaster who, in conforming to federal law, puts a political candidate’s libelous speech on the air and is sued in a state or local court. In such courts federal laws do not apply.” . . .

It [has] been my impression that state and local laws were subordinate to federal statutes which contradicted or abrogated state and that, although a state court might have jurisdiction over a case under the laws of libel or slander, it must, nevertheless, take cognizance of and interpret, if

(Continued on page 98)

BROADCASTING * Telecasting
Jimmy said

two billion prayers

"'God bless everybody!' he said ... short and sweet.

"Then I kissed him goodnight, tucked him in, put out the light and went downstairs.

"That was a big order! Two billion people on this earth ... and Jimmy was praying for them all!

"Now ... if you were going to have that many people blessed, what one big blessing would you wish for them all?

"Freedom! What finer thing than Freedom for all the peoples of the world? Why, anybody who knows what our Freedom really means would give his eyeteeth to be an American citizen. Let's see why:

"Here we have freedom of religion. Our newspapers can say anything they want and so can we, short of libel, slander or sedition. Our kids are taught Freedom from kindergarten up. Here we have a free choice of places to live in, businesses to go into or jobs to work at, like mine at Republic (you ought to see the steel we're producing down at the plant!)

"Come voting time, nobody sees us mark our ballots ... nor can he know whom we vote for. And we can squawk our heads off in town meetings or write what we think to our Congressmen ... and nobody puts us in jail for it.

"As long as we don't step on the other fellow's Freedom, we Americans are the freest people in the world. But there are plenty of people trying to rob us of those Freedoms and run things their way. Outside enemies ... but we have plenty inside, too. They sneak into our schools, businesses, unions, social clubs ... everywhere!

"Let's keep an eye on those who attack our Freedoms ... while Jimmy prays for the other two billion whose greatest blessing would be the Freedoms we already have!"

REPUBLIC STEEL

Republic Building, Cleveland 1, Ohio

LIKE GOLD, SCRAP IS WHERE YOU FIND IT! And there's scarcely an industry, business or storage yard that cannot yield a rich load of Scrap Iron. Do you know that it takes 100 tons of Scrap Iron to produce 200 tons of new steel? Of course, you know how badly America needs that new steel today. For Defense. For Construction. For Production. And for Civilian needs. Prospect around your place for all the discarded, broken, worn or obsolete equipment, tools and machines today. And sell it to your local 'junk' dealer for Scrap tomorrow!

* * *

This message is one of a series appearing in national magazines and in newspapers in communities where Republic mills, mines and offices are located. For a full color reprint, or permission to broadcast or telecast, write Dept. M, Republic Steel, Cleveland 1, Ohio.
DALLAS PROPOSAL
AM Grant Recommended

INITIAL DECISION proposing grant of application for an AM outlet in Dallas, Tex., to Lakewood Broadcasting Co. for 1480 kc, 1 kw day, 500 w night, was issued by FCC Hearing Examiner Fanney N. Livotin last week.

Examiner found that benefits to the public outweighed "unsubstantial deviations from the engineering standards" with reference to minimum field intensity for 5 to 10 mv/m over all residential sections of the city. The proposed station falls slightly short of FCC standard in this instance, but meets all other requirements, the examiner found.

Question of interference to any foreign stations protected under terms of the North American Regional Broadcasting Agreement was resolved in favor of the proposed station when the applicant amended application to change directional antenna pattern to avoid conflict with XEAR Monterrey, Mexico.

Partners in Lakewood Broadcasting Co. are Eldridge C. Harrell and Delbert Davison, Dallas businessmen.

BLOOD DONATIONS

Korean Needs Stir Station Action

TO AID replenishment of blood supplies in Korea, stations have continued their concentrated efforts. In addition to those individual station accounts previously reported [B&T, Nov. 26], still more reports came in last week.

Pledges totaling 1,559 pints of blood for servicemen fighting in Korea were received within 46 minutes after KING Seattle Disc Jockey Gil Henry made a plea for "a gift of life" on his regular afternoon program, KING's Open House. In a dramatic episode on a KING-TV show, March On, a Marine private who had received blood in Korea after being wounded made a donation. This program was presented over KING-TV by the Armed Forces Public Information Office for the Pacific Northwest Area.

Plea over KOOK Billings, Mont., in cooperation with the CBS Radio Network nation-wide campaign, evoked more than 7,000 pledges, involving one-sixth of the city's 43,000 residents.

In addition to the CBS all-day marathon Nov. 18, KMOX St. Louis produced its own jamboree on behalf of the Red Cross. Blood drive More than 2,000 pints of blood were pledged.

Staff Donors

Staff members of WAAM (TV) Baltimore gave blood on the Nov. 20 edition of the John Hopkens Science Review which dealt with the topic, "The Blood Bank Pays Dividends."

During a WMT Cedar Rapids promotion of the blood campaign, Newman Bill Roberts played a tape recording of his own donation. Cleveland stations WEWS (TV) and WXEL (TV) combined services last week to spur donations for the Cleveland Regional Blood Bank drive. The two stations presented a TV project in which "Mr. Average Cleveland" made appeals to fellow citizens. Stations reported that the non-professional appeal was effective. Stations also produced a new sequence of spots which each outlet aired.

A. EARL CULLUM SR.
Consulting Engineer Dies
A. EARL CULLUM, Sr., 65, Dallas consulting radio engineer, died Nov. 21 after a six-month illness. Mr. Cullum had been the consulting engineering business with his son, A. Earl Cullum Jr., for fifteen years.

He was born in Weatherford, Tex. Mr. Cullum Sr. in 1936 left the Texas highway department to join his son in a consulting engineering company as the business partner.

Mr. Cullum is survived by his wife; a daughter, Mrs. C. E. Reed, and his son. Mr. Cullum Jr. has interest in KYEY Oklahoma City, Okla., KCMC Texarkana, Tex., and KFDM Beaumont, Tex.

DUPONT DENIED
On Stock Purchase in CHLP
On GROUNDS that he already owned one broadcasting station in the Montreal area, Arthur Dupont, CJAD Montreal, was denied purchase of 52 ½% common shares of CHLP Montreal at the Nov. 23 meeting of the board of governors of the Canadian Broadcasting Corp. at Ottawa. The board ruled that "such extension of multiple ownership is not in the interest of broadcasting or the public."

While the CBC board ruled favorably on share transfers of 10 other stations, it denied the request of CPCFA-FM Kitchener to temporarily discontinue broadcasting and retain its license. In the case of CHLM Three Rivers, the CBC board ruled favorably on a change in ownership from Hon. Jacob Nicol to Honore Dansereau stating "that this transaction represents a reduction in multiple ownership of stations."

WILDROOT REPLY
Denies FTC Complaint

AN ANSWER denying charges that it violated the law by making certain advertising, and equal transactional allowances to retail drug customers has been filed by Wildroot Co., Buffalo, with the Federal Trade Commission.

The reply said that allowances for advertising and promoting Wildroot hair tonic and shampoo were made validly to all customers on "proportionally small terms" and conform with established custom in the drug trade. The firm asked the commission to dismiss the complaint.

Payments were made for cooperative advertising, special promotional sales and for maintenance of window and counter displays, Wildroot said. Advertising included radio-TV commercials, FTC said in filing the complaint last October [B&T, Oct. 29].

WIBK Operation

OPERATION of WIBK Knoxville was extended by the FCC until Feb. 1, 1952, or until 30 days after entry of U. S. Court of Appeals decision on pending petitions of the applicant and the Commission, whichever is sooner. Last October, Court upheld FCC decision refusing a license to Rev. J. Lee, Blairfield, Scotland, to operate a radio station. Rev. Smith petitioned the court for reconsideration, and the FCC filed its opposition to this petition. Until these petitions are decided, the Commission has extended temporary authority to continue operating the station.

AFIL BOOKLET
Shows Anti-Red Stand
IN ITS latest booklet issued to radio and television workers in the attempt to keep them within the fold of the AFL, the Radio and Television Organizing Committee of the National Labor Council (AFL) offers assurance that on the basis of its history there is no danger of Communist infiltration into the union.

Entitled Our Record Is Not Red, the booklet reviews the union's "defeat of the Communist conspiracy to control the motion picture industry." It noted that crushing of the strikes by the Conference of Studio Unions against the motion picture studios.

Although the Communist campaign to control the motion picture industry has been routed, the booklet points out, "substantial evidence" before the House Un-American Activities Committee in Los Angeles suggested that Communists and "ardent fellow travelers" have invaded the radio and television fields.

History proves, the booklet concludes, that the forces insuring against the need for some future investigation of radio and television in Hollywood is for workers in the radio and TV field to join the effective anti-Communist AFL unions in the amusement industries.

GUYER to WMOA
R. SANFORD GUYER, former general manager of WBTV Danville, Va., has been named general manager of WMOA Marietta, Ohio, according to William G. Wells, WMOA president. Mr. Guyer had operated a consulting practice after resigning from WBTV. He has been active in NATB affairs and served on the former Small Market Stations Executive Committee. He took over the new post Dec. 1.

Enters Priesthood
DR. MAX JORDAN, former NBC foreign correspondent, will be ordained a Roman Catholic priest on Dec. 8 at the Abbey of Beuron in Wurttemberg, Germany. He will say his first mass the following day. Dr. Jordan joined NBC as a correspondent in 1931, becoming director of religious programs for network in 1934. He accepted appointment as correspondent for the National Catholic Welfare Conference in Switzerland in 1945, and held that post through the war time. According to an NBC spokesman, Dr. Jordan, in exclusive broadcast from Bern, was first to announce Japanese acceptance of armistice terms which ended World War II on Aug. 14, 1945.

SIX YEARS OF LEADERSHIP IN CINCINNATI
See Centerspread This Issue
ON THE AIR EVERYWHERE 24 HOURS A DAY
50,000 WATTS OF SELLING POWER

Page 50 • December 5, 1951
Your CRUSADE FOR FREEDOM is telling the truth, the truth that undermines the communist lie. Via Radio Free Europe, you, and all the freedom loving world, are bringing to the people of Czechoslovakia the truth that gives them hope of eventual liberation, the hope that respect for human dignity will triumph over a godless tyranny. Radio Free Europe is helping the people of Czechoslovakia by telling them where missing friends now are. Identifies by name the quislings and informers. And RFE sends messages from escapees to their families and friends voiced in their own language by their own countrymen.

Your Crusade for Freedom hurts the Communist dictators because RFE tells the truth behind the Iron Curtain where truth is an alien freedom. Freedom is indivisible. Where some men have lost freedom, the freedom of men everywhere is in danger. The Crusade for our freedoms may be beginning in Munich today. You and 25,000,000 freedom loving Americans—with your dollars and cents are setting up more transmitters beamed to more communist dominated countries in Europe and Asia. The Crusade for Freedom is a continuing agency for piercing the Iron Curtains. Its address is: Crusade for Freedom, 308 Empire State Building, New York 1, New York.

Broadcasting Towers were selected for RFE Munich to permit it to beam the truth that hurts the communist line in Czechoslovakia.

It is these four Wincharger Towers and their scientifically engineered arrangement that keeps RFE Munich on the air in the homes of freedom loving Czechs.

Each of these towers, type 300, rises 350 feet from ground level. At these heights, Wincharger Towers will withstand winds of 100 M.P.H. velocity. Each side of these triangular cross section towers is only 28 inches wide. Heavy hot-dipped galvanized high carbon steel is used throughout all Wincharger Towers. Three insulated guy cables at 50 foot intervals add to the strength of the type 200 tower.

Strength plus accurate, easy to tune, easy to hold, sinusoidal current distribution keeps the powerful 135,000 Watt Radio Free Europe installation tuned to Czechoslovakia.

The Wincharger Corporation engineering skill can help every station, commercial, police—or freedom, with their antenna problems. Let us help you keep your station on the beam.

WINCHARGER CORPORATION

SIOUX CITY, IOWA, U.S.A.

TELEPHONE 2-1844 Dept. 3

December 3, 1951 • Page 51
Manson Named
Chosen CBC Gen. Mgr.

DONALD MANSON, since 1944 assistant general manager of the Canadian Broadcasting Corp., last week was named general manager, succeeding Dr. Augustin Frigon. Dr. Frigon relinquished that post because of ill health. However, now Dr. Frigon will assume a new post of director of planning for CBC. He will handle senior planning and advisory work.

Also appointed was J. Alphonse Ouiimet, who has been serving as chief of the department of television and chief engineer. Both Messrs. Manson and Ouiimet have been with CBC since its beginning in 1936 and with CBC’s predecessor, Canadian Radio Broadcasting Commission. Mr. Ouiimet started with CBC in 1934 after two years with an experimental Canadian TV company in Montréal.

Mr. Manson, a native of Wick, Scotland, first entered radio in 1906. He took part in the first trans-Atlantic transmissions, working with Guglielmo Marconi at Glace Bay, Nova Scotia, shortly after going to Canada.

Oppose CBC Controls

RESOLUTIONS against further control of broadcasting and television in Canada by the Canadian Broadcasting Corp., and license fees for TV receivers were passed at the annual meeting of the Canadian Chambers of Commerce last month at Quebec. The organization will present its resolutions to the Canadian government and will consider applying for entry of private enterprise into TV development in Canada; TV licenses for receivers be confined only to those areas where Canadian stations are in operation; that more stations be permitted in British Columbia where reception of Canadian stations is not good in daytime; and that daylight saving time be on a uniform basis.

Three officers of American Women in Radio and Television greeted Gov. and Mrs. Thomas E. Dewey when they arrived to attend New York State Chapter meeting in Albany last month. (l. to r.): Doris Cornwell, vice president of AWRT eastern region; Edythe Merson, national AWRT president; Gov. and Mrs. Dewey; and Gertrude Groves, AWRT New York State chairman. The New York Governor addressed a luncheon meeting of the New York chapter, meeting Nov. 16-18, describing radio-TV women as "the most dominant factor in public life" because of their influence on women voters.

Dunton Defends

CBC Freedom of Views

BROADCASTING of unconventional or unpopular views on ethical and other controversial problems by the Canadian Broadcasting Corp., was defended by A. D. Dunton, CBC chairman, before the Canadian Parliamentary radio committee at Ottawa on Nov. 20 on grounds of freedom of radio. Members of Parliament had criticized the CBC for a recent series on these controversial topics, as being improper, irreverent and even aiding communism.

Mr. Dunton pointed out that what the members asked of the CBC was a form of censorship to protect the public from views which the members believed to be harmful. He stated that the programs were the responsibility of the CBC, and not any one person or group. Mr. Dunton further declared it was CBC’s responsibility to broadcast all different main points of view as expressed by informed persons on questions in which a section of the public was interested. Some of the programs were rebroadcasts of a series by the British Broadcasting Corp.

Hits CBC Control

Chandler Cites Evils

"JUST SO LONG as the Canadian Broadcasting Corp. has the power to control private broadcasting stations, it is in its interests, in its interest of survival, that it use these regulations in a manner so that privately operated broadcasting cannot look too good in relation to the CBC," stated George Chandler, officer of CJOR Vancouver, in a talk on "The Case for Public Broadcasting." Mr. Chandler reviewed broadcasting in Canada since its inception, showed how the bureaucratic elements have hindered the growth of broadcasting and now television, and how they have hampered freedom of speech. He recommends that a regulatory body "be empowered to regulate both the CBC and privately operated stations, that its regulations be as free as are absolutely essential [and] should have no aim at curtailing freedom of speech or freedom of expression or freedom of use."

Mr. Chandler pointed out that control of network operations by CBC benefited American companies and subsidiaries in Canada of American companies and hampered development of talent since private stations could not compete with programs bought by the financial resources of a network. He also pointed out that the most popular programs on Canadian networks were commercial programs, not produced by the CBC, and that cultural programs favored by the Massey Commission entered only to a small minority.

KLAA Little Rock, Ark., was cited by J. L. Wright, chairman of Arkansas’ Agricultural Mobilization Committee, as being an outstanding contributor in the publicity campaign of the Farm Scrap Drive. The station has collected over 3,800 tons of scrap metal for the defense effort.

CBC Future

More Funds Requested

FEWER daytime serials and plans for TV development throughout Canada were announced by A. D. Dunton, chairman of Canadian Broadcasting Corp., during investigation of CBC operations and financing by a Parliamentary committee at Ottawa last week.

Mr. Dunton told the members of Parliament that daytime serials are here to stay. He said if CBC were given enough financial aid by the government, the number of serials would be reduced, but the CBC had no intention of dropping them all at any time.

A number of the serials would be taken off the networks when the CBC has the money to develop good programs to replace the serials, Mr. Dunton told the committee. He noted the serials are popular with women listeners.

How CBC obtains its news and the possibilities of the CBC setting up its own newsgathering organization including members in the Parliamentary Press Gallery, were discussed at sessions on Nov. 22. Mr. Dunton stated he was satisfied with services provided by Canadian Press, British United Press and Agence France Presse. CBC rewrites the news obtained from these services at its central newsroom at Toronto and regional newsrooms across Canada, to fit CBC newscasts. Unless the agencies charged, now $147,000 a year, for the services CBC would not operate its own newsgathering organization, he said.

Mr. Dunton told the committee that after Toronto and Montreal TV stations are in operation, Ottawa, Windsor, and Quebec City would be next on the list for TV stations. He said that CBC would be on the microwave relay system now being built by Bell Telephone from Buffalo via Toronto to Montreal. Extensions to Winnipeg and to opposite Detroit, and to Quebec City, east of Montreal, would follow.

Later, western cities, Vancouver and Winnipeg, would have CBC TV stations with programs supplied from national outlets at Toronto and Montreal, by film.

Some commercial TV programs will be carried, Mr. Dunton stated. No discussion was held on the role of private enterprise in TV stations.

Mr. Dunton also told the committee that logs of independent stations would be produced to show that these could use more live talent shows. He also pointed out that new program headquarters were needed at Toronto, that better facilities were needed at Winnipeg and Vancouver. That French language station should be built by CBC in the Atlantic coast provinces.

The Parliamentary committee also is to hear the Canadian Assn. of Broadcasters, representing 104 independent stations, and to listen to representations for an independent broadcasting tribunal.
milesstones...

gram is heard daily on WEEI, 8:15-8:30 a.m.
- RAY GIRARDIN, WEEI Boston program director, was presented a watch from General Manager Harvey J. Strutters, marking his 20th anniversary with the station.
- TO MARK the 50th anniversary of the first radio signal across the Atlantic Ocean on Dec. 12, 1901, the Canadian Broadcasting Corp. is using three talks on the event the first three Sundays in December. The first will be on Marconi’s Kite, and the early experiments; the second, Sparks Takes His Place, deals with Marconi’s Cape Breton experiments and development of radio to 1918. The third in the series, Founding Brass on Sable Island, will deal with the experiences of a radio operator on this Atlantic Ocean radio watchtower.
- MORE than a half century of combined service has been rounded off this month by five staff members of WLAW Lawrence, ABC’s Greater Boston outlet. Names and length of service of each: Chief Announcer Arthur Flynn, 11 years; Engineers James H. Riley, 15 years, Ernest A. Pfeiffer, 11 years, Alden M. Doughty, 11 years, and George F. Jowdy, 5 years.
- WDAS Philadelphia Sportscaster Sherry O’Brien begins his 25th year on the air this month.
- JERRY ELLIS, manager of Columbia Transcriptions in Chicago, last month marked his 25th year in radio. Mr. Ellis has worked at Columbia Transcriptions 14 years.
- ELEVENTH year of broadcasting over WSTV Steubenville was celebrated Nov. 14 by The Neapolitan Serenade, Sunday, 11:30 a.m. to 1 p.m. with a special show presented at the local high school auditorium. Guests of honor were Mayor Walter C. Sterling and WSTV’s manager, John J. Lox.
- WILLIAM SHEEHAN, WDBC Hartford announcer, observed his sixth anniversary with the station during November.
- DAILY pre-Christmas program for children, Billie the Brownie, starts its 21st year on WTMJ, the Milwaukee Journal outlet. Presented 4:45-5 p.m., the program has been sponsored throughout its broadcast history by Ed Schuster & Co., Milwaukee, owner of three department stores. Larry Teich is writer-producer.

WSOK TAKES AIR
Opening Set This Month
WSOK Nashville, Tenn., takes the air the first part of December, according to the station, which is owned and operated by the Nashville Broadcasting Co. It will operate from sunrise to sunset on 1740 kc with 1 kw.
Station’s president is H. Calvin Young, former program director, WMKA Nashville. Other executives are Dean W. J. Faulkner, Fisk U. vice president; Larry Dean Faulkner, former assistant program director of WERD Atlanta, program director, and Charles H. Webster, of National Baptist Sunday School Publishing Board. Station is interracial and aims for the Negro listening audience. Studios and executive offices are located in the Boray Bldg., 419 4th Ave. North.
THE LATEST WCKY STORY

After Six Years,

STILL #1 IN CINCINNATI!

THE WCKY DAILY HIT PARADE

The Highest Rated Local Evening Show in Cincinnati

— BEATS ALL COMPETITION —

6:15 - 7:00 PM Monday thru Friday Rating*

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(* - Pulse Sept.-October 1951)

INVEST YOUR AD DOLLAR

WCKY's-ly
THE DAILY HIT PARADE
Gives You Ratings
HIGHER THAN NETWORK!

In Cincinnati, The Daily Hit Parade gives you higher evening ratings than such network shows as Lowell Thomas, Three Star Extra, Lone Ranger, One Man's Family, the Beulah Show, Contented Hour, Stop the Music.

THESE TOP FLIGHT ADVERTISERS ARE
NOW USING THE DAILY HIT PARADE

MGM PICTURES
STANBACK
GROVES LABS.

DODGE
CROSLEY
HUDEPOHL
BEER

KROGER GROCERY CO.
GENERAL ELECTRIC
PROCTER & GAMBLE
JOY

ON THE AIR EVERYWHERE
24 HOURS A DAY
7 DAYS A WEEK

CALL COLLECT:

Tom Welstead
Eastern Sales Manager
53 E. 51st St., New York City
Phone: Eldorado 5-1127
TWX: NY 1-1688

or

C. H. "Top" Topmiller
WCKY Cincinnati
Phone: Cherry 6565
TWX: Cl. 281
False Whiskers

ON OUR WAY to work the other morning we noticed a seedy Santa Claus listlessly tolling a corroded bell on a windsewn street corner, the advance guard of thousands who soon will be adorning your post-office boxes and hearts of young children and costume renters.

Immediately we made a mental note to sound an alarm to broadcasters. Christmas is coming, governments and with it the mailing of mail order offerings of Christmas trinkets.

We may expect that some office-in-their-hats promoters will try to use broadcast advertising, in either a P.J. or straight contract basis, to sell all manner of merchandise, ornaments, decorations, toys and such. Unless history chooses not to repeat itself, some of these offers will shake a lot of people's faith in Santa Claus.

It is timely to recall that last year at least two out-of-town left stations holding the bag on such deals. In both cases the promoters not only failed to pay some stations for their advertising but also failed to deliver some merchandise that listeners had paid for in advance. Messrs. Cowan and Whitmore, of Los Angeles, the operators of one of these enterprises, are now awaiting federal trial for fraud.

Santa's operator, Robert Leighton, of another outfit, which called itself Midland Advertising, New York, but which had no connection whatever with the reputable Midland agency of Cincinnati, is scot free.

We suggest that broadcasters who are invited to do Christmas business with any unfamiliar mail order operation investigate the organization's credit rating and also have a look at samples of the stuff being sold. Not everybody who wears a Santa Claus suit is Santa Claus.

End of An Era

LAST SATURDAY, Transradio Press Service signed off after 17 years of operation. It had been formed to provide a radio service when the old-line press associations, because of newspaper commitments, looked with disdain upon radio as a news medium.

Transradio folded because three press associations (radio and TV) with full news wire service, in recognition of the status of broadcasting as a news vehicle.

In its day—before the breakdown of the Press Radio Agreement of 1934—Transradio performed yeoman service to radio. It was this service that led primarily to the breakdown of the Agreement. In its founder, Heron Moore, TR had a brilliant and courageous leader. Perhaps he was too militant. Until he turned over the reins of Transradio to his brother, Robert E. Lee Moore, a few years ago, Herb was fighting his battles on any pitched field.

Transradio actually was the second to enter the radio news field. No. 1 was Consolidated Press Ass'n., headed by David Lawrence, now the publisher of U. S. News and World Report. This group went into radio in the late '20's. That was far ahead of his time, and typical of his vision. Radio wasn't ready. So Mr. Lawrence wound up the CPA in 1934—the very year in which the Press-Radio Agreement (which had supplied a watered-down news report processed from the press-association wires) broke down.

Whatever the reasons, Transradio Press sent its "30" last order. Thus ended an era in radio.

Port Huron Revisited

THE FCC last week issued an order which it advertised as intended to clarify the rules governing political broadcasting but which only added confusion to a regulatory record that already was a model of legalistic double-talk.

In the order the Commission rebuked WSDU New Orleans for violating Section 315 of the Communications Act by censoring what the station regarded as libelous material from a mayoralty candidate's speech. As far as that part of the order went, the Commission was on clear ground. But the Commission did not stop there. It plunked on into a jungle of its own making and its future it would not deal so leniently with broadcasters who censor "political broadcasts."

Less than a year ago the U. S. Circuit Court of Appeals ruled that Section 315 was limited to political candidates and had no application whatever to political broadcasts by anybody else. The court held that therefore broadcasters were prohibited from censoring candidates' speeches but were free to censor all other broadcasts. The FCC has not always been that explicit, as pointed out by this publication three weeks ago ("How to Stay Out of Jail," B&T, Nov. 19).

FCC's order last week referred to its Port Huron decision and the Port Huron decision was again on the basis of its future review of political censorship.
The Port Huron decision unfortunately was hopelessly inarticulate on the question of whether Section 315 applied to candidates only or to all kinds of political broadcasts.

Last week the Commission had the chance to clear up its interpretations of this question. It missed its chance, perhaps out of typically bureaucratic unwillingness to simplify anything. The order applied exclusively to broadcasts by candidates themselves and not to political broadcasts in general.

Now unless the FCC is beginning to write its own federal statutes, a power which mercifully the Congress has not yet delegated, it can no more make a ruling including all kinds of political broadcasts in its censorship prohibitions than it can pass and enforce a law making it a crime for a broadcaster to vote Republican.

The Commission owes it to the cause of good government and to the broadcasters it polices to clarify its WSDU order of last week. Once and for all, it should admit that its interpretation was wrong, refer all cases with those of high courts, and should say, in many words, that the broadcaster must live with Section 315 only when dealing with candidates and not with anybody else.

At Last

AFTER nearly four years of tortuous investigation, the expenditure of millions of dollars, and the accumulation of thousands of pages of testimony the Richards case has been closed.

The FCC last week found that the operation of KMPC Los Angeles, WJR Detroit and WQAR Cleveland under the revised management structure created after G. A. Richards' death would "serve the public interest."

It has been our contention all along that this same interest was being served before he died. No conclusion of several years ago ever presented that Mr. Richards' personal views were actually broadcast over his stations.

But that point, like all the others in the case, has been "rendered moot." The Commission had no choice but to renew the licenses which have so long been in jeopardy.

SCHENECTADY business firms currently are being bombarded with mailing pieces which state, "WSNY is just the tonic your business needs now."

These mortar shells, in the form of six letters and four cards, pound recalcitrant attitudes. Then the foot soldiers—the WSNY salesmen—move in.

Terms of surrender—in the parlance of WSNY salesmen—simply is willingness to see the light: That radio is the best, low-cost mass medium and that WSNY is the station best-suited to the Schenectady market.

The general officer directing this campaign in Schenectady, Mr. Leighton, president and general manager of the Western Gateway Broadcasting Corp., licensee of WSNY Schenectady, points out through these mailing pieces that in the Schenectady market there are 50,000 radio homes with 120,000 radios, plus 25,000 automobile radios. There are four times as many radio as TV sets, he adds.

The WSNY executive wants prospective accounts to realize that for the price of a single two-column, seven-inch ad in just one Schenectady newspaper, they can buy six five-minute news programs on WSNY.

His mailing pieces ask prospective clients: "Isn't it time for you to investigate this powerful low-cost medium?" or to re-examine the WSNY in the light of new, proven sales experience, 100% increased newspaper costs and increasing WSNY values?" "Always a strong believer in promotion, merchandising and exploitation, Mr. Leighton personally directs all such activities for the station.

Although maintaining a staff of 22, which is above average for a 250-w station, he continues to write copy and continuity, produce and supervise programs and sell.

At 45, he is one of the few 20-year radio men who have spent all their working lives in the broadcasting field.

Born in New Haven May 17, 1906, Mr. Leighton was schooled in Bermuda, Florida and California. He was graduated from Yale U. in 1929.

First job immediately after graduation was as an announcer for WGY Schenectady. An announcer's job in those days, he relates, meant also writing copy and continuity, producing programs, selling, answering fan mail and actually sweeping the floor on occasion.

Within a year, he created the position and became WGY's first sales manager. This required setting up standard rates and sales (Continued on page 65)
Top Programming means Top Listening on WOV

These Loyal Audience Shows Reach All Types of Listeners At An Amazing Low Cost Per Thousand

WAKE UP NEW YORK — with genial, sunny Max Cole, who literally wakes up thousands upon thousands of listeners in a soothing, pleasant, musical way — a program with long years of success.

1280 CLUB with Phil Gordon has been the spear head of WOV's nighttime programming with a loyal “buying” audience for over 12 years.

YOUR BEST GIRL — with Cecelia, clever, scintillating mistress of ceremonies — the male audience loves her — the women are intrigued.

PRAIRIE STARS — featuring America's unchallenged queen of American Folk, Western and Mountain Music. Elected No. 1 feminine disc jockey in 1950... Rosalie Allen.

THE RALPH COOPER SHOW — studied with guest stars and popular music. Loved and listened to by the insomniacs and the late working shifts.

ENGLISH ORIGINATORS OF NEW YORK 5000 WATTS

Rome Studios: Via Di Porta Pinciana 4 • 730 Fifth Ave., New York 19

Broadcasting • Telecasting

December 3, 1951 • Page 57
IT COULD HAPPEN ONLY IN
Radio has a long, long reach.
Long enough to give you complete coverage...to pull in mass returns not only from metropolitan areas but from hundreds of "outside" communities and rural areas as well.

Typical example #1: Blue Cross-Blue Shield wanted new subscribers in the Northwest. Using 15-second Class A station breaks only on WCCO, they pulled 12,000 mail and phone requests for applications in three weeks. From 500 different communities in Minnesota—and 180 communities in seven neighboring states.

Typical example #2: French Market Coffee decided to test the pulling power of its WBT show. So they offered a "Bible reminder coin" to the first 5,000 listeners who wrote in. After three broadcasts the offer was hastily withdrawn, because 6,137 requests flooded in from 244 communities in North Carolina and 142 in South Carolina.

Whenever and wherever you want to reach customers throughout a wide area, Radio can get you there, economically! And in each of thirteen of your most important markets, the top-rated, most sales-effective Radio station is the station represented by CBS Radio Spot Sales.*

*Representing: WCBS, New York
WCCO, Minneapolis
KMOX, St. Louis
WTOP, Washington
KNX, Los Angeles
WCAU, Philadelphia
WBMM, Chicago
WAPI, Birmingham
WT, Charlotte
WREX, Richmond
WEEI, Boston
KCBS, San Francisco
KSL, Salt Lake City
and the Columbia Pacific Network

RADIO...and for the best in radio, call CBS RADIO SPOT SALES
FLY, SHUEBRUK & BLUME law firm, Washington office, moves to new offices in the Wyatt Bldg. Telephone remains Metropolitan 6160.


PERSONALS

SIMON GOLDMAN, vice president and general manager WJTN Jamestown, N. Y., named chairman of business development commission of local Chamber of Commerce. . . . LOUIS WOLFSON, account executive WTVJ (TV) Miami, and Lynn Rabin, married Nov. 21. . . . JAMES H. QUELLO, advertising and public relations director WJR Detroit, elected monthly chairman of United Detroit Radio Committee. WENDY DELL PARMELEE, sales manager WWJ Detroit, elected vice chairman. . . . BRUCE BARRINGTON, assistant to the general manager KXOK St. Louis, named chairman of legislative committee of Missouri Broadcasters Assn.

JIM THOMPSON, Chicago manager of Taylor Co., returns to work after being hospitalized with pneumonia. . . . CARL WARD, general manager WCBS New York, father of son, Nov. 11. . . . ARTHUR E. GERBEL Jr., assistant manager KJQ Seattle, elected chairman of board of Catholic Children's Bureau, Diocese of Seattle. . . . MORGAN RYAN, vice president and general manager WPTR Albany, father of boy, Steven Hobbey, Nov. 13.

PUTNAM NAMED

ROGER LOWELL PUTNAM, Massachusetts industrialist and prominent Democrat, was named by President Truman last Monday to direct the nation's wage-price stabilization program.

Mr. Putnam, three times mayor of Springfield, Mass., was to have been sworn in last Thursday as Economic Stabilization director succeeding Eric Johnston, who returns to private life as president of the Motion Picture Assn.

As chief of the Economic Stabilization Administration, the New England industrialist will rank second only to Defense Mobilizer Charles E. Wilson, with responsibility for setting wage and price policies for all industries.

Mr. Putnam is the nephew of the late A. Lawrence Lowell, president of Harvard U. and a member of the prominent New England Lowell family. He is president of the Package Machinery Co., Springfield. Harvard U. and Lowell Institute, a philanthropic organization, are among a half-dozen colleges and universities comprising the Lowell Institute Cooperative Broadcasting Council, which has sponsored the "Adult Education by Radio" movement in the past five years and operates WLII (FM) there.

UNESCO SURVEY

SURVEY of the world's mass communications media has been completed by UNESCO (United Nations Educational, Scientific and Cultural Organization) and published in a new volume, Press, Film, Radio, 1950. UNESCO's National Commission has announced.

A 606-page report, representing the fourth annual UNESCO communications study, delves into the technical structure, operation and facilities of radio, news agencies, press and film in some 44 countries. Programs are reported in relation to the quest for international understanding and the historical development of each medium.

The survey is divided into 150 separate reports and is available from Columbia U. Press, International Documents Service, 2960 Broadway, New York 27, N. Y. Cost is $3.50 per copy.

SEVEN packaged Christmas shows have been sent by SESCAC to its transcribed library subscribers. Shipments includes a half-hour of the Mr. Magpina Rabbit series. Several of the programs feature the Trinity Choir of St. Paul's Chapel, New York.
SET OUTPUT QUESTIONED

One issue involved the future of color television equipment which would, by implication under the NPA directive, be banned. NPA officials conceded that as commercial institutions, such enterprises may fall under the ban, though the agency has not set a policy.

The exemption for "experimental" uses was regarded as limited in NPA circles, referring largely to defense-supporting programs and frankly industrial or factory firms.

Testifying on Capitol Hill, Mobilizer Wilson told the joint committee that military production has not been "substantially affected" by maintenance of reasonable levels for civilian hard goods. But shortage of nickel may necessitate a reduction in products next year. He also cited strikes as a reason for production lags.

Mr. Fleischmann declared that "you cut out civilian production completely, it would not increase the production of planes one bit in 1952."

The Senate Preparedness Committee, headed by Sen. Lyndon Johnson (D-Tex.), and other ideas, however, which it expressed in an interim report. It urged a "procurement czar" to speed up the re-armament program.

ARMED and bewhiskered Westerner is Ray Livesay, president, WLBH, AM-FM Mattoon, Ill., and president, Illinois Broadcasters Assn., returned from his sixth annual deer hunting trip in the Colorado mountains. Mr. Livesay took along a small motor generator to operate a tape recorder with which he taped 10-quarter-hour shows on his hunting experiences for sale to a local sporting goods store.

As a case in point, the subcommittee noted that electronics deliveries during April-June 1951 were 30% "behind the target." Data was compiled on the basis of figures provided by defense agencies. Another complaint was that small business is not getting its share of defense orders.

The million people in WDBJ's coverage area will earn nearly a billion dollars this year. Here's WDBJ's family coverage, according to the 1949 BMB:

Day — 110,590 families in 36 counties
Night — 85,830 families in 31 counties

3 and 7 days weekly
Day — 90,320 families
Night — 66,230 families

For further information:
Write WDBJ or Ask FREE & PETERS!

December 3, 1951 • Page 61
CAPEHART PLAN

BATTLE lines were drawn anew last week between government-prize stabilization officials and proponents of the controversial Capehart formula for allowing advertising and other overhead costs.

Temperatures flared again on Capitol Hill before a Joint Defense Production Committee in what appeared to be a dress rehearsal for an administrative move to repeal or modify the formula next January.

Chief protagonists on the congressional firing line were Price Stabilizer Michael V. DiSalle and Sen. Homer Capehart (R-Ind.), author of the plan which since has become law.

Sections were called by the committee under the chairmanship of Sen. Burnet Maybank (D-S.C.) for the purpose of reviewing the existing Defense Production Act and studying possible changes when Congress reconvenes next month.

Under regulations issued by the Office of Price Stabilization last month, manufacturers may self- authorize price boosts based on GPR 22—the general industry order—as implemented by the Capehart formula. They may compute new ceilings, taking into consideration advertising, selling, research, administration and other "reasonable" costs incurred to July 26, 1951. [B.T., Nov. 12.]

GPR 22 becomes mandatory effective Dec. 19. Producers of multi-product lines also may take advantage of these new allowances, but radio-TV set manufacturers will be exempt pending issuance of tailored regulations [B.T., Nov. 26, 19].

Even as OPS put teeth into the Capehart option, administration forces complained that they had no other choice, despite the prospect of higher prices on many products and the "unworkability" of the allowance plan.

This complaint was renewed again last week by Mr. DiSalle, who told the committee it has been "very hard" to hold the price line. He expressed hope, however, that once costs are absorbed, the price level may remain steady.

Sen. Capehart accused Mr. DiSalle of defying his plan, which provided for advertising and other allowances for the first time, and charged that OPS had "sat around for four months and done nothing." Price officials had taken no action, contending administration of the Capehart amendment would be "unwieldy" and waiting for Congress to modify the formula along administration lines—that is, generally on industry-wide bases.

In other developments last week, CITO NATION of Merit goes to Fred Nahos, vice-president and general manager of Radio KSL, Salt Lake City, and Disabled American Veterans. Bronze plaque was presented during a Saturday at the Shambor broadcast, L to r: Cmdr. Edward Bohner, commander of DAY'S 4th Region, on behalf of the national organization; Mr. Nahos, and Frankie Loins, who offers congratulations. Cita

OPS took these actions:

1. Issued a simple pricing method permitting seller manufacturers (with net sales of $1 million or less for the last complete fiscal year ended July 31) to adjust ceilings in accordance with the Capehart option. Manufacturers who showed a 15% net sales jump the first half of 1951 over a similar period last year are not eligible.

2. Reported that manufacturer voices filing under GPR 22 must apply by Dec. 19 regardless of whether they also filed for adjustment on Form 100 under the Capehart plan. They no longer will be required to wait 15 days before imposing new ceilings.

AAA EXAMS

Set for Feb. 16, 23

SIXTH annual examinations for advertising to be conducted by American Assn. of Advertising Agencies will be held in leading markets throughout the country Feb. 16 and 23, Sydney H. Gielerup of Marshak & Pratt Inc. and chairman of the AAAA examinations committee, announced Wednesday.

Schedules so far for 13 cities, the examinations will test aptitude, temperament and practical knowledge of advertising with appraisal of scores based on a study of some 4,600 people actually working in advertising. Applications for the tests may be made through AAAA headquarters, 420 Lexington Ave., New York.

WFIL Philadelphia is making available to bar association of Ohio, North Carolina and Tennessee specialty-packaged transcriptions of stations' prize-winning What America Means To Me program series. The lawyers' groups have requested the recorded programs in response to a WFIL offer to furnish the transcriptions at cost to such organizations and to more than 3,000 AM, FM, and TV stations throughout the country.

IBEW STAFF

Radio-TV Unit Realigned

BROADCASTING staff of International Brotherhood of Electrical Workers has been realigned, President D. W. Tracy announced last week.

With the union's growth in the broadcast field, he said, a more clearly defined effort is being devoted its attention exclusively to radio and TV has been created. The division will handle recording and allied fields.

Albert G. Hardy, former business manager of Local 1215, Washington, D.C., has been named national representative in charge of broadcasting and recording. He resigned from WTOP Washington and has just completed a three-month special assignment for the union.

Harold J. Becker, past president and former business manager of Local 1217, St. Louis, has been named an international representative assigned exclusively to broadcasting. He is currently on special assignment in the West. For several years he was at KMOX St. Louis.

J. Watson Wimberly, who has directed and supervised radio and TV activities at IBEW since 1940, will devote more time, as assistant to the international president, to the TV set servicing field. During Mr. Wimberly's regime IBEW's station list increased from 70 to more than 600 AM and FM outlets, with the number of locals growing from six to 65. IBEW currently has a national contract with RCA Service Co. for TV servicing and already has 40 locals in this field.

New ACLU Report

REPORT of American Civil Liberties Union on blacklisting in the radio and television industries will be published early in 1952 by Doubleday & Co. Novelist Merle Miller, an ACLU board member, prepared the report after a year-long study of the problem, with Red Channels and its companion newsletter Counterattack his major subject of investigation.

In RETAIL SALES

GREENVILLE $151,050,000

Columbia 136,965,000

Charleston 125,097,000

Sales Management, 1951

Page 62 • December 3, 1951

HOW to add to your coverage

AM, FM and TV stations can employ the Collins 26W-1 limiting amplifier to their great advantage.

It limits loud audio passages, thus preventing over-modulation and the accompanying distortion and adjacent channel interference. This limiting action permits a higher average modulation level, and consequently a stronger transmitted signal.

The 26W-1 performs with equal satisfaction in recording operations. It regulates the audio level and prevents overloading the cutting head, and by raising the average audio level it improves signal to noise level.

Write your nearest Collins office for further information.

Collins 26W-1 Limiting Amplifier

Collins Radio Company

Cedar Rapids, Iowa

For broadcast quality, it's . . .

11 W. 42nd St. 3700 W. Olive Ave.
New York 18 Burbank
1937 Irving Blvd. Fowler City
DALLAS 2 KNOXVILLE

GREENVILLE is SOUTH CAROLINA'S METROPOLITAN AREA

nie is SOUTH CAROLINA'S METROPOLITAN AREA

COLUMBIA is SOUTH CAROLINA'S METROPOLITAN AREA

CHARLESTON is SOUTH CAROLINA'S METROPOLITAN AREA

CITATION of Merit goes to Fred

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Greenville is South Carolina's Metropolitan Area

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FCC Would Require Filing

TO FILE a hole in the information it gets from licensees, FCC last week proposed to require patent information from all who hold broadcast authority [CLOSED CIRCUIT, Oct. 29].

Proposed rule would require all patent holders, or those licensed by a patent holder, to annually furnish the FCC with such information as numerical listing of patents, rights of persons using them, Patent Office classification and sub-classification numbers, filing and expiration dates, service or services for which the patent is being used, names of patent holders, agreements involving patents and patent licensing policies.

Comments on the proposal are called for by Jan. 5, 1962.

FCC for some time has been interested in patent information in the communication and broadcast field. In the common carrier services it has for many years been getting this type of information voluntarily. This has been less true in the broadcast field—including safety and special services (police, amateurs, industrial, etc.).

Most recent instance of patent requirements by the FCC was during the TV color hearing when all parties were requested to disclose patent information. Earlier there had been patent disclosures during the 1946 FM hearings.

The Commission apparently is relying on the "new uses" and anti-trust provisions of the Communications Act (Sections 303, 311 and 313) as well as other provisions for its power to require the filing of patent information.

WCRB Transfer Bid

Jones and Paine Acquire

UNDER terms of a stock transfer application filed with FCC last week, Theodore Jones and Stephen Paine will purchase WCRB Waltham, Mass., from Richard C. O’Hare and Deuel Richardson. Price is $40,000.

Mr. Jones, executive manager and one-third owner, will acquire more stock. Mr. Paine, president and general manager of station, will acquire more stock and become president, treasurer and general manager of the station.

The six transfer applications filed with the FCC last week, (see FCC Roundup, page 10).
CAROLINAS
CBS
THE ADVERTISING MEDIUM
THE Radio
TWO BIGGEST SINGLE
December
Spot Sales
CAROLINAS
Nationally
3, 1951

C. BUD
to
WSCR
WHAT
forts
Washington,
MILT GRANT, disc
to CBX
BILL GILMOUR,
casting
to CBH
DON
CBX

15. And Gail Denby,
mistress
of Six -Gun
Playhouse
on WABD (TV) New York (Sat.
6:
30 p.m.).

JERRY GRAY, emcee
Leader
CBS Radio Club 15, and

JOHN EGAN, program
director
WGM
Wilson, N. C., to announcing
staff
WONS
Hartford, Conn. HELEN
MORRIS,
women's
commentator
WGNX
Middleton, Conn., named women's
page
editor
WONS.

JANE LAMBERT, production
staff
NBC Chicago, and DON HASSLER,
director
of
transcription
department
ABC Chicago, named, Nov.
10.

JOHN McCUTCHEON
RALEIGH, noted
correspondent
news
analyst
and
author, named Inside Philadelphia
reporter
on KYW Philadelphia. Mr.
Raleigh succeeds JERRY WARREN,
staff
announcer
who
had
been
reassigned.

GLEN BROUGHAM, newscaster
KWWL
Waterloo, Iowa, appointed
news
director
WQUA
Moline, Ill.

DICK COOK, newscaster
department
WLDW
(TV)
Dayton, to
news
staff
WMCT
(TV)
Memphis.

ALLEN JEFFRIES, newscaster
WIRE
Indianapolis, received an "Osa," out
standing
safety
award, from the
Indianapolis Safety Council and
Chamber
of Commerce "in appreciation
of
your
continuous
efforts
to
curtail
the
mounting
slaughter
of
our
citizen
on
the
streets
and
highways."
The
award
was
a
statuette
likeness
of
Mr.
Jeffries,
complete
with
micro-
phone.

BOB McVay, sportscaster KFJF
Klas-
muth
Falls, Ore., converseing at
home
after
the
final
minute
of
a
skidding
automobile.

WILLIAM KENNEALLY, newscaster,
CBS-KNX
Hollywood, takes over net-
work's
Mon. through Sat., 10:15 p.m.
news,
relieving
network
news
analyst
CARROLL ALCOTT. Mr. Alcott
continues preparing and broadcasting
six
weeks
The World Today news
analysis.

CHET HUNLEY, newscaster
and
news
analyst
ABC, elected to board of
Greater Los Angeles Press Club, as
radio-television representative.

DAVID ANDERSON, newscaster
NBC
Hollywood, father of girl, Janet Gail,
Nov.
16.

ELEANOR HENSHAW, secretary
to
BILL WHITLEY, director of public
affairs, CBS Hollywood, named admin-
istrative
assistant
to
Mr.
Whitley.

WBUD Double Duty

WHEN it came to football
coverage last Thanksgiving
Day, WBUD Morrisville, Pa.,
blossomed. Challenge was the
scheduled broadcast by
Bus Saidt, WBUD sports di-
ger, of two local high
school games whose contests were
90 miles away from each other.
First game—Morris-
ville High vs. Bristol High—
got underway at 12:30 p.m. with
final whistle at 12:30 p.m.
The other—Trenton
Catholic vs. Stepinac High
(at White Plains, N. J.)—
set for a 1:30 p.m. kick-
off.

Mr. Saidt, after close of
the Morrisville game, flew
to Westchester County Air-
port, a 30-minute flight, then
motored to the stadium in a
25-minute trip. Result: Mr.
Saidt arrived 20 minutes late
but
was
on
the
air
at
2 p.m.,
taking
over
from
his
stand-in,
Trenton sportswriter
He was back home for his
6 p.m. sports show that night.

RCA Institutes, one of the country's
oldest radio training technical
schools, last Tuesday graduated 184 students,
including four members of the U. S.
Coast Guard, at commencement exer-
cises in the Western Union Bldg.
sid-
torium in New York. Ivan S. Coggrea-
hall, Western Union general traffic
manager, delivered the main address on
"Radioelectronics — Opportunity
with Some Obligations."

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

A
alan
Cummings
named
promotion
manager
and
morning
disc
jockey
KIBC
Seattle. Mr.
Cum-
mings
was
with
WWDC
Washington
and
WSCR
Scranton,
Pa.

ROBERT MONTGOMERY
appointed
to
Manage
to
staff
WGAR
Cleveland,
replacing
BUDDAWINS,
now
with
WJER
Dover, Ohio, in same capacity.

BUD BOWERS, announcer
WWIN
Baltimore, to WBAL Baltimore
in
same
capacity.

CHARLES HAMILTON, director
of
public
service
and
supervisor
of
music,
KFI
Los Angeles, takes on additional
duties
of
publicity
director.

BOB BROWN, WGEM
Quincy, III., re-
joins
announcing
staff
EGGM
Albu-
querque, N. M.

LOU MORTON, announcer
WLW
Cincinnati,
maxed
at
staff
WFMJ-AM-TV
Milwaukee.
Mr.
Morton
succeeds
DAVE CHASE,
resigned.

MILT GRANT, disc
jockey
WINX
Washington,
resigned.

JOYCE SMITH, director
of
women's
programs
WDUS-TV
New
Orleans,
confirmed
citation
by
local
commit-
tee
for
every
of
her
"uniting
efforts
on
her
television show" to
promote
safety.

RUTH TALLEY, record
librarian
WMWD
Atlantic
City,
N. J., to WIP
Philadelphia,
in
same
capacity.
Miss
Talley replaces GEORGE HART,
who
leaves
to
join
announcing
capacity.

VIRI VOLA, featured on
ABC's
Mr.-
District
Attorney
as "Miss Miller" who
was
recently appointed chairman
of
United
Hospital
Fund
radio
division,
late
week,
announced
radio
actress
CLAUDIA MORGAN
and
ALICE FROST
and
announcers
BUD
COL-
LYER
and
DAN DONALDSON
to
serve
with
her
during
fund's
1951
campaign. Volunteer radio stars
will
aid
in current appeal for $3,500,000
by
applying
results
of
in-division
in
behalf
of
Fund.

KATH NORTIS,
daylight
televi-

sion
personality,
appointed
chairman
of
television
division
of
United
Hospital
Fund. Miss Nortis will
direct
and
coordinate
all
tv
activities
during
fund's
73rd
annual
safety
campaign
on
behalf
of
its
25
non-

profit,
members

LYL BROWN, announcer
CKGB
Timmins,
to
CCKK
Regina,
in
same
capacity.

JERRY BARR, report-
CCKK
Regina,
resigned.

DON TREMAINE,
anonymous
CBS
Halifax, to
CBY
Sydney,
N. S.
JOHN
MacBEN,
anonymous
of
CBY
Sydney,
to
CBH
Halifax.
NORM McBAIN,
war
correspondent
Canadian
Broad-
casting
Corp.,
in
Korea,
father
of
boy.

BILL GILMOUR,
relief
announcer
CBX
Edmonton,
to
CBC
Edmonton.

DICK DIESPECKE,
commentator
CJO
Vancouver,
appointed
promotion
manager
of
Vancouver
Daily
Province.

ROBERT FALLON,
Hollywood
TV
pro-
ducer,
and
Marie
Wilson,
film
and
stage
actress,
to
be
married
in
Santa
Barbara,
Calif.,
Dec.
16.
IERT AWARDS
Set by Radio-TV Institute

INSTITUTE for Education by Radio-Television at Ohio State U. will give awards to networks and stations in 14 radio and six television categories in its 16th annual competition, Director L. Keith Tyler announced last week.

Based for program evaluation, he said, will be "educational value and significance, production quality and interest and appeal to the audience to which it is directed." The number of entries by any station or network is unlimited.

Nominations will be made between now and Jan. 1 by industry groups and civic and educational organizations, as well as stations and networks. Announcement of the awards will be made April 14, 1952, and prize-winning programs will be available for review at the 17th annual Institute meeting in Columbus April 17-20.

Radio entries will be judged cooperatively throughout the country, but all TV nominations will be evaluated at Columbus, Dr. Tyler said.

KYW ‘BUNDLING’
Local Tie-Ins Set

"BUNDLING" has taken on new significance for KYW Philadelphia. "Bundling' is KYW's version of Chicago's "bonding" technique." PYW personality who opens and closes the package, delivers station breaks between shows, and exchanges friendly witticisms at the beginning and ending of every show with the personalities involved.

The effect of this presentation, it is felt, will result in "bundling" the shows together so that listeners will be willingly guided from one show to another.

We Pay Our Respects
(Continued from page 56)

policies and launching a sales promotion program.

In 1936, he was appointed New York State sales representative of NBC and in 1938 he founded a radio advertising agency where he continued to write copy and continuity, announce, sell, produce programs and—sweep the floor occasionally.

Mr. Leighton in 1939 organized the Western Gateway Broadcasting Corp. and became its first and only president. The company put WSNY on the air July 15, 1942.

He has been active in the station's management from its inception and now handles the duties of treasurer and general manager in addition to being president.

Outside of his wife and four children, radio is the most important thing in Mr. Leighton's life. But he still finds time and energy to be active in community life, in fact he considers important for all station managers.

He is or has been a member of Rotary, the Schenectady Chamber of Commerce, Business Bureau, the Mohawk Club and the Mohawk Golf Club of Schenectady, the YMCA, the Radio Executives Club, the Community Chest, Red Cross and the St. Clare's Hospital Drives; a director of the Schenectady County Committee on Tuberculosis and Public Health and the Retail Merchants Bureau; vice chairman of the Army Advisory Committee for the U.S. Army First Army Headquarters Command.

Television Views

Mr. Leighton frankly admits he was "scared silly" about television competition three years ago but now points to WSNY's gains in both listeners and revenue during the period of TV's greatest growth in Schenectady as proof that competition begets the answers to competition.

He confidently expects that WSNY will continue to be a strong community influence as well as a profitable business 20 years from now.

"WSNY occupies a position in the community and fulfills a definite need that cannot be matched by any other medium yet devised," he feels, and this is the basis for his optimism.

Shouldering the civic responsibility which any station manager feels, Mr. Leighton sees that his station performs its share of public service.

He believes that one form of public service which all local stations should perform is to campaign and editorialize for the elimination of crime and the exposure of undue political influence, on the local level.

He practices what he preaches. A WSNY news commentator's "vigorous and fearless attacks on local crime and possible political influence have coincided with a special grand jury investigation which has lasted for many months and is expected to bring in a number of indictments."

"My ambition," says Mr. Leighton, "which is merely the desire to live the necessary years, is to see the complete acceptance of the fact that radio can be a far more powerful influence than it ever has been. All media for the communication of ideas have their own special advantages. Television will no more destroy radio than radio destroyed newspapers. I want to see the complete acceptance of this fact. I am encouraged that the means of establishing it are so immediately at hand."

With a smile, he will tell you that in trying to do justice to all his multiple activities, he just doesn't seem to find time—even occasionally—to sweep the floor anymore.

Why WFBR is Big in Baltimore

CLUB 1300 is the big participating program in the Baltimore area! Biggest average ratings for the full seventy-five minutes, biggest mail pull, biggest studio audiences, biggest in every way.

CLUB 1300 success stories are legion. Ticket requests are fabulous. Audience loyalty is tremendous! Get aboard CLUB 1300 for your share!

Ask your John Blair man or contact any account executive of...

FARM STATION?
Yes! For almost a quarter-century our entertainment and services have been planned for farmers in Kansas and adjoining states.

WIBW The Voice of Kansas
in TOPEKA

BROADCASTING  •  Telecasting

December 3, 1951  •  Page 65
HOLIDAY FOR ROMANCE
WJOB Couple Marks Anniversary With Award

FIRST anniversary of Mr. and Mrs. Jerry Mitchell, husband-wife team at WJOB Hammond, Ind., was observed by a celebration marking award of a silver cup by the Citizens Committee for the Hoover Report. The cup was presented to the couple Nov. 25 at a breakfast held at the Conrad Hilton Hotel by the Hoover committee.

Mrs. Mitchell is the former Bonnie Bonhiver, who fought partial paralysis following a fall nine years ago. She has progressed since 1942 from bed to wheelchair to crutches to a cane.

The Hoover award was based on a WJOB program by the couple in which they discussed need for reorganization of the Dept. of Agriculture according to recommendations in the committee’s report.

Three days a week the Mitchells

TECHNICAL MEET

Held on Defense Needs

INDUSTRIAL dispersion and other facets of mobilization were reviewed by government officials and planning authorities from 41 states in a three-day conference held in Washington, D. C., last week.

The fifth annual Technical Seminar for Planning and Development Agencies was arranged by the Dept. of Commerce at the request of the Assn. of State Planning and Development Agencies. It was designed to coordinate state and federal planning. Other topics included small business problems and forecast, availability of materials, American resources, and census data.

Manly Fleischmann, administrator for the Defense Production Administration and National Production Authority, addressed a dinner session at the National Press Club Tuesday. Philip Coombs, executive director of the President’s Materials Policy Commission, discussed “Future of Our Resources” last Thursday. Commission director is William S. Paley, CBS board chairman.

Other addresses were given by officials of the Munitions Board (which handles military electronics procurement), the National Security Resources Board (security and censorship), Bureau of the Census, Small Defense Plants Administration and the Office of Business Economics.

Presley Lancaster, NSRB deputy director, reviewed industrial dispersion. Upwards of 60 areas have launched such a program, with at least 18 major cities reporting substantial progress.

Existing industry plants are not affected under the NSRB dispersal blueprint. Policy is to construct new plants within reasonable areas of marketing and production centers. Electronics firms which expand would fall under this policy.

do an inspiration program on WJOB from their North Shore suburban home. “My own experiences help me understand other people’s problems,” Mrs. Mitchell said. Besides radio and house work, she writes magazine stories and has a book under way. Mr. Mitchell is an announcer at WJOB.

Once a week—BROADCASTING • TELECASTING arrives at the Mitchell home, says Bonnie, adding, “Then I almost wonder which he loves most. BROADCASTING • TELECASTING or me.”

The romance started on Valentine’s Day 1950 when Jerry taped an inspirational-type interview with Bonnie Bonhiver. Afterward he stayed to chat.

“We toasted marshmallows and hot dogs in the fireplace, and talked,” she recalls. Then Jerry observed, “I’m not handicapped, Bonnie, but I want to bring inspiration and courage to people, too.” He came other evenings. On Thanksgiving Day, 1950, they were married.

Benjamin Singer

BENJAMIN SINGER, 44, manager of special engineering products for Emerson Radio & Phonograph Corp., New York, died last Wednesday in Memorial Hospital, Brooklyn. Before joining Emerson, Mr. Singer had been chief engineer for Teléfono Radio and Air King Radio Corp. (now CBS-Columbia Inc.). He was a member of the Radio Club of America. Surviving are his wife, two sons, his parents, four brothers, and two sisters. Funeral service was held Thursday at Riverside Memorial, New York, and interment was at Cedar Park cemetery.

WHAT is considered largest single quiz contest prize ever won in Canada was awarded to Miss Carmen Gauthier of Three Rivers, Que. Program Casino de la Chanson originated at CKAC Montreal, and the prize money totalled $3,850.

LABOR MARKET

Tobin Gives Area Report

SURVEY of major production centers by the Dept. of Labor revealed last week that roughly one-third—or 6 out of 18—have either a balanced labor supply or labor shortages.

“The outlook is for progressively tighter labor markets in many of the nation’s major centers of population as defense manpower requirements expand,” Labor Secretary Maurice Tobin declared. He said there are serious unemployment problems in many areas.

“Despite uncertainties stemming from tightening materials controls and the continued undermined status of the market for many civilian products, employer-hiring anticipations indicated increased factory employment by January in a total of 138 areas, Mr. Tobin reported.

Most Critical Points

Areas with the greatest shortage of employees—labor scarcity—include Hartford (Conn.), Aiken (S. C.), Augusta (Ga.), Davenport (Iowa), Rock Island and Moline (Ill.), Indianapolis (Ind.), Wichita (Kan.) and San Diego (Calif.).

In addition to these, 60 other areas were cited as having a “balanced labor supply”; 93 as having “moderate labor surplus,” and 16 with a “substantial labor surplus.”

 Tightening materials controls and lagging civilian demand resulted in consumer goods unemployment in such states as Kentucky, Michigan, Ohio, Illinois, Indiana and Wisconsin.

Greystone’s Musical

GREYSTONE PRESS, New York (American Recording Society), through Huber Hoge & Sons, same city, sponsored a one-time musical program starring Jacques Fray, which immediately followed the Metropolitan Opera broadcast, last Saturday, 6:30-8:45 p.m. EST over ABC Radio.
NCAB INQUIRY

"Run Around" Charges Probed

CHARGES by two North Carolina stations that they were given a "run around" in regard to broadcasting a high school championship football game were being investigated last week by the North Carolina Assn. of Broadcasters.

Jack S. Younts, general manager of WGRE Southern Pines, and NCAB executive secretary-treasurer, revealed Thursday that complaints had been filed by James McNeil, general manager of WSVG Lumberton, and Nathan Frank, general manager of WHNC Henderson.

The complaints,stemmed from broadcast arrangements of the Henderson-Lumberton high school championship football game. Mr. Younts said that the station managers told them that the high schools coaches had agreed not to permit live broadcasts of the contest. They had reportedly agreed to a tape recording—to be played back after the game.

Then, according to Messrs. McNeil and Frank, five minutes before kickoff time, WHNC was given permission to carry the game live. The Lumberton coach denied making such an agreement and declared, "There was no school plan to squeeze the station out."

Messrs. McNeil and Frank wired NCAB asking that the legality of high school stations barring local radio stations from broadcasting athletic contests live be established. Mr. Frank suggested the matter be taken up by the North Carolina High School Athlete Assn.

Reading Bid

INITIAL decision proposing to deny the application of John J. Keel and Lloyd W. Dennis for a new station in Reading, Pa., on 1510 kc with 1 kw fulltime, directional, was issued last week by FCC Hearing Examiner Basil P. Cooper. The examiner, among other things, found the new station would cause interference to WLAG Nashville in an area covering 352,000 sq. mi., with a population of more than 12-million.

WIP DISCOUNT PLAN

Issued For Saturation Ads

WIP Philadelphia has announced a new "Dollar Volume Discount Plan" to accommodate advertisers who want saturation advertising campaigns that involve large amounts of money spent over a comparatively short time. It was effective last Saturday.

The plan offers a dollar volume discount ranging from 15% after frequency discount for expenditures of $425-$999 per week, 20% for $1,000 to $1,499 per week, and 25% for $1,500 per week or over. Announcements and programs may be combined to earn this discount, which applies to time charges only. Benedict Gimbol Jr., president and general manager of WIP, in commenting on the new discount structure said: "This new discount on WIP should attract advertisers who wish to spend large amounts of money for short campaigns, using programs, announcements, or both."

GENERAL ELECTRIC Co.'s electronic division, has announced that it will use two buildings and a part of a third at Bridgeport, Conn., for the manufacture of military equipment.

WINX TRANSFER

IBEW Asks Reconsideration

IBEW Local 1215, Washington, D. C., last Thursday asked the FCC to reconsider its grant of consent for assignment of license of WINX Washington to United Broadcasting Co., operating WOOK Washington and a new station in Rockville, Md., which carries the WINX call letters.

The union charged that its contract with WINX under Banks Independent Broadcasting Co. ownership has another 3½ months to run, but the IBEW technicians have been replaced by non-union employees of United.

FCC has power to grant relief to the union under the "public interest" requirement, since this protects the rights of station employees, the union contended. The former WINX owner notified IBEW last Nov. 16 that the station had sold physical assets to United and would discontinue business Nov. 27.

WOOK changed its Washington assignment last Monday mid-night to 1340 kc, 250 w fulltime, the former WINX assignment under Banks ownership. WOOK had operated as a Silver Spring, Md., station. The WINX call letters were transferred to a new Rockville station with 1 kw on 1800 kc daytime.

IBEW points out it notified the FCC, United and Banks interests last Aug. 22 that it was raising the question of its members' interests in the WINX transfer. Another letter was sent to FCC Sept. 24, the union added.

Counsel for United told Broad- casting -Teletesting the union's petition was without precedent in FCC records. United is preparing an answer to IBEW in which it will be argued that the petition is out of order since the transaction has been completed. United will contend the FCC never intervenes in private disputes involving relationship of employers and that the action should be filed in court.

WIPZTV Channel 5

EXCLUSIVE Coverage of the

HUNTINGTON CHARLESTON

ABC - CBS - DSN

Represented by THE KATZ AGENCY

December 3, 1951 • Page 67
Farm Directors

(Continued from page 44)

Dept. of Agriculture information, recognize farmers as producers as well as consumers and cooperate locally with NAEPD on stories. NRC and 13 stations received awards from the National Safety Council at the Sunday luncheon, when Paul Jones, director of public information, cited them for "exceptional service to farm safety.”

The winners, with some of the activities for which they were cited, are:

NRC, sponsoring a National Farm and Home Hour ("All-in-Chambers") on WFRD, on Miami County, Ohio, with a kickoff broadcast during National Farm Safety Week followed by four quarterly reports and a summary network broadcast from Lima, Ohio.

KELD El Dorado, Ark., 125 special farm safety programs and several other reports on regular shows.

KFEQ St. Joseph, Mo., 50 radio-phone interviews, consistent coverage on farm safety, an essay and safety slogan contest.

KLMG LaGrande, Ore., year-round safety program and 27 sponsors on the air daily during National Farm Safety Week.

KPOJ Portland, Ore., year-round program, sending 15-minute safety show to 23 Oregon stations.

KUOM St. Paul, Minn., servicing tape-recorded interviews to 14 Minnesota stations, sending radio shorts to 45 stations and arranging for safety specialists from the U. of Michigan to appear on 10 shows on WCCO and KSTP Minneapolis.

KWTO Springfield, Mo., "exceptionally fruitful" contest among Future Farmers of America, reference to safety on 900 regular shows and 30 special farm broadcasts plus 400 spots.

WIBZ-AM-FM-TV Boston, all-round coverage on 500 regular broadcasts.

WIFR Benton Harbor, Mich., a series of interviews with accident victims, consistent coverage.

WHO Des Moines, all-year program, farm safety contest, annual fire prevention contest, plowing contest and a system for broadcasting all available farm accident reports in the state.

WIBC Indianapolis, a farm safety quiz.

WIBX Utica, N. Y., reference to safety on all regular farm broadcasts, 92 special farm safety programs, use of Polish and Italian safety jingles, devoting the entire Farm and Home Show two hours daily to safety during National Farm Safety Week.

WIOW Kokomo, Ind., radio-telephone interviews with accident victims, reference to safety on 924 regular programs, 29 farm safety shows and "hundreds" of spots.

WXAX Yankton, S. D., "original" programming idea in Accidental Jones, first aid kit campaign, 1,400 spots and 14 special shows.

The annual banquet speaker Sunday was James E. McCarthy, dean of the College of Commerce at Notre Dame. The luncheon speaker Saturday was Tom Swearingen, public relations counsel for the Water Resources Corp., Denver, while Gene Flack, sales counselor and director of advertising for Sunshine Biscuit Co., Long Island City, gave the address at dinner that night.

Mr. Alampi opened the convention and introduced the following committee chairmen:

Paul Visser, NBC Chicago, and Roy Battles, WLLC Cincinnati, convention programs; Jerry Crossen, ABC Advertising, Milwaukee, convention facilities; Don Huckle, Park & Pollard Feeds and Farm Supply, convention transportation; Chuck Worcester, WMT Cedar Rapids, programs; Homer Martz, KDKA Pittsburgh, Washington State College, handbook; Herb Plambeck, WHO Des Moines, chairman; Harold Joseph, Mich., research; Chris Mack, WNAX Yankton, public relations; Jack Jackson, KCMD Kansas City, USB and relations; Sam Schneider, KVVo Tulsa, spring meeting; Meri Gallaher, WGY Schenectady, television; Mal Hansen, WOW Omaha, Chats; Homer Martz, KDKA Pittsburgh, financial counseling; Atwood, WTC Hartford, Yearbook; Erle Lund, WLYA Lynchburg, Va., awards; Larry Haag, WCCO Minneapolis, public relations; Bob Miller, WRFL Washington, D. C.

Also reporting were the regional chairman, opening the convention; Ray York; Homer Martz, KDKA Pittsburgh; Ted Hyman, VPI College of Agriculture, Blacksburg Va.; Marshall Weis, WJR Detroit; Bill MacDonald, KFAB Lincoln, Neb.; George Roemer, KTRH Houston, Wash; Henry Schacht, KNIC San Francisco.

VICTOR BELL DIES

Was Gilham Radio-TV Head

VICTOR VAN DYKE BELL, 40, vice president in charge of radio and television at the Gilham Advertising Agency, Salt Lake City, died Nov. 20 in a hospital in that city. He was stricken at his office two hours before his death.

Well-known in the radio field in that section of the country, Mr. Bell was program director at KLMP Minot, N. D., in 1946, later at KRMC Jamestown, N. D., and at KUTA Salt Lake City in 1933, 1939, he was writer-producer and assistant director of sales service at KSL Salt Lake City.

He joined the Gilham Agency in 1941 as an account executive and radio director. He became vice president in charge of radio-TV in 1950. He directed radio-TV placements for some of the section's largest business firms.

Tom Edwards

TOM EDWARDS, 27, chief announcer, KOSA Odessa, Tex., was found shot to death in a room at a Gillett's Day morning at the studio with a pistol lying near the body. John Guffey, station's continuity director, who was tuned to the station, rushed to KOSA to take over the announcing task when Mr. Edwards, only announcer on duty, failed to come on the air. Mr. Edwards' family are all of Los Angeles.

NATIONAL NIELSEN RATINGS

TOP RADIO PROGRAMS
(Fatal U. S. Areas, Including Small-Town, Farm and Urban Homes and Including Telephone and Non-Telephone Homes)

EXTRA WEEK OCTOBER 14-20, 1951

NELSEN-RATING* %

EVENING: PROGRAM-A (Average for All Programs)

1 Lux Radio Theater (CBS) 14.9
2 Jack Benny (CBS) 14.6
3 Amos 'n' Andy (CBS) 14.1
4 Charlie McCarthy (CBS) 12.5
5 Walter Winchell (ABC) 10.3
6 Mr. & Mrs. North (NBC) 9.0
7 Your Best (Life) (NBC) 10.3
8 Fibber McGee & Molly (NBC) 9.2
9 Gangbusters (CBS) 10.1
10 Bing Crosby Show (CBS) 8.9

NOTE: Number of homes is obtained by applying the "NIELSEN-RATING" (%) to 41,900,000—the 1951 estimate of total U.S. Homes.

NEW SYLVANIA PLANT

Opens at Shawnee, Okla.

SYLVANIA Electric Products' new radio tube plant in Shawnee, Okla., was officially opened last week, with Nov. 24-30 designated as "Sylvania Week" by the company. During that period, the new tube plant observed open house and conducted plant tours for Oklahoma City, Tulsa and Shawnee Chambers of Commerce, with special tours for dealers and distributors of Sylvania products.

A newly constructed Shawnee plant is brick building with approximately 34,297 sq. ft. of production area and 1,663 sq. ft. of property area. Plant will specialize in manufacture of miniature radio tubes to supplement output of tubes from other Sylvania plants.

W. J. (Tiny) Turner

FUNERAL services were held Nov. 22 for William Jasper (Tiny) Turner, 35, WFRC Reidsville, N. C., announcer and entertainer, who died Nov. 22 after a short illness. In 1944-45 he was with the Grand Ole Opry company of WSM Nashville, and one of the first performers to appear before a camera shot by WFMY-TV Greensboro. He was with WFRC since July 1948. Surviving are his mother, a sister, his widow, and two step-children.
PULSE RATINGS

THE Lux Radio Theatre, Arthur Godfrey and Theatre of Today, respectively, lead top 10 radio network programs in evening, Monday-Friday daytime and Saturday-Sunday daytime periods for September and October, according to the Pulse Inc. report issued last week. Listing included:

MULTI-MARKET TOP TEN NETWORK RADIO PROGRAMS

| EVENING | Program Average Rating
<table>
<thead>
<tr>
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<tbody>
<tr>
<td>Lux Theatre (CBS)</td>
<td>10.5</td>
</tr>
<tr>
<td>Walter Winchell (ABC)</td>
<td>9.1</td>
</tr>
<tr>
<td>Godfrey’s Talent Search (CBS)</td>
<td>7.9</td>
</tr>
<tr>
<td>Bob Hawk (CBS)</td>
<td>7.8</td>
</tr>
<tr>
<td>Life (NBC)</td>
<td>7.5</td>
</tr>
<tr>
<td>FBI In Peace &amp; War (CBS)</td>
<td>7.0</td>
</tr>
<tr>
<td>Hallmark Proseuche (SCE)</td>
<td>6.7</td>
</tr>
<tr>
<td>Suspense (CBS)</td>
<td>6.9</td>
</tr>
<tr>
<td>Big Town (NBC)</td>
<td>6.4</td>
</tr>
<tr>
<td>Dream (NBC)</td>
<td>6.3</td>
</tr>
<tr>
<td>Lassie (NBC)</td>
<td>6.3</td>
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</tbody>
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MONDAY-FRIDAY DAYTIME

<table>
<thead>
<tr>
<th>Program Average Rating</th>
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<tbody>
<tr>
<td>Arthur Godfrey (CBS)</td>
</tr>
<tr>
<td>Helen Trends (NBC)</td>
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<tr>
<td>Grand Slam (CBS)</td>
</tr>
<tr>
<td>Our Gal Sunday (CBS)</td>
</tr>
<tr>
<td>Big Slam (CBS)</td>
</tr>
<tr>
<td>Mal Perkins (CBS)</td>
</tr>
<tr>
<td>Rosemary (CBS)</td>
</tr>
<tr>
<td>Aunt Jenny (CBS)</td>
</tr>
<tr>
<td>Wendy Warren (CBS)</td>
</tr>
<tr>
<td>Young Dr. Malone (CBS)</td>
</tr>
</tbody>
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SATURDAY & SUNDAY DAYTIME

<table>
<thead>
<tr>
<th>Program Average Rating</th>
</tr>
</thead>
<tbody>
<tr>
<td>Theatre of Today (CBS)</td>
</tr>
<tr>
<td>True Detective Mysteries (MBS)</td>
</tr>
<tr>
<td>Let’s Pretend (CBS)</td>
</tr>
<tr>
<td>The Shadow (MBS)</td>
</tr>
<tr>
<td>Music With the Girls (CBS)</td>
</tr>
<tr>
<td>Martin Kane (NBC)</td>
</tr>
<tr>
<td>The Whispering Nun (NBC)</td>
</tr>
<tr>
<td>My Secret Story (NBC)</td>
</tr>
<tr>
<td>The Saint (NBC)</td>
</tr>
</tbody>
</table>

*Weighted program averages for 18 regular Police series.

DEFENSE of advertising was carried in a dramatized program on Canadian Broadcasting Corp. network recently in its weekly Cross Section network public affairs program. Story started with uninformed citizens discussing their opinions on advertising, when an agency man came into the conversation and showed what an advertising agency man does and the part played by advertising in the modern economy. The program originated at CBL Toronto.

ALLIED ARTS

CHARLES ENDE, vice president and general manager American Press Assn., and sales manager of Greater Weeklies, named sales manager and account executive of Fact Finders, Assoc. Inc., N.Y. LUCITE RONDOT, account executive named production manager in charge of internal and field operations and will continue as account executive. Miss RONDOT, formerly at CBS, director of corporation, elected secretary of corporation. FRANK R. COUTANT, company president and treasurer, continues to direct planning as firm’s chief consultant.

JANE M. ORCHARD, program director KOTY (TV) Tulsa, appointed sales and account executive Paramount Television Productions Inc., N.Y.

HOWARD BACK named to editorial staff Telenews Production, N.Y. He was with WERE Erie, Pa., and WHOL East Liverpool, Ohio.

ORIN M. JACOBSON, international representative of International Alliance of Theatrical Stage Employees, elected eighth vice president to fill vacancy left by death last May of third international vice president FLOYD M. BILLINGSLEY.

IVAN F. BETTS named president of newly-formed Hollywood Religious Film Production. Other officers include ORIN W. EVANS, West Coast director, Broadcasting & Film Commission, National Churches of Christ, USA, vice president in charge of production; PORTER HALL, vice-president; ATTY. PALMER JOHNSON, secretary; HERMAN E. WARD, treasurer.

MINDLIN & LEVY, L. A. law firm appointed counsel to National Society of Television Producers. VICTOR MINDLIN and MAURICE LEVY Jr. are firm principals.

Equipment...


CARL E. SCHOLZ, vice president and chief engineer All American Cables & Radio Inc. and Commercial Cable Co., subsidiaries of American Cable Inc., N.Y., elected vice president and chief engineer American Cable & Radio Corp.

WARD PRODUCTS Corp., Div. of The Gabriel Co., Cleveland, announces production of two new directional antenna models for the 450-470 mc band. Models SPP-161 and SPP-172 are designed for point-to-point communications. Free additional brochures are had by writing the Company at 1523 E. 45th St., Cleveland, Ohio.

ALTEC LANSING Corp., Beverly Hills, Calif., has introduced new 230 A portable mixer, developed to fulfill all requirements of high quality broadcast mixer for field use in AM, FM and TV remote pickup. Company reports it is also ideal for public address systems as it can be quickly moved to various locations.

ANDREW Corp., Chicago, announces starting Dec. 1 all California business will be handled by NEW CALIF. CORP., Simi, Calif.

JOHN S. MECK, president of Scott Radio Labs, Chicago, appointed to National Production Authority’s television manufacturers’ industry advisory committee. Mr. Meck also heads John Meck Industries, Plymouth, Ind., which recently became a division of Scott in a merger.

MILTON R. BENJAMIN, vice president and national sales manager Majestic Radio & Television, Brooklyn, Div. of Wilcox-Gap Corp., Charlotte, Mich., announces his resignation from firm. Mr. Benjamin will reveal his future plans at a later date.

JAMES T. CHATTERTON, vice president in charge of West Coast operations Mackay Radio & Telegraph Co., named regional director of Pacific area. Mr. Chatterton will supervise services at Honolulu, Manila, Tokyo and other points in the Far East for company. He will make his headquarters in San Francisco.

AUDIO DEVICES Inc., N.Y., announces publication of new 50-page handbook on Fundamentals of Magnetic Recording. Handbook contains information on recording methods, magnetic relationships, tape characteristics, AC and DC bias, frequency response, noise level, distortion, machine features and helpful hints on machine selection, operation and maintenance.

JOHN B. TUBERGEM named president Los Angeles chapter, Representatives, Inc., subsidiary of Radio Parts Mfrs. Inc. Other officers include JOHN J. HILL, vice president; GEORGE DAVIS, secretary-treasurer; E. B. ROBERTS, retiring president who becomes chairman of the board of governors. Dr. RALPH L. POWER, executive secretary-treasurer, re-appointed.

Technical...

GEORGE M. IVES, television maintenance supervisor ABC TV, elected president of Brookfield (Ill.) Kiwanis Club.

DORE MALMBERG, transmitter operator GCJ Lethbridge, to CBX Edmontont, in same capacity.
Clebar the stop watch of split second accuracy

#650
1/5 second timer for general timing, 7 jewels Clebar quality, non-magnetic, 30 minute register-start, stop and fly-back from crown.

There is a Clebar stop watch for every precision timing purpose. Write for new FREE catalog which illustrates more than a score of models.

CLEBAR WATCH AGENCY
521 FIFTH AVENUE, NEW YORK 17

POLITICAL PLANS
Demos to Select Ad Agency

DEMOCRATIC National Committee within the next fortnight will select an advertising agency to handle its 1952 political commitments in radio, television and other media.
This was indicated after it was learned that National Chairman Frank McKinney had studied a list of three or four agencies as possible choices last week.
Mr. McKinney addressed the third annual Democratic National Committee dinner in New York last Monday evening. His speech was carried as a simulcast by ABC Radio and Television. The national committee is distributing kinescope film recordings to stations unable to carry the telecast live and to party workers throughout the country.

The organization is not expected to swing into broadcasting commitments until after the state primaries early next year and until after President Truman indicates whether he will run for office again.

No such limitations obtain, however, at Republican National Committee headquarters. Chairman Guy Gabrielson has thrown open the organization’s complete facilities to avowed or potential GOP candidates for the presidency. The committee promised to aid Sen. Robert Taft (R-Ohio), Gov. Earl Warren of California, and campaign managers for Gen. Dwight D. Eisenhower and Harold Stassen.

They will be offered assistance in arranging radio and television time and use of mailing lists and research materials, as well as help in setting up headquarters at the Chicago convention next July. Broadcasting commitments had not been explored yet.

Still hanging fire is a proposed code or standards of practice to guide the radio-TV industry in handling conversion coverage. Network representatives have not yet submitted comments on the revised draft submitted by both national committees [BT, Nov. 20].

Thomas Velotta, ABC, is coordinating the network presentation.

Ad Film Gift

WOMEN’S Advertising Club of Chicago has given property rights to the film "Do You Belong in Advertising?" to the Advertising Federation of America for exclusive distribution. It will be sold and/or rented to high schools, colleges, advertising agencies, media organizations, and firms with advertising training programs.

MORE than one million American Telephone & Telegraph Co. shareholders were informed last week of the company’s 123rd consecutive quarterly dividend at $2.15 per share, declared by directors Nov. 21. Dividend will be payable Jan. 15 to shareholders of record Dec. 17.

PEARL HARBOR
Anniversary Programs Set

SPECIAL network broadcast marking 10th anniversary of Japanese attack on Pearl Harbor will be carried by MBS Friday, 8:30-8:55 p.m. EST from the Hawaiian naval base.

Webley Edwards, Mutual Honolulu correspondent who broadcast original news of attack on Dec. 7, 1941, will narrate program, conducting listeners on tour of Pearl Harbor. Mr. Edwards—who was chosen by Adm. Chester Nimitz to broadcast surrender ceremonies from U.S. Missouri on Sept. 2, 1945—will interview various members of the armed forces who were on the base during the attack, including officers, enlisted men, chaplains, and prisoners of war.

Special a cappella choir arrangement of "America" will be background music for reading of memorial plaque on U.S.S. Arizona.

U. S. invasion by cosmic forces—Pearl Harbor Day of 1942—will be depicted on ABC-TV’s "Tales of Tomorrow" for the Dec. 7 broadcast. Producers George Foley and Richard Gordon said last week, Screen Actor Zachary Scott will be starred in the Mel Goldberg script, based on the story, "What Would You Do?" by Russell V. Ritchie.

WBZ Is Host

WBZ-AM-TV Boston was to host this past weekend to an enlisted Air Force serviceman who had been chosen "Airman of the Month." The honored airman and his wife were to be presented on WBZ-TV’s "Tucker Talk" Friday and later the same day on the WBZ Dick Tucker radio show.

WEIR Weirton, W. Va., boosts two successful politicians on its staff. Harry Cochran (L), news editor, just elected president of town’s trustees; Steubenville, Ohio, shakes hands with Dick Jackson, sportscaster, who has been named Weirton councilman.

OHIO INQUIRY
Radio Role Is Noted

RADIO has a big part in political contests. Proof of this both Sen. Robert A. Taft (R-Ohio) and Ohio State Auditor Joseph T. Ferguson are convinced.
However, they differ about which radio commentator is on whose side of the fence—that is, assuming that the commentators in question straddled both sides of the fence during the Ohio election campaign last year and further that they were defeated in the round defeat of Mr. Ferguson by Sen. Taft.

During a Senate subcommittee hearing on the Ohio election last week, Sen. Taft declared that his opponents failed to report expenses of $750,000, which were paid to MBS "for the Frank Edwards series of broadcasts which were devoted principally to attacks on me and against my re-election."

As early as last March, BROADCASTING & TELECASTING reported that Sen. Taft’s Washington office had set up a policy of not placing any ads for the Senator’s radio addresses on MBS because of Mr. Edwards’ broadcasts. [B&T, March 12].

Green Charges Error

American Federation of Labor President William Green (AFL) sponsors Mr. Edwards’ broadcasts) countered that the Senator was in error. He reminded the Senator that MBS was "on the air for the union not only in 1950 but this year as well."

Again, Mr. Ferguson retorted that Sen. Taft did not mention that great number of radio news¬men and columnists had spreading propaganda for him. Mentioned among other columnists was MBS Radio Commentator Fulton Lewis Jr.

As testimony continued to mount at the week’s end, Chairman Guy Gillette (D-Iowa) of the Subcommittee on Elections and Privileges, surmised that since Sen. Taft reported personal campaign receipts of only $1,500 and Mr. Ferguson only $10,000, there was "an unusual nature" to the reporting system for political candidates.

Boost for VOA

FOREIGN language radio stations in the U. S. have been requested by the Advertising Council Inc., on behalf of the Dept. of State, to urge their listeners to mention Voice of America radio serials when they write to friends and relatives abroad. International Voice broadcasts will have special Christmas programs and such would be boosted out in an effort to increase audiences in foreign countries.
Christmas
gift
subscription
form

**BROADCASTING • TELECASTING**
The Newsweekly of Radio and Television

gift subscription rates*

$7.00 for a one-year subscription
$13.00 for two subscriptions
$19.00 for three subscriptions
$25.00 for four subscriptions
$30.00 for five subscriptions
$5.00 each for six or more subscriptions

* The 1952 BROADCASTING or TELECASTING Yearbook may be included with each subscription for an additional $2.00 each. Yearbooks to be mailed upon publication in February.

**BROADCASTING • TELECASTING:** Please enter the gift subscriptions listed on reverse side and send announcement cards.

$_________ enclosed ( ) Please bill

Name

Company

Address

City Zone State

SIGN GIFT CARD

TURN PAGE FOR GIFT SUBSCRIPTION FORMS
<table>
<thead>
<tr>
<th>Name</th>
<th>Firm</th>
<th>Address</th>
<th>City</th>
<th>Zone</th>
<th>State</th>
<th>Broadcasting Yearbook</th>
<th>Telecasting Yearbook</th>
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Special reduced rates not good after December 31, 1951

Mail to Broadcasting • Telecasting National Press Building, Washington 4, D. C.
FOR THE FASTEST ROAD
TO THE MINDS OF AMERICA...
LOCALLY PRODUCED NEWSCASTS
ON TELEVISION

What better medium for selling a product or an idea to America? They provide the answer to every person's craving for news and informed opinion. They do it through the two strongest human senses, aural and visual. They include regional, community and local news in their content. As a rule, they rate considerably higher than network newscasts. Just four of the many reasons why Spot TV newscasts on these twelve leading stations should be included in your Advertising plans.

They can help make 1952 your "sellingest" year.

WSB-TV ........... Atlanta
WBAL-TV ........... Baltimore
WFAA-TV ........... Dallas
KPBC-TV ........... Houston
KHJ-TV ........... Los Angeles
WHAS-TV ........... Louisville
KSTP-TV .......... Mpls-St. Paul
WSM-TV ........... Nashville
WTAR-TV ........... Norfolk
KPHO-TV ........... Phoenix
WOAI-TV .......... San Antonio
KOTV ............. Tulsa

REPRESENTED BY
EDWARD PETRY & CO., INC.
NEW YORK • CHICAGO • LOS ANGELES
DETROIT • ST. LOUIS • SAN FRANCISCO • DALLAS
A year ago they said it was impossible. People just wouldn’t watch television between 7:00 and 9:00 in the morning.

WPTZ, Philadelphia, didn’t believe them. It programmed "3 To Get Ready," starring Ernie Kovacs, every morning from 7:00 to 9:00.

Now 1 year later "3 To Get Ready" is television’s best and most successful early morning show. Plenty of audience, plenty of sponsors, plenty of entertainment are its ingredients.

Ernie Kovacs clowns, spins records, auditions goats, campaigns for office on the street—and does just about everything else to keep conservative Philadelphia laughing, and watching. Lovely Edythe Adams and the music of Tony DeSimone keep the viewers humming over breakfast. It’s fast, it’s fun and it’s here on WPTZ.

Give us a call here at WPTZ, Philadelphia, or see your nearest NBC Spot Sales Representative for the full story on "3 To Get Ready." Its ratings will surprise you. Its list of top name advertisers will prove that early morning television is good time, big time, television.

At WPTZ, Philadelphia, early morning television isn’t only here—it’s growing up!

WPTZ FIRST IN TELEVISION IN PHILADELPHIA
**OCT. GROSS**

**GROSS time sales of the four TV networks in October 1951 totaled $14,469,284, Publishers Information Bureau reported last week.**

"Gross is more than double the gross of $6,441,442 for three networks (ABC, CBS, NBC) during October 1950 when DuMont data was not reported. Even when DuMont figures for this year are deleted to make a direct comparison, the three-network gross for this October is well over twice the figure for the same month of last year."

For the ten-month period, January-October 1951, gross TV network time sales are more than three times the gross for the like period of 1950, again even after the 1951 DuMont figure is deducted from the four-network total.

**Networks at $14½ Million, Says PIB**

**NETWORK TELEVISION**

<table>
<thead>
<tr>
<th></th>
<th>OCT. '51</th>
<th>OCT. '50</th>
<th>JAN.-OCT. '51</th>
<th>JAN.-OCT. '50</th>
</tr>
</thead>
<tbody>
<tr>
<td>ABC</td>
<td>$1,846,408</td>
<td>$1,221,773</td>
<td>$14,469,284</td>
<td>$4,086,497</td>
</tr>
<tr>
<td>CBS</td>
<td>$4,704,775</td>
<td>$2,111,898</td>
<td>$33,102,526</td>
<td>$8,444,185</td>
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<tr>
<td>DuMont</td>
<td>$7,165,225</td>
<td>$3,007,717</td>
<td>$46,147,808</td>
<td>$14,840,925</td>
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<tr>
<td>NBC</td>
<td>$6,441,442</td>
<td>$4,444,442</td>
<td>$27,371,607</td>
<td>$9,854,288</td>
</tr>
</tbody>
</table>

**TOTAL** $14,469,284 $6,441,442 $33,102,526 $8,444,185

**Figures for 1950 not available**

**NETWORK TELEVISION TOTALS TO OCTOBER 1951**

<table>
<thead>
<tr>
<th></th>
<th>ABC</th>
<th>CBS</th>
<th>DuMont</th>
<th>NBC</th>
</tr>
</thead>
<tbody>
<tr>
<td>January</td>
<td>$1,328,719</td>
<td>$2,601,165</td>
<td>$435,527</td>
<td>$4,187,222</td>
</tr>
<tr>
<td>February</td>
<td>$1,254,851</td>
<td>$2,600,399</td>
<td>$406,079</td>
<td>$3,949,560</td>
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<tr>
<td>March</td>
<td>$1,339,710</td>
<td>$2,993,022</td>
<td>$427,811</td>
<td>$4,654,063</td>
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<tr>
<td>April</td>
<td>$1,432,319</td>
<td>$2,906,891</td>
<td>$574,025</td>
<td>$4,758,309</td>
</tr>
<tr>
<td>May</td>
<td>$1,385,901</td>
<td>$3,066,249</td>
<td>$622,646</td>
<td>$4,964,338</td>
</tr>
<tr>
<td>June</td>
<td>$1,437,593</td>
<td>$2,908,782</td>
<td>$564,478</td>
<td>$4,244,240</td>
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<tr>
<td>July</td>
<td>$1,351,168</td>
<td>$3,434,659</td>
<td>$465,359</td>
<td>$3,477,952</td>
</tr>
<tr>
<td>August</td>
<td>$1,444,593</td>
<td>$3,734,551</td>
<td>$763,071</td>
<td>$3,359,856</td>
</tr>
<tr>
<td>September</td>
<td>$1,322,482</td>
<td>$1,591,372</td>
<td>$731,498</td>
<td>$3,403,407</td>
</tr>
<tr>
<td>October</td>
<td>$1,846,848</td>
<td>$4,704,775</td>
<td>$752,876</td>
<td>$7,165,225</td>
</tr>
</tbody>
</table>

**TOTAL** $14,469,304 $33,102,526 $5,960,450 $46,147,808

†Revised as of Nov. 27, 1951
DuMONT MOVE
Plans Central Division

DuMONT TV Network is establishing a central division in Chicago and plans to originate at least 25% of its network TV programs from that city. Plans were revealed in a wire sent by Gerald Lyons, DuMONT public relations director, to Irving Kupcinet, columnist of the Chicago Sun Times, who on Nov. 7 reported that Down You Go would originate in New York at the insistence of DuMONT executives.

"Quite to the contrary," Mr. Lyons wired, "Chris J. Witting, our director, insisted that it stay in Chicago. . . . In addition to Down You Go, we move They Stand Accused out of Chicago from 10-11 every Sunday night and likewise be wrestling from Marigold Gardens from 9:30-11 every Saturday night. . . . More important than that, however, Witting is actually in the process of setting up a central division of our network whose single purpose is to take advantage of the television ability and talent made available to us in Chicago through WGN-TV."

THROWER NAMED
Takes CBS-TV Sales Post

SALES department of CBS Television Network last week underwent changes in executive personnel when Ed M. Thrower, vice president in charge of television for ABC, was named vice president in charge of sales for CBS-TV, effective today (Monday), replacing David V. Mr. Thrower Sutton, resigned.

Arthur E. Duram, assistant sales manager, CBS Television, has also resigned to join Fuller & Smith & Ross, New York, in newly created position of director of TV and radio activities, effective immediately.

Mr. Sutton's future plans are expected to be announced shortly.

SARNOFF PATENT
Would Aid U. S. Air Defense

PRINCIPLES of television, radar and microwave relay are incorporated in an automatic warning system—designed to detect planes, missiles and ships approaching the United States—for which Brig. Gen. David Sarnoff, RCA board chairman, has been granted a patent, it was disclosed last week.

Specifications call for an airborne radar net, in which a succession of planes leaping shore on a predetermined course search a specified area with radar equipment. Information thus compiled is relayed automatically from the lead plane successively, through trailing planes and finally to a control center set up at the home base.

Thus the radar net is moved continuously across vast distances, covering possible invasion routes and effecting protection for a greater area of national frontiers.

Television camera, added to the plane's equipment, relays radar information—plus data on airspeed, compass bearing, and altitude—by means of lightweight, low-power microwave relay apparatus, which would not affect the plane's freight-carrying capacity.

Sarnoff said that the means for intercepting enemy signals, transmitted to or from a guided missile, and provides a method for immediate transmission of identical signals to take over control of that missile. In this way, the enemy equipment could be directed to a new path, which would be continued until fuel supply were exhausted and the missile fell over the sea or an uninhabited land area.

A variation of the same principle allows for the control center to dispatch fighter planes to meet and destroy guided missiles or enemy planes long before they are reached by objective. Aircraft on patrol would be equipped with parasite planes, equipped with radar and radio to send back to the nearest group of defensive fighter planes a continuous flow of signals giving positions, speeds and directions of enemy craft. Fighter planes, upon receipt of the information, would be able to take-off from land bases or carriers, fly directly toward the intruders and intercept them before their missions are accomplished.

It was suggested that the same principle could be used in peacetime to relay television programs through a chain of planes and thus achieve a trans-oceanic TV system.

Dr. Elmer W. Engstrom, vice president in charge of RCA Labs Division, said, "The system proposed by General Sarnoff would enable detection at much greater distances, be flexible. . . . At the same time it would transmit the information to a control center that could act immediately. By this new method, countermeasures will have a greater opportunity to deal with enemy missiles or guided missiles that might be fired at strategic targets by enemy fighter bombers and to destroy them at sea before they can reach targets on land."

Utilizing equipment already developed and in use, the system was described in the U. S. Patent Office's official gazette for October 1951, Gen. Sarnoff has assigned his patent—No. 2571386—to RCA.

The board chairman had previously patented a secret signalling system in 1948, in which ordinary messages are converted to arbitrary patterns of television signals and relayed simultaneously to facsimile or television to a decoding terminal, thus ensuring secrecy even when the message has been transmitted by a common radio carrier.

ALLOCATIONS
Oral Hearing Bids Pend

'Sleep' on TV

RADIO, television and subsidiary rights to Breakfast in Hollywood have been purchased by George Foley and Richard Gordon Inc. for daily presentation as a live TV show. To be seen in the East sometime before noon, the TV version will be budgeted at $10,000 a week and will originate from either a Hollywood restaurant or hotel. Most original features of the radio version will be live TV, but several new contest ideas will be added, including one in which winners and their families would get a free trip to the West Coast. Former owners of the show are John Masterson, Billy Breman and Ray Morgan.

STILL awaiting FCC action, following the deadline for the "paper" TV allocations proceedings Nov. 26, are oppositions to the Commission's recommendations to change frequencies by WSAZ-TV Huntington, W. Va., and WKY-TV Oklahoma City. Also unsettled is the qualified "yes" by WNHC-TV New Haven to change its channel in line with the Commission's suggestions.

Deadline was 1,400 documents filed by midnight of last Monday, leaving the FCC reviewing staff of attorneys, engineers and accountants with the end of the mountain of filings in view. Hope continues high that the Commission can end the three-year-old TV freeze by February [B•T, Nov. 5].

Refusal of WSAZ-TV and WKY-TV to go along with the Commission's recommendations may stymie processing of applications by the Commission after freeze is broken, but only the Court can be appealed. It is not believed to be endangering lifting of the freeze.

WSAZ-TV refused to change from its present Channel 5 to Channel 8 because it stated its objections [B-T, Sept. 17] it would entail a cost of $1 million to the public in its area to change antenna installations from present to new. Also, the station's Herald Dispatch and Advertiser station, it would cost $38,500 to make changes in its transmitter and antenna to make it the new Channel 8. The station asked that it be changed to Channel 8, which would cost it $23,000 and the public nothing.

Retention of its present Channel 4 operation was requested by WKY-TV rather than changing to FCC's proposed Channel 7 [B-T, Nov. 6]. The Oklahoma City station made use of the Commission's proposed VHF allocation to that city, Tulsa and Muskogee be revised to retain Channel 4 where it now is. Neither of the other cities would receive a few VHF channels than proposed by the Commission, the WKY-TV presentation said. In a brief filed last week, the station not only requested the switch to Channel 4, but also asked for an oral hearing on the subject.

Tangle with ABC's WJZ-TV and Macy's WOR-TV, both in New York, is at the root of WNHC-TV's troubles. The FCC recommended that it switch from present Channel (Continued on page 36)
CHICAGO TV LOSS

Davis Blames Networks

Mr. Davis and the others notified Chicago agencies that charges and advertisers are primarily responsible for production swings from the Midwest to both coasts, Mr. Davis said in a meeting of the Chicago Television Council and Radio Management Club Wednesday in the Sheraton Hotel.

Davis said the enormous Chicago charges and advertisers are frequently responsible for production swings from the Midwest to both coasts, Mr. Davis said in a meeting of the Chicago Television Council and Radio Management Club Wednesday in the Sheraton Hotel.

Davis told the 15 network clients, who were interested first in getting a better business for their clients.

TV network sponsor interests, he charged, can frequently be satisfied more easily with Chicago origination because of lower production costs there. He spoke to a capacity audience of some 300 persons, all of whom have been debating the issue because of the industrial hubbub about Dave Gar- roway and Kukla, Fran & Ollie (both NBC-TV) during the past few months.

Claiming TV network origination practices are "practically dead" in Chicago, but can perhaps be revived if the networks choose, Mr. Davis said, the NBC network shows out of Chicago in January, 10 now. "The powerful little Goliath of Chicago television is now without life except for a few fragmented programs and all the rest being clubbed and beset by the New York production giants and they will probably take up the wakening of other cities too."

Speculating as to why shows have been taken from Chicago and others never started, Mr. Davis said he could find only one reason which "makes sense" but is never given. "Either the production bosses in New York want the credit, or they have convinced themselves their product generally is better." In Chicago, network in specific rather than broad terms, the FC & B executive eliminated DuMont, ABC and CBS from his charges. ABC, he said, has "very, very little" in Chicago, but no "gold mine" to work with although "it could have done better." DuMont has no money for "experimentation and emergence into the big time." CBS has no production facilities in Chicago, although "it might have found a way if it really wanted to." (WBKB, which is owned by Balaban & Katz Movie chain, and the proposed acquisition of WENR-TV, now owned by ABC, has not been approved by the FCC.)

Names NBC

Naming NBC as the network most responsible for the fate of Chicago originations, Mr. Davis said, the NBC network has "very, very little" in Chicago and the Jack parton of the Saturday Night Review, "which had a high rating which was not improved when it went to New York and it was done more cheaply here." The Random Sherman Show "never even had a chance," he said.

Referring to the Garvery Show at Large Show as the most "famous case," Mr. Davis retold the story of how Armour had bought the program which was slotted into an unknown period for which only small live stations could be cleared. He said Armour was offered that time period only, despite the fact NBC was planning the Kate Smith Show (on which no sales had been made) for a better hour, and put The Goldbergs into a good half-hour as a sustainer. He pointed out the Garvery Show and talent are owned by NBC.

Additional costs of New York productions are passed on to the client, Mr. Davis said. FC & B has no Chicago originations, however, except for some network cooperation, and there is no chance when the program is an established New York property, when NBC's client seeks it out with a specific show, or when the personality wants to remain in New York or Hollywood, he said.

Referring to The College Show, a network feature planned by the agency early this year with college talent and community ties, Mr. Davis said CBS Chicago refused to make Chicago facilities available and plans were dropped when it was discovered production costs would have been $1,500 more per week for a New York origination.

He pointed to specific programs which could best originate in Chicago, saying top-level dramatic and variety programs should continue to emanate from the coasts. Among the types he recommended for Chicago were situation comedy panel, and adventure, science fiction, soap opera and mystery, all with static casts.

Cites Remaining Shows

Referring to the fact that production know-how is available in Chicago and many Greatcoas, he said, NBC has reported to New York for high-paying jobs, Mr. Davis cited several of the remaining shows, each of which he considers distinctive. They included Zoo Paws, Jack & Ollie (which NBC cut from half-hour to 15 minutes was good and will help prolong its life"), Super Circus, Studs Place and The Wayne King Show (the latter stations having partial networks). Hawkins Falls, "the top-rated soap opera," gets better ratings, he said, than The First Hundred Years out of New York and Miss Susan from Philadelphia which cost, respectively, $6,000 and $3,000 more per week than Hawkins Falls.

Networks also have an obligation to their audience, he said, adding, "If a show can be done more cheaply and as well in Chicago, they should try it." Some are beginning to "make an about face" and advertisers and clients are reducing the length and frequency of their time periods, he concluded.

MAGY'S PARADE

Draws High WJZ-TV Rating

ALMOST 89% of the television sets in New York operating between 10:30 a.m. and noon Thanks- giving day were tuned to WJZ-TV New York which carried exclusively Macy's-Pre-Christmas parade, according to a special Trendex rating.

Overall rating for the full hour and a half telecast was 40.1%, with 45.2% of sets in use, Half-hour breakdown gave a 36.8 rating for the first segment; 42.9 rating with 96.6% of the audience for the 11-11:30 a.m. segment; a 40.7 rating with 91.1% of the audience for the last half hour.

MOTOROLA Inc., Chicago, has bor- rowed $71 million from Prudential Insurance Co. to pay an earlier debt to company of $1,385,000 and to pro- vide additional working capital. This was reported in Chicago last week by Paul Galvin, executive vice president. He said the sum will be repaid on a 15-year note at 9% interest.

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BROADCASTING • Telecating
Your eyes, too, would reflect the uncomplicated charm of “Betsy and the Magic Key.”

You’d live every magic moment of all 260 of these quarter-hour film fables... know as well as your own name bright-eyed, light-hearted puppet characters like Betsy, Texas Ranger, Mr. and Mrs. Bear, Tommy the Bumblebee, “Dumb” Bunny, Sir Anthony the Elephant...

As an advertiser, you already know that this kind of spell—with its wide-eyed fascination and day-in-and-out devotion—will help you sell more of your product.

“Betsy and the Magic Key”* will open new doors for you. For first-run rights in your television markets, subject of course to prior sale, just get in touch with...

*Written and produced by Elizabeth Raines, with the famous Sue Hastings Marionettes.

CBS TELEVISION SPOT SALES with offices in New York, Chicago, Los Angeles, Memphis, Detroit and San Francisco
NTSC COLOR

FIELD TESTS of tentative standards for a compatible color TV system recommended last week by the National Television System Committee should be in full swing by completion of the tests is March able to present its recommenda-
tions to the FCC. The tests for the next four months will be conducted by RCA and Du-

In releasing the technical speci-
fications of the signal to be used in the field tests, Dr. W. E. G. Baker, GE Electronics Division vice president and chairman of NTSC, stated that they were unanimously adopted by the committee. NTSC said it is looking for par-
ticipation in the tests by all seg-
ments of the radio-televisi-
Adam.

Development of a compatible color TV system is made in nature of a technical advance than of commercial import in the im-
mediate future, due to the govern-
ment's ban on the manufacture of color TV receivers for public sale. The ban was first requested by Defense Mobilizer Charles E. Wil-
son in October and was officially promulgated by the National Pro-
duction Authority two weeks ago.

Field Tests Start This Week

PROPOSAL TO TAKE HAWAIIAN CHANNELS

NO GREAT loss to TV or FM in Believed occasioned by the FCC's action last week proposal to change the allocation of TV Channels 5 and 6 (76-88 mc) and FM Channel 92-94 mc (88-90 mc) to the Hawaiian Islands to common carrier inter-island communications. FCC's proposed rule-making for comment from interested parties by Jan. 11, 1952. Proposed change in TV and FM allocations in Hawaii followed a petition last June by Mutual Tele-
phone and Telegraph Company. FCC is quoted as having claimed that it was impossible to use submarine cable among the islands of Hawaii due to the heavy surf pounding cable against coral reefs. A 50-50 mc common carrier band cause interference to broadcast stations in the Islands and also in the continental U. S. and that the 4200, 5925-6425 and 7000-11700 mc common carrier microwave bands are unable to properly carry across the long water hauls among the Islands.

In tests of frequencies over 460 mc, Mutual said that they showed variations in signal level in excess of acceptable commercial standards over water paths of 40 or more miles. Maximum distance between ad-
jacent islands in the Hawaiian group is 20 miles, with water paths of 40-50 miles.

In bolstering its plea for the ad-
tional frequencies, Mutual also pointed to the four-fold increase in inter-island radio communication traffic that has occurred in Hawaii since World War II.

In the FCC's proposed table of TV allocations to Hawaii, Chan-
els 5 and 6 are not assigned any frequency. In both TV and FM there is felt to be a surplus of wavelengths there. Thus, neither the public nor broadcasters should suffer any hardship, it is believed. Conr. Robert Jones dissented.
MONEY-MAKER of your TV station, the film camera channel is the key to your operation from a profit standpoint. But are you sure you’re using the best camera equipment available?

Note these features of the new G-E units, now available from stock: high intensity edge lights and special cylindrical lenses to diminish shading and edge flare... automatic set-up control to maintain proper background without continual readjustment by operator... special built-in sweep failure protection to reduce the possibility of expensive camera tube replacement. The high-quality 16mm Synchrolite projector shown above with the film camera is the latest item of G-E studio equipment. Its high optical capabilities and audio fidelity make it worth your attention.

Your G-E broadcast man at our office near you is prepared to discuss this in detail. Why not call him today?

GET THIS BULLETIN FOR YOUR G-E FILE

Complete specifications and photographs of Type PE-5-A film camera channel. Write today: General Electric Company, Section 2121-3, Electronics Park, Syracuse, New York.

GENERAL ELECTRIC
nel 6 to Channel 8. It said it would be glad to do so, provided present proposed rules remain unchanged—i.e. stations operating to 300 kw or 200 kw powers under Commission's proposals would be required to reduce their powers if their signals cut into the Grade A service of another station [B*T, Sept. 10]. This is exactly what would happen if WJZ-TV on Channel 7 and WOR-TV on Channel 9 were allowed to go to the power limit permitted by the proposed FCC rules. Both New York stations are striving to get the FCC limitation removed.

Also still awaiting FCC action are the requests for oral hearing held by KROW Oakland, Calif. [B*T, Oct. 15]; Daily News Television Corp., comprising WIBG-Philadelphia Daily News [B*T, Oct. 22] and DuMont [B*T, Nov. 5], among others. These are in addition to the WKY-TV request. Last week FCC denied request of Southern Illinois U. for oral hearing.

Still pending is also the request by Zenith acting for an FCC ruling on its rights for Chicago's Channel 2 for which it is an applicant [B*W, Aug. 61]. Under the FCC proposals, WKGB in that city will change from Channel 4 to Channel 2.

Additional documents are trickling in until Dec. 15, due to the alphabetical changes made in the U.S.—Mexico agreement on border TV assignments [B*T, Nov. 12, Oct. 29]. Affirmative filings thus far received in this category indicate no problems with original presentations. DuMont made some changes in its master allocation proposal, none of which is considered significant.

KSL-TV MOVE

Would Use Only 2.5 w

The (continued from page 74) TV power for a station is not as strange as it might seem at first blush. In an application filed last week KSL-TV Salt Lake City asked for just that. Reason is:

KSL-TV plans to move to Coon Peak in the Quirrh Range, 15 miles outside Salt Lake City. This would make its antenna height above average terrain 3,460 ft., compared to present minus 416 ft. (minus 130 feet, the fact that Salt Lake City is surrounded by mountain ranges). Since FCC rules prohibit any station from covering more area than its present fixed facility, KSL-TV has as yet its present 18.4 kw effective radiated power to 2.5 w in order to continue serving its present 550 sq. mi. If the station were to continue radiating 18.4 kw, it would cover 8,529 sq. mi. After the freeze is lifted, FCC is permitting 100 kw radiating 19.4 kw to low-band TV stations. At that time, KSL-TV could cover not only the entire northern half of Utah, but parts of Idaho and Wyoming as well.

FOR SALE

For television micro-wave relay use—one 200 foot "Skyline" double guyed tower complete with required obstruction lighting.

Also, four reflecting screens which permit the mounting of micro-wave dishes on ground.

FOR DETAILS, WRITE—J. M. McDONALD, Assistant Director of Engineering Crosley Broadcasting Corporation Crosley Square, Cincinnati 2, Ohio

TELEMETER TEST

Being Conducted in L. A.

FIELD tests of International Telemeter Corp.—Paramount Pictures "Telemeter" subscription-TV device—currently is being conducted over KTTLA (TV) Hollywood, with short subject films and test patterns used in experimental work during station's after hours, between midnight and 9 a.m. Tests are under special FCC permission [B*T, Sept. 3].

Engineers installed Telemeter equipment with coin box attachments on six standard TV receivers of various makes which are being shifted to different areas around Los Angeles in the test.

Although great secrecy is maintained and denial was made that the tests are being conducted, one purpose of experimental work, it was understood, is to determine if technically-minded viewers can successfully adjust sets to unscramble picture and sound without telemeter equipment attachment.

Following the 90-day experimental field tests, which started in early October, it is expected that information on the readability of the signals, if any, will be submitted to FCC. If FCC permission will allow, the television micro-wave tests will continue in the Los Angeles area homes on a trial basis. KTTLA (TV), licensed to Paramount Television Production Inc., would be the releasing station.

Test would be similar to that conducted by Zenith for Phonevision earlier this year in Chicago.

Standard Form Mailed

At New York Meet

THE PROPOSED standard television contract form will follow in essence the already adopted standard radio contract between agencies and stations, it was established at an all-day meeting of committees of RTMA and American Assn. of Advertising Agencies in New York on Tuesday afternoon.

The television version is expected to have several additions and some changes, but is supposed to be a bit easier to read, with subtitles dividing clauses under the highlighted lead paragraphs.

Television contract will include a rate schedule clause of six months instead of a year as in radio. It will also contain a 13-week firm contract. Although a cancellation period of 28 days must be given it cannot become effective until 13 weeks after the start of telecast.

Another clause will state that if stations do not receive the material for their telecasts before show time, on notifying the agency the station may substitute another program and bill the agency. However, if a commercial program is presented for a specialty show or special event and sold to another sponsor, the station must pay the agency for out-of-pocket production and talent costs.

Another important factor is that the contract will not be required to be enforced for the benefit of any one other than the advertiser.

RCA TV Clinic

SIXTY engineers from Canada and the United States attend RCA's ninth television technician training clinic to acquaint broadcast engineers with the latest TV equipment. The clinic ended Friday in Camden, N. J. More than 50 of RCA's leading engineers and designers of equipment cooperated in conducting the week-long clinic. Among those attending was a Montreal delegation representing the Canadian Broadcasting Co. It included J. H. Jones, Roy Maheu, J. Gilmour, R. E. Santo, R. J. Norton and N. J. Pappas.

Jordon Survey

(continued from page 78) true effect of this condition was instituted this season.

"My personal opinion is that the real problem is what I called the 'Major League Frame of Mind' in the 1960 Analysis of Baseball Attendance. So much emphasis has been placed on major league ball that the local players are getting far less attention than they deserve.

"There is only one way to combat this condition. It is not by seeing to restrict the majors, but by putting on a hard, aggressive and continuous program of selling the local teams in their communities.

Anniversary Promotion

"George Trautman (president National Assn. of Professional Baseball Leagues) did an excellent job in arranging for widespread cooperation in promoting the gold coin box issue of baseball. This was a fine start and achieved good national visibility. But to achieve maximum benefit for the minor such cooperation must be intensified.

"That is the purpose of the plans similar to the one offered by the Sports Committee of the Radio Television Mfrs. Assn. It will grow out of the local town when a minor league baseball is played and it must be a joint effort between the local club, local newspapers, radio stations and local business people who recognize baseball as a strong community asset—one that should be preserved as a valuable part of neighborhood life.

The Jordan survey is being published by RTMA. Mr. Jordan is now serving in the Army. He is in charge of Clarence Jordon, executive vice president of N. W. Ayer & Son, Philadelphia.

In announcing results of the survey, Glen McDaniel, RTMA president, emphasized that the association is conducting a national campaign to present the importance of baseball games and is organizing local distributer groups [B*T, Nov. 29].

Basic findings of the survey are given in tables on page 73.
For the new station, for the expanding station, GPL's champion team of Video Switcher and Master Monitor affords a new high in quality, in field flexibility, in rehearsal and programming control. Both units are packaged for easy portability, with self-contained power supplies. Either can be integrated into your present installation, can accommodate your particular operating conditions.

The Switcher and Monitor team is another example of GPL's unique achievement in the production of high quality, high utility equipment for TV stations — another reason why GPL is THE INDUSTRY'S LEADING LINE — IN QUALITY, IN DESIGN.

WRITE, WIRE or PHONE FOR DETAILS TODAY
the provisions.

Then the advocates of the Benton
civilian advisory board pro-
posal, with its censorship threats,
could claim that telecasters had
demonstrated an inability to
take responsibility for themselves and hence the Benton
bill should be passed, according to this
position.

Final compilation of the 26 re-
plies submitted by Broadcasting
TELECASTING in its survey show
12 stations in favor of quick code
adoption, six flatly against it and
seven unwilling to go along with a
briefly resembling the code as re-

This tabulation does not include telecasters who expressed their opposition verbally instead of re-
sponding with a written reply.

Based On Platitude

Howard L. Chernoff, general
manager of KFMB San Diego,
Calif., said he considered the code
too general and based on plat-
titudes. He posed this question, "Do
we, the television broadcaster and his staff
occupy a position of responsibility in the
community and should conscientiously endeavor to be ac-
counted fully with its needs and characteristics in order better to
serve the welfare of its citizens?"

"Should a man who doesn't know
this be given a license in the first place?" he asked. "What hap-
pens to the station that violates the
code but has the largest audience?
Will agencies and sponsors refuse
to place business on such a station or
merely point a finger at it? I
think the code should be stripped of
its superfluities and reduced to a
number of points which TV opera-
ators should follow..."

"On the other hand, let's modify
the code based on administrative
experience perfecting the instru-
ment as the result of experimental
use of the code and in another
year, we will be solving our own problems with too much vulnerability
from our critics."

Harry M. Ettner Jr., general
manager of WFBM-TV St.
Paul, "Several of us decided to de-
liberately pass up the code meeting
in Chicago," he said. "The day be-
fore the meeting we still had no
advance information as to the con-
ents of the proposed code, yet at
the meeting we knew we were going
to be high-pressured by a commit-
tee of which most of them were
in no way prepared."

"Our greatest single responsi-
bility is to operate in the public
interest, so fundamentally the
reason is, I don't think the creation and adoption of a code is to pro-
tect the public—that is, the
viewers. The code, therefore, becomes a tool of the
broadcasters and should not be adopted after only
brief consideration and discussion.

"All component parts of the pro-
sal should be discussed with all
significant elements of station per-
sonnel, constructive criticism of the
proposal should be weighed care-
fully, and the entire matter should
be thoroughly digested well in ad-
vanced of a final meeting and adop-
tion."

"In most cases, the operating
head of the station has a responsi-
bility to a board of directors which
will be mortally charred with the
contents of a code because it is
up to this management group to see
that the station operates in the
best interests of the people."

Favors Fast Action

Taking a stand in favor of the
proposal was John W. Goodwin,
manager of WAZA-TV Kalamazoo,
Mich. "I believe the NAB TV board
should approve the code now," he
said. "It is impossible to write a
sound code and standards that will prove to
be equally satisfactory to all ele-
ments of the television industry. I
believe some of the criticisms by the bar association and others are
devoid of any real merit.

"On the other hand, let's modify
the code based on administrative
experience perfecting the instru-
ment as the result of experimental
use of the code and in another
year, we will be solving our own problems with too much vulnerability
from our critics."

L. H. Rogers, general manager
of WAZA (TV) Huntington, W.
Va., feels some objections to
the code are justifiable.

"As the number of stations in any
one market increases, so the diffi-
culty of adhering to the code strictly also increases," he said.

"However, I cannot put myself in
the position of recommending that we
remove the licenses of some stations where there are, by my
opinion, too many stations for the
available supply of programming."

"Personally, I go along with the
proposal that advertising should be given equal strength with pro-
gramming in the penal clause. I
feel very strongly that making a
program commercial does not re-
quire TV broadcasting to lose its
public service privilege.

"On the other hand, I feel equally strongly that many ex-
cesses in language, length of com-
mercial, and just plain bad taste,
are tolerated in commercials in the
rush for a buck that would not
otherwise be tolerated as program-
ally. We must make this distinc-
tion on WAZA-TV and I do not
think it should be present in the
code."

Principal Objection

"My principal objection is that
there are many fine points of de-
tail covered in the code which
could be encompassed by broader
language in fewer sections. Some
things are accepted as evil, per se;
among them, drunkenness, drug
addiction, illicit love affairs, adul-
tery and many others as things
are treated specifically by the
code. Frankly, I think it is a sad com-
mentary on our intelligence that
we must impose restrictions on material that no self-respecting broadcaster should use in any case."

"If it is necessary to forbid the
portraying of these and other evils
as desirable in the course of pre-
manship, then I will go along with it, but personally my interpretation of
general language forbidding the
condoning of evil by implication in
the plot of a play should save part of
a lot of paper, ink and problems of in-
terpretation."

"As for the matter of the with-
drawal of seal being tantamount
to the destruction of the business,
I think that speaks well for the acceptance
of the NAB TV. If the seal is that
highly thought of, it may be just the
answer to the elimination of the
code, which we know are present in
television."

Mastin's Views

Cecil D. Mastin, general manager
of WNBPF-TV Binghamton, N.
Y., believes that "in view of the con-
structive criticism which has been
given by competent people on the
committee, in light of new informa-
tion, should re-examine its work
and could quite probably come up
with a modified code that is better
than the present one. On my part,
it is certainly more desirable that
we come up with a good code than that we come up with a code in
a hurry."

B T Poll on Code
(Continued from page 25)

THEATRE TV
Another CD Show Planned

FEDERAL civil defense planners
will take to key theatres again Dec.
14 for mass instruction of volun-
tees in community alarm circuits.

Enthusiastic over its first ven-
ture into theatre television for training purposes, the Federal Civil
Defense Administration will hold
another demonstration next week,
with Boston, Mass., as the focal
point.

A full-hour program will be fed
from the studios of WMAL-TV
Washington to the Pilgrim Theatre
in Boston, and relayed to theatres
in Philadelphia and Richmond, Va.
The demonstration will be held
from 10 to 11 a.m.

Arrangements were completed
and revealed by Jesse Butcher,
chief of FCDAs Audio-Visual Divi-
sion, which prepared the demon-
stration in cooperation with the
agencys Education & Training
Section. Harold Azine, FCDAs TV
director, will conduct the show.

The presentation will be viewed
in the Warner Bros. Stanley
Theatre in Philadelphia and the
National Theatre in Richmond, but
only those trainees present in
the Boston theatre will be able
to participate actively in the hour-
long show. Some 6,000 students
will view it in the three theatres.

Once again the movie houses are
donating their services to the
program, while AT&T is furnishing
radio links at the prevalent rates
[B-T, Nov. 26].

In a meeting of the Training Of-
ficers Conference in Washington,
D. C., last Tuesday, officials from
major government agencies (everyone
make up the group) were briefed on
the use of theatre television by
Federal CD authorities at the Dept.
of Defense, who are reported to
be "enthusiastic" over its possibili-
ties as a mass training weapon.

Talks were delivered by Jack J.
Tolcher, assistant director of
FCDAs Training & Education Sec-
tion; Harold Goodwin, deputy di-
rector, Public Affairs Division; and
Mr. Azine.

Mr. Azine reviewed cost aspects
and industry cooperation in donat-
ing facilities. He estimated cost at
104 per seat—or a maximum of
200 per seat, with inclusion of
long lines provided by AT&T, phone
descriptions and expenses. Mr. Goodwin traced development of the
idea in September, 1950, when the initial demonstration was
given [B-T, Sept. 24, 10].

KNXT Issues Rates

RATE Card No. 1 KNXT (TV)
Los Angeles (formerly KTSL), ef-
fective Dec. 1, lists base rate of
$1,500 per hour for Class A evening
time; $200 an hour at other time.

During Class A time, studio re-
hearsal fees are $225 an hour ($255
after eight hours) with camera
facilities; $150 an hour with audio
facilities ($175 after eight hours);
$100 an hour with neither audio
or video facilities. Remotes are
$1,250 per pickup.

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“early daytime television hasn’t seen anything...yet!”

see why, two pages ahead...
### Comparative Network Showsheet

<table>
<thead>
<tr>
<th>Sunday</th>
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<td>Ted Mack Family Hour</td>
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<td>The Dean Martin Show</td>
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<td>Celebrity Theatre</td>
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<td>American Tobacco This Is Show Business</td>
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<td>The Million Dollar Hotel</td>
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<td>Marshall Field Show</td>
<td>The Adventures of Superman</td>
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It took a 12-foot telegram to tell our New York office just the bare details of the fabulous new

**RALPH EDWARDS SHOW**

And little wonder... for this is noon-hour programming on NBC-TV that will make Hellzapoppin look like a New England church social.

At 12:30 on January 7 the fun begins (Not so funny for advertisers who miss the bus). Stars, stunts; gags, gimmicks; tears, tirades; prizes and performers... every crazy caper that ever kept an audience fastened to a TV set for a solid half-hour!

Sound like the same old words? Perhaps. But the music's changed! This is all new; this is different!...

This is pure EDWARDS pulling all the stops from Hollywood. This is the master-showman who made "Truth or Consequences" a national pastime. This is television that will pay off in pure profit for sponsors who get in early.

Better talk to us right away about a most reasonably priced 15-minute segment.

The Ralph Edwards Show
12:30 TO 1 P.M. EST

**NBC TELEVISION**
30 ROCKEFELLER PLAZA, NEW YORK 20, N. Y.
A Service of Radio Corporation of America
AGENDA of the 15th Annual School Broadcast Conference, which opens in Chicago Tuesday for three days, is evenly divided this year between radio and television because of increased educator interest in TV.

Numerous panels, speeches and general discussions on TV have been scheduled for the SBC session, as well as for members of the Assn. for Education by Radio and the Illinois Congress of Parents and Teachers, meeting concurrently at the Hotel Sherman.

George Probst, director of radio and television panel, U. of Chi-

cago, will lead discussion at the general session Thursday morning with members of the committee who are working on development of the use of educational Channel 2 in Chicago. The U. of Chicago, which pioneered in educational radio with the U. of Chicago Educational Children's Hour, has been given money from the Ford Foundation for its television plans.

Lester J. Schloerb, director of the Bureau of Old Age and物, chairman of the general super-

intendent's television committee for the Chicago public schools, will preside at the three-part meeting on TV is Everybody's Business.

The second portion will outline how "American educators accept the challenge of television," Ralph Steele, executive secretary of the Joint Committee on Educational Television, established this year by the Ford Foundation, will open with these panelists: Dr. Franklin Dunham, chief of radio, U. S. Of-

fice of Education; Richard S. Lambert, educational director, Canadian Broadcasting Corp.; Myrtle Stahl, educational director, WGN-AM-TV Chicago; Edgar Fuller, chief, State School Officers, Washington, and Robert S. Sandzel, director of the Ford Foundation's TV Workshop, New York.

NAEB TV Reports

The third portion of the morning session will be a report on television programming from National

BOOK REVIEW


BECAUSE there have been many changes in broadcasting art since 1947, date of publication of the first edition of Broadcast Operator's Handbook, the new Harold E. Ennes volume brings these to the attention of veteran and new-

comer alike in work-a-day, how-
to-do-it fashion. Operating prac-
tices in the control room, at the master control cowl outside the studio and at the transmitter are pre-

sented in detail, plus technical data necessary for maintenance and proper operation of station equip-

me

BROADCASTING * Telecasing
TELEVISION audiences—for a sample week in October—were greater for Sunday telecasts of pro football than for Saturday college games, according to multi-market Telepulse and Videodex surveys, the DuMont network—which carried pro games—claimed last week.

DuMont gave DuMont coverage of National Football League games a 26.1 rating, while Saturday college games—televast under the National College Athletic Ass'n—experiment—received a 21.1 rating from Telepulse. Videodex ratings for October gave the pro games a 29.1 listing and put college games at 12.2.

Sample was taken for college football Saturday, Oct. 6, when the Big Ten conference clash between Illinois and Wisconsin went to 38 cities. Professional football ratings were based on the Chicago Bears-Chicago Cardinals game the following day, carried to 12 cities.

DuMont coverage of the National pro league continues every Sunday through Dec. 29, and is completed with the East-West Shrine charity game in San Francisco, Dec. 29.

Comedy-Variety
In October Favorite
TOP TEN TV program types for Oct. 11-17 as compiled by Pulse Inc., N. Y., shows 14.4% increase over September in number of quarter-hours devoted to network televasts, and a 14.2 increase over October 1950. Time in daytime variety shows doubled compared to September, with increases also recorded by comedy, variety and drama shows. The report:

**TOP TEN TV PROGRAM TYPES OCTOBER 1951**

<table>
<thead>
<tr>
<th>Category</th>
<th>Average Rating</th>
</tr>
</thead>
<tbody>
<tr>
<td>Comedy</td>
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<tr>
<td>Variety</td>
<td>19.0</td>
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<tr>
<td>Drama</td>
<td>15.6</td>
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<td>Musical</td>
<td>14.1</td>
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<tr>
<td>News</td>
<td>11.1</td>
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New GE Amplifiers
Provide More Power

GENERAL ELECTRIC Co. last week announced the development of new amplifiers which the firm said will enable TV stations to boost their power, thus improving both sound and picture in weak-reception areas.

The new amplifiers, one for low channel and one for high channel transmitters, may be added to existing transmitters or may be included with those purchased by prospective station operators. Frank Barnes, GE broadcast equipment sales manager, said. Although FCC can be expected to make new power limits effective after the TV freeze is lifted, Mr. Barnes pointed out that because reception areas are limited to line-of-sight from the transmitting antenna, the higher powers will only slightly extend the range of reception, but will improve reception quality in areas presently receiving poor pictures.

Weekly Television Summary—December 3, 1951—TELECASTING Survey

<table>
<thead>
<tr>
<th>City</th>
<th>Outlets On Air</th>
<th>Sets in Area</th>
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<tbody>
<tr>
<td>Albuquerque</td>
<td>KOB-TV</td>
<td>11,750</td>
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<tr>
<td>Ames</td>
<td>WOI-TV</td>
<td>71,155</td>
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<tr>
<td>Atlanta</td>
<td>WAGA-TV, WSB-TV, WITV</td>
<td>165,000</td>
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<tr>
<td>Baltimore</td>
<td>WAAM, WBAL-TV, WMBR-TV</td>
<td>237,600</td>
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<tr>
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<td>WANN-TV</td>
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<tr>
<td>Charlotte</td>
<td>WTIV</td>
<td>100,230</td>
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<tr>
<td>Chicago</td>
<td>WBKB, WENR-TV, WGN-TV, WNBQ</td>
<td>995,600</td>
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<tr>
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<td>WCPO-TV, WRC-TV, WLTW</td>
<td>310,000</td>
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<td>WEWS, WNBK, WXL</td>
<td>329,548</td>
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<tr>
<td>Columbus</td>
<td>WBSN-5, WLWC, WTVN</td>
<td>191,900</td>
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<tr>
<td>Dallas</td>
<td>KRLD-TV, WFAA-TV, WSJ-TV</td>
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<td>Detroit</td>
<td>WJBK-TV, WJW-TV, WTV-Y</td>
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<td>Ft. Worth</td>
<td>WICU</td>
<td>76,757</td>
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<td>120,000</td>
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<td>1,334,899</td>
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Total Markets on Air 64

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Editor's Note: Totals for each market represent estimated sets within television area. Where coverage area overlap set counts may be partially duplicated. Sources of set estimates are based on data from dealers, distributors, TV circulation committee, electric companies and manufacturers. Since many are compiled monthly, some may remain unchanged in successive summaries. Total sets in all areas are necessarily approximate.
Says T. L. TADE, Manager
GOODRICH TIRE AND RUBBER
COMPANY STORE
Vincennes, Indiana

"In Vincennes, we get WFBM-TV best!"

- When we interviewed Mr. Tade and other leading television set retailers in Vincennes, they estimated some 500 sets were already installed in Vincennes and Knox County ... and, without exception they said "WFBM-TV is the station in this area!"

That's why WFBM-TV is a big BONUS buy! On Indiana's famous "first station" you're selling the heavily populated heart of the State, with its 192,500* TV sets—and you also reach an additional well-monied audience you can count in thousands. They are the folks in large towns, small communities and on the farms outside our 60-mile area who regularly tune in the only station they can get—WFBM-TV!

Your clients distributing in Indiana will appreciate your telling them this story!

*Source: BROADCASTING-TELECASTING, December 3, 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
Coy Addresses Baptist Meet

California Firm Enters TV

STANDARD OIL

STANDARD OIL of California, a major radio user on the West Coast for 25 years, will enter television with a weekly dramatic show in the western markets next month, Anthony Mattes, Standard's advertising director, announced last week.

The series, to be called The Chevron Theatre, will be launched on KTLA Los Angeles January 4. At approximately the same time the show will be on stations in San Francisco, San Diego, Seattle, Salt Lake City and Phoenix. Stations to be used and the exact starting date in these cities has not yet been decided, Mr. Mattes said.

Standard Has Contracted

The film series is now in production by Reith and will be shown in Hollywood. The series is being re-released by MCA and Standard has contracted for first run western rights for 62 half-hour weekly shows. The oil company also has an option on second run rights but does not expect to utilize the films second run itself, Mr. Mattes said. He said the company is interested in having a voice in determining who might be granted second run rights.

The series is being placed by Standard's agency, who will handle the sales on the account are Morrie Baker and John Thomas.

The films are based on original stories and run from mysteries to romance. Cost of production for each half-hour film runs $15,000 to $25,000, but Mr. Mattes said standard Oil is paying only a fraction of that amount for the western first rights.

He flatly denied a Hollywood report that Standard had invested half a million dollars in the first half (26 weeks) of the series, but

CBS COLOR TV

Dentists to Witnesses

CBS COLOR television will be used to demonstrate dental operation and techniques at the 27th annual session of the Greater New York Dental Meeting to be held this week.

Demonstrations, scheduled for today (Monday), will be sponsored by E. R. Squibb & Sons, drug corn, and will be transmitted by "Vericolor" equipment, manufactured and sold for industrial and hospital use by Remington Rand Inc. Operations—including placement of a denture and plastic fillings—will be performed in a special studio set up in the Statler Hotel and will be viewed by visiting dentists on the 18th floor.

RELIGION IN TV

FCC Chairman Wayne Coy revived the plan for a Commission conference on the public service of TV stations in an address to the Southern Baptist Convention's TV clinic in Washington. The subject had been given little public attention since its announcement early this year.

Religious groups should take part in the proposed conference, Chairman Coy said. At the same time, he referred to the NARTB's move to draft a television code that was referring to "skepticism and the failure of earlier codes for standardization and control." Mr. Coy's board meets Wednesday to act on a revised draft of the TV code.

The chairman reviewed at considerable length the TV complaints received last month from listeners. These complaints cover both radio and television. He said alcoholic beverage advertising drew 240 out of 296 radio complaints, or 83%, followed by complaints on alleged false advertising, indecency, obscenity or profanity.

In TV, the indecency classification drew 76 out of 149 complaints, 51%, he said.

Only nine radio complaints pertained to granting of time for expression of particular points of view and on four alleged attacks on religious faiths, he said. There were five TV complaints who alleged refusal to grant time for expression of a point of view, with no criticism in the religious category. A third of TV complaints dealt with alcoholics.

Censorship Forbidden

Chairman Coy recalled that the FCC is forbidden by law to exercise censorship so has no control over advertising of alcoholics. He added that the U. S. Criminal Code makes it a crime to utter any obscene, indecent or profane language by radio communication, with fine of $10,000 or two years imprisonment or both. He referred to the difficulty of determining whether a remark or scene is merely bad taste or actually indecent.

Looking into TV's future, Chairman Coy said 1,000 applications are expected soon after the TV freeze is lifted, which means that "almost a billion dollars has already been earmarked by various corporations and individuals to construct and operate television stations." He predicted there might be 1,200 to 1,500 TV stations on the air in five years, and 2,500 within 10 years.

The FCC has always held a well-rounded program service should include adequate time for religious activities of the community, the chairman said. He scoffed at those who charge "that to forbid a broadcaster to deny free speech to the various segments of his community is to abridge freedom of the broadcaster, particularly his freedom of speech."

Chairman Coy urged the Baptist group to utilize TV facilities and to acquaint the FCC with their views when station licenses come up for renewal. He cited the growing movement toward creation of local listener-votes.

Davidson Taylor, NBC general production executive, said NBC "for the time being does not propose to carry sponsored religious telescasts."

Asks Equal Right

This brought the observation by Dr. Percy Crawford, ABC may the ABC sponsored telescast, Youth on the March, that religious groups should have "the chance to buy TV time on an equal basis with the beer and cigarette companies." Dr. Crawford said ABC was the only TV network that would sell time to churches.

Dr. George B. Crothers, CBS director of religious broadcasting, said many ministers are not cooperative in producing TV and radio programs. James Caddigan, DuMont TV Network program production director, advised ministers to understand the medium, realizing their programs compete with professional productions. He and Mr. Taylor both urged religious speakers to use a conversational tone instead of using a public speaking manner. Such a tone is "not adopted with ease by many ministers," Mr. Crothers added.

In a religious panel on local TV, J. Leonard Reinsch, managing director of the Coast Corporation, said that to ignore the possibilities of TV, religious or otherwise, "is being like the proverbial ostrich with head in the sand." He suggested TV may help us attain world peace and brotherhood."

Mr. Reinsch

Bryson Rash, special events director of WMAL-TV Washington, advocated the use of brief devotional programs such as signature and sign-off features. Arnold Wilkes, director of public affairs and education for Hearst Radio, opposed repetition of shows on television and cautioned ministers to become familiar with elementary principles of showmanship.

Participants in a panel with Chairman Coy were Carl E. Wides, AT&T, and A. R. Hopkins, RCA.

S. F. Lowe, director of the Radio Commission, Southern Baptist Convention, presented results of a survey of religious telecasting, based on replies from 65 TV stations in 28 states. Although these stations have regular religious programs, totaling 130 programs, he said.

Of the 180 programs, 70 are presented locally and 110 coming from networks. The average religious program has been on TV 11 months, the survey showed, with several stations having broadcasts several years old.

DuPre Jordan, associate director of the Baptist commission, said the TV industry shows a very sympathetic attitude toward religious programs, with most feeling a responsibility in the field and desiring more and better programs. They look to churches and church leaders for help in this field.

The survey showed that 71 programs are in the weekly half-hour category, with 18 daily quarter-hours and three weekly quarter-hour programs. These programs are being carried in the case of 32 telescasts. Fourteen stations carry Sunday morning services from churches, and 22 present telescasts on special religious occasions. Seven stations are open and close with devotional features.
Housewives chase "Man On the Street", in MINNEAPOLIS-ST. PAUL!

WTCN-TV FLAME ROOM COFFEE
pulled 3,500 requests (and had to withdraw an offer of sixteen tea bags at no charge) from one
20-second spot on each of two "Man on the Street" shows with Clellan Card, at 12:45 P.M.

RUSSELL MILLER MILLING CO.
pulled over 1,300 requests for a pie-making kit from one
announcement on "Cooking Is Fun" at 11:30 A.M.

ART CORRESPONDENCE SCHOOL
pulled 281 replies from one five-minute commercial in Class B time (10:45 P.M.). 168 of these replies classified as "usable" at cost-per-inquiry of 38 cents. The average national C.P.I. for this firm is approximately $1.50.
Later, same firm ran another five-minute spot in Class A time (Saturday -- 1:00 P.M.) and pulled 534 inquiries of which 243 were called "usable". The C.P.I. per usable inquiry was 72 cents.

Yes. Spot Television Sells Goods!
For Further Facts, Ask:
FREE & PETERs, INC.
Pioneer Station Representatives
Since 1932

NEW YORK CHICAGO DETROIT
ATLANTA FT. WORTH HOLLYWOOD SAN FRANCISCO

December 3, 1951 • Page 91
SUMMER telemarking this past year was a profitable venture for a number of advertisers on CBS Television, according to a brochure issued last week by the network titled "Four Quarters to Make a Dollar."

The reasons cited: Year-round program continuity, decreased summertime competition and, of major importance, a 10% to 15% discount in time costs, which later equaled a 65% discount in time costs for the eight summer weeks, it was noted.

Lincoln-Mercury's Toast of the Town, for example, drew July-August viewers at a cost-per-thousand of $1.92 as compared with a cost of $3 per thousand during the previous stubby April season.

CBS' Big Top, the summer average per-thousand-viewer was $2.77 against a winter average of $2.98.

Camel's Man Against Crime did almost as well in the summer as in the cooler months—$2.41 to $2.22.

Crosstalk and talent costs are used for the October-April season vs. gross talent and 35% of gross time costs for the summer months.

Special Inducement

These figures do not include the networks' 33.3% cut in program costs offered last summer as a special inducement which J. L. Van Volkenburg, president, CBS Television Division, said is unlikely to be repeated again next summer.

Answering a question last Monday at a news luncheon in New York's Barbary Room at which the brochure was previewed, Mr. Van Volkenburg said, "It is doubtful that we will pick up part of the program costs again in 1952. I think we proved our case last summer.

Lorin Myers, CBS-TV market research counsel, who made the pre-luncheon presentation, noted that spendable income, factory

TEMPLE BUDGET

Fla. Growers Allot $3,500

GROWERS of Florida temples will spend $3,500 during 1951-52 season to advertise this special variety of citrus fruit on TV. Amount augments the state advertising budget already placed by the Florida Citrus Commission through J. Walter Thompson Co., New York.

The new funds are the result of an increase in the state advertising tax from three to five cents per box on temples.

Beginning in mid-January, participating will be used once a week in New York on WNET (TV) and WJZ-TV and in Cleveland on WEWS (TV) and WNBK (TV). Advertising theme will stress that while temples look like oranges and peel like tangerines, it's a distinctly different citrus fruit.

GROUP with Dallas Advertising League tune in WFAA-TV Dallas, which played host to the league in its studios when it telemarked a league program Nov. 26. Watching show in WFAA's studios—Manager Ralph W. Nimmons tunes the program in—are (1 to r): L. R. Shaw, Dallas branch manager, Alexander Film Co.; Don Baxter, head of Dallas office, Laughlin-Wilson-Baxter & Parsons; Paul Franks, account executive, Rogers & Smith Adv., Randall Brooks, executive vice president and manager, Dallas office, Rogers & Smith; Mr. Nimmons; Roger Bacon, Dallas manager, Rutrauff & Ryan; Alex Keese, WFAA-AM-TA-account manager; Jenner J. Moteney, vice president in charge of radio properties, Dallas Morning News, and J. B. Taylor, president, Taylor-Norsworthy Inc.

Quarter Bonus

NEWSMEN covering the CBS Telestar luncheon Monday got more than a story and a lunch. At each place was a copy of the presentation, "It Takes Four Quarters to Make a Dollar," and atop each copy were four new silver quarters.

BLAKE PROTEST

No Legal Action Taken Yet

NO LEGAL action has yet been taken against Republic Pictures by Blake, who was cut from the release to television of Red Ryder films, pending the possibility of a satisfactory settlement.

Mr. Blake, through his attorney Arkin & Weisman, Los Angeles, in a letter to Republic, demanded that the studio cease the sale or leasing to television of the series of six films in which he had a featured role, according to terms of his Republic contract. [B&T, Nov. 19]. Contract clauses, held by Rogers when he recently won decision against the studio over similar case, gave the actor the right to control association of his name with any commercial or advertising.

In a letter reply to the actor, the studio announced its refusal to cease the sale of the films to television and that it plans to challenge Blake's holding and still hope that some solution can be worked out short of legal action.

AIEE WINTER MEET

Color TV Study on Agenda

COLOR TELEVISION will be on the agenda for the American Institute of Electrical Engineers' winter general meeting to be held in New York's Hotel Statler Jan. 27-29.

A session on "Color Tubes for Televising" will include papers on both the RCA and Lawrence color tubes for TV receivers. In conjunction with the paper presentations, a demonstration will be held on the RCA color tube and the Lawrence tube will be exhibited. Other papers on color TV will include one on color television and another on electronophors for TV picture tubes. Four papers on late developments in electron emitters for tubes also are scheduled.

TV Headache Box

GENERAL ELECTRIC field engineers are using an especially designed device to demonstrate the trouble to distributors and dealers throughout the country. Designed at Electronics Park, Syracuse, the device is officially called a Television Saturtion Demonstrator. By using it, the GE lecturers simply throws a switch. Some different types of trouble can be produced instantly. The cause of each fault is fully explained on a chart prepared for use with the demonstrator.
New skyway spans nation with words and pictures

On September 4, the Japanese Peace Treaty Conference at San Francisco was flashed by Radio-Relay and coaxial cable facilities to viewers throughout the nation, and coast-to-coast television was a reality.

This transmission of pictures across the United States has been made possible by the new transcontinental Radio-Relay system of the Long Lines Department of the American Telephone and Telegraph Company.

Behind this system are years of research and millions of dollars. Special equipment had to be designed and built. Personnel had to be trained in its special use.

Today, the value of the Bell System’s television network stands close to $85,000,000. Yet the charges for the use of this network are low — averaging about 10 cents a mile for a half-hour program. This includes both video and audio channels, all station connections, switching and local channel charges.
AN ESTIMATED 48 short subjects will be offered for television by Pictorial Films Inc., which has been acquired by Milton J. Salzberg, one of the founders of the former president of the organization, and Frank Soule, now president of the company, it was announced last week. Purchase involved rights to 257 features and 250 shorts, which will be released in the 16mm field within the next few months.

The company, one of the largest firms dealing with 16mm production and distribution, plans extensive distribution of features and westerns, in addition to short subjects for television, after organizational changes have been put into effect, Mr. Soule said.

-INS-Telenews is completing two half-hour programs for telecasting at the end of the year—What a Drama! a drama review, and Sports Highlights of 1951. Shows will be shipped before Dec. 25. Latest station purchasers of the programs are KMTV (TV) in Omaha, WAGM (TV) in Portland, and WBBM, both shows, and WNAC-TV Boston, Exit '51.

-Majestic Pictures Corp., Hollywood and San Francisco, has started production on The Difer- Jericho Road, Jericho Walls, a picture docu- menting merchandised advertising and demonstrating values available to national and local advertisers who carefully merchandise their ad schedules.

The story opens with an embryo advertising man applying at a public library for an advertising book, and the story line goes on to show modernizing products that can be used by clients and their agencies to gain maximum benefits from well-organized media, jobber and distri- bution cooperatives, etc.

-Chicago, Chicago, Frank Wright, of Frank Wright Corp. (marketing, merchandising and advertising consultant), is directing film.

-International Film Bureau announces availability of the quarter- hour motion picture, Korean Backgrounds, photographed in Korea by American cameramen. Film shows Korean people and their chief econ- omic activities. Foreign influences on the country are traced and the background of present struggle depicted. Film may be used as a whole or in part, with or without its sound track, which has speech and no music.

International also is distributing Jordan Valley, a geographical and historical survey. A trip along the Jordan from Palestine to the Dead Sea unifies the film. Numerous places of Biblical importance appear—the Jerusalem- Jericho Road, the Valley of Elisha and the shrine commemorating the baptism of Christ. Herdsman, farmers, weavers, salt workers and fishermen are shown, and modern methods appear alongside customs 2,000 years old. The picture has been accepted and approved by both Protestants and Catholics in England where it was first shown.

Inquiries on either film may be addressed to Television Dept., International Film Bureau, 6 N. Michigan Ave., Chicago. Page 94 * December 3, 1951
necessary, a federal statute having reference thereto ... Alfred S. Landry Atto... New Iberia, La. [EDITOR'S NOTE: Mr. Landry's legal eagle-eye spotted a sweeping state laws.]

conflicts

[EDITOR'S NOTE: It is technically correct as to federal law in general, there is, as we said in the article, no decisive judicial history as to possible conflicts between Section 315 of the U.S. Communications Act and local or state laws.]

Semantics Lesson
EDITOR:
Thank you for the publication in the Nov. 5 issue of an article on the research work I did on listener preference and radio programming in the state of Iowa. Your rewrite man generally did a good job. It is unfortunate that he included in the next to last paragraph a statement which reads: "He (Starlin) said he interviewed over 68,000 listeners ...". I did not say that I interviewed that many listeners. I said that program preference reports used for comparison in the study were based on the expressed likes of over 38,000 listeners reached by personal interview in Iowa. The reference for this statement is the Iowa Radio Audience Surveys which was mentioned in a preceding sentence in the copy I sent you. These same interviews were made by numerous interviewers who participated in the annual Iowa Radio Audience Surveys conducted by Dr. Forest L. Whan. I did personally conduct the hour-hours of program offerings but the statement indicating that I said that I interviewed 68,000 listeners sounds somewhat fast-paced and makes me look a little ridiculous.

D. Glenn Starlin Director of Radio U. of Oregon

[EDITOR'S NOTE: And we look even sillier. For clumsily putting his foot in Mr. Starlin's mouth, a rewrite man is honing up on the simple, declarative sentence.]

Sporting Life
EDITOR:
We note your article on page 118 of the Nov. 26 issue on WPPI [Pottsville, Pa.] and its sport schedule.

Sports Life
We may not be the most pigskin-minded station, but we would like to point out that we will have carried 58 high school, college and professional football games come Jan. 2, 1961 ... and our basketball schedule calls for 112 games in addition to the state, regional, sectional and district tournaments this station carries in March.

In addition we carry major league baseball every summer and for the past two summers we have also carried district, regional and state American Legion junior baseball tournaments. And in addition these past two years we broadcast the junior league games from Dickinson, S. D., Mitchell, S. D., and from Springfield, Ill. ... Don C. Wirth Vice President WNAM-AM-FM Neenah, Wis.

Agency Recognition
EDITOR:
The Castro success story which appeared in your issue of Nov. 19 was received with great interest by us...

However, there was one important point you omitted, and in all fairness, we feel it should be brought to your attention. The advertising agency for Castro is Newton, whose president, Mr. Bernard E. Karlen, has guided this account successfully in its television and radio ventures from its very inception.

Mr. Karlen, preparing and buying particular spots only after careful analysis, has succeeded in gaining valuable time franchises for Castro and thus getting the maximum result out of every advertising dollar spent.

Ted Bergman Director of Sales Dumont TV Network New York

Telecast 'Greatest'
PROGRAM The Greatest Story Ever Told (ABC Radio, Sunday, 5:30-6 p.m. EST) for first time in its five-year history will be seen on two special telecasts, Dec. 2 and 23, 7-7:30 p.m., on ABC-TV. Show is sponsored as public service by Goodyear Tire & Rubber Co. with no commercial announcements except sponsor identification. First telecast will be "The Story of Lazarus," and on Dec. 23 "No Room at the Inn," story of the Nativity that has been presented on the radio program in former years.

DuMONT TELECRUISER
Second Unit Sold for S. A.

SALVAGE of the second Telecruiser for export to South America with in three months was announced Monday by James B. Tharpes, sales manager of transmitter division, Allen B. DuMont Labs.

The completely equipped mobile television studio was sold to the Federal Telephone and Radio Corp., Nutley, N. J., for use in South America. The new unit is equipped with triple image orthicon camera chain, a 7,000-mc microwave relay, audio console with four channel remote amplifier, video distribution patch panel and eight-channel picture distribution amplifier and five motor-driven cable reels, each accommodating 250 feet of cables for cameras, relays and AC power.

Grange Views TV
PUBLIC attributes of television were saluted by The National Grange at an annual meeting last week. It adopted a resolution, calling upon the telecast of legislative functions "wherever practicable ... for the general public to hear and see." Delegates representing some 800,000 farmers, paid special tribute to TV because of its potentialities in providing entertainment, cultural development and general education to the rural population.
program in radio, not industrial, terms.

His third point is that an industrial association will have to handle its own program sales, if its series is prepared for only a limited length of time. Any station sales manager, in talking to prospective sponsors, should obviously give greater attention to a transcribed series that, for example, starred a well known personality in a popular mystery format, and could thus be depended upon for an almost indefinite run.

The whole problem is one of commercial operations, Mr. Zurhorst emphasizes, and industrial organizations must remember they have to meet professional standards, producing their shows well and offering them for sponsorship at competitive rates. If they fail to do this, they may find the local sponsor are trying to sign—perhaps one of their member companies—will be buying the sure-fire detective series instead of programs designed for his own field.

Mr. Zurhorst's own organization, the Oil Industry Information Committee, has a radio series planned for release early in the year.

Born Dec. 9, 1913, Mr. Zurhorst attended St. Alban's Preparatory School, Washington, D. C., and St. Johns College, Annapolis. After college, he was a freelance press agent until 1937 when he joined the sales staff of WOL Washington.

He went from sales into promotion, from promotion into publicity and promotion, and wound up in the station's public relations department. He became acquainted with Fulton Lewis jr. at that time and now recalls, "Whether it was a matter of his being interested in me or of my being interested in him, I'm not sure, but I found myself working more and more on his broadcasts.

When the Cowles Broadcasting Company bought WOL, Mr. Zurhorst left the station to work exclusively for Mr. Lewis.

During the war, he found himself taking on extra responsibilities. To arrange all the requests for benefits and drives to be promoted via radio, he worked with Art Stringer of NAB to draw up the first allocation charts in the field. He became radio consultant to the Treasury Dept. He was a member of the Motion Pictures War Activities Committee and the President's Birthday Ball Committee. He produced, described it, as producer for American Forum of the Air broadcasts and he found time to handle advertising and public relations for the U. S. Recording Co.

He remembers the period as a wonderful one to have gone through and a wonderful one to have survived: "We seemed to be working 24 hours a day, but it also seemed that everything we did was helpful—and fun to do."

To Present Position

Although he hasn't yet found the reason, Mr. Zurhorst contends that the older one grows in public relations for the entertainment field, the more he grows out of that field, while the opposite is true for industrial public relations. One morning, in fact, he was growing old and so left Mr. Lewis' organization. He became associated with the American Petroleum Institute.

Radio—which this charter member of the American Television Society thinks is better off as a result of television—was and still is his first love. He even lists it as his hobby, since he devises his own humorous programs by means of a five-band Hallicrafter set and a tape recorder.

His other hobby is a 100-acre estate in Duchess County, N. Y., where he camps, so far as a recluse house in the midst of 'Hickey's, Maples, Oaks, rocks, streams and overflows.' There are also deer, fox and mink on his mountain-top site, which overlooks the Hudson River Valley. Although it is less than 55 minutes from Times Square, there is no electricity, telephone, television—or radio, he reports. When not in the country, Mr. Zurhorst lives in Bronxville, N. Y.

Fisherman's Luck

WILLIAM I. MOORE, vice president and general manager of WIND New York, who has seen the value of persistence demonstrated in radio, now testifies to the worth of this virtue when applied in another field. Each year, for the last five, Mr. Moore has gone to Florida in quest of a sailfish. Each year he has been luckless—until this year. Fortnight ago, persistence paid off. He caught a 6 ft. 7 in. sailfish off Boynton Beach, Fla.

Promoting Radio

WGAR to Launch Campaign

Radio faces an "exciting new challenge" from television in competing for the time and attention of American families but it "will always play an important part in people's lives," John J. Patt, president of the Goodwill Stations (WGAR Cleveland, WJR Detroit and KMPC Los Angeles), told the Ohio State News Service last week.

"Since radio appeals solely to the ear, it requires less of one's attention and can be used in accompanying with other things," he declared. "For this reason, I believe it will always play an important part in people's lives."

Mr. Patt made these observations as WGAR prepared to launch a new "Radio in Every Room!" drive this week. Copy to be read by station's announcers stresses that radio offers:

1. A million dollars worth of entertainment "at your fingertips."
2. The news the minute it happens.
3. A means of blending one's work with "music and fun."

Station also will use these sample slogans: "Radio takes the ink out of work. A car radio is a wonderful traveling companion. Radio makes every room a living room."

The campaign is timed to tie in with a General Electric spot series on the sale of clock radios and other Christmas gifts.
AUTO LISTENING
VOAI San Antonio, sending trade and advertisers promotion piece allowing them to large num-
{er of auto radio set neg-
ected" in station's area. Piece read "In Bexar County ... 72,-
32 radio are tired ... of being
lected!" Promotion gives facts
figures on auto sets in use and
ow they are rated.

'ARM INTERVIEWS
VIWB Topeka broadcast recorded
views with agriculture lead-
rs, exhibitors and guests at Inter-
national Livestock Exposition, held
Chicago. WGN/Radio's farm
ent Director Ves Seyler, and Engineer Dale
ing, flew to Chicago to record
ents at festivities.

OVERAGE MAPS
OHN BLAIR & Co., N. Y., has
celed first in series of combina-
ability-coverage maps for
ach radio station that is rep-
ent. These maps are printed in blue on
ray stock and are specifically de-
gined to meet the requirements of
both the salesman and agency
ent. Availability data is
nt in black and appears at
ise of map. The new maps are the
est of several projects planned by
sentative firm to promote spot
io.

HOW PAYS OFF
FRQ Torrington, Conn., pre-
ted winter sports enthusiasts
ime three years ago when it
ented broadcasts of Along the
ail Trail With Frank Ellis. High-
ights of the evening-time pro-
rams were the snow reports,
honed in just before broadcast-
me from major skiing areas, up,
and played to the radio aud-
ence. Emcee Ellis, an ardent
ner when he's not before a
icrophone, got such a listener
ponse that this year he is also
xing his own Snow Service
reau, in which anyone can dial
je telephone number and get a
and telephone report on snow
itions anywhere in the state.
'll remain on the air, however,
erview ski celebrities—and live
ather reports—with his
ogram carried by WTHI Hart-
d and sponsored by The Hart-
imes.

BIG RESPONSE
KING-TV Seattle reports splendid
ience response to it announce-
ent on morning public service pro-
gram, Community Workshop.
Brief audio-only announcement at
8:00 a.m. is still on time offered copy of
ooklet, "How to Wrap Christ-
mas Packages." Immediate re-
sponse was over 1,000 pieces of
ail.

FLOOD AID
WERI Westerly, R. I., Blue
aves, hour long Italian pro-
gram, featuring Margaret
nd Attilio Russo, broadcast
 week for victims of recent
o River Valley flood in
Italy. Show was directed
ward large Italo-American
nation in area. Station reports that listeners
elfoned their pledges to
ERI following broadcast.

RADIO PROVES IT
WTMJ Milwaukee recently ran ad
in Milwaukee Journal entitled
"Radio is still as new as each day
and WTMJ proves it." Piece
plies that radio brings brand new
ertainment every day along with
ame performers. Last line in piece reads "Radio is thrillingly
v day ... via WTMJ."

ON THE RISE
MULTI-BROADCASTING SYS-
TEM, N. Y., is distributing to trade
and advertisers blotter-cards fea-
turing their "Mister Plus." Card
also contains two-verses jingle
ointing up audience gain through
out network.

IN GOOD COMPANY
KMO Tacoma's newest mailing
iece proclaims station to have not
ly "the vigor of youth ... but
the wisdom of age." Six top sta-
tion executives are pictured with
radio experience of over 100 years.
Business page reminder in the KMO
"Sella, Telle, Coversa, Pulla."

BIG TOWN
WMCA New York has started In-
side New York, Wed. 9:30-10 p.m.,
early dramatizations of health
and welfare problems in New York
City. Show produced in coopera-
tion with Federation of Jewish
anthropies.

TIP TOP PROMOTION
IN THE heaviest promotion cam-
aign in the station's history,
MAQ (NBC) Ch i c a g o has
otted 174 billboards throughout
ity and north shore area placing
regular network and local features.
Sales Promotion and Advertising
ager John M. Keys claims
billboards alone will garner
80 million impressions during
ovember and December. Caricature-bill-
boards in color are supplemented
4,000 on-air plugs monthly,
anging from 5 to 20 seconds in
, and by 80,000 lines of news-
paper space in four Chicago dailies
and in 50 other papers throughout
MAQ listening area, Illinois,
son, Indiana and Michigan.
Although part of money came from
the network on a cooperative basis,
most of funds are from local pro-
motion budget. Station is also us-
ing a mechanical exhibit on second
floor of its Merchandise Mart head-
quartes, past which an estimated
20,000 persons walk daily.

SCRAWNY BULL
WKY-AM-TV Oklahoma City spon-
ed "1951 Scour Bull Contest" in
 connection with the Liv-
stock Clinic. The exhibitor show-
ing the "scrainiest, scrubbiest,
most slick-sided, knock-need (or
bowlegged), and pinnaled bull in
the present front," won prize of $100
in cash, a trophy, and purebred
ull in exchange for scrawny cham-
ion scours bull. Purpose of contest
as to encourage use of good bulls
showing up bad features and
conomic disadvantages of scurb bul.
WKY-TV originated direct te-
telecast from Livestock Coliseum
ejudging took place.

A CHAS. MICHELSON HIT!
"Lou Holtz
aff Club"
5 Min. Shows
TRANSCRIBED
For particulars
Charles Michelson.
15 West 47th St.
New York 19

CLOTHING APPEAL
WVO New York, bilingual station, and
LAI Italian Air Lines com-
mended efforts to make a cozy
mas for more than 2,000
aimed war orphans of Italy.
Lucio Basco of WVO's Rome
udios made appeal for used
clothing in daily taped program,
Small Talk. LAI Italian Air Lines
ered to try mercy gifts from
York to Rome free of charge,
and Italian Welfare League offered
VOV's facilities as depot.

BALTIMORE SYMPHONY
WAAAM (TV) Baltimore opened
 response at site of Lyric The-
atre last week. WAAAM remote unit
ed telecast, covering with two
 cameras on stage and one in bal-
y, with Paul Kane directing
amera pickup. Arrangements for
esec telcast were made with
gent Stefan, conductor of
phony.

PLENTY ON RADIO
WBKN Youngstown, Ohio, sending
out folder, "Straight facts—not
claims' about radio advertising in
Youngstown." Folder shows high
centage of Hooperated pro-
grams carried by station. Insert
reminder points out "Youngstown is not a TV town."

Further ideas or samples of the
promotion items mentioned on this
page are available by writing to
the individual companies.
November 26 Applications

ACCCEPTED FOR FILING

Modification of CP

WBTX Boston, Mass. — For consent to change of community from Boston to Framingham, for time of license from 12 p.m. to 2 a.m. EDT, for extension of one-year license.

License for CP

KOYA Tampa, Fla. — For consent to modify CP for additional operation of translator and for extension of one-year license.

November 27 Applications

BY THE SECRETARY

WJNR-FM Newark, N. J. — For consent to change of community from Newark to New Haven, for extension of one-year license.

License Renewal

WSYK-Tampa, Fla. — For consent to renew license for WSYK-ST Petersburg, Fla., for extension of one-year license.

November 28 Applications

APPLICATIONS FOR LICENSES

KHOE Atlanta, Ga. — For consent to modify CP, for extension of one-year license.

WQIN New York — For consent to change of community from New York to Brooklyn, for extension of one-year license.
CLASSIFIED ADVERTISEMENTS

Payable in advance. Checks and money orders only.

Wanted: Station manager with success-
ful record in trading area 20,000 to
65,000. Must be experienced and a
job who wants a better plus chance
to make some money in a stable
site. Percentage of profits that will
make $15,000 to $20,000 an easy
possibility. Salary negotiable. Locat-
ed in Chesterfield Bay country.
Box 621L, BROADCASTING.

Help Wanted

Salesman

Salesman-announcer for southern net-
work station. Must have experience.
Car necessary. Only applicant estab-
lished accounts, $10 per week plus
commission. Regular hours, week-
day, $800 per month possible.
Box 622L, BROADCASTING.

Serious minded salesman who knows
radio. Good opportunity for wide
swank market in single city. One
thousand w daytime, independent,
$75 per week, with travel to
background, experience. Employees
with good ideas. Ad. Box 591L, BROAD-
CASTING.

Salesman, experienced, must know
that you will be given an opportunity
to make $10,000 per year on straight
15%, will carry all around corner
and after salesman. Salary and
commission plan. First one approxi-
ately $75 per week and could earn
$125.00 per week. Work and con-
fidence wanted. No high pressure
enforcers. Emphasis on sel-
power. Send full particulars and photo.
Box 648L, BROADCASTING.

Excellent opening experienced sales-
man, Guarantee, draw and no com-
mission on any leads. New York
area. Details and assignments. Good
living. Call KXRS, Springdale,
Arkansas.

Excellent opportunity for experienced sales-
man. Location small, growing market,
and knowhow aged 30 to 45. Top mar-
ket in east Texas, city 48,000, market
120,000, MBS, established 20 years.
An opportunity to make more than
one smart fellow sees in the way of
ad. Box 509L, BROADCASTING.

Wanted, salesman. If you like to work with
an experienced group, with a station that
does not sell to advertisers on every
contact. Write to John Connell, KNCN,
Moabery, Mo.

Excellent opportunity for salesman who
knows dealer service and out-
service. Salary and commission.
Apply, Chariton, Iowa. Mail, KFOW,
Powell, Wyoming.

Salesmen: We have expanded our group
of successful and experienced radio
salesmen and we can use two or
three men familiar with Mid-City program-
ing. Send full particulars, identical with
other Texas or Colorado. Mail to
Kentucky. Stated is the most
by long distance phone, our successful
salesmen. Free literature and our new
continuous script audience is a
ement with opportunity to grow. Write
Marketing, Midwest National Re-
search Bureau, Inc., NKB Building,
Chicago 4, Illinois.

Help Wanted (Cont'd)

Mutual station needs commercial sales-
man. Apply KYOP, Plainview, Texas.

Announcer-

Wanted—announcer with good
hard charging punchy commercial voice. Large mid-
western market. Send audition disc and all details first letter. Box 332L,
BROADCASTING.

Wanted: Four combination announcers-
weren't. We play for the rose.
S. Mike. Men. Rocky mountain region.
Permanent. Box 56L, BROADCASTING.

Newscaster, who gathers local, writes
with knowledge of local market. Send
evidence, good news voice, minimum two
years experience. Prefer Colorado for
station, $60 per week. Starting. Box 656L,
BROADCASTING.

Only north midwest newscast network
affiliate is immediately opening for
amateurish announcer with real per-
sonality. Must be self-sufficient in
wide open opportunity for advance-
ment. Send need and prefer-
ence. Box 62L, BROADCASTING.

Wanted: Announcer, first class operator,
$50 per week plus room and board.
All-round versatility desirable. Will
work on weekends. Box 652L, BROAD-
CASTING.

Combination morning personality and
start. Announcer from Texas or
new market. Has immediate opening
in major northeast market. Prefer
homey -like, friendly, non-directional.
Send picture, history and audition disc
to Box 638L, BROADCASTING.

Western New York independent looking
for good young man to work in
office. Must be outstanding on news and
delay time. Good salary. Box 624L,
BROADCASTING.

Announcer-engineer needed for CBS
outlet in the immediately. Send
complete information to Jim Dun-
nan, KSL, Denver, Colorado.

Need good right. Prefer experi-
nenced personality, but unusual
ability can be taught. Send disc, photo, full
information first letter. KGBZ, Tyler,
Texas.

Wanted: Announcer-engineer. Emphasis
on announcing. Good pay with increase to
Canadian's pay. Send resume and
picture. Phone Dr. Cerniglia, 3-817, Owner.

Announcer-salesman needed immedi-
ately by CBS outlet in southwest. Send
full particulars to Jim Duncan, KSL,
Silver City, N. Mex.

Immediate opening experienced an-
ouncer, $60-$70 per week. Air mail
details NRTFS, Texarkana, Texas.

Announcer-engineer, $70 to $80 depend-
ning on announcing ability. Modern
studio with late model equipments.
Housing available, car unnecessary. Send
details with disc or tape to
WCRK, Morrisville, New York.

WGCN, Gulfport, Mississippi, has open-
ing for experienced announcer.

Morning man—Hard hitting announcer,
looking for new opportunity. Lives
in state Wisconsin, near midwest. Reasoning for
starting salary. Box 66L, BROAD-
CASTING.

WFPD, Idaho, Michigan wants an-
ouncer. Ability to work will compensate
for lack of experience. Send audition and full
details. Box 664L, BROADCASTING.

Newspaper, TV, radio, and an-
nonce local news. Send tape or disc,
listing requirements and equip-
ments. WSLS, Ogdenbaugh, N. Y.

Announcer - engineer, first p h o n e
WWGS, Tifton, Ga., Phone 921.

Help Wanted (Cont'd)

Announcer-control room operator, we
are adding an additional man to our
organization. Start within a month with
regular hours of work. This is a
trading area station in the Minneapolis
Valley and you must be a superior
references and audition disc to Merritt
B. Fretz, Program Director, WTMH,
Quincy, Illinois.

Opportunity announcer-writer with or
without experience. We have a
radio station in the beautiful
Oklahoma community, immediate opening WPAG,
Ann Arbor, Michigan.

Radio announcer with first class license,
WPOW, Elizabeth, New Jersey.

Help Wanted (Cont'd)

Chief engineer needed for station with
combined operation. Would consider
combination man, but not necessary.

First phone transmitter operator
Experienced, non-directional necessary. W
Petersburg, Virginia.

First phone transmitter operator
Willsburg, West Virginia.

First Class announcer. Immediate open-
ing. Contact James Trewl, Rural Radio
Network, WVCV, Cherry Valley, N. Y.

Engineer, residing in Essex County, New
Jersey. Either on fee basis or flat
salary. Must be available on 7 days
on any day. Cardiff of operating
gardener and buildings. Experience. Salary
is payable. Must know arc welding, and
have unlimited opportunity. Box 572L,
BROADCASTING.

Assistant engineer with experience in
radio engineering. Will work part time
for wide awake man in single city. Salary
variable, depending on announcing ability. Modern studios,
also full particulars. Box 60L, BROAD-
CASTING.

Wanted: Experienced news man, read-
write. Excellent opportunity for man
with good material and news
 judgement. Air work not essential.
Situations open. Details and letter of qualifications, including exp-
ence, send to WTVF, Box 652L, BROAD-
CASTING.

Wanted: Experienced music engineer, to
work. Excellent opportunity for man
with good material and knowhow
judgement. Air work not essential.
Situations open. Details and letter of qualifications, including exp-
ence, send to WTVF, Box 652L, BROAD-
CASTING.

Wanted: Experienced manager for
radio station in the south. Size of
salary not specified, but must have
good voice and character. Box 60L,
BROADCASTING.

Wanted—Advertiser in growing small
market. Experience not necessary but
preference. Send full background, refer-
ence and letter of intent to initial
Thornton Chew, KM7V.

Production-Programming, Others

Program director, some air work, pref-
erably musical clock type, good for
personality and ability. Willing to
work hard in Mass. independent.
Wanted. No experience for producer.
Box 60L, BROADCASTING.

Major midwest radio-television oper-
ing. Requires experienced, ambitious
account executive. Must have experience. No
looking for broadcasting. Box 65L,
BROADCASTING.

Assistant librarian with experience in
radio and television. Good salary.
$42.50 start, music background
required. Must have experience.
Wanted. Box 59L, BROADCASTING.

Live in beautiful San Diego, nation's
most equable climate. Four men need
for new station. Excellent salary and
work, unlimited opportunity. Good
air work. Excellent working conditions.
Initial letter. Thornton Chew, KM7V.

Television

Wanted—TV chief engineer. Man must be
able to work, write and produce. Must be
completely. Box 501L, BROADCAST-
ATING.

Wanted—Telecasting manager.

Live in beautiful San Diego, nation's
most equable climate. Four men need
television. Must be able to work, write and
produce. Must be completely. Box 501L,
BROADCASTING.

Production-Programming, Others

Wanted—TV production chief. Not live
air work. Must be able to write and handle the
of film editing, etc. Must be willing
to work $750 per month. Has unlimited opportunity. Box 572L,
BROADCASTING.

Situations Wanted

Managerial

Thoroughly experienced manager can
man small studio or big division, or put new station on
black. Work smallish market location, is
looking. Good salary. Must be
manager. Box 600L, BROADCASTING.

Salesmen

Time salesman experienced in 43 mar-
ket. Positions in New York City. Box 64L,
BROADCASTING.
Situations Wanted (Cont’d)

Combining sales and programming to combine strengths. 3 years personnel and 3 years sales, writing, pro- gramming and management. Box 61L, BROADCASTING.

Attention station owner, if your billion dollar a year is low Atlantic Coast and 5 years high sales in very competitive market then join us on a strong station where success is your best income. Box 61L, BROADCASTING.

Experienced announcer. Commercial, news, DJ, Eastern shore. All replies carefully considered. Apply 61L, BROADCASTING.

Sports announcer, 28 years, veteran, seven years experience in metropolitan area. Good on-air personality, play-by-play football. Seek station AM or TV, strong on sports. Background in TV. All offers considered. Excellent references. Box 51L, BROADCASTING.

Announcer, veteran, competent. Now available to answer inquiries. Box 61L, BROADCASTING.

Experienced staff station. Currently employed. Best offer accepted. Local programming, play-by-play. Box 61L, BROADCASTING.

Announcer, no experience. If you are interested in writing and performing, send TV脚 sample of your work. Box 61L, BROADCASTING.

Good staff announcer with solid commercial and news delivery. Three years experience. Now available. Box 61L, BROADCASTING.

Experienced, can operate control board or engineer. Background in metropolitan area. Seeking job with future. Phone collect. Lowell 8-3929 N.Y.C. after 5 P.M. Box 61L, BROADCASTING.

Play-by-play sportscaster available immediately. One of country’s finest basketball, football and baseball announcers. Interested. Expected in metropolitan area. Box 90L, BROADCASTING.

Comme man-net, independent, experienced, good voice, capable of chief, best recommendations, trained, dedicated to work, upper midwest only. Box 61L, BROADCASTING.

Announcer-engineer—Four years experience, excellent references, all phases including service accounts. Box 61L, BROADCASTING.

Experienced, versatile, conscientious announcer, 27, single, 3 years experience, seeks position. Basic skills, strong in sales and promotions. Box 61L, BROADCASTING.

Experienced, large and complex operation where opportunity and experience both can contribute. Seek a board and team man, effective delivery. Box 61L, BROADCASTING.

Experienced—Announcing, most phases, experienced in television networks and independent, with outstanding manner and voice. Desiring any location. Box 61L, BROADCASTING.

Are you searching for a staff announcer or engineer experience in metropolitan or midwest area? Contact us. Box 61L, BROADCASTING.

Are you looking for an engineer to handle your control board operation? We have the man for you. Box 61L, BROADCASTING.

Currently employed on midwest TV station. Seeking permanent affiliation with progressive station. Immediately available. Box 61L, BROADCASTING.


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Interview. Box 61L, BROADCASTING.

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KTUL APPEAL
Helps Homeless Family

APPEALS on two newcasts by KTUL Tulsa were enough to bolster a family of 11 children and their parents left homeless and destitute by an early morning fire.

Station reports that Newscaster Ed Neibling aired the first appeal on KTUL’s 10 p.m. news show on the night following the fire and another plea was made 7 a.m. the next morning on News Chief Jack Morris’ show. Reaction was swift. KTUL borrowed a truck and collected contributions of bedding furniture, clothing and food. More than 60 pick-ups were made. Many Tulsans brought clothing and money directly to the studios.

Two days after the fire, KTUL notes, the station was instrumental in locating a temporary home for Mr. and Mrs. Bert Goodman and their children; had delivered enough furniture and other essentials to furnish a five-room house. The family also was provided with a generous supply of groceries and nearly $100 in cash.

WBA MEMBERSHIP
Sets Up Associates Status
ASSOCIATE membership in the Wisconsin Broadcasters Assn. is now open to transcription companies, news service, networks, equipment firms, broadcast trade papers and other radio-TV allied organizations.

Action has been taken by the WBA’s board of directors in establishing an associate non-voting classification. Annual dues for associate members was set at $25 by the board. Applications for membership can be forwarded to WBA’s treasurer, Mrs. Jeanne Heal, WTCH Shawano, Wis.

MORE than 80 agricultural leaders and workers from Pennsylvania, Ohio and West Virginia area took part in the 19th Annual KDKA Pittsburgh Farm Radio Conference. It was held in the Grant Bldg.

New England
$75,000.00

A well established fulltime network station with a consistent volume of business that has always produced a good return for the non-active owner. Located in one of New England’s best markets, this facility also has an interesting TV potential. Liberal financing arranged.

Appraisals • Negotiations • Financing
BLACKBURN-HAMILTON COMPANY
RADIO STATION AND NEWSPAPER BROKERS
WASHINGTON, D. C.
James W. Blackburn
Washington Bldg.
Sterling 4341-2
Delaware 7-7154

CHICAGO
Ray V. Hamilton
Tribune Tower

SAN FRANCISCO
Lester M. Smith
215 Montgomery St.
Embarcadero 3-5672
November 29 Decisions...

BY COMMISSION EN BANC

Granted License Renewal
WSHH Durham, N. C.—Granted renewal of license for new AM station, for extension of construction period to Feb., or until 30 days after entry of decision by U. S. Court of Appeals for D. C., pending petitions of FCC and applicant, whichever date is sooner.

November 29 Applications...

ACCEPTED FOR FILING

KPOO San Francisco—Mod. CP, as new AM station, for extension of construction period.
KLIX Twin Falls, Idaho—Mod. CP, authorizing increase in Dav., estimated, for expiration of construction period.
WKRE Muskegon, Mich.—Mod. CP, authorizing power increase, Dav., etc., for extension of construction period.
WJR Picayune, Miss.—Mod. CP, as red, authorizing power increase, Dav., etc., for extension of construction period.

CALL ASSIGNMENTS: KWEL Cont v. General Fire Engine Co. (KWHI, Inc., 1400 kc. 225 W.); WHEN Plymouth, N. C. (Waldo W. Primus, 1290 kc. 1500 W.); WBYL Salem, Ind. (Don H. Martin, 1220 kc. 236 W.); WSCA Silver City, N. C. (H. H. Peake, 1250 kc. 1500 W.); KGKZ Laredo, Tex. (Uxalize Racca, 1250 kc. 250 W.); WRAP Norfolk, Va. (Rollins Bostic, Inc., 1650 kc. 500 W.);DKMO Pittsburgh, Pa. (J. L. Jordan, 1470 kc. 1 W.); KCAR Clarksville, Tex. (Texas Bostic Co., 1350 kc. 500 W.); WOQR Oxnard, Calif. (Karl S. Woods, 1470 kc. 1 W.); KGWFM Portland, Ore. (Pioneer Hotels, Inc.); WILD Birmingham, Ala. (changed from WFMF to WCRO); WVFM-KM Columbus, Ohio (changed from WVKO); WHL Medford, Mass. (changed from WHL); WFMN Elkin, N. C. (changed from WFMF), and KWBI-AM Clifton Bluffs, Iowa (changed from KFMX).

Docket Actions...

FINAL DECISION

Sacramento, Calif.—FCC issued decision affirming hearing examiner’s recommendation for granting license to KABC, Sacramento, Calif., on special construction temporary authority.

ORDERS

Wauwatosa, Wis.—John R. Pompek, Inc., as owner of new AM station, for third extension of temporary authority.
ORDERS

WJSW Athens, Ala.—Granted consent to transfer of control of Athens Bcstg. Co., Inc., to Wilson Tobacco Co., former partner, by three remaining partners Homer E. Lawton and Robert V. Dunnivant, for undisclosed consideration. Before transfer, WJSW and each of the Dunivant held 16.17% interest; after transfer, Homer E. Lawton and Robert V. Dunnivant hold 20.83% interest, and Robert V. Dunnivant continues to hold 16.67%. Granted Nov. 23.
WZME West Memphis, Ark.—Granted consent to assignment of license of WZME, West Memphis, Ark., to KWEM Inc. for $73,468.01. Principals in transfers are President E. D. Kivett, Gainesville, Ga., WJW Savannah, Ga., and WGM Jackson, Miss. Application for new TV station in Atlan-

TENDERED FOR BIDDING

AM—1070 kc.

WAPI Birmingham, Ala.—CP to inde.

Tranum, Markary Named

ED BALDWIN INC., New York public relations firm, last week announced appointment of John R. Markary to head new public relations department in connection with company’s expansion into the television field—including live and taped broadcast programs, film syndication, and talent representation. Charles B. Tranum, with the DuMont TV Network for the past six years, will act as active producer on live and film production, and talent administrator. John R. Markary, formerly vice president and general manager of ABC Hollywood, has executive capacity and more recent experience as national director of a survey on television for David D. Selznick, will be director of sales. Firm will continue to function as separate unit in the public relations field.
GOODWILL STATIONS

Patt Issues Statement

JOHN F. PATT, president of the Goodwill Goods, issued the following statement last week follow-
ing FCC's action renewing the licenses of WJR Detroit, WGAR Cleveland and KMPC Los Angeles.

We are gratified that the Commiss-
ion has disposed of this matter. We will always remember gratefully and loyally all who offered and gave us their support. We look forward eagerly and confidently to the future of our stations—and our cooperation with the opportunities as well as the obligations of operating these stations under the highest standards of public service. We are sure that our listeners will agree with the FCC's statements that "The Goodwill Stations" in fact as well as in name.

WJR, WGAR and KMPC, reaching the third year in operation, Detroit, Cleveland and Los Angeles, are taking every step to assure the presence of their listeners, and to exhibit leadership in making radio increasingly effective as a medium of public infor-
nation, enlightenment and inspiration.

Adherents Explain

(Continued from page 25)

acquired. He cited the difficulty of drawing up liquidation plans for political, telecasters and asked how a station would handle the situation that arose in Philadelphia where a can-
didate brought in a stuffed skunk and directed his reply on his op-
oponent's statements to the animal. He added that the telecaster "has no right or authority of censor-
ship." The penal provision is "probably the most controversial," he said, being an innovation both ben-
eficial and burdensome to a variety of industries. He called the five-man review board a clearing house for complaints, public relations agen-
cies, sounding board and grievance jury if necessary. Procedural changes will be submitted to the board this week.

As to the code seal, Mr. Brown said the station will have the right to exploit it, and to surrender it if they wish. At the same time, the TV board will have the right to examine it.

He denied charges the code would frustrate creative effort or baffle good taste. "Would it regiment?" he asked rhetorically. "Well, the negative side would limit to a degree—the positive should do any-
thing but that."

265 pages of testimony plus 1,200 exhibits. Only the two-year TV allocation-color-UHF proceedings are believed to have taken more testimony—1900 pages of testi-
mony but only 700 exhibits. The case reportedly cost Mr. Richards $2 million.

Initial charges in February 1948 by former KMPC newscasters al-
leged that Mr. Richards ordered newscasters to maintain a "negative tone" in the雏-
casts in line with his personal politi-
cal and social opinions. Within the next 30 days, requests for an in-
vestigation were received by the FCC for the following reasons: (1) to inform Congress, CIA, Americans for Democratic Action, National Assn. of Radio News Directors, American Federation of Radio and Television and California Democratic State Central Committee (whose chairman was James Roosevelt, eldest son of the late President).

Late in March the FCC ordered an investigation, found in November 1948 it ordered a public hearing on the charges [B+T, March 8, 1948 et seq.].

During the course of the heated hearing, which ended in December 1950, the case became a cause celebre—with allegations of per-
secution, deception, anti-semitism and dictatorship widely traded among opposing counsel.

Counsel in Case

Representing FCC were Mr. Cottone and Frederick W. Ford, now chief of the Hearing Division of the FCC's Broadcast Bureau. Representing Mr. Richards was an array of litigators, including counsel to the Kefauver Committee [B+T, Nov. 12].

Salient portions of the Commis-
sion's decision follow:

The FCC adopted the Supplementary Statements [Mrs. Richards' answer in answer to the FCC's inquiry regarding program policies of the stations] are drafted with reference to the alleged conduct and activities of Mr. Richards which were specified in the designated issues in the renewal proceeding. Preliminarily, however, Mrs. Richards states that in answer . . . she was asked and answered the word present" in the question referred to the date she sub-
scribed and swore to the transfer ap-
plications, June 23, 1951; and that her answer was intended to cover policies and schedules in effect on and after June 23, 1951, and not those in effect prior thereto. That she answered her answer as broadly and unqualifiedly as possible, and by not limiting its scope to the particular matters, [she] intended that the Commission be given adequate assurance as to the operation of the licensee corporation, its officers and employees with all applicable statutes and Commission rules, regulations and decisions; that she did not intend to state or imply that there would be no such changes in the program policies and schedules as might be necessary or desirable to improve the operation of the stations and their service in the public interest; and that she did not intend that the policy in regard to the two-year TV color-UHF proceedings and the program schedules "as necessarily and normally concerned, the operation of properly conducted broadcast stations in the public interest."

Continuing, Mrs. Richards declared that there were no such effect on 23, 1951, or at any time since then, and that there will not be in the future, any discriminatory relative to officers or employees of the three stations or any actions or a committee of any kind, directly or indirectly directed, in any manner to promote or further any private political, commercial or other interest of any officer, director, stockholder or employee of the three stations.

On the contrary, she stated, their desire has been to future, the policies set for-
in the "Statement of General Policy," attached to the exhibits to her answers . . . (which embodies a program policy, as the definition of a public policy). The FCC's Renewals.

With further relation to the issue in the renewal proceedings, Mrs. Rice stated in effect that at all times since then and in the future, no disciplinary action has been, is being, or will be taken against any officer or employee of the three stations for failure or refusal to do...
ny of the things set forth in (1) to (5) above . . . but that, on the contrary, during such period the officers and employees have been and will continue to be subject to disciplinary action for refusing to act according to the policies set forth in the Statement of General Policies"; that neither on June 29, 1951, nor at any time since, have the facilities of the stations been used, nor will they be used in the future, to effect any of the things set forth in (1) to (5) above . . . but that, on the contrary, the policies have been used in accordance with the policies set forth in the "Statement of General Policies"; and that neither on June 29, 1951, nor at any time since, have the facilities of the stations been used, nor will they be used in the future, to effect any of the things set forth in (1) to (5) above . . .

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NEW APPOINTMENTS ANNOUNCED BY FCC

APPOINTMENTS to head branches of FCC Broadcast Bureau divisions were officially announced Friday. Following are new chiefs:

Aural Facilities Division, James W. Barr, chief—David S. Stevens, New & Changed Facilities Branch; Wallace E. Johnson, Existing Facilities Branch; Bruce S. Longfellow, Allocations Branch.


Renewal & Transfer Division, Dwight D. Doty, chief—Walter R. Powell Jr., Transfer Branch; Sol Schildhause, Renewal Branch; LeRoy Scaife, Compliance Branch.

Hearing Division, Frederick W. Ford, chief—Robert R. Lantos, assistant chief. Rules & Standards Division, Paul Dobin, chief—Arthur Scheiner, assistant chief. Named as Administrative Assistant of Broadcast Bureau was Lavelle W. Hughes. Broadcast Bureau is headed by Curtis B. Plummer, with Joseph M. Kittner as assistant chief.

NEW COLOR TUBE

NEW COLOR TV tube announced by Lee Hollingsworth, president of WKBS Oyster Bay, N. Y. According to description small color-ray tube has mercury, oil or other liquid within bulbous end. From outside tube, three colored lights, triggered in synchronization with color TV camera, direct beam to strike liquid in tube, thus producing color picture. Invention described as mainly for amplification for large screen color TV. Use of liquid indicates kinship with Swiss Eidophor system of theatre TV, for which 20th Century-Fox has U. S. rights [B+T, Nov. 19]. Use of ordinary light source sounds similar to Skistron system of large-screen TV.

WBKB (TV), IBEW AGREE

WBKB (TV) Chicago and IBEW Local 1220 came to agreement on new contract last week. Signing delayed by Wage Stabilization Board. Will convene Wednesday to consider reduction in escalator clause from four to three and one-half years for workers to receive maximum wages. Contract, when signed, will be retroactive to May 1 and will expire Sept. 1, 1952. It provides for starting wage of $80 instead of $75.50 for engineers and technicians, three instead of two weeks vacation and 10% extra pay for holidays. Maximum remains at $187.50 weekly.

WCOL SALE HEARING

HEARING on sale of WCOL Columbus, Ohio, from Pixleys Inc. to Secretary of Commerce Charles Sawyer was postponed from Dec. 6 to Jan. 10 Friday. FCC acted on motion of both parties. Petition for reconsideration of FCC’s hearing order was filed last month, contended that overlap among Sawyer-owned WIZE Springfield and WING Dayton and WCOL were negligible, should not be considered reason for questioning $100,000 purchase of Pixleys Columbus station [B+T, Oct. 29].

TV HELPS FOOTBALL GATE

THREE times as many men in families having TV sets attended professional and college football games in Pittsburgh than attended from families without TV sets, according to a survey conducted by Guide-Post Research, Pittsburgh. Survey showed that 32% of men in families with TV sets attended at least one game of Pittsburgh Steelers in 1950 compared to 11% of men in non-TV homes. In case of college games, 24% of men in TV families attended a game compared to 9% in non-TV families.

Of men who attended Steeler game, 62% also watched team on TV with 32% of non-attenders watching games on TV. Of men attending college game, 75% also watched college games on TV, with 60% of non-attenders seeing college games on TV. Some of reported viewing on TV includes films shown several days later.

NCAA FOOTBALL TEST SUCCESS, SAYS FUREY

EXPERIMENTAL football TV program of National Collegiate Athletic Assn. was success despite efforts of pressure groups to wreck it, Ralph Furey, Columbia U. athletic director and member of NCAA TV committee, asserted Friday.

Dept. of Justice claim that plan violated antitrust laws constitutes reversal of Dept.’s 1949 stand in baseball case, he said, adding that results of survey will be ready for NCAA convention in January.

Robert Hall, Yale U. athletic director also member of NCAA committee, refused to divulge names of pressure groups but said he would like to see list of phone calls to Dept. of Justice between February and September of this year.

NAM BROADCAST

SPECIAL broadcast from Dec. 7 Congress of American Industry, under auspices of National Assn. of Manufacturers and featuring interview with newly elected NAM president, scheduled for 8:15-5:30 p.m. (EST) over ABC network as culmination of three-day 56th annual NAM congress.

NBC CODE CONSCIOUS

TOP NBC television performers have received letters from President Joseph H. McConnel in which he urged them to be on guard against “borderline material” and to feel personally free to bring possible instances to his personal attention. "At the end of industry for violations of good taste, he wrote, "My honest belief is that in the main, NBC programs do not constitute targets at which shots can be aimed justifiably. Unfortunately, however, there are exceptions which have occurred as the result of bad judgment here and there."
In the course of more than thirty years of broadcasting, Arthur B. Church, president and founder of the KMBC-KFRM Team, has taught the folks in the Heart of America a great lesson. That lesson is the fact that wherever they go there will be radio—and—if it's KMBC-KFRM, it will be good radio.

This earnest policy of reliability spreads both ways. Listeners in the rich Kansas City Primary Trade Area look to The KMBC-KFRM Team as they have for years, for the latest and greatest in broadcasting. They name The Team their favorite source for news, sports, special events, educational programs and fine wholesome entertainment day in, day out, year after year.

At the same time, advertisers find that radio schedules placed on The Team get results. They know that they can depend on KMBC-KFRM for reliable service, and be sure that their sales messages are reaching the major share of the radio audience.

Yes indeed, The KMBC-KFRM Team is wholeheartedly reliable. That's why KMBC-KFRM has and holds the audience and why to sell the whole Heart of America, wholeheartedly, it's...
For the SECOND TIME the Grocery Manufacturers of America have chosen Kay West of KEX as FIRST PLACE AWARD WINNER in their “Life-Line of America” competition. This second GMA award is proof of the programming excellence of this outstanding KEX women’s program.

And—proof of KEX Preference by the women of the Pacific Northwest is shown by the fact that Kay West consistently sells her sponsors’ products. For details, check KEX Sales or Free & Peters today.