WOR-tv
New York's youngest tv station—is
New York's most popular independent
tv station. In fact, it tops
a network station!

In two years, WOR-tv has zoomed to the top . . . ranking, today, as the leading independent station in the New York market.*

It delivers more audience than any other independent tv station in New York.

It pulls more viewers than one of New York's network stations.

"Trapped" — a station-built mystery drama — draws more viewers in New York than 34 sponsored nighttime network shows.

Summer and winter, WOR-tv is the city's favorite sports station. It was tops in sports with the Brooklyn Dodgers and it's still tops . . . pulling more audience than Madison Square Garden events on another station.

It's getting results for 77 national advertisers.

Since boosting power in August, WOR-tv has been delivering a PLUS audience of 1,000,000 potential viewers.

Rates have remained the same.

WOR-tv delivers viewers at low, low cost. A minute commercial on the average sports show can sell 293,700 viewers for only $1.33 per 1,000. Or — on the average movie — it can sell 285,240 viewers for only $1.02 per 1,000.*

Keep these facts in mind when you are making your television plans. For more sales at less cost put your message on . . .

*November 1951, Telepulse
In 1948 Havens & Martin dedicated Television Station WTVR to the people of Virginia.

How well it's appreciated is expressed by the fact that today there are over 95,000 sets installed in the WTVR area.

Yet as Christmas 1951 rolls around, WTVR, now nearly four years old, is still the only TV station operating in Richmond.

Nearly 25 years ago WMBG took the air as a pioneer radio station. Its record is studded with firsts.

In this postwar era WCOD, the FM outlet, was added to the Havens & Martin group to provide Virginia's only complete broadcast advertising service.

Linked with NBC through the years, these First Stations of Virginia have captured the fond loyalty of a people who fully appreciate pioneering and public service.
WKMH

5000 WATTS DAYTIME
1000 WATTS NIGHTS

* IS NOW NO. 3 STATION HEARD IN
DETOIT Monday thru Friday
— 12 noon to 6 P.M.

* IS NOW NO. 2 STATION HEARD IN
DETOIT on Saturday
Same Time

* IS NOW NO. 1 "BUY" IN THE GREAT
DETOIT MARKET (based
on cost per 1000)

* Detroit Pulse Report
Sept.-Oct. 1951

Congratulations to our Sister Station
WKHM Jackson, Mich. 1000 watts
Full time, NOW ON THE AIR . . .
970 on the dial

* * * SEE YOUR HEADLEY-REED REPRESENTATIVE * * *

that each may share with his neighbor...

First contributor to the Salvation Army Christmas Fund is Mayor James F. Hearn

A familiar part of the holiday scene in Wilmington, the smiling Salvation Army lassies with their tinkling bells and Christmas kettles. This kettle collection, used for the city's less fortunate families...food, clothing and toys...was formally opened this year on WDEL-TV. Participating in the telecast with Wilmington's Mayor Hearn are members of the Salvation Army Board and Staff.

*This* WDEL-TV feature is indicative of the active, constructive role the station plays throughout the year in assisting local welfare agencies. Thus, WDEL-TV serves its communities and contributes to and helps improve the lives of all the people in its viewing area.

WDEL-TV
WILMINGTON, DELAWARE

Represented by
ROBERT MEEKER Associates Chicago • San Francisco • New York • Los Angeles
WESTINGHOUSE last Friday notified NBC it's constrained to withhold approval of new radio rate plan despite projected immediate increases for its four affiliates. Conversations were between Walter Evans, WRJ president, and Joseph H. McConnell, NBC president.

Westinghouse stations are under temporary license because of FCC study of parent company status under old anti-trust action. Thus, in view of FCC's preliminary look at network radio-TV rate situation, cessation of rate formula discussions was decreed for present.

THOUGH it's not common knowledge, Salary Stabilization Board plans an overrule entertainment panel (radio, TV, theatre, motion picture) on overscale performer policy. Latter recommended voluntary code for industry, but SSB intends to set up self-administering regulations immediately [B.T. Dec. 10]. Because of this—and similar sports study—panel report won't be released this month—may never be issued.

QUIET test runs under way by group proposing new radio news wire geared to serve small stations on low-cost basis. Project grew out of Transradio's recent demise.

NBC IS SEEKING not one but several top broadcast executives [B.T. Dec. 10]. They're looking for top man in radio station relations, owned and operated stations and radio spot sales.

TREMENDOUS surge of TV activity throughout Latin America is foreseen with several hundred installations likely within the next year or two, if equipment is available. Virtually all equipment will come from U. S. Sao Paulo, Brazil, last month put its second TV station on the air, and third is under preliminary construction.

IS SENATE Interstate Commerce Committee still looking into Defense Production Chief Charles E. Wilson's ban on color-TV set production? There were signs last week that it isn't satisfied with order which stopped CBS set-production, dealing with end product for first time.

GLAD TO OBLIGE DEPT.: Copies of remarks by Sen. William Benton (D-Conn.) on his "advisory council" bills to be distributed by NARTB to its members—at request of Sen. Benton.

OLDSMOBILE Div., General Motors Corp., Detroit, considered increasing refreshment in TV budget by cutting down two of its five-weekly sponsored of Oldsmobile News, 7:30-7:45 p.m. on CBS-TV, through D. F. Brother Inc., Detroit. Several advertisers understood to be willing to pick up the availability after February.

SHARP CRITICISM of Dr. Matthew Chappelle's analysis of coincidental and roster audience measurements as revealed in summary (Continued on page 6)
NCAA RESTRICTIONS WIN SUPPORT OF EASTERN GROUP

TELEVISION was in spotlight at annual meeting of Eastern College Athletic Conference, held in New York last week when delegates by almost unanimous vote opposed removal of NCAA restrictions on telecasts and endorsed proposal that NCAA adopt supervised-TV program. NCAA convention is Jan. 10-12 in Cincinnati.

Francis T. Murray, U. of Pennsylvania, presented 7-point letter advocating each collegiate institution make such arrangement as it wishes for TV in home stadium. Asserting that TV is "strong ally" in promoting and establishing good public relations, he charged NCAA resolutions about it were unconstitutio- nal and, further, that control of TV rights by the body is violation of U. S. anti-trust laws. Number of paid admissions to U. of Pennsylvania games has steadily decreased, under controlled TV, he said, from 54,060 in 1950 to 84,694 in 1955, to 58,985 for 1951.

Ralph Furey of Columbia, co-chairman of ECAC TV committee, opposed Pennsylvania resolution, saying public, accustomed to free TV coverage of college games, could most cer- tainly have been expected to raise objections. He insisted control of TV programs is not constitutional under NCAA terms, but also legal—clearly valid so far as Dept. of Justice is concerned.

Delegates almost unanimously rejected Pennsylvania resolution to adopt one posed by their TV committee to effect that NCAA adopt a uniform set of rules approved as results of National Opinion Research Center survey on the 1951 season have been fully tabulated. Meanwhile, ECAC endorses interim TV policy for the duration of colleges' which precludes any institution's entering into contracts or commitments until national policy is effected.

WJ ALLOWED TO LEASE RACE WARE, SAYS FCC

RADIO and television stations will be among those permitted to lease Western Union facilities for transmission of horse and dog race news under new tariff filed with FCC Friday. Other legal customers for such news will be press associations, newspapers or periodicals with second class mailing privileges and organizations engaged in collecting and transmitting such information to above clients.

New tariff, second move Western Union has made to get it off gambling hook, automatically goes into effect Feb. 1—unless anyone complains to FCC. On Dec. 8, new individual message tariff went into effect prohibiting transmission of betting messages or money orders. It applies in all states except Nevada, where gambling is legal. Meanwhile, Michigan State issued temporary injunction Thursday against West- ern Union, restraining it from furnishing horse race results to WKMH Dearborn and 14 allied handbooks in Detroit.

"This is beating a dead horse. We disin- continued this service 90 days ago when there was the first hint that the program even con- cernedly might not be in the public interest." Program runs at 6:30 p.m. residue of day's race results sponsored by Detroit Daily Sport News. Mr. Knorr emphasized that program was broadcast long after same information was printed in daily papers.

Page 6 • December 17, 1951

In this Issue—

Radio research is always a lively topic of discussion, but last week it was argued about in unusually serious terms. One expert lambasted printed media for failure to provide adequate research, and another issued a comparative study of various radio re- search services. The latter was "Research Head- aches at Migraine Stage." Page 28. And a national station representative made a survey of agency opinion of existing services. "How Do the Agen- cies Rate the Rates?" Page 26.

The FCC is casting a curious eye at net- work radio rate plans. Page 25.

ABC management criticizes NBC rate plan, believes this is time to open up rate question and that eventually it will be possible to increase daytime rates. Page 25.

CBS Radio's new selling schemes draw generally favorable comment. Page 27.

There's a paradox in television buying. Some big advertisers are reducing time to cut program costs, but prime time periods still are in great demand. Page 71.

Broadcast Advertising Bureau has big plans for 1952. Page 77.

Winners of first annual BAB success story contest: Page 47.

WJ competitors to verify the perplexing laws governing political broad- casts? Maybe—if enough pressure is brought to bear. Page 89.

Louis G. Caldwell, dean of radio law, holds that "opponents of broadcasting at 60. Page 88.

In case of national emergency, broad- cast stations will become part of the defense system. Here's the new federal exdectal. Page 90.

"The larger a TV-owner has a television set, the more he's sure he wants radio too. Page 90.

U. S. Supreme Court affirms injunction punishing Lorain (Ohio) Journal from trying to destroy radio station by depriving its advertisers of new- paper space. Page 29.

What will it cost to build a UHF TV station? NARTB has the answers. Page 71.

Joint Committee on Educational Tele- vision objects to consolidated FCC hearings on TV, wants UHF and VHF considered separately. Page 75.


Upcoming

Dec. 20-22, 27-29: Canadian Copyright Appeal Board meeting, Ottawa.

(Other Upcomings page 36)

Closed Circuit

(Continued from page 6)

released last week by C. E. Hooper (see story, page 23) to be sent advertisers, agencies and broadcasters in the midst of Winter. Dr. Sidney Rosnow, director of Pulse Inc., declares "half re- search is worse than no research."


ABC ENGINEERS reportedly sold now on aerial measurements of TV sign. Strength of signal on basis of their helicopter tests of W2JZ-TV radiations from Empire State Bldg. tower. Airborne measurements understood to have disclosed clover-leaf pattern though ground tests had indicated more uniform circle-like pattern would result. Having made adjust- ments to affect more even coverage, they plan soon to make data available to four other sta- tions using Empire State tower.

PETRILLO THREATENS FINES FOR EXTRA WORK VIOLATORS

STAFF musicians at Chicago network stations are threatened with suspension from American Federation of Musicians Local 10 if they take any more outside jobs. James C. Petrillo, warned in telegram to network music contractors there.

Mr. Petrillo, who is president of Chicago local as well as national union, was understood also to have imposed a possible $10,000 fine on violators, although this was not verified. It was reported measure was taken after several violations of agreement that staff musicians taking outside jobs notify union and take day off so substitute could be sent. Telegram is understood to have gone only to Chicago network O & O outlets.

RADIO CLUB NOMINEES

NOMINEES for 1952 officers of Radio Club of America, 42-year-old organization of engi- neers, announced Friday: For president, John H. Bose, 2510 N. Milwaukee Ave., M. Akin, Hudson Wire Co.; vice president, Ralph R. Butcher, RTMA, and Bernard D. Loughlin, Hazeline Electronics Corp.; corresponding secretary, William H., Ring, 150 W. Jackson Blvd., and Rank H. Shepard, Shepard Labs; treasurer, incumbent Joseph J. Stantley (no con- test); recording secretary, William H. Offen- hauer Jr. and Frank A. Gunther. There also are 20 nominations for seven vacancies on board of directors. Mail ballots going out shortly, with returns tentatively set for an- nouncement at club's Jan. 24 meeting.

FIELD SYSTEMS DENIED

CONSULTING engineers lost attempt to find permanent place in 150 mc industrial radio services frequency band for field communicat- ions system when FCC thursday turned down application filed by D. B. Blume Co., Washington, D. C., and other consultants. Denial was made on ground con- sulting engineers provided service, while rules held industrial radio services are for those engaged in production, construction, fabrication, manufacturing or similar process. Engi- neers, who use radio communications exten- sively when making antenna field measure- ments, are provided use of 27 mc band, but have to take interference as well as share service.

for more AT DEADLINE see page 110

BROADCASTING • Telecasting
Obviously

...no head for figures

...but anyone with even the mildest comprehension of digits can see what WGBI's Hooper ratings mean to the advertiser.

This is how faithfully the 674,000 spending people in the Scranton-Wilkes-Barre Metropolitan Market listen to WGBI: 61.1% in the morning ... 53.6% in the afternoon ... 71.0% in the evening*. What's more, WGBI heads all CBS stations in the morning, afternoon and evening.

WGBI's time costs are extremely low, considering such deep penetration of an important market. How low? Call your John Blair man today!

*Figures from Hooper Scranton Radio Audience Index, March-April 1951
You Can Cover the Rich Central New York Market
with
Radio Station

BMB Nighttime Audience Families

WSYR — 214,960
Station A — 164,720
Station B — 148,340
Station C — 76,920
Station D — 68,970

WSYR • ACUSE
570 KC

BROADCASTING TELECASTING

THE NEWSWEEKLY OF RADIO AND TELEVISION
Published Weekly by Broadcasting Publications, Inc.
Washington 4, D. C.
Telephone ME 1023

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WASHINGTON HEADQUARTERS

SOL Taishoff, Editor and Publisher

EDITORIAL: Art King, Managing Editor; Edwin H. James, Senior Editor; J. Frank Beatty, Earl B. Abrams, Associate Editors; Fred Fitzgerald, Assistant Managing Editor; Dave Berrin, Assignment Editor; Lawrence Christopher, Technical Editor; STAFF: John H. Kearney, Wilson D. McCarthy, John Osborn, Keith Trantow, EDITORIAL ASSISTANTS: Pat Kowalczyk, Don Mortimer, Jean D. Slala, Hilda Toler, Nellie Youso; Gladys L. Hall, Secretary to the Publisher.

BUSINESS: MAURY LONG, Business Manager; Winfield R. Levi, Assistant Advertising Manager; George L. Daniel, Production Man; Harry Steveman, Classified Advertising Manager; Eleanor Schadi, Doris Kellen, B. T. Twibble, Pressurer; Irving C. Miller, Auditor and Office Manager; Eunice Weston, Assistant Auditor.

CIRCULATION AND READERS’ SERVICE: John P. Cooeove, Manager; Doris J. Heshlings, Ruth Det. Davis, Grace Schorm, Elwood M. Sleet, Clyde Baker.

NEW YORK BUREAU

468 Madison Ave., Zone 32, Plaza 5-5355; EDITORIAL: Rufus Crater, New York Editor; Florence Small, Agency Editor; Dorothy Munster, William Ruchti, Lie Thackston.

Bruce Robertson, Senior Associate Editor.

ADVERTISING: B. J. PAUL, Advertising Director; Eleanor S. Manning, Assistant to Advertising Director; Kenneth Cowen, Advertising Representative.

CHICAGO BUREAU

350 N. Michigan Ave., Zone 4, Central 6-0115; William H. Shaw, Midwest Advertising Representative; Jane Pinkerton, News Editor.

HOLLYWOOD BUREAU

Talt Building, Hollywood and Vine, Zone 38, Hemptead 6111; David Gluckman, West Coast Manager; Ann August.

TORONTO: 417 Harbour Commission, Empire 4-0773 James Montgomery.

Broadcasting * Magazine was founded in 1928 by Broadcasting Publications, Inc., using the title: Broadcasting—The News Magazine of the Fifth Estate Broadcast Advertising—was acquired in 1929 and Broadcast Reporter in 1930.

* Reg. U. S. Patent Office
Copyright 1951 by Broadcasting Publications, Inc.

Subscription rates $7.00 for 52 weekly issues; BROADCASTING or TELECASTING Yearbooks $1.50 each additional if ordered with subscription; Add $1.00 per year for Canadian and foreign postage. Single copy 35c.
**REPORT ON MAGGIE WULFF**

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<tr>
<th>SPONSORS</th>
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<td>Hills Brothers Coffee</td>
<td>Federation of Woman's Clubs of Greater Cleveland (and its individual units)</td>
<td>Women's Advertising Club</td>
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<td>Ladies Home Journal</td>
<td>Catholic Federation of Women's Clubs</td>
<td>Trustee &amp; Secretary of the Press Club of Cleveland</td>
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<td>Lipton's Tea</td>
<td>Jewish Federation of Women's Clubs</td>
<td>Cleveland Playhouse</td>
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<td>Du Maurier Cigarettes</td>
<td>Cleveland Council of Parent-Teacher Associations</td>
<td>Lakewood Little Theatre</td>
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<td>Catholic Parent-Teacher League</td>
<td>Karamu House</td>
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<td>Son-A-Lee Products</td>
<td>Cuyahoga County League of Women Voters</td>
<td>Altrusa International (a service organization of business and professional women)</td>
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<td>Softskin Hand Creme</td>
<td>Metropolitan YWCA (including its branches and branch units)</td>
<td>Publicity Chairman of UNESCO Children's Book Fund</td>
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<td>Downeyflake Frozen Waffles</td>
<td>Daughters of the American Revolution (and their individual chapters)</td>
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MAGGIE WULFF will sell for you too!

**O. L. TAYLOR COMPANY—National Representatives**

**WERE**

5000 WATTS • 1300 KC

CLEVELAND, OHIO

BROADCASTING • Telecasting

December 17, 1951 • Page 9
To our many friends in radio, and to all who may chance to read this, our sincere and warm good wishes for a joyous holiday season.

REETINGS

SPOT RADIO LIST

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THE YANKEE NETWORK
TEXAS QUALITY NETWORK

REPRESENTED BY
EDWARD PETRY & CO., INC.
Where there's money, there's a market! . . . And KGNC is the only medium that reaches and delivers the green-backed Amarillo market!

P. S. The AMARILLO WHOLESALE MARKET is the largest non-TV market in Texas, New Mexico and Oklahoma.

represented nationally by the o. l. taylor company

spot . . .


CHALLENGE CREAM AND BUTTER Assn., L. A. (dairy products), will spend $87,516 over 26 week period for three weekly programming each on three Don Lee network stations in same number of California markets starting Jan. 1, 1952. Stations are KNX Los Angeles; KGK San Diego; KPBC San Francisco. Included in the time purchase are five transcribed MGM Radio Attractions, consisting of four half-hour programs, Story of Dr. Kildare; Gracie Fields Show; The Hardy Family; Crime Does Not Pay; to be aired on stations Tues. through Fri., 8:30-9 p.m. (FST); and hour-long MGM Theatre of the Air, Sat., 8-9 p.m. (FST). Agency: Ross Sawyer Adv., Pasadena, Calif.

agency appointments . . .

MCCORMICK & Co., Baltimore (spices, extracts and teas), appoints Cecil & Frennrey, N. Y. TAYLOR S. CASTELL is account executive.

ALLIED FLORISTS of GREATER WASHINGTON, Washington, D. C., appoints Kal, Erlitch & Merrick, Washington. Radio and TV will be used. JOSEPH WEINSTEIN is account executive.

LEJON FRERES Inc., Phila. (Neckline Beauty Cream), appoints Weightman Inc., same city. Radio and TV will be used.

adpeople . . .

JOSEPH F. KINSLEY, sales supervisor, New York district, J. C. Johnson & Son Inc. (Johnson's Wax), appointed regional sales manager of Pacific area, headquarters in Honolulu, T. H., replacing JOHN VAUGHN, returning to U. S.

PAUL H. HILL, director of sales Nesco Inc., Chicago, elected vice president in charge of sales.

new business

network . . .

MARIS Inc., Chicago (candy), which sponsors People Are Funny, Tues., 8-8:30 p.m., on CBS Radio on alternate-week basis, will begin weekly sponsorship Jan. 1. Agency: Leo Burnett Co., Chicago.

KELLOGG Co., Battle Creek, to sponsor five-minute, Mon.-through-Fri. series of hillbilly songs, featuring Carl Smith, on CBS Radio, 3:45-3:50, p.m., effective Jan. 3. Agency: Leo Burnett Co., Chicago.

HALMARK GREETING CARDS, Kansas City, for sponsor world premiere performance on Christmas Eve of Gian-Carlo Menotti's opera "Amahl and the Night Visitors" on NBC-TV, 9:30-10:30 p.m. Agency: Foote, Cone & Belding, Chicago.

R. J. REYNOLDS, Winston-Salem (Cavaller Cigarettes), starts sponsorship of series of four dramas on NBC-TV, Wed., 10:30-11 p.m., effective Dec. 5. At conclusion of series, firm's Camel Cigarettes will pick up time and place quiz type format. Agency: William Esty & Co., N. Y.

ARThUR MURRAY Inc., N. Y., will increase its telecast of The Arthur Murray Party, every other week on ABC-TV, to once a week effective Jan. 6. Agency: Ruthrauff & Ryan, N. Y.

STANLEY HOME PRODUCTS Inc., Westfield, Mass., will sponsor the Boys' Town Chorus on special program on ABC Radio Network, Sun., Dec. 23, 6:30-7 p.m. In addition to the choral concert, Magr. Wegner will deliver brief Christmas message and greeting from Boys Town and F. Stanley Beveridge, president of Stanley Home Products, will deliver Christmas message. Agency: Charles W. Hoyt & Co., N. Y.

spot . . .


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JOSEPH F. KINSLEY, sales supervisor, New York district, J. C. Johnson & Son Inc. (Johnson's Wax), appointed regional sales manager of Pacific area, headquarters in Honolulu, T. H., replacing JOHN VAUGHN, returning to U. S.

PAUL H. HILL, director of sales Nesco Inc., Chicago, elected vice president in charge of sales.
Again for the 1951-52 season, WJBK heads hockey net! For the third consecutive year, WJBK has been selected exclusive Detroit outlet for the Red Wing hockey games and key station for the largest hockey network in the nation. Broadcasting all the Detroit Red Wing home games, plus important away games and the Stanley Cup play-offs, WJBK feeds 16 out-state stations which make up the Stroh hockey network. Is it any wonder that WJBK is considered Detroit's greatest sports medium!

Sure, it's logical that WJBK was chosen to originate the fast-moving Red Wing hockey games. And it's just as natural that smart sponsors everywhere choose WJBK to advertise their products in Detroit. The tremendous sales response of WJBK's vast listening audience can make your advertising dollar pay top sales dividends.

For the best radio buy in the wealthy Detroit market, check with your KATZ man.
What goes on in a clam-bed goes without saying. They're gulfs apart from people: there's no exchange, no buying and selling. . . . Sellers talk—buyers listen. Sound marries their minds. And the medium that does most for sound is radio. In the whole wide world, no other voice holds so many listeners. Or persuades so many. . . . And in all radio, more people listen—and listen longer—to CBS Radio
than to any other network. It offers more of radio's top-ranking programs than all other networks combined... attracts the largest volume of advertising. For new sponsors this leadership assures greater returns from the start than on any other network....If you have something to sell, you have something to say. Say it where your customers listen most...on the CBS Radio Network
WRC Welcomes
The P. J. Nee Co.
and its
“HOUR OF DREAMS”
with Lee Dayton

Starting this week
11:15-11:45 p.m.
Mon. thru Sat.

It is with pride that WRC adds the P. J. Nee Company to its ever-growing and ever-loyal list of local advertisers.

“The Hour of Dreams,” presented by Lee Dayton on another Washington station continuously since Jan. 17, 1944, is an outstanding addition to WRC’s late evening schedule of music and news.

The P. J. Nee Company’s decision to place its “Hour of Dreams” on WRC bears out the station’s 28-year reputation for top shows in a top market.

FIRST in WASHINGTON
WRC
5,000 Watts • 980 KC

Represented by NBC SPOT SALES

Page 16 • December 17, 1951

feature of the week

HYPNOTISM by radio, a stunt brought off successfully by KYA San Francisco, paid off with some of the largest promotion dividends ever collected by the station.

The dividends were split six ways. Cashing in, in addition to KYA, were Zenith Radio, Klor’s Television Center in San Francisco, “The Great Franquin,” English hypnotist, and Dr. J. C. Geiger, director of public health for San Francisco.

The idea was conceived and the experiment handled by Harrison Wooley, KYA promotion manager. Mr. Franquin was appearing at a San Francisco theatre, his first American appearance, and business was bad. He needed some unusual promotion to boost attendance. Mr. Wooley provided it.

Klor’s and Zenith were sold on the idea and agreed to sponsor the show. The public demonstration was conducted in Klor’s store window in the busy Mission shopping district. Two models were used—Lorraine Clements, a young psychiatric nurse, and Matilda Thomas, an airline hostess.

Mr. Franquin, broadcasting from KYA studios on top of Nob Hill several miles from the store, completely mesmerized the two girls for 18 minutes during a half-hour broadcast.

The girls sat in Klor’s window facing a receiver and listening to Mr. Franquin’s voice. Traffic was blocked by the crowds of Christmas shoppers who gathered on the street outside to watch and hear the demonstration.

For the full 18 minutes the girls were kept in the trance, Dr. Geiger used every test known to check and confirm their condition.

Before the girls were awakened, Mr. Franquin ordered them to embrace and kiss when coming out of the trance. Then he asked them casually to wake up. They did. They looked wide-eyed and puzzled at the crowds, then immediately threw their arms about each other and kissed.

The program was carried at noon. By nightfall mail and telephone calls began pouring in to the KYA studios, the Department of Health and Klor’s. More than 1,000 telephone calls were received by KYA alone, Mr. Wooley said. He described the mail response as “mountainous.” The sponsors, Zenith and Klor’s, also declared the promotion and outstanding success.

strictly business

RADIO SPOT has never been bigger or better, and this trend will continue in the opinion of James D. Bowden, Minneapolis manager of the John E. Pearson Co., station representative firm. Mr. Bowden, who opened company offices there last September, has little direct contact with television because “we’re not in that business yet and our AM stations are in non-TV markets.

An advertising man who has never worked at anything else, he was hired on his first job as an office boy and inter-departmental “snooper” (in an effort to learn what everybody else did) and why at BBDO in Chicago. He had just returned from two years of service with the Third Army, 65th Divi-

(Continued on page 106)

Adam Young Inc.
RADIO STATION REPRESENTATIVE
22 EAST 40TH STREET • NEW YORK 16, N. Y.
NEW YORK • ST. LOUIS
CHICAGO • LOS ANGELES • SAN FRANCISCO

BROADCASTING • Telecasting
WTMA
CHARLESTON, S. C.

IS PLEASED TO ANNOUNCE THE APPOINTMENT OF

JOHN BLAIR & COMPANY

as exclusive national representatives
effective January 1, 1952

Affiliated with The Charleston Evening Post and The News and Courier, WTMA represents an unusually solid market for the advertiser. Here population is rapidly expanding...net effective buying income is considerably higher than the national average...retail sales show the largest gain of any city in the State. Your John Blair man will show you how these imposing upward trends tie in with WTMA's audience figures, and will give you the full story of the results you can expect over this station.

WTMA
CHARLESTON, S. C.
NBC Affiliate
1250 KC
5000 Watts Day, 1000 Watts Night
HARRY E. CUMMINGS, SOUTHEASTERN REPRESENTATIVE
WARD L. WEIST named vice president, J. Walter Thompson Co., Chicago. He has been personnel director since 1943, and in 1945 was named assistant secretary of the company.

JOHN R. BISSELL, vice president and account executive, Benton & Bowles, N. Y., resigns effective Dec. 31, to join Charles King Radio Productions, N. Y., as chairman of board. In that capacity he will act as a consultant to advertising agencies and assist in the creation of advertising and merchandising ideas in print and radio and TV media.

RICHARD BELLAMY, director of publicity, Benton & Bowles, N. Y., father of boy, Paul, Dec. 4.

LUCILLE WEBSTER, named business manager of TV and radio programming department, Blowe Co., N. Y., in addition to her duties in charge of legal and budget control.

KARL SCHULLINGER, radio and TV supervisor, Young & Rubicam, N. Y., named manager of production under NAT WOLFF, vice president in charge of radio and TV production. ELIZABETH HART, production assistant in TV, named casting director.

You can't afford to overlook this sales-winning pair of CBS stations when you make out that schedule for the Great Southwest. For availabilities and rates, write, wire or phone our representatives.

National Representatives
JOHN BLAIR & CO.

*TW0 TOP CBS STATIONS
TWO BIG SOUTHWEST MARKETS
ONE LOW COMBINATION RATE

KWFT
WICHITA FALLS, TEX.
620 KC
5,000 WATTS

KLYN
AMARILLO, TEX.
940 KC
1,000 WATTS

WHEN TV first arrived in Boston one of the leading agency pioneers of radio was ready, willing and able to help prospective video clients map their campaigns.

The agency is David Malkiel Advertising. Its president is Julian (Julie) Malkiel, who joined his late father's company upon graduation from school, to the great surprise of no one. Mr. Malkiel stayed on to become president of the firm, sharing his father's enthusiasm for radio and branching off into television with equal vigor.

Advance planning for TV recently won recognition in the form of the Gold Award presented annually by the Affiliated Advertising Agencies Network. The Malkiel organization won the coveted award for its TV campaign on behalf of Serta-White Cross Co., over WBZ-TV Boston.

Mr. Malkiel evaluates the two media in this capsule comment: "Radio, of course, is here to stay, but TV has already proven itself a dynamic revolutionary force equalled only by the development of the automobile..."

He likes to recall, too, the claim that the agency founded by his father was first in radio history to use dramatic radio transcriptions for one-minute commercials. In 1932, he says, Kasper-Gordon Studios of Boston conceived "Minute Dramas" and produced them in collaboration with the Malkiel organization. He has continued to emphasize radio advertising despite TV's growth.

But Mr. Malkiel's current pride and joy are the commercials for Serta-White Cross Co. (Perfect Sleeper Mattress), consisting of 50 seconds of sound film and 10 seconds of silent footage. Price and dealer identification slides are superimposed over footage—a new TV technique, he believes.

Mr. Malkiel attributes the agency's readiness for TV to AAAN membership. "Even though television came to Boston long after it was in operation, we were able to use it for our clients immediately due to advance cooperation with affiliates in Philadelphia, Chicago, and New York, he explains.

A native of Boston, Mr. Malkiel attended the U. of Massachusetts and majored in English. Equipped with creative talents, he directed and acted in theatrical productions.

He also wrote continuity and directed broadcasting activities for the campus radio station.

In those days, he reminisces, "it was considered a major triumph if we just got the program on the air. The sponsor had to glue his ear to a radio within the very shadow of the transmitter if he was to hear his commercials."

The agency president is a member of the Boston Advertising Club and Brookline Chamber of Commerce. He is the exclusive Massachusetts member of the AAAN.

Occasionally he takes a breather from business and goes fishing. There's always a portable radio in his boat so he can hear his clients' advertising, he reports.
WILLIAM T. CRAVO, staff announcer ABC Hollywood, to Leonard Shane Agency, Los Angeles, as radio-TV director effective Jan. 2. Mr. Cravo will continue special talent assignments for television programs packaged by agency.

GEORGE I. BUSHFIELD, vice president and account executive, BBDO, N. Y., resigns from agency Jan. 1 to establish personal consulting business on advertising and public relations problems among firms not now employing advertising agencies in his hometown area, Hunterdon County, N. J.

L. C. BARLOW, vice president and member of executive planning committee Brooke, Smith, French & Dorrance Inc., Detroit, appointed account supervisor.

RICKARD & Co., N. Y., moves to new office at 11 E. 36th Street. Telephone Murray Hill 6-4870.

C. W. (Bill) BAILEY, to Chicago office Marsteller, Gebhardt & Reed. He was with Allied Radio Corp., Chicago, and NBC in Cleveland and New York.

BING & HAAS Co., Cleveland, has changed name to RALPH BING ADV. CO., following purchase of firm by RALPH BING. Mr. Bing reports that there will be no change in personnel and accounts.

ROGER BOWMAN, radio and TV producer-director, appointed director of radio and TV Turner & Dyson, N. Y. He will supervise procurement of all talent and program direction.

LOUIS BLOCK Adv. Agency, Chicago, moves to offices in First Federal Bldg. at 7 S. Dearborn St. Telephone Randolph 6-5986.

SIL FLEISCHMAN, radio-TV director Sidney Clayton Assoc., Chicago, opens his own Chicago agency at 188 W. Randolph St.


B. B. GEYER, president Geyer, Newell & Ganger, N. Y., elected chairman of board of directors for Reconstituted Advertising Research Foundation.

EDWARD H. BENEDICT, assistant to television network sales manager ABC, to J. M. Mathes Inc., N. Y., as contact man on Canada Dry Inc., account.

CHARLES MCCORMACK, treasurer Compton Adv., N. Y., elected to board of directors.

OLIVE JENNINGS, radio director Grant Adv. of Canada Ltd., Toronto, named account executive and radio director Harold F. Stanfield Ltd., Toronto.

ROBERT McNEILL, radio and TV department, Biow Co., N. Y., to W. Earl Bothwell Inc., same city, as director of radio and TV department.

ALLAN R. SILLS Co., Toronto, enfranchised as advertising agency by Canadian Assn. of Broadcasters.

ARTHUR O. WURTMAN, St. Georges & Keyes, N. Y., to Marshalk & Pratt Co., N. Y., in creative capacity in radio and TV department.

ROBERT KIBRICK, business manager of research department Kenyon & Eckhardt, N. Y., named director of media research and statistical analysis, succeeding JAY ELIASBERG, resigned.

Comdr. EDWARD W. FOSTER, USN (Ret.), named technical and engineering specialist Haight & Welsh, Hartford, Conn.

WIL ROBERTS Adv., Phila., moves to new offices at 1524 Chestnut St.

THOMAS R. COOPER, J. Walter Thompson Co., S. F., transfers to firm's Los Angeles office, as account supervisor.

FRANK LOUGEE, N. W. Ayer & Son, Phila., to Wank & Wank Adv., S. P., as account executive.

BROADCASTING * Telecasting

“Soothing” is the word most often used by listeners to describe Diane—WBEN’s Lady of the Evening. Among the hundreds of fan letters she receives every week a large number are from swing shift workers and other folks who catch her show on their car radios, and at home, too! They say Diane is so nice to come home to.

Diane spins restful records, gives special attention to requests and reads romantic poetry. She’s on Monday thru Friday from 11:20 P. M. till midnight. So if you want to catch listener-buyers in their most relaxed moments, grab a segment of this popular show.

Ask Petry about availabilities . . .

WBEN

N BC B ASIC - BU FFAL O

December 17, 1951 • Page 19
Spy

styled to match your audio

Ideal for EMERGENCY

NEAT AND SIMPLE—With everything up front in easy reach.

RCA TYPE BTA-250M. Same size as an audio rack.
RCA's All-New 250-watt AM Transmitter (Type BTA-250M)

Now you can take advantage of the surest, swiftest method known for staying on the air—regardless of what happens to your main transmitter. The answer—a standby station within the four walls of your control room, including a complete transmitter and FCC-required monitoring equipment!

"Feather-quiet" in operation—with no air blowers or A-C contactors—Type BTA-250M is the ideal transmitter for this "security" service. It is a single unit—same size as your audio cabinets—and can be installed in almost any control room set up. Installation is easy, too. It was planned that way!

Operation of the BTA-250M is simple. Just one control for tuning, and one for power output. Operating expense is next to nothing. Unmodulated, the transmitter takes only 700 watts of power to run. Only 10 tubes all told. Only 3 tube types to stock—the RCA-807, 813 and 866A (carefully chosen for their economy, reliability, and availability under present-day conditions).

Here is a 250-watt AM transmitter with the latest electrical and mechanical features. No trick circuits. Compare its performance specifications with those of other AM transmitters. The BTA-250M will outperform any other transmitter in its class!

Be ready for the long pull ahead—with a reliable BTA-250M. It's a major advancement in plant economy for local broadcast stations.

It's the ideal "standby" for master control-room operation in the larger AM station!

Ask your RCA Broadcast Sales Engineer about delivery. Or write Dept. 22XC, RCA Engineering Products, Camden, N. J.
North Carolina
Rates More Firsts In
Sales Management Survey
Than Any Other Southern State.
More North Carolinians Listen
to WPTF Than to Any
Other Station
Chappell describes rating conflicts

PRIMARY source of differences between Pulse program ratings and Hooperatings of identical programs is the inclusion in the Pulse roster of the names of many programs not heard by the respondent.

That is the conclusion of Dr. Matthew Chappell, head of the department of psychology, Hofstra College, in a study just completed for C. E. Hooper Inc. He was engaged to provide an answer to the question raised more than a year ago by Hans Zeisel, commercial manager of KJBS San Francisco.

In a full-page advertisement in Broadcasting * Telecasting (July 5, 1950) Mr. Breyer declared, "Two umbrellas behind the plate isn't any good in broadcasting, either," and proposed that the Hooper and Pulse organizations jointly finance a house-to-house coincidental survey whose findings would be compared to the regular Pulse and Hooper ratings to determine which "umbrella," if either, yields the more reliable information.

A committee of executives representing the various groups interested in radio research—advertisers, agencies, broadcasters, researchers—was organized to establish rules for the test survey suggested by KJBS. Instead, the group which was known as the Test Survey Committee broadened the scope of the survey to include all types of audience measurement and to cover other market areas in addition to San Francisco.

No Action Taken

The committee deliberated for months and completed a set of recommendations for the expanded test survey, then adjourned. Their recommendations have not been acted on.

In the absence of industry action, C. E. Hooper Inc. retained Dr. Chappell, formerly associated with the Hooper organization, and who had been a member of the Test Survey Committee (proposed, incidentally by Dr. Sydney Boslow, director of the Pulse), to attempt to provide answers to the still open questions posed by Mr. Breyer. Dr. Chappell's full report is now being prepared for publication by the Hooper organization, which meanwhile is releasing today (Monday) a 13-page digest consisting largely of "industry" questions which are answered with quotes taken from the Chappell manuscript.

In Four Parts

The full Chappell report is in four parts. Part I compares Nielsen Radio Ratings with U. S. Hooperatings, finding, the Hooper release states, "high correlation." Part II compares roster radio ratings (Pulse) with coincidental radio ratings (Hooper), finding "low correlation." Part III compares "Duplex Coincidental" (a Hooper system of providing reports on both radio and TV audiences) with both radio and TV coincidental, finding "high correlation." Part IV compares "Duplex Coincidental" with roster on TV ratings, reporting "same variable difference found in radio ratings is found in television."

The comparison between coincidental and roster ratings was made from reports on three cities, New York, Chicago and the San Francisco Bay Area, chosen to represent low, medium and high percentage of home telephone installations, respectively. Charts A and B, illustrating "systematic" differences found in San Francisco, were said to represent similar findings for New York and Chicago as well.

Describing the coincidental and roster methods, Dr. Chappell said: "Both are designed to measure psychological behavior—listening. The coincidental method, as a measure of behavior, has much to recommend it. It involves no significant span of retention and presents no stimuli which could lead to confusion in recognition. It requires of the respondent only that he report on what was being listened to just prior to answering the telephone. On the fact of it, it seems highly probable that the method is capable of yielding a more accurate measure of the psychological behavior of listening in telephone homes than any other method that has been devised."

"The roster requires considerably more psychologically of the respondent than does the coincidental. The respondent is presented with a list of program names, classified by station and time period for all the major stations in a given area. He may, therefore, report his listening for any given time period (Continued on page 108).

There were clear indications last week that the radio research muddle had reached the point of desperation. It was a situation that had been growing progressively complex for 25 years as both sellers and buyers of radio time sought to measure that elusive quantity, the radio audience. But the problem was made the more acute by television. When TV came along, so many different services were measuring radio, each in its own way, that radio was, and still is, in danger of being measured to death. How critical the condition had become was evident last week in several ways: A survey of advertising agencies showed alarming lack of agreement among them as to which if any existing rating service was dependable (see page 26). Dr. Hans Zeisel, a leading research expert, excoriated the printed media for failing to provide up-to-date and accurate information on what TV has done to them (see this page). Dr. Matthew Chappell, another research expert, wound up a painstaking comparison of research techniques that showed, if nothing else, that wide discrepancies exist among radio rating services (see this page).

Are printed media hiding TV facts?

A STIRRING REBUKE to magazine publishers and researchers for failing to make available the same statistics about the effect of television on magazine circulations and readership—as are readily obtainable for radio—was delivered Thursday by Dr. Hans Zeisel, director of research of the Tea Bureau.

Speaking on "The Effects of Television on Other Media" at a luncheon meeting of the New York chapter of American Marketing Assn., Dr. Zeisel distributed a medium of Christmas cheer to radio broadcasters in TV cities by stating that so far as they are concerned "the worst is over."

Cites Research

No doubt that TV has had an effect on radio, he said, especially after the radio rate reductions which made it "official."

The only remaining question, as to the magnitude of this effect, can easily be answered for the present and predicted for the future, he said, citing the results of research conducted by Foote, Cone & Belding on which he was a consultant.

The traditional formula for computing TV's effect on radio, Dr. Zeisel stated, goes like this: "If at a certain hour radio listening in TV homes is 20% of the radio volume at that hour in radio homes, then this conclusion was drawn radio loses listeners at the rate of 80% of the homes which it loses to TV—because the remaining 20% are still devoted to radio listening. Hence, the radio loss can be, at worst, as great as the loss of homes to TV, but never greater."

But, he pointed out, "the facts show the opposite. At a point where 20% of all homes had TV, radio ratings were down some 30%. The interesting solution of this puzzle is the fact that the homes who switch first to TV are the heavy radio listeners, causing radio's loss to be heavy and out of proportion."

The relationship between TV (Continued on page 90)
Sales Realignment Is Announced

A REALIGNMENT of sales management of The Katz Agency is being announced today (Monday) by George W. Brett, vice president and AM-TV sales manager, who will become director of radio and television sales management when the changes become effective Jan. 1.

Other changes in the representation firm's executive lineup:
Morrin S. Kelner, assistant sales manager for radio, to be sales manager with complete autonomy in radio sales management.

Scott Donahue Jr., assistant sales manager for television, will be sales manager with complete autonomy in TV sales management.

Margaret Alcott will be sales service manager for radio and TV. Earlier in the week, the agency announced that Frank E. Dennis, former manager of ABC Radio Spot Sales and later of ABC TV Spot Sales Services, has been appointed to the TV sales staff of The Katz Agency effective today (Monday).

Explaining the changes and his own role in the realignment, Mr. Brett asserted: "I shall continue to be active in sales, but not in its administration. There are basic industry problems in both radio and television demanding concentrated and continuing attention but impossible to give under daily priority pressures.

"The Katz Agency's sales management realignment will enable me to devote the necessary time to press for standards of practice influencing the long-range development of national spot radio and television, to resist network encroachment and other attenuation of national spot revenue.

"These changes are to meet the expansion needs and plans of The Katz Agency and its radio and television stations."

Mr. Kelner has been with Katz for more than 19 years, having joined the representative firm in 1932 following graduation from Rutgers U.

Mr. Donahue was identified with WPIX (TV) New York from its inception and previously served in the advertising department of the New York Daily News, which owns WPIX. He joined Katz about two years ago.

14-Year Career

Miss Alcott's advertising career includes 14 years with Katz and, formerly, with the Barron Collier car card organization.

Mr. Brett is a veteran of many years with Katz and he formerly was with the Frank Seaman Adv. Agency. With Katz he progressed to vice president, director, and then general sales manager. He is credited with guiding the firm's sales of newspaper, farm paper, radio and TV advertising during all of the company's transition growth.

KATZ AGENCY

Mr. Brett  Mr. Kelner

Mr. Donahue  Miss Alcott

BLAIR CHANGES

Chicago and Detroit Shifts

FOUR major changes in the Chicago and Detroit offices of John Blair & Co., national radio station representatives, were announced Friday by Chairman John Blair.

Charles E. Dilcher was named manager of the Chicago office and Gale Blocki Jr. will undertake special assignment of creative sales work with advertisers and agencies.

Harry B. Simmons, formerly with the Paul H. Raymer Co., was appointed to head the Blair office in Detroit. George Rapp, former account executive for Moloney, Langan & Schmitt, newspaper representatives, joined the Blair Chicago office as account executive Dec. 1. Mr. Blair also reported.

Mr. Dilcher, prior to joining Blair as account executive in 1947, had been associated with the Western Advertising Dept. of Scripps-Howard newspapers both in Chicago and as manager of the Dallas office for five years.

Mr. Blocki has been a Chicago account executive since 1938 and a Blair vice president since 1947. He has had agency experience with Erwin, Wasey & Co, and media representatives with American Boy magazine Good Housekeeping, and General Outdoor Advertising.

C&W Names Gort

NORMAN G. GORT, in charge of public relations for Liggett & Myers Co. at Cunningham & Walsh, New York, has been made director of radio and television for Chesterfield cigarette advertising. He will be assisted by Moulton Savin, manager of radio and TV copy, and R. F. Dunnell, associate producer, named manager of radio and TV production. D. E. Provost will be in charge of public relations activities for the account at the agency.

FINESHRIBER

Becomes MBS Exec. V. P.

WILLIAM H. FINESHRIBER Jr. MBS vice president in charge of programs since July 1949, has been appointed executive vice president of the network, Frank White, president, announced Thursday following a quarterly meeting of the Mutual board which approved the appointment.

Mr. Fineshriber succeeds to a post left vacant since Robert D. Sweeney, now general manager of WDSU-AM-TV New Orleans, resigned as executive vice president in 1947. He will continue in charge of programs, it was further stated last week.

After graduation from Princeton in 1931 and some advanced study at the Sorbonne in Paris, Mr. Fineshriber on his return to America joined the public relations staff of CBS, which he left after three years to serve temporarily as the manager of Carnegie Hall in New York.

Rejoining CBS, he was successively producer-director of a number of network programs, commentator, director for shortwave programs during the war, director of operations and from 1948 to 1949, general manager of the CBS program department. From there he went to MBS.

HOWARD MEYERS

Joins Taylor Office

APPOINTMENT of Howard (Howdy) Meyers, sales manager of NBC's WMAQ Chicago, as head of the Chicago office, and president of the station representative firm.

Mr. Meyers will succeed James Thompson, who is leaving the Taylor organization to join the new station representative firm of Henry I. Christal Co. (see story page 29). The appointment is effective Jan. 2.

Mr. Meyers, who is president of the Radio Management Club of Chicago, was with WGN Chicago from 1938 to 1942, and in 1942-43 was radio director of the Chicago Office of Civilian Defense. In the infantry from 1943 until the end of World War II, he rose from private to first lieutenant, and after the armistice became program director of the Armed Forces Network. He returned to the U. S. in 1946, joining NBC in Chicago where he served first in the program department and then in NBC Spot Sales. He was made sales manager of WMAQ in December 1950.

Page 24 • December 17, 1951

"Are you still looking for a seal of approval?"

BROADCASTING • Telecasting
ABC CONTENTS NBC's station rate adjustment not only is untimely and unwise, but that the time is foreseeable when radio will be "properly" appraised and daytime rates can be raised.

These views, it was learned last week, have been stressed repeatedly by ABC officials in a series of closed meetings—now nearing completion—with the network's affiliates throughout the country.

In these sessions, President Robert Kinnter and NBC's executive associates have made clear that they think "opening up" the rate question at this time will automatically subject rates to pressures for downward adjustments. They also have gone on record as holding that the NBC rate adjustment formula, aside from being untimely, omits an important factor, the effect of network's station's management. Each of management at each station, they contend, must always be among the factors considered in reappraising the station's rates.

The ABC affiliates also have been told that NBC's formula is "wrong" for other reasons—because adequate data are not available to indicate what TV's effect is or is not, for one thing, and ABC also shares CBS Radio's view that BMM data on radio circulation are too old to be meaningful today.

On the rate question, BROADCASTING * Telecasting erroneously reported in the Dec. 10 issue that President Kinnter had suggested to an affiliates meeting in Chicago that radio rates be reduced in TV areas in proportion to declines in ratings.

Actually, ABC has been—and still is—engaged in special studies of the rate question and its officials feel they must await the outcome of these before advancing definite proposals. They feel the rate issue is in a time of "crisis," according to the views they have given affiliates, and that decisions should be delayed until more complete information has been compiled and "emotion" abated.

ABC stations have been assured.

ABC President Robert Kinnter (r) conducted ABC affiliates meeting in Chicago, among whom was Thomas L. Evans (l), KCMO Kansas City.

December 17, 1951 — Page 25
HOW DO AGENCIES RATE THE RATERS?

By ARTHUR C. SCHOFIELD
Director, Promotion and Research
Paul H. Raymer Co.

Some years ago I heard a street-corner missionary, in an attempt to cast doubt upon the larger, better established denominations, say this: “They all can’t be right, and there is a great possibility they are all wrong.”

The same could be said about the present methods of audience measurements.

Last year, $463,805,722 was spent for the purchase of radio time; with, of course, the larger share going to those time segments with the best ratings.

Whose ratings? What did the rating mean? How much of a station’s service area did the surveys cover? Why were certain ratings used, while others were rejected?

With over $450 million-odd dollars at stake the answer to those questions are important. Accordingly I mailed to over 1000 time-buyers and agency executives, representing all types of agencies in every section of the country, a simple, three-part questionnaire:

Question 1. Do you believe, accept and use audience data (share of audience, composition of audience, time, segments, ratings, etc.) of:

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<tr>
<th>Agency</th>
<th>Yes</th>
<th>No</th>
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<td>ARB</td>
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<td>no</td>
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<td>Conlan</td>
<td>yes</td>
<td>no</td>
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<td>Pulse</td>
<td>yes</td>
<td>no</td>
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<tr>
<td>Tele-que</td>
<td>yes</td>
<td>no</td>
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<tr>
<td>Trendex</td>
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<td>Videodex</td>
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Question 2. Please rate the services in the order of preference (1-2 etc.):

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Question 3. For total station audience do you accept:

<table>
<thead>
<tr>
<th>Service</th>
<th>BMB</th>
<th>% MV/M</th>
<th>Contour</th>
</tr>
</thead>
<tbody>
<tr>
<td>BMB</td>
<td>yes</td>
<td>no</td>
<td>yes</td>
</tr>
<tr>
<td>% MV/M</td>
<td>yes</td>
<td>no</td>
<td>yes</td>
</tr>
<tr>
<td>either</td>
<td>yes</td>
<td>no</td>
<td>yes</td>
</tr>
<tr>
<td>Prefer</td>
<td>BMB</td>
<td>% MV/M</td>
<td>Contour</td>
</tr>
</tbody>
</table>

Respondents were asked to check spaces best expressing “your and your agency’s opinions.” Signatures were required, but all respondents and agencies involved were guaranteed their names would not be divulged. Realizing what might happen I made one further request: “No cuss words, please; my secretary has led a cloistered life.”

Big Agencies Replied

Returns from the agencies far exceeded my most optimistic expectations with more than 18% returns. I knew those interested in timebuying activities were concerned with the confusion now present in the industry, but I was delightedly surprised at the cooperation I received. Every one of the country’s largest agencies returned the questionnaire or, in some cases, two-page letters explaining their feelings on the “muddle” created by claims and counter-claims of various services. In fact, the comments accompanying the questionnaires proved invaluable in the appraisal of the entire rating picture.

Because respondents were assured of complete anonymity, they spoke honestly and freely. Reflecting the spirit and sentiment of many was this from an eastern agency:

“You'll probably get this reaction from every quarter, but... I might as well get it in my two cents worth. While I’m ready to accept the three surveys checked, how much more useful any one of these alone would be! This idea of 10 rating services is a farce. The smallest ‘coffeepot’ in existence, by selective quoting from various findings could conclusively prove (just see what Conlan, Nielsen, Trendex, etc. has to say about us) that ours is the best station in the market. When there are that many rating services in existence, they cease to be a service and become a racket. While the government is so busy slapping ceilings on everything, I wish they’d direct their attention to this. The situation is completely out of hand and gets worse every year. If things are to progress as they are going now, and you were to send me this questionnaire five years from now, I’m pretty sure I’d answer “NO” to my acceptance of any service you might list. And that’s about all I dare say on this subject without offending the shell-like ear of your cloistered secretary.”

To those stations who fail to merchandise, or publicize, their SALES results and rely heavily on published ratings, let me point to several comments, among many received, that prove sales are important. Here’s one:

“Definitely feel that every rating service has its drawbacks and that they can be used only as a trend at best. Past and present sales results mean more important.”

Here’s another:

“We do not believe any of the rating systems are 100% accurate. We accept and use the audience data only because the client wants ratings. We always indicate to our client the discrepancies. Sales are the best answer to a program’s popularity.”

Some years ago, while serving as sales promotion manager of a 50,000 watt NBC affiliate, I was shocked to receive a rating report indicating “no listeners found in this sample” in one segment of our long-established, highly-successful woman’s program. As the announcement rate on this show was the highest on the station, everyone involved examined the situation thoroughly. First we discovered the program received more mail than the rating service made phone calls; and secondly, advertisers, fully satisfied with the program, reported sales were up. Not an advertiser cancelled their SALES proved the program had more than an audience; it had a receptive audience.

Do the agencies have confidence in the present rating services?

Replies to question 1 clearly indicate opinion to be divided on the subject. However, not one of the eight services listed received a “YES” from as many as 30% of

(Continued on page 96)

THE BUYERS of broadcast advertising have faith in present audience measurement services? This ambitious survey, conducted by the Paul H. Raymer Co., indicates they don’t. Or at least such faith as is expressed certainly isn’t absolute. Both buyers and sellers of broadcast time will find provocative reading in this article which describes the most definitive study recently made into the question.
AFFILIATES GENERALLY ENDORSE PLAN OF CBS

Agency, Advertiser, Station Reactions

NEW plan of CBS Radio to let advertisers use any reasonable number of affiliates for a generally favorable comment last evening from CBS affiliates. The CBS "Selective Facilities Plan" and "Standard Facilities Plan" greatly liberalize the purchase of network time \[\text{[B\&T, Dec. 10]}.\]

Endorsement of the project came from many of the CBS affiliate representatives who attended a joint meeting of CBS Districts 4, 5 and 8, held last Monday in New Orleans (see story, column four).

First advertiser reaction to the CBS Radio plan, based on preliminary study, appeared to be favorable to the move to increase the flexibility of network advertising—a key feature of both the Selective Facilities Plan and the liberalized "Standard Facilities Plan."

Pro-Rated Costs Seen

It appeared certain, however, that advertisers buying time under the "selective" plan—which requires a sponsor to make his program available to all CBS Radio affiliates and allow it to be sold through CBS Radio to non-competitive advertisers in markets he himself does not use—would insist that a formula be provided for pro-rating program costs.

What affect the new sales policies would actually have on advertisers' buying habits remained to be seen. One observer, at least, took occasion to express the view that advertisers traditionally insist they should be granted privileges—but often fail to take advantage of them when they are offered.

Agency spokesmen offered no comment on the play pro or con, apparently preferring to wait until they have received a direct bid before formulating final judgments. In some quarters there was speculation that CBS Radio will encounter difficulty in implementing the "selective" plan, in that it may be hard to make "subsidiary" contacts coincide exactly with the year-week cycles of the "original" advertiser.

The National Assn. of Radio & Television Station Representatives similarly had no comment. In NARTSR's case, however, the absence of a statement of views was attributed to a spokesman to the feeling that NARTSR members' interests are not affected. These spokesmen looked upon the plan as strictly a network sales device which has no bearing on spot broadcasting.

Nor did leaders of the all-industry Affiliates Committee choose to pass upon the proposal immediately. Observers noted, however, that CBS Radio's elimination of "must buy" status under the "selective" plan may come within the range of gunfire released by the committee in its protest against NBC's basic economic plan.

At that time the committee said, in part:

"The basic reason for the existence of national networks is to provide national coverage. Any steps which tend to break down this concept will redound to the injury of the network, the affiliate, and the public" [B&V, Nov. 12].

Following are views expressed to Broadcasting * Telecasting by CBS affiliates, CBS officials and others:

Clyde Rembert, KRLD Dallas

"On the selective plan, I think it's good. However, I really haven't had to digest it and find out exactly what its effect is going to be. The programs that the plans are going to be guaranteed to the stations, either on a commercial or sustaining basis, is a good thing and certainly will hold up CBS ratings and audience."

John S. Hayes, WTOP-AM-WV Washington—"The CBS Selective Facilities Plan represents a forward-looking step for network advertising. He feels it should be clarified in its application to different situations and also endorsed the liberalized Standard Facilities Plan.

William B. Quarton, WMT Cedar Rapids, Iowa—"I hope to be proven wrong but it looks to me another step in the wrong direction."

Charles C. Caley, WMHD Peoria,

(Continued on page 109)

SELL RADIO DRIVE

DETAILS of an extensive 17-project radio promotion campaign for 1952, calculated to promote the sale of radio on an overall basis as well as to help stations to help themselves, were announced by BAB last Wednesday.

The program includes, at the national promotion level, a series of special studies and presentation, regular contacts with advertisers and agencies, and basic research on radio's power and penetration, including research on competing media; and, at the local level, regular issuance of a variety of sales aids, an annual sales opportunities calendar, and a blueprint for joint promotion of radio by groups of stations within individual markets.

The campaign plans were outlined at a news conference by BAB President William E. Ryan; Kevin B. Sweeney, vice president in charge of promotion and sales, and John F. Hardesty, local promotion director.

Contacted for data on "radio's uncounted audience"—automobile sets, radio sets in TV homes, size of the extra-set market, auto listening, and other out-of-home listening—will be one of the projects in promotion at the national level.

While the studies in some instances will include bringing together data already collected in individual markets, Mr. Sweeney said, the project also includes original studies. For instance, he said, Pulse Inc., is conducting a pilot study in 20 areas to determine the extent of the extra-set market. Another feature, slated for March, is a 50,000-interview survey on listening in automobiles.

Effectiveness Tests

Plans also envision tests to measure radio's effectiveness against that of (1) television and (2) magazines for national advertisers in the packaged goods and heavy appliance fields if arrangements can be worked out with advertisers and stations. These tests would be similar to the American Research Bureau Inc.'s radio-vs.-newspaper tests—90 of which have been compiled by BAB under the title "Count Your Customers," further exploitation of which is another part of BAB's 1952 plans.

Also in the radio-vs.-competitors category, BAB is planning a report on magazine penetration and circulation; a second edition of an earlier BAB breakdown on magazine circulation, county-by-county, with radio-magazine comparisons on a national basis; compilation of data to show that TV penetration is spreading down, and a salesmen's handbook on newspaper readership.

Special presentations on radio's values as applied in specific industries already are under way in the farm equipment, tire and paint fields, and will be followed in the spring with one dealing with the farm market.

To urge that they give radio a chance to prove its worth, BAB representatives are making sales calls on national chains and associations, national-local advertisers, and strictly national advertisers, these calls already have been started and will continue in January.

Regular contact will be maintained.

(Continued on page 87)

BROADCASTING * Telecasting

CORRIDOR discussion at the CAAB meeting in New Orleans last week is held by (1 to r): David Smiley, WDAE Tampa; Howard Summerville, WWL New Orleans; Glenn Marshall, WMAR Jacksonville; Howard S. Meighan, CBS Radio president; and Spencer Mitchell, WDAE.

New Orleans Meet

Expresses Approval

WORK of the all-industry Affiliates Committee in connection with network rates and evaluation of the medium was "heartily endorsed" by representatives of CBS affiliates in Districts 4, 5 and 8. The action was taken during a joint session of the districts, held last Monday in New Orleans.

Chief interest in the meeting centered around the new plan of CBS Radio permitting advertisers to buy on a selective basis (see story, column one).

Text of the resolution approving work of the all-industry group follows:

"Resolved that the affiliates of the CBS Radio Network of Districts 4, 5 and 8, meeting at New Orleans Dec. 10, 1951, do hereby heartily endorse the work of the Affiliates Committee and are particularly desirous of recording their wholehearted approval of the recent report submitted by the Committee, for the information of the committee." In other resolutions the joint meeting thanked Howard Summerville, WWL New Orleans, for arranging the session and serving as

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Louis G. Caldwell

FINAL tribute to Louis Goldsborough Caldwell, 60, often called the 'father of communications law,' Friday at the small, private funeral service held in Tecumseh, Mich. This ceremony was in accord with his wish, as was omission of services in his honor.

Known throughout the world for his achievements in the fields of communications law and regulation, Mr. Caldwell died quietly at his home on Thursday, Dec. 5, because of a heart attack, to the day of his death, last Tuesday. He was found dead in his bedroom by a servant bringing his supper. Immediate cause of death was a heart attack, from which he had suffered several years.

A fortnight ago Mr. Caldwell suffered a heart attack and had been under a doctor's care. He had worked up to the time of the attack. His last appearance at the office was Dec. 6, when he took his normal leave.

He had been advised for some time to avoid activity, but held a private belief that complete rest would be difficult. He had suffered from circulatory system and aggravated high blood pressure. For several weeks he had grieved the death of his younger brother, Edward C. Caldwell, also a member of the Chicago law firm of Kirkland, Fleming, Green, Martin & Ellis. Surviving are his mother, Mrs. John D. Caldwell, Oak Park, Ill.; one daughter, Mrs. G. K. Brobeck Jr., Holyoke, Mass.; a sister, Mrs. Margaret Dall, Libertyville, Ill., and three grandchildren.

The body rested in the Gawler funeral home, Washington, until Thursday afternoon when it was moved to Tecumseh for the services. The family requested omission of Washington, D.C., to Children's Hospital, Washington.

First General Counsel

To considerable extent, Mr. Caldwell was a major force in radio's regulatory pattern he personally outlined when the old Federal Radio Commission drafted him in the summer of 1928 to serve as its first general counsel. The three-month draft lasted a full eight months, a period in which he worked night after night and frequently slept on a couch at his office.

He gave so much of his body and mind to the critical task of shaping radio's regulatory and legal framework that he left the job in a state of near physical collapse. He rested several months before returning to private practice.

A shock of prematurely white, wavy hair was a trademark known in many nations. His hair had turned gray before he was still a young man, at that time giving him an appearance of maturity that belied his years.

Besides his worldwide fame in communications, Mr. Caldwell was a prominent figure in national and international legal circles. His hobbies included documentary studies of World War I, international law and music. For years he had planned to write a book on the background of the first war but was never able to find time for the undertaking.

His collection of documents on the subject is one of the finest in the world. He often obtained relaxation at the piano, and in addition played violin and accordion.

He enjoyed composing ditties and skits, some of which were performed at legal functions, and at Washington's famed Gridiron Club.

Mr. Caldwell went to work with the Kirkland, Fleming law firm in 1916. Shortly after getting his salary raised from $10 to $12 a week he was turned down by the Army because of his sight, but got into the European proceedings via the ambulance service and then the Foreign Legion where he won a lieutenancy and the Croix de Guerre.

His radio career grew out of the 1926 breakdown of regulation under the Dept. of Commerce, of which Herbert Hoover was secretary. At the time WGES Chicago decided to squat on a frequency that of WGN Chicago, a Kirkland, Fleming client. Mr. Caldwell took the case to court, winning a temporary injunction before the dispute was referred to the then new FRC.

Set Up Law Department

His pleading led the FRC to set up a law department instead of handling all legal matters by the Dept. of Justice. FRC prevailed on him to be its first general counsel. In the eight months as general counsel he and a small group of attorneys around him operated almost without furniture, even purloining a stack of wastebaskets to use as files.

That brief regime produced a complete set of FRC regulations, along with many reports and decisions. Besides, Mr. Caldwell aided in the general and shortwave broadcast allocations and successfully defended the Radio Act against charges of unconstitutional-

ality. FRC he became convinced that the Radio Law limited the government's licensing powers and he opposed use of the licensing system as a device to extend FRC's administrative power. He became an ardent advocate of free speech and opposed any regulation covering censor-

ship aspects. These beliefs he held and fought for to the very last.

Returning to Kirkland, Fleming in 1929, he made so many trips to Washington that the firm opened a capital office and later named him consulting lawyer. Mr. Caldwell was asked to represent the FRC in the 50-kw hearings he fought on behalf of the clear-channel principle. In 1934 a group of clear's asked him to represent them in the subsequent hearings he fought the clear-channel battle in the belief the clear's could provide needed service to many areas not adequately served by smaller-power outlets.

Acted in Advisory Capacity

At most of the international radio conferences Mr. Caldwell was active in an advisory capacity and he was considered by many to be the outstanding authority in such matters. He had tried during the Madrid Conference of 1927 to get broadcast frequencies in the 400-500 kc band but this was scuttled by the military. He felt such frequencies would have cured many of broadcasting's allocation troubles.

Both Press Wireless and Aero-

nautical Radio Inc. were formed by Mr. Caldwell to meet service needs of ship-owners and others. He devoted much time to their early activities. Through his career he was the author of a large number of articles on radio and he edited the Journal of Radio Law and George Washington Law Review. He was known as an authority on administrative law.

He corresponded with leaders of other nations and wrote a number of articles on radio and copyright law. Reading and speaking German and French fluently, he translated countless works into English.

Never active in politics, he nevertheless was the friend and confidante of many persons high in Washington life.

Mr. Caldwell was a native of Oak Park, Ill., attending public schools there. He attended Chicago Grammar School and received an AB degree in 1913 at Amherst, where he was named to Phi Beta Kappa. Later he became a trus-

tee at the college. He received MA. and LL.D. degrees at Northwestern, U. Law School, going directly to Kirkland, Fleming. After World War I he lectured at Northwestern.

In 1921 he married Irene Bussye, from whom he was divorced several years ago.

The list of posts he held in the legal and radio world is long and imposing. Among them were: chairman of American Bar Assn. Committee on Radio Law, 1928-29; chairman, ABA Committee on Communications, 1928-32; member of Washington Committee of ABA; first president of Federal Communications Bar Assn., 1938-37, and execu-
tive committee member 1937-40; member of Illinois and Chicago bars, Assn. of Practitioners before FCC; American Judicature Section; American Sociological Association; International Law; American Law Institute; Insti-
tute of Radio Engineers.

Clubs and fraternities included Delta Upsilon, Delta Phi, Metropolitan, National Press Club and Order of Coif. He was founder and president of Inquiring Club, which met at his home, 2900 Cleveland Ave., Washington. During World War II he provided homes for some three-score service people to help meet the capital housing shortage, and was forced to cancel his plans for a rooming house operator. The house was known as "Malay Club" after some trophies left by a British guest.

At the time of his death, Mr. Caldwell was defense counsel for the Washington Times Herald in a $5,100,000 suit brought against the newspaper and others by Drew Pearson, broadcast newsmen.

The Times-Herald is owned by Col. Robert R. McCormick, also owner of the Chicago Tribune, (WGN Radio, the WGN Chicago, News Pix (TV)).

Served Without Fees

Many times Mr. Caldwell served without fee in radio cases involving questions of general industry interest. He was Washington counsel for two G. A. Richards, operators and consumers who asked the legal battle to protect the Richards property from deletion by FCC. Similarly, in the FCC's newspaper ownership proceedings a decade ago he fought bitterly any attempt to prevent newspapers from owning radio stations. On the other hand, he supported FCC in its network monopoly regulations of the early 40's, as counsel for Mutual.

Under terms of the will, written last Oct. 21, Mr. Caldwell's entire estate goes to Mrs. Brobeck. Named executors are Mrs. George F. Griffith, Chauncey P. Carter Jr. and R. Russell Eagan, associates in the law firm. No estimate of the property value could be made by this time. The will stipulates that Mrs. Brobeck is to receive at least $6,000 a year income from the property for the next ten years at which time she may receive the principal. In case buying power of the dollar is reduced, the $6,000 is to be increased. Mrs. Brobeck's children would receive the estate if she died during the 10-year period.
CONGRESS, which long has considered the political broadcast issue a "hot potato," apparently has not changed its attitude.

Asked whether Congress might explore the subject further, the last session of Congress that opens next month, Sen. Edwin C. Johnson (D-Col.), chairman of the radio-activist Senate Interstate & Foreign Commerce Committee, told this paper: "I have my doubts."

Reminding that Congress could easily look into political broadcast libel if it so desires, Sen. Johnson said the current insistence on plans to take up the subject.

But, he said, should there be strong "expressions" for "clarification" of broadcast libel, in light of Sec. 315 of the Communications Act, then the committee would schedule the legislation. He noted the proximity of the "red-hot" local, state and national associations, which will be held next November.

There are three political broadcast bills now before the Senate and House Interstate & Foreign Commerce Committees. Two of them, one in each branch, are identical; the third is a more recent law (H.R. 6470) drawn by Rep. Walt Horan (R-Wash.). All of them are designed to amend Sec. 315.

On the state level, meanwhile, the newly-formed Maryland-D. C. Broadcasters & Telecasters Assn. is working for libel protection of the broadcaster who carries political talks on his station in the Free State.

Asks Libel-Proof Bill

The association last week asked the state legislature to take up a libel-proof bill when it meets in a February session. That session is to take up emergency legislation. Bills for "clearing up" the state's D. C. group, would amend the libel laws of the state. It would exempt broadcasters from libel or defamation damages in cases where they are unable to censor a candidate's speech under Sec. 315 of the Communications Act.

The bill is drawn up according to the model defamation statute prepared by the president of the ARB. The model bill also would exempt broadcasters from libel damages if they exercise "due care."

Legal sources in Washington agreed that about a third of the states now have laws which do not hold the broadcaster liable if he exercises due care. These are: Wyoming, Virginia, Colorado, Nevada, Kansas, Louisiana, Maine, Michigan (this year), Nebraska, South Dakota, Utah, Oregon and Nevada (this year).

States which exempt the broadcast from libel for material contained in a political broadcast by a candidate, or by a non-candidate on behalf of a candidate, are Georgia, Louisiana, Virginia and Wyoming. Hawaii limits its protection to a candidate only.

States which have similar exemptions are California, Colorado, Maine, Nebraska and Michigan. Montana and Florida have laws which are "fairly close" to NARB's model statute, section 2, which deals with political broadcast. In Montana and Utah, malice must be proved to hold the broadcaster liable.

States which include "on behalf of" candidates are: Georgia, Colorado, Louisiana, Maine, Nebraska Michigan and Virginia.

However, it is emphasized that last may vary to great extent from one state to another and that the above classifications are "general" [also see B&T, Dec. 3 for data on state libel laws].

Favor Enaction

Maryland legislators who met with the broadcasters in Baltimore last Wednesday indicated they might favor its enaction.

A committee to expedite the bill's future in the Maryland Senate and House was appointed by John E. Surrick, WBFR Baltimore, president of the Maryland-D. C. group. They are: Robert Embry, WITH Baltimore, chairman; Charles J. Truitt, WBOC Salisbury; Karl Steinmann, WCUM Cumberland; H. Philip Neshit, WNAV Annapolis; Jason Pate, WASH Havre de Grace.

In Congress, the bill (S 1379) introduced by Sen. Johnson would bring any person "authorized" by a political candidate to speak for and on his behalf under the same coverage of the Act as it pertains to the political candidate; that is, no ownership by the broadcaster and no liability. A companion bill in the House (HR 4240) was sponsored by Rep. Mike Mansfield (D-Mont.).

However, the Horan bill, goes further by (1) denoting legally qualified candidates "in a primary, general or other election," (2) specifying that an authorization to speak be in writing and (3) directing that the broadcaster would have no power to censor or alter or in any manner control the material so broadcast.

Importantly, the bill would not make the broadcaster liable in any civil or criminal action in any local, state or federal court for the broadcast of the material. Part of pertinent part of Horan bill see B&T Oct. 1)

In making their request of the Maryland legislature, Mr. Surrick said the association wants the FCC to clarify the "red-hot" libel, in its pronouncement in renewing the license of WDSU New Orleans. FCC said broadcasters cannot censor political candidates' speeches. (B&T, Dec. 3). But under a court ruling (Felie v. Westinghouse, Supreme Court, March 20, 1950) speech by supporters of political candidates may be censored.

LORAIN JOURNAL CASE

SUPREME COURT held last week that the Lorain (Ohio) Journal violated the anti-trust laws when it refused to sell advertising to local advertisers who bought time on WEOL Elyria, Ohio [B&T, Oct. 22, 1, Jan. 8]. In an unanimous decision, the court upheld the decision of the U. S. District Court for Northern Ohio in Cleveland last January.

Decision was written by Justice Harold H. Burton, former Ohio governor. The court also held that a local newspaper is engaged in interstate commerce. One of the newspaper's major contentions was that it could not be prosecuted under the anti-trust laws since it was not engaged in interstate commerce.

After referring to the lower court's findings that "... the publisher's attempt to destroy WEOL was in fact an attempt to end the monopoly of the Lorain newspaper's monopoly of interstate as well as local commerce," Justice Burton dismissed the newspaper's contention that as a private business it had a right to select its customers or refuse advertising from whomever it pleased by stating:

"The right claimed by the publisher is neither absolute nor exempt from regulation. Its exercise as a purposeful means of monopolizing interstate commerce is prohibited by the Sherman Act. The operator of the radio station, equally with the publisher of the newspaper, is entitled to the protection of that Act."

Justice Burton also found that the injunction granted by the lower court forbidding the Journal from continuing to discriminate against WEOL advertisers by refusing to sell space to them "does not violate the guaranteed freedom of the press."

WEOL is owned by Roy Ammel, also owner of the local, independent telephone company. It was established in 1948 and operates under 990 kc with 1 kw. Elyria is eight miles south of Lorain, which is on the shores of Lake Erie. Its gross income in its first full year of operation in 1949 was $175,000. It has a treble damage suit pending against the Lorain Journal for $300,000 damages due to the newspaper's boycott.

About 30-40 advertisers were affected by the Journal's policy of refusing to accept advertising from merchants who used WEOL.

Department of Justice filed a complaint against the Mansfield (Ohio) Journal last May. The complaint charged that the Mansfield newspaper practiced the same tactics against WMAN in that city as the Lorain Journal did against WEOL. Both the Lorain and the Mansfield Journal are owned by the same people, Samuel A. and Isadore Horvitz.

Significance is also seen in the application of the decision to the Justice Dept. anti-trust complaint (Continued on page 88)

HENRY I. CHRISTAL, Co., new station representation firm now in the process of formation, is opening offices at 300 Park Ave., New York, and will open shortly at 333 N. Michigan Ave., Chicago.

Mr. Christal, a veteran in the sales field, heads the new company and will headquartered in New York. Chicago office is to be headed by James Thompson, who is resigning from the O. L. Taylor Co. (story page 24). Irving Gross, formerly with the Taylor organization, will hold a key post in the new Christal firm. Mr. Christal is a former owner of Edward Petry & Co. and retains a stock interest in that firm.

Mr. CHRISTAL

SCOTUS Upholds

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EMERGENCY PLAN

MACHINERY to put broadcast stations under emergency operation in case of attack is being set up by FCC and other federal agencies under a revised executive order providing a number of protective conditions inserted at industry suggestion.

At the weekend it appeared FCC had made little progress on appointment of a broadcast advisory committee, as authorized under the new order. Specific authority for FCC to name such a committee had been urged by Broadcast Advisory Council at a meeting with White House and other federal representatives last Nov. 2 [B*T, Nov. 5].

It was assumed FCC would confer on committee membership with the council, headed by Judge Justin Miller, NABRT board chairman. The council is representative of broadcasting, TV, manufacturing and related industries.

Conelrad Formula

Basis of the broadcast shutdown is the Conelrad formula. Under this plan all stations not joining the Conelrad project will be silenced in case of emergency. Stations subscribing to Conelrad will notify listeners to tune their broadcast receivers to two specified frequencies.

TV and FM stations probably will be completely silenced, under present thinking.

Stations will be notified by an automatic signal that an emergency has arisen. When they go into the Conelrad operation they will use civil defense programming, recorded in advance, though it is possible live material may be used in some cases. The civil defense programming tells the public what to do, Conelrad provides sequential broadcasting under a specific formula.

A number of important changes

KBA RESOLUTION

Would Limit Tax Use

KENTUCKY Broadcasters Assn. last week voted 25-3 in favor of a resolution opposing use of public tax funds for noncommercial, educational station.

The resolution had been submitted by Steve A. Cisler Jr., vice president in charge of operations, WKY-TV Louisville, at the NABRT Doctors' Conference meeting in Louisville, Nov. 8-9 [B*T, Nov. 12]. The resolution follows:

Be it resolved, that the KBA opposes the use of public tax funds for construction or operation of federal, state or local public television broadcasting and further, that the representatives of Kentucky in the Congress of the United States be directed to press legislation and further, that the representatives of Kentucky in the Congress of the United States be directed to press legislation by any legislative or government regulators to limit or restrict in any manner the number or percentage of television channels for the use of the public for any purpose under any law; and further that the FCC be petitioned to use all available TV channels for educational programming to be used only by the Education Department when the frequent freeze is ended without any reservation for future possible use.

EXECUTIVE ORDER ISSUED

PRODUCTION

Wilson Sees More Cutbacks

“THERE will be many more guns and much less butter” in 1952—and materials allocations for radio-TV manufacturers and broadcasters will be the topic next week following the issuance of the order that the radio silencing plan goes into effect in April.

That forecast was offered by Defense Mobilizer Charles E. Wilson, who said broadcast radio may become "more GM's and less Ford" as early as this. Mr. Wilson made a strong appeal for support of this order by the National Press Club in Washington last Thursday.

Mr. Wilson's remarks served to dispel any notion that at least, that the civilian economy—and particularly television receiver output—would be scrapped early next year. Mr. Wilson's first major address in the capital since his conference with President Truman in Key West, Fla. [B*T, Dec. 10].

Mr. Wilson made no direct reference to television in the Press Club speech. But earlier, in a dedication address, he expressed hope that television set production could get by "in the post emergency period" by substituting certain metals, notably aluminum for copper. "Post-emergency" pre-1952.

The defense chief recalled that shortage of copper led to the government's recent blackout of color TV manufacturing [B*T, Oct. 29, 22]. But, he pointed out, "even if copper continues scarce, there will be ample aluminum to serve as a substitute . . ." The aluminum situation is expected to ease by mid-1952.

By 1953 production should reach its peak of normal conditions for automobiles, radio-TV sets and other appliances, he said. This will avert any possibility of a second "blackout" such as that which the production program is fulfilled, Mr. Wilson added. By that time, additional aluminum markets should be in full swing.

Spokes at Opening

Mr. Wilson spoke at the opening of a new aluminum plant at Chalmette, La., located on the outskirts of New Orleans.

The obvious conclusion is that the consumer goods market is slowly being squeezed out in favor of increased military production, over and above the materials shortage. As a result, severe cutbacks in radio-TV set production will be severely felt after next July 1.

Pinpointing this course were these other facts:

(1) About 90% of structural steel used in the first quarter of 1952 will be siphoned off to military and defense-supporting industries. Radio-TV broadcasters will be cramped accordingly on new construction projects.

(2) The government set up new procedures for meeting military and atomic energy schedules—a veiled priority system assuring a flow of component parts to certain industries and "bumping" civilian orders where necessary.

Focal point of the week's activity was the government's operating production agency, the National Production Authority, which:

• Reported that the shortage of radio receiving tubes is due largely to production for other uses, insufficient skilled labor and inadequate producing facilities.

• Placed all domestic selenium (used in rectifiers, though substitutes have been devised) under complete allocation, with the necessity of agency authorization.

• Noted that the scarcities of radio-TV antennas have eased slightly in recent weeks.

• Blueprinted an additional 10% cutback in copper, steel and aluminum for most civilian goods beginning with the second quarter (April-June).

But the general course was charted by Mobilizer Wilson. He told newsmen that "some industries will get only 10% of copper and 20% of aluminum they used in January 1950. Overall, cutbacks for civilian goods will amount to about 50%. The radio-TV manufacturing industry generally

(Continued on page 66)
More for your money  There's just one radio station in Baltimore that's a real bargain buy—that really gives you more for your money. And that station is WITH, the BIG independent with the BIG audience. From WITH you get MORE listeners-per-dollar than from any other radio or TV station in town.

Here's proof: WITH regularly carries the advertising of more than twice as many Baltimore merchants than any other station in town! Just because WITH produces low-cost results! See your Headley-Reed man today for the whole WITH story.

The results station in Baltimore  W-I-T-H

TOM TINSLEY, President  •  Represented by HEADLEY-REED
FRANK WHITE, MBS president, was guest of honor while visiting Detroit, with CKLW Windsor-Detroit host at a reception to introduce Mr. White to the Motor City's island and advertising teams (1 to r) J. E. (Ted) Campeau, CKLW president; Ben R. Donaldson, advertising manager, Ford Motor Co.; Mr. White, and E. W. Wardell, CKLW commercial manager.

To Stress UHF, VHF And TV Film

PLANS for a record exhibition of new broadcast and TV equipment, with emphasis on UHF and VHF television transmitters as well as TV film products, are already under way for the annual NARTB convention in a featured speaker is scheduled at the luncheon. In the afternoon radio and TV operators will get together, with telecasters giving broadcasters the benefit of their experiences.

Wednesday morning will be strictly TV, followed by a luncheon with a featured speaker. Convention business proceedings wind up with radio and TV workshop meetings in the afternoon. The annual banquet will be held Wednesday night.

The Engineering Conference is expected to draw unusual attention this year as TV enters a new phase with anticipated end of the FCC's freeze. Neal McNaughten, NARTB engineering director, and a special programs committee will map the agenda with emphasis on UHF and other technical developments growing out of TV's imminent expansion.

Engineering interest is being shown in TV receivers and converters because of the additional UHF channels about to be opened. Community antenna systems may be included in the conference program as well as papers on remote control of transmitters.

SEATON CHOSEN
As Wherry Successor

FRED A. SEATON of Nebraska, who succeeds the late Kenneth S. Wherry as U. S. Senator, has radio holdings.

Gov. Val Peterson appointed Seaton to the Senate Republican vacancy, caused by the death of Mr. Wherry, minority floor leader, who died two weeks ago.

Mr. Seaton—designate Seaton is of the same state which was represented by the late "Radio Congressman," Karl Stefan (R), who died in October (BET, Oct. 8).

Mr. Seaton, who is 42, will take his oath of office when the Senate convenes Jan. 8. When named, Mr. Seaton and the state intended to seek re-election after January 1963. Sen. Wherry's term expires in 1966. Mr. Seaton's plan of not running for the office will leave the Senate for Gov. Peterson, who said he may seek the office next November.

Mr. Seaton is known in radio, particularly in the Midwest. His familiarity with broadcasting stems from his association in ownership with his brother, Richard M. Seaton, and his father, Fy K. Seaton, KGKF. Mr. Seaton's plan of not running for the office will leave the Senate for Gov. Peterson, who said he may seek the office next November.

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Behind its varied and widely publicized activities, WOR — that power-full station — does things for its sponsors that are not generally known.

Here for the benefit of the thousands of people who read WOR’s advertisements, is a list of things that this great station does for its sponsors, their agencies and many others.

They’re some reasons why WOR is the greatest salesmaker of American radio.

P.S. the words that follow are taken from a pamphlet mailed or sent with all contracts, new or renewal, from WOR’s offices.
wor

the station
that sells more
to more people
more often
than any other
station in
the United States

NOTE:

This is merely a mirror reflection of the broad scope of special promotion that WOR puts behind the product or service of every sponsor, or non-sponsor, and his advertising agency and company and company affiliates.

For instance…

WOR, in cases where the product and sponsor merit it, will obtain the personal endorsement of its top personalities who are known and loved and listened to by hundreds of thousands of buyers every day of every year.

WOR will add the power of its skilled promotion department to the preparation of letters, folders, etc.

WOR will contribute the skilled help of its research and publicity staffs.

WOR will have its talent appear at special sales, conventions or other gatherings.
would like to have you know that...

To keep your product moving across the counter; to keep wholesalers, distributors, dealers and employees happy, to make the public — the buying public — more and more aware of every WOR sponsor's product or service...

1. WOR Conducts Product Polls —

These are privately and industriously coordinated station services showing the status of 12 basic products.

<table>
<thead>
<tr>
<th>Product</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Beer</td>
<td>Coffee</td>
</tr>
<tr>
<td>Cereals</td>
<td>Dentifrices</td>
</tr>
<tr>
<td>Cigarettes</td>
<td>Facial Tissues</td>
</tr>
<tr>
<td>Hair Shampoo</td>
<td>Laundry Aids</td>
</tr>
<tr>
<td>Scouring Powder</td>
<td>Tea</td>
</tr>
<tr>
<td></td>
<td>Packaged Soaps</td>
</tr>
<tr>
<td></td>
<td>White Bread</td>
</tr>
</tbody>
</table>

& Detergents

These are the only free services providing advertisers with semi-annual information for the New York area.

2. WOR Conducts Consumer Panels —

Listeners are invited by WOR to its studios at regular periods so that the station can frankly determine just how they — the buying public — feel about the sponsors' products or services. Information covers such facts as — taste; packaging, regularity of buying habits, etc.

Advertisers who have used this panel to their financial benefit are...

- Libby, McNeill, Libby
- Armour and Company
- The S.O.S. Company
- The Nestle Company
- Frank C. Shattuck Company
- Carter Products
- Wheatena Corporation
- Welch Grape Juice Company

This money-saving service is available to all advertisers and their agencies, whether they're on WOR or not. And it's exclusively a WOR sponsor or advertiser service in New York.

3. Special Habit Studies —

How are buying habits in New York — the nation's #1 market? WOR knows and makes sure it's right at regular intervals. Studies are now on file and new ones are being prepared regularly as for one or all of them according to what field you're interested in.

WOR's out to make sales for you.
WOR's out to build goodwill for you.
WOR's done this for more than a quarter of a century

for thousands of people and their products and services.

WOR can and will do it for you.

— that power-full station

at 1440 Broadway, in New York

LOngacre 4-8000
that their network will not take the lead in making rate adjustments—but that if other networks make the plunge, then ABC will take whatever steps it considers necessary to “meet the competition.”

ABC’s stand on the rate question is one of several policy issues which have been outlined, along with network plans and prospects, in district meetings with affiliates—approximately 205 thus far—at Los Angeles, Boston, Philadelphia, Atlanta and Chicago. One other district meeting remains. It is scheduled to be held in Fort Worth in February.

**FUTURE plans of ABC are discussed during day-long meeting in Chicago by (1 to r) William J. McNally, president, WCTN Minneapolis; Ernest Lee Johncke Jr., vice president in charge of radio for ABC; and F. Van Konynenberg, WCTN general manager.**

**Midget Grid Game**

MBS will carry the Santa Claus Bowl national championship football game from Lakeland, Fla., Dec. 28, from 8 to 9 p.m., it was announced last week. Paul Jonas, Mutual’s director of sports, will handle the play-by-play coverage. This will be the first nationwide coverage of the midget event.

**BIG LEAGUES**

Joint meeting of American and New York the weekend of Dec. 8 resulted in “no action” regarding radio and television, although the New York Yankees had announced earlier that toward radio and TV coverage of national baseball leagues in minor league territory.

Sen. Johnson was quoted as saying he had been told “by the best minds in the Dept. of Justice” that such a policy would be in restraint of trade, and only 33% of the necessary 36 votes were cast for restriction.

Defeat came as a surprise, especially since some of the leagues’ own lawyers had said such an amendment violated no laws they knew of, and if it did, this was the time to test it.

House Monopoly Sub-committee in Washington showed that major league clubs received $3,264,000 in 1950 and $3,377,000 last season from sale of radio and TV rights. If majors were forced to yield 50% of the take to minor leagues, fund would be administered by Minor League President George M. Trautman and the executive committee. Payments would be distributed on pro-rata basis to those clubs that could prove attendance cuts resulting from major league broadcasts in their area.

Late last week, the proposal to split profits was being hot-potatoed. Conn. Frick’s office said it lay beyond their interest, and it was a matter for the leagues to decide for themselves. League members had nothing to add, insisting only that no decisions had been made.

Emma Gertrude Rogers

PRIVATE funeral services were conducted Friday for Mrs. Emma Gertrude Rogers, 59, wife of Naylor Rogers, executive director of Keystone Broadcasting System, Inc., in Chicago at the chapel adjoining St. Luke’s Hospital. Mrs. Rogers died Thursday at her Chicago home after a five-month illness. She served as circulation director for Keystone from 1948 until the time of her death. Surviving, in addition to Mr. Rogers, are a son and a daughter.

**Upcoming**

Dec. 27-29 — Canadian Copyright Appeal Board meeting, Ottawa.


1953


Jan. 8 — Second session of the 82d Congress of the U.S. begins.


Jan. 21-23 — Newspaper Advertising Executives Assn., convention, Edgewater Beach Hotel, Chicago.

Jan. 21-23 — American Institute of Electrical Engineers, winter general meeting, Hotel Statler, New York.


**GANNETT BOARD**

Trip, Miller Promoted

FRANK E. TRIPP, general manager of the Gannett group of radio stations and newspapers, was elected first chairman of the board last week in Rochester, N. Y. Among other executive changes was the election of Paul Miller, vice president and director, as executive vice president.

Radio stations controlled by the Gannett Co. include WHEC Rochester, WENY Elmira; WDHL Olean, N. Y. (minority); WDAN Danville, Ill.; WABY Albany, N. Y.; and WHTF Hartford, Conn.

Joints Representative

JACK HETHERINGTON, former time buyer of Gardner Agency, St. Louis, and commercial manager of KWK and Hot Springs, Ark., has been appointed manager of the St. Louis office of Adam J. Young Jr., radio station representative organization.

**ABC Rate Policy**

(Continued from page 25)

**RADIO’S 50TH**

Sarnoff, Others Note

FIFTIETH anniversary of the first trans-Atlantic radio signal was celebrated by international radio station WRUL Boston Dec. 12. Among those commemorating wireless inventor Guglielmo Marconi’s feat half a century ago, Brig. Gen. David Sarnoff, RCA board chairman. It was Dec. 12, 1901, that Marconi at St. John’s, Newfoundland, picked up from the air three dots (Morse code for the letter S). They came from Marconi’s transmitter at Poldhu, England.

Since then, according to an FCC release last week, 82 foreign countries and U.S. territories are served by American radiotelegraph companies, 85 countries count all such communication carriers. In the U.S. there are 60 different kinds of radio services, not including military and government.

Domestic radio operation comprises 4,700 broadcast (AM—FM-TV and auxiliaries), 33,000 marine, 32,000 aeronautical, 11,000 industrial, 10,000 public safety, 5,000 land transportation, 900 common carrier, 450 experimental and almost 100,000 amateur stations.

And there are more than 700,000 authorizations to individuals, the FCC reported.

International station WRUL was established in 1935 and operates on 11.74 and 15.35 ke. It is one of seven U.S. international stations broadcasting to all parts of the world — only the one privately owned and operated. Walter S. Lenon is president of World Wide Broadcasting Corp., licensee of WRUL.

General Sarnoff’s message was broadcast first to Europe and then rebroadcast to Latin America.
The clear picture of the TV audience in the Fort Worth-Dallas cities

OCTOBER, 1951, HOOPER TELEVISION AUDIENCE INDEX
OF THE COMBINED FORT WORTH-DALLAS AUDIENCE
SHARE OF TELEVISION AUDIENCE

<table>
<thead>
<tr>
<th></th>
<th>WBAP-TV</th>
<th>Sta. B</th>
<th>Sta. C</th>
</tr>
</thead>
<tbody>
<tr>
<td>Monday through Friday</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>12:00 Noon to 6:00 P. M.</td>
<td>50.3</td>
<td>22.3</td>
<td>27.4</td>
</tr>
<tr>
<td>Sunday through Saturday Eve.</td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>6:00 P. M.-11:00 P. M.</td>
<td>44.3</td>
<td>36.6</td>
<td>19.0</td>
</tr>
</tbody>
</table>

The first clear picture of the TV audience Outside the metropolitan cities

(Over 22% of the audience is outside of the two-city corporate limits.)

SEPTEMBER 1951 BELDEN* SURVEY—SHARE OF TELEVISION AUDIENCE

<table>
<thead>
<tr>
<th>Station</th>
<th>Daytime</th>
<th>Nighttime</th>
</tr>
</thead>
<tbody>
<tr>
<td>WBAP-TV</td>
<td>60%</td>
<td>54%</td>
</tr>
<tr>
<td>Sta. &quot;B&quot;</td>
<td>29%</td>
<td>33%</td>
</tr>
<tr>
<td>Sta. &quot;C&quot;</td>
<td>11%</td>
<td>13%</td>
</tr>
</tbody>
</table>

*Joe Belden & Associates is a pioneer research firm of the Southwest and numbers among its clients advertisers and agencies from coast to coast.

DON'T BE SPOTTY WITH YOUR SPOTS ... REACH ALL ALL ALL
The Fabulously Rich Fort Worth-Dallas Market

WBAP AM-FM-TV 570-820 Channel

December 17, 1951 • Page 37
Why Should You Be In Our Profit-Share Plan?

The other day one of our Colonels was quite surprised and gratified when an agency friend told him that the F&P Profit-Share Plan, now in its seventh year of successful application, is "a big plus to F&P customers".

This is the way he figured it, and it makes sense to us:

"After all is said and done, one of the most important things a media salesman can do for us agencies and advertisers is to deliver the hardest, most intelligent solicitation possible for his particular medium.

"Until we agencies know we've had that kind of solicitation from every medium, how can we be sure we'll select the best?

"So—good salesmen are a boon to us.

"But everybody knows that it takes good money to buy good salesmen. Hence I, for one, am glad to hear of your Profit-Share Plan. It's an enlightened and intelligent forward step for us as well as for F&P".

* * * *

Good men, well-paid men, have always been our key to success here at F&P. Our Profit-Share Plan is only one of several "enlightened forward steps" we've taken to that end. We hope you see the results, in every call we make.

Free & Peters,

Pioneer Radio and Television Station Representatives

Since 1932

NEW YORK    CHICAGO    DETROIT    ATLANTA    FT. WORTH
FREE & PETERS
PROFIT SHARING TRUST
Effective Jan. 1, 1945

THE HARRIS TRUST
AND SAVINGS BANK
Chicago, Illinois

REPRESENTING RADIO STATIONS:

EAST, SOUTHEAST
Boston-Springfield WBZ-WBZA
Buffalo WGR
Philadelphia KYW
Pittsburgh KDKA
Syracuse WFLB

Charleston, S. C. WCSC
Charlotte WIST
Columbia, S. C. WIS
Norfolk-Newport News WGH
Raleigh-Durham WPTF
Roanoke WDBJ

MIDWEST, SOUTHWEST
Des Moines WHO
Davenport WOC
Duluth-Superior WDSM
Fargo WDAY
Fort Wayne WOWO
Kansas City KMBC-KFRM
Louisville WAVE
Minneapolis-St. Paul WTCN
Omaha KFAB
Peoria WMBD
St. Louis KSD

Beaumont KFDM
Corpus Christi KRIS
Ft. Worth-Dallas WBAP
Houston KXYZ
San Antonio KTSF

MOUNTAIN AND WEST
Boise KDSH
Denver KVOD
Honolulu-Hilo KGMB-KHBC
Portland, Ore. KEX
Seattle KIRO

BROADCASTING • Telcasting
December 17, 1951 • Page 39
WMGM TO LBS

WMGM New York, 50-kw independent outlet of Metro-Goldwyn-Mayer, became a key affiliate of the Library Broadcasting System last week [B&T, Dec. 5, 10], and is scheduled to start shortly to feed a substantial number of live programs to the network.

Although WMGM did not commence network origination immediately, spokesmen said the affiliation was in effect, the station was receiving some sports broadcasts from LBS, began identifying itself as a Liberty affiliate on station-breaks Wednesday and plans for feeding programs to the network are being worked out.

In addition, an effort is being made to find new quarters for LBS as close as possible to WMGM studios at 711 Fifth Ave. An expansion of the network's New York staff also was anticipated.

WMGM advertisers will not be subject to time preemptions because of Liberty broadcasts, officials said.

The affiliation, marking Liberty's official entry into the New York market, was announced jointly on Monday by Bertram Lebhar Jr., director of WMGM, and Liberty's President Gordon B. McLendon and Executive Vice President James H. Foster.

The agreement gives Liberty personnel access to WMGM's modern studios and transmission and recording equipment for development of new programs, but does not affect the contract under which MGM Radio Attractions, starting Dec. 31, will provide Mutual with six hours a week of programs featuring top motion picture stars. The Mutual-MGM agreement provides, while it remains in effect, that MGM will not provide any other network with a similar block of programs featuring movie stars and properties.

Liberty, it was pointed out, has grown from a single station to a 430-station network in less than four years. Its affiliates include stations in Hawaii and Alaska as well as the U.S. Now providing 16 hours of programming daily, it has specialized to a great extent in sports broadcasts.

First LBS program carried by WMGM under the affiliation agreement was the Detroit Lions-Los Angeles Rams professional football game from Los Angeles on Sunday, Dec. 3—after the agreement had been reached but before it had been formally signed.

WMGM was established in 1922 and in recent years has specialised, like Liberty, in extensive sports coverage.

CENTRAL OHIO'S POPULATION INCREASE ADDS UP TO MORE LISTENERS FOR WBNS...

Latest Hoopearings show WBNS with more listeners than any other station.

There's more buying power than ever in Central Ohio! New arrivals twist their dials exploring for the best radio entertainment. They find it . . . as the life-long listeners can tell them . . . on WBNS Radio. Yes, twin statistics go and grow hand in hand; as Central Ohio's population grows (up 29.5% in the Columbus area alone) so grows the list of WBNS listeners!

For time availabilities and rates, write directly or contact your John Blair representative.

GROWTH WITHOUT GROWING PAINS/MULTIPLY THE EFFECT OF YOUR SALES MESSAGE ON WBNS
WOWO land—
a $383 million "supermarket" for food sales!

Retail food sales in the 49-county WOWO area now surpass $383,000,000 a year... and leading food store operators use WOWO consistently to build their share of this important market!

For example: Kroger has advertised on WOWO without interruption since 1932. Bluffton Grocery, a regional wholesaler with 1,500 accounts, reaches its customers on WOWO every night. Bursley Company, sponsor of a 660-unit voluntary chain, uses both the WOWO Home Forum and a regular series of spot announcements. And there are many other star names in the food field on WOWO's list of advertisers!

If you're not already using WOWO to influence housewives (and store operators) in this BIG Midwestern market, better get the facts now. Check with WOWO or Free & Peters.

WOWO FORT WAYNE
NBC AFFILIATE

WESTINGHOUSE RADIO STATIONS Inc
KYW • KDKA • KEX • WBZ • WBZA • WOWO • WBZ-TV

National Representatives, Free & Peters, except for WBZ-TV; for WBZ-TV, NBC Spot Sales

RADIO — AMERICA'S GREAT ADVERTISING MEDIUM
Keep your commercial eye on WLS in 1952. For, as the new year approaches, WLS continues to offer outstanding opportunities for results, based on aggressive, growing radio. The examples shown here partially tell the story of WLS in 1951. Confidence in the New Year is based on the solid foundation of past experience—with proof of increased listenership that comes from consistently sound programming and that results in greater sales records.

Keep your eye turned to WLS in 1952. Be a part of this aggressive, growing radio service. See your John Blair man today for complete information on how WLS can help you sell in the rich Chicago Midwest market.
EFFECTIVE MERCHANDISING
This summer, WLS inaugurated its highly successful Summer Food Promotion Plan. Thru cooperation with eight leading Food Groups, WLS was able to offer food advertisers substantial merchandising cooperation in 2,300 grocery stores in the Chicago Area. Letters of appreciation from Chain executives attest to the effectiveness of WLS programs. Mr. E. J. Chapicki, Chicago Branch Manager of National Tea Company, wrote, "You will be interested to know that a review of our promotion for the first half of 1951 shows that our 'World Leadership Sale,' sparking WLS advertised brands, was one of the most successful sales and prestige building promotions we've experienced this year."

Central Stores, another co-operating group, reported an average increase of 25% in case fat movements of WLS advertised products during their participation in the Plan!

It's a Plan that brought concrete results to WLS food advertisers in 1951 — and will be continued in 1952.

PROVEN MAIL RESULTS
During a typical two-week period an insecticide company, using eight early morning WLS programs a week, received 2,651 orders for their $2.95 direct mail item. The cost-per-order received of 38¢ represents only 15% of the sales price—traceable sales results from WLS early morning advertising!

Another manufacturer sold 6,771 packages of his product at $2.95 each thru the use of 72 early morning SMILE-A-WHILE program ($3.50 - 5:45 A.M.) — $19,974.45 in traceable sales!

A manufacturer selling thru grocery outlets established distribution of his product in various important Chicago chain groups thru the use of the Saturday night NATIONAL BARN DANCE. The outstanding results obtained by this account so impressed the local broker that he has recommended WLS to other of his food accounts!

Here is again proof of a responsive audience — the power to produce tangible sales results!

WLS SPECIAL EVENTS

DRAW THROGS
As in previous years, the WLS NATIONAL BARN DANCE opened the Illinois State Fair in 1951 . . . and played before one of the biggest crowds ever to see the program at the Fair! 12,331 people paid to see the 27-year-old NATIONAL BARN DANCE broadcast from before the Fair Ground Grandstand!

In October, WLS again sponsored the INTERNATIONAL SQUARE DANCE FESTIVAL. Gay crowds watched 1,700 sparkling dancers from 22 states "do-si-do" to the music basic to American culture. WLS talent appeared before more than a million people in personal appearances this year — indicative of the acceptance enjoyed by the station and its entertaining personalities!

Everywhere it's the same — bigger, more enthusiastic crowds attending WLS special events — and watching WLS talent perform.

FIRST IN SERVICE ON THE AIR AND RESULTS IN THE CHICAGO MIDWEST

CLEAR CHANNEL Home of the NATIONAL Barn Dance

990 KILOCYCLES, 50,000 WATTS, ABC NETWORK

CHICAGO 7

REPRESENTED BY

JOHN BLAIR & COMPANY

December 17, 1951 * Page 43
CBS NEWS POSTS

Wood, Kees Named

TWO key appointments—one of them involving a complete separation of CBS Radio and TV network operations in Washington—were announced by CBS Television last Monday.

David Kees, former technical director and production manager of KPIX (TV) San Francisco, was named special events director for the CBS TV Network. He succeeds Robert Bendick, who has resigned to join Thomas-Todd Productions, New York, and will headquarter in New York.

Simultaneously, the appointment of William A. Wood, radio-tele-

vision chief, Dept. of State, as director of CBS Television news and public affairs for Washington operations also was announced. He assumes his duties Jan. 1.

Mr. Wood's appointment is a new one, laying the groundwork for a complete separation of the network's radio-TV news functions in the nation's capital. Ted Koop, news and special events director for CBS Washington and the Washington Post controlled WTOP-AM-FM-TV outlet will continue his present duties, concentrating largely on CBS Radio news.

Inherent in the Wood appointment and split of radio-TV news functions is the eventual expansion of television news and special events for CBS Television in Washington, though details had not crystallized last week. The move implies a separation already realized for network sales, programming and production in CBS Washington operations, and conform to a new pattern mapped for CBS Radio and Television in New York and other cities.

Reports to Mickelson

It was understood that Mr. Wood would report to Sig Mickelson, CBS TV news and public affairs director, and Mr. Koop to Edmund Chester, CBS Radio news chief, on network originsations. Locally, both report to John S. Hayes, president of WTOP Inc. (WTOP-AM-FM) Washington, owned 55% by CBS Inc. On network activities, Messrs. Chester and Wood are responsible overall to Earl Gammons, vice president in charge of CBS Washington operations.

Mr. Kees has been with KPIX since it began telecasting in December 1948. Prior to joining that station, he spent six years as engineer in charge of special events for KSFO San Francisco, operated by Associated Broadcasters Inc.

Mr. Kees served as director of the Japanese Peace Treaty TV coverage in September and earlier last year in connection with the 11-station telecast of Gen. Douglas MacArthur's San Francisco arrival.

Mr. Wood, a veteran of five years with the State Dept., has been serving as liaison with the broadcasting industry for all department and foreign affairs programs as chief of its radio-television-visual media activities. He also is assistant chief for the department's Public Liaison Division. He has been active for 10 years as announcer, producer, writer and script writer.

MEAGHER CHOSEN

For State Dept. Post

APPOINTMENT of John P. Meagher, KYW Philadelphia account executive, as radio information officer for the Dept. of State was announced last Monday.

Mr. Meagher, a veteran of 10 years in broadcasting, reports as assistant to William A. Wood, chief of the department's Radio & Television Branch. Mr. Wood becomes director of news and public affairs for CBS Television in Washington next Jan. 1 (see adjoining story). Mr. Meagher is slated to succeed him as acting chief. The branch is within the Public Liaison Division.

Mr. Meagher [pronounced May-y-ew-r] is a graduate of Loyola U., the U. of Redlands and St. Joseph College. During the war he was radio information officer on the staff of Adm. Chester W. Nimitz and later attached to the office of the Secretary of the Navy in Washington in similar capacity.
YOU MIGHT CLEAR 15' 7\(\frac{3}{4}\)''—

BUT...

YOU NEED THE FETZER STATIONS TO GO OVER THE TOP IN WESTERN MICHIGAN!

If you’re trying for the rich Western Michigan market, WKZO-WJEF and WKZO-TV are far and away your best radio and television values.

RADIO: WKZO and WJEF deliver about 57% more city listeners than the next-best two-station combination in Kalamazoo and Grand Rapids — yet cost 20% less! In addition to acknowledged home-town superiority, WKZO-WJEF have also greatly increased their unduplicated rural audiences over 1946 — up 46.7% in the daytime, 52.9% at night, according to the 1949 BMB Report. In the Grand Rapids area alone, this means an unduplicated coverage of 60,000 homes, day and night!

TELEVISION: WKZO-TV, Channel 3, is the official Basic CBS Television Outlet for Kalamazoo-Grand Rapids. A new 24-county Videodex Diary study, employing the BMB technique, shows that WKZO-TV delivers 54.7% more Western Michigan and Northern Indiana homes than Western Michigan’s other TV station!

Get all the facts on WKZO-WJEF and WKZO-TV! Write direct or ask Avery-Knode, Inc.

*Cornelius Warmerdam of the San Francisco Olympic Club set this world’s record on May 23, 1942.
the biggest PLUS in network radio history: 10 all-star shows

the movie stars are moving to MUTUAL!

in 6 prime evening hours every week starting New Year's Eve

Leo (MGM) Lion provides Hollywood star-talent...

and Mr. (MBS) PLUS provides new Multi-Message Plan for unprecedented advertiser benefits
FOR NATIONAL ADVERTISERS...

- Bette Davis & George Brent
- Orson Welles
- MGM Musical
- Comedy of the Air
- Errol Flynn
- Ann Sothern

* the MUTUAL broadcasting system

FOR LOCAL ADVERTISERS...

- Crime Does Not Pay
  - Lew Ayres & Lionel Barrymore
  - Mickey Rooney & Lewis Stone
  - Gracie Fields
  - MGM Theatre

for facts on how to reach the most-per-dollar in all radio, call:
MBS-PE 6-9600
N.Y.18, N.Y.
ANNOUNCING winners of its first annual "Radio Gets Results" contest, BAB reported last week that the entries showed that apparently there is nothing radio cannot sell.

The contest to find the best radio success stories drew 269 entries from 34 states demonstrating radio's effectiveness for a great variety of sponsors. Among advertisers cited by BAB to show radio's versatility were "Shuttlecock manufacturers...a cotton mill...; a cattle auctioneer; a zoo; a game farm, a wire rope manufacturer; a scenic cave; a home fencing contractor, and a manufacturer of a product designed to put an end to 'chiggers'."

BAB President William B. Ryan announced 27 winners of first, second and third place awards, plus honorable-mention winners, in eight categories. To award winners will go wall plaques; to those who won honorable mentions, scrolls; and to all entrants a citation for participation.

"We are well on our way to achieving the No. 1 objective of this contest," Mr. Ryan said. "The returns assure us of a base for the establishment of an extensive file of radio case histories for as many different classifications of advertisers as possible."

The material thus gathered will be released to BAB member stations on a continuing basis. Winners were announced as follows:

**AUTOMOTIVE:** First Prize: KTUL Tulsa (Oklahoma Tire & Supply); Second Prize: KWNO Winona, Minn. (Winona Motor); Third Prize: WEMP Milwaukee (Wisconsin Independent Oil); Honorable Mention: WCIL Bondville, Ill.; WKNE Keene, N. H.; KSWO Lawton, Okla.; KWNO Winona, Minn.; WDTA Davenport, Ia.; WTTM Trenton, N. J.; WBRC Canton, Ohio.

**BANKS-INSURANCE-LOANS:** First Prize: KSWO Lawton, Okla. (The City National Bank); Second Prize: WEMP Milwaukee (City Loan Co.); Third Prize: KDYL Salt Lake City (Forresters Underwriters Inc.); Honorable Mention: KOIL Omaha; WBO Harrisburg, Pa.; WDI Decatur, Ill.

**CLOTHING:** First Prize: WOR New York (Bond Stores); Second Prize: KTUL Tulsa (Clark's Clothiers); Third Prize: WJTN Jamestown, N. Y. (Turner's); Honorable Mention: WTTTS Bloomington, Ind.; WGH Norfolk, Va.; WTTM Trenton; KCOW Alliance, Neb.; WOR New York.

**DEPARTMENT STORES:** First Prize: WSAM Saginaw, Mich. (Sears Roebuck & Co.); Second Prize:

KOIL Omaha (Philip's Department Store); Third Prize: KNOE Monroe, La. (Delta Dept. Store); Honorable Mention: WJTJ Janesville; WTTM Trenton; WHAM Rochester, N. Y.; KWNW Winona, Minn.; WCTC New Brunswick, N. J.

**FOOD & DRUG PRODUCTS:** First Prize: WTTM Trenton (Trenton Beverage); Second Prize: WKKK Shreveport, La. (Shreveport Syrup Co.); Third Prize: KPDP Pampa, Tex. (Sunshine Dairy Foods); Honorable Mention: KTUL Tulsa, Okla.; WGH Norfolk, Va.; KFDX Wichita Falls, Tex. (3 awards); WRCO Richland Center, Wisc.; WTTTS Bloomington, Ind.; WTRP Wheeling, W. Va.

**FOOD & DRUG STORES:** First Prize: KBK Baker, Ore. (Henry Levinger's Retail Drug Store); Second Prize: WXTL West Springfield, Mass. (Memorial Supermarket); Third Prize: WOC Dubuque, Ia. (Cal & Bob's Grocery Store); Honorable Mention: KSWO Lawton, Okla.; WTTTS Bloomington, Ind.; KWPC Muscatine, Ia.; WMT Cedar Rapids, Ia.; KBON Omaha.

**HOUSING PRODUCTS:** First Prize: WJTN Jamestown, N. Y. (Geo. P. Pitts Co.); Second Prize: KFOR Lincoln, Neb. (Hardy Furniture Co.); Third Prize: KBRC Mt. Vernon, Wash. (Johnson Appliance Co.); Honorable Mention: WKAB Mobile; KDYL Salt Lake City; KNOE Monroe, La.; KSWO Lawton, Okla.; WTTM Trenton; WABJ Adrian, Mich.; KSTL St. Louis; WMT Cedar Rapids, Ia.; KCTN Twin Falls, Ida.

**SPECIAL PRODUCTS:** First Prize: WKNE Keene, N. H. (Simon's Jewelers); Second Prize: KSWO Lawton (Ratcliffe Book & Gift Store); Third Prize: WGY Schenectady, N. Y. (Cat'skill Game Farm); Honorable Mention: WABJ mommy; N. C.; KSWO (2 awards); WTTM Trenton, N. J.; WGY Schenectady, N. Y.

**SPECIALIZED SERVICES:** First Prize: KKA Seattle, Wash. (Ernie's Restaurant); Second Prize: KSTL St. Louis (White Line Laundry); Third Prize: WTTM Trenton (Hotel Hildebricht); Honorable Mention: WKR Cleveland, Ohio; WNNP Evanston, Ill.; WOC Davenport, Ia.; KFOR Lincoln, Neb.

(Five stations: WEMP Milwaukee, Wis.; WJTJ Janesville, N. Y.; WTTM Trenton; KSWO Lawton and KTUL Tulsa received double awards.)

Contest judges were:


---

**Personal Breaks**

WKLV Blackstone, Va., has come up with a novel promotion—personal station breaks by its own listeners—and reports increased listenership. Station invites children and adults, everyone from a high school student to the Blackstone mayor, to appear through a Mystery Day and Evening schedule each broadcast day. Person gives name and call letters. Reaction from listeners has been enthusiastic, WKLY reports.
CHRISTMAS...AND EVERY DAY!

IT'S NOT HARD TO FIGURE OUT WHAT EVERYBODY WANTS

Dear Santa:
I can't do without my Trains!
John Q. Public

Dear Santa:
I want a Model Train!
American Boy

Dear Santa:
I've got to have TRAINS!
Uncle Sam

for the ASSOCIATION OF AMERICAN RAILROADS
Edward G. Gardner
General Manager
WBTM, Danville, Va.

"Year after year... a steady source of income."

15%-20% of income from

Gordon Allen
President
KGAL, Lebanon, Ore.

"66 AP news programs sponsored!"

Hundreds of the country's finest stations announce with pride "THIS STATION IS A MEMBER"
“AP service pays its way for us,” says WBTM General Manager Gardner. “We carry 56 Associated Press news shows each week, every one sponsored. Biggest sponsor is the First National Bank with a daily 15 minute AP program. They’ve had this show for 10 solid years. In surveys it pulls an astounding 72% share of audience. Nearest competition has 22%. No wonder AP news sells itself! Year after year it provides us with a steady source of income. In the past 10 years we calculate AP has been responsible for 15% of our local income.”

Says Ben Booth, Jr., Vice President of the First National Bank of Danville: “Our AP newscasts over WBTM do a fine job. We ran a special promotion on savings accounts. We were swamped with responses. The results far exceeded even our most optimistic expectations.”

Delmar Clem, owner of Delmar Clem Men’s Clothes, KGAL’s largest sponsor of AP news, says: “I’ve sold suits to people from all over the Willamette-land area who listen to my 7:15 A.M. newscast. KGAL’s AP news is tops!”

**OF THE ASSOCIATED PRESS.**
In Canada
Even Beavers are on the Increase!

Junk Heap
EDITOR:
This is the time of year when most radio stations are flooded with Christmas ornaments, toy packages, balloons, etc., accompanied by advertising copy designed to mislead listeners. Most of this merchandise is not good value, but it is described in such glowing terms that listeners fall victim to the sales pitch and then of course, blame the station for deceiving them.

I have personally examined a considerable number of items of this sort and found none of them acceptable.

It is my humble opinion that if we as radio station operators do not become more vigilant in protecting our listeners from some of these ridiculous offers, the matter may be taken completely out of our hands.

Richard E. Jones
V.P. & Gen. Mgr.
WIRK-AM-FM-TV Detroit

Legal Footnote
EDITOR:
I have had an opportunity to read the transcript of the hearing on the San Francisco case involving station KSFO since publication of the very interesting article on political broadcasts by Edwin H. James ("How To Stay Out of Jail") in Broadcasting • Telecasting of Nov. 19 and I want to correct one statement which he made about that case on the basis of the news reports...

It [was] stated that the action for the temporary restraining order to compel the station to furnish time to the representative of the Communist candidate was brought to enforce a contract which had been made with the station and which the station was trying to cancel. It was accordingly concluded in the article that the legal issue in that case did not hinge exactly on the application of Section 315 [of the Communications Act].

Although the committee representing the plaintiff signed the usual contract form and took the position at the hearing that there was a contract, actually the form contained the standard provision requiring that a request for time be accepted by the company, and the management, after investigation, rejected the request in this case.

In any event, the court in deciding the matter appeared in no way to consider the question of the existence of a contract as important, but rather treated the problem solely as one of application of Section 315. And, as pointed out by Mr. James, the court, in ordering that the station make time available to the committee for the candidate, ignored the case of Felix v. Westinghouse Radio Stations decided by the Third Circuit Court of Appeals last year.

Peter Shuebruck
Fly, Shuebruck & Blume
New York

The "H" Was Silent
EDITOR:
In your Nov. 26 issue under FCC Roundup on page 172, you listed under new AM applications our application as "McGees, Ala." This should have been McGees, Ark.

Since the error has caused some mixup in my mail, I thought I would advise you as you might possibly be able to make a correction.

Abbott F. Kinney
President
Southeast Arkansas Broadcasters Inc.

Hand in Glove
EDITOR:
On Dec. 3, the Town Crier, a local newscast sponsored by the Atlantic Refining Co. on WBBQ Augusta, Ga., reported the apprehension of a one-armed man wanted for parole.

(Continued on page 95)
Yours for the asking - THE NEW 20-PAGE

MYCALEX

CATALOG and ENGINEERS' HANDBOOK

A valuable addition to your technical library

COSTS YOU NOTHING—CAN MEAN REAL SAVINGS IN TIME AND MONEY

You'll find this 20-page compilation of technical data and manufacturing criteria a veritable gold-mine of hard-to-get electrical insulation information. Complete in content, it not only encompasses the wide range of MYCALEX Insulation in all its various grades and characteristics, but includes comparative data on other important dielectric materials as well. Write today. Your copy will be forwarded promptly.

FOR QUICK REFERENCE — CONSULT THE 1950 IRE YEARBOOK

For your added convenience the entire MYCALEX 20-page catalog appeared as a section in the 1950 IRE Yearbook. It's the seventh catalog in the special manufacturers catalog section at the back of the 1950 issue.

MYCALEX CORPORATION OF AMERICA

Owners of 'MYCALEX' Patents and Trade-Marks

Executive Offices: 30 ROCKEFELLER PLAZA, NEW YORK 20 — Plant & General Offices: Clifton, N.J.
CURRENT investigations into the touched a broadcasting official and

Democratic National Committee referred to his 21% interest in Universal Broadcasting Co. (WISH Indianapolis) at a press conference when he told reporters that "somebody is snooping around" in connection with a television application he and Indianapolis associates have on file with the FCC.

WISH is a TV applicant in Indianapolis. In addition Universal also owns the licenses of WANE Fort Wayne, WHBU Anderson, WHOT South Bend, all in Indiana. "I personally will never set my foot inside the FCC, which I am sure will give all applications for TV licenses close scrutiny," Mr. McKinney declared.

Mr. McKinney called the press conference to refute implications of skullduggery in connection with a

McKINNEY, McGRATH Present Views

Chairman Frank E. McKinney referred to his 21% interest in Universal Broadcasting Co. (WISH Indianapolis) at a press conference when he told reporters that "somebody is snooping around" in connection with a television application he and Indianapolis associates have on file with the FCC.

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McGrath told the House Ways & Means committee investigating the Internal Revenue Bureau scandal that James P. Finnegan, indicted former St. Louis Collector, was "selling influence" when he took $50,000 from Zenith Radio Corp. to get films for its Phonovision tests early this year [BET, Dec. 10]. Mr. McGrath said that the Justice Dept. already was working on an anti-trust complaint against the movie companies who refused to give films to Zenith.

In response to a question from Rep. Robert W. Kean (R-N.f.) asking if the fee paid Zenith was "money down the drain," Mr. McGrath answered, "Absolutely." Rep. John W. Byrnes (R-Wis.) asked, "Was he trying to sell political influence?" Mr. McGrath answered, "Yes, what else could it have been?"

IAAB MEMBERSHIP

Mestre Extends Invitation

RADIO and TV transmitter manufacturers have been invited to join Inter-American Assn. of Broadcasters as associate members to help spread the free enterprise system in the American nations.

Invitation was extended Monday night at a dinner held at the Waldorf-Astoria Hotel, New York, with Goar Mestre, IAAB president, as host. Mr. Mestre is owner of CMQ Havana and associated stations.

Several large manufacturers indicated an interest in the idea and are expected to enter the IAAB fold. At the Monday dinner were prominent American and Latin American broadcasters as well as manufacturer representatives.

Those attending were: Mr. Mestre; Judge Justin Miller, Harold E. Felows and Robert K. Richards, NABTE; Jose Ramon Quinones, WAPA San Juan, P. R.; Dudley Wood, RCA; A. M. Martinez, manufacturers representative; Donald Woldorf, Westinghouse broadcasting; Nels R. Penfold, Collins Radio director of radio program services, Panama; M. J. Keen, G. H. Stratton, Frank P. Barnes, General Electric; Gilmore Nunn, WLBQ Las Vegas, Ky.; H. E. Taylor, Allen B. Dubow, WFLJ, W. M. Adams, Radio-Television Mgrs. Assn. and Sprague Electric Co.; Robert Tate, Stromberg-Carlson Co.; E. D. VanTurcher, F&T; D. A. Myers, Westinghouse Radio Stations; H. G. Pentfold, Collins Radio Co.

McCarthy Libel Suit

SUIT for $800,000 in damages has been filed against the Syracuse (N. Y.) Post Standard and its owner, S. I. Newhouse, and its editor, Robert L. Voorhees, by Sen. Joseph R. McCarthy (R-Wis.).

Mr. Newhouse also owns Central New York Broadcasting Co., licensee of WSYR-AM-FM-TV Syracuse.

Attorneys served a summons and complaint last Wednesday. Suit alleges libel and defamation of the Senator in an Oct. 19 editorial.
For uninterrupted operation in all kinds of weather, WHAS-TV at Louisville and WSM-TV in Nashville linked themselves together with an inexpensive but efficient microwave relay that enables them to telecast each other's programs. For positive targeting between screen and parabolic reflector, Blaw-Knox was called in to design, fabricate and erect all towers for this temporary video hookup... Should your plans call for a similar project avail yourself of Blaw-Knox experience.

BLAW-KNOX DIVISION
OF BLAW-KNOX COMPANY
2038 FARMERS BANK BUILDING • PITTSBURGH 22, PA.

BLAW-KNOX ANTENNA TOWERS
Allan Jones adds a new

Says QU
“Here’s another feather for Allan’s hat. Congratulations on your new Allan Jones package — it is an excellent musical show of extremely high standing. KGW is using The Allan Jones Show as part of the Monday night music festival which includes such important NBC shows as The Voice of Firestone, Mario Lanza, The Railroad Hour and The Telephone Hour. The Allan Jones Show stands up beautifully with these stellar network attractions.”

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“Allan Jones Show

Rare indeed is the opportunity given a local station to secure a big-time musical production of network calibre at a cost well within its sponsor’s budget. The opportunity is now! Investigate The Allan Jones Show.

Complete half-hour audition, sales brochure and price will be sent you, at no charge, upon your request.

LANG-WORTH FEATURE PROGRAMS, Inc.

113 West 57th Street, New York 19, N. Y.

Western Sales Representative
Walter B. Davison
6087 Sunset Boulevard, Hollywood, California

Canadian Sales Representative
S. W. Caldwell Ltd.
150 Simcoe Street Toronto
Lorain Precedent

THE SUPREME COURT'S affirmation of an injunction prohibiting the Lorain (Ohio) Journal from trying to put WEOL-AM-FM Elyria, Ohio, out of business by refusing to take advertising from anyone who bought time on the station establishes sound and resounding precedent for conduct of competition among the various advertising media.

Particularly, we believe, the court is to be commended for saying that the injunction in no way abrogated the basic freedom of the press (which includes freedom of broadcast- ing). It also does not mean freedom from responsibility or freedom from laws that have repeatedly withstood court test—in this case the Anti-Trust Act.

What the Lorain Journal had in mind in refusing to sell space to advertisers who used WEOL was, quite plainly, the destruction of the station and the re-establishment of a monopoly that the paper had enjoyed before the station went on the air. It would be stretching the protection of press freedom too far to apply it here.

Commercial competition between newspapers and radio stations is not the test for the good of the public: it must not degenerate into a vendetta in violation of anti-monopoly laws. Citizens of the Lorain-Elyria area today are better off for the SCOTUS decision.

Air Raid Channels

WHEN PRESIDENT Truman last week signed an executive order to authorize silencing or curtailment of emissions of all kinds of radio stations to thwart enemy planes or guided missiles from using such signals as "homing" beacon, there was talk of the sensitive role of broadcasting in this emergency.

The executive order, and the legislation enabling it adopted last fall by Congress, should cause no real alarm. It is far less stringent than that proposed originally by the Air Force, which would have given the military—rather than the executive branch—control over all electromagnetic communications, which means everything on the air. Actually, the new order simply implements the authority given the President under Section 606(c) of the Communications Act, in force since 1934.

As a matter of fact, the executive order, even when compared with the more technical control authority, and the Broadcast Advisory Council of NARTB, actually spells out the degree of government authority. It provides for the control of any authority over content of programs. It prevents the taking over of equipment silenced. It specifies the return of stations to "normal operations" as soon as is possible.

What should use the station operator concern is that which isn't covered in the executive order. The order deals only with technical operation under the duress of war.

The program responsibility devolves upon the station licensee. Programs are produced by people. And people, notably COs, the aesthetic and artistic a field as radio and TV, have all shades of opinions and views. Doubtless, 99% plus are loyal Americans.

This is no Red-scare. It is a grim, realistic recognition of what could happen. One has but to remember the Orson Welles' Men from Mars to grasp the power of radio (and even more so of TV) to incite a nation into panic.

The responsibility of the broadcaster, the program director, the engineer, the station's boards—and the agency—in this atomic age, is frightening. No more important job devolves upon the executive than constant screening of those people who have access to the microphone.
Chorus of 100,000...
with JIM BOYSEN at the mighty Cash Register

To over 800 independent grocers in the Minneapolis-St. Paul Market who sponsor Jim Boysen's afternoon radio show on WTCN—there is no music so sweet as the hundred thousand pairs of feet that walked into their stores in recent months—to register in person for a prize! Jim Boysen, on his Carnival of Foods program, told them to!

Before Thanksgiving Jim's pet turkey required a name. In one week 2205 people tried to win one of five turkeys offered for the best name!

He also has a program, "At Home with Boysen", on week days—6 to 7 a.m. The Boysen kids—obviously unhearsed—help Jim and Mrs.

Tops in uncalculating selling! Several mornings currently open for sponsorship. More about it from our representatives?

"They knew his bell, his voice: and so the friendship of a voice with many people was formed"

National Representatives
FREE AND PETERS
MINNEAPOLIS—ST. PAUL
RADIO ABC 1280 • TELEVISION ABC CBS DUMONT CHANNEL 4
TOM CAMPBELL, radio and TV account executive Branham Co., N.Y., to New York office of Blair-TV Inc., as account executive. Mr. Campbell started in radio in 1937 with station relations department of NBC. In 1941 he became time-buyer at Paris & Pearl, moving to Branham Co. in 1942. He served for three years as skipper of a PT boat in the Pacific theatre during World War II.

PAUL ANTHONY, WBZ Boston, named sales representative WCCM Lawrence, Mass.

LYNN MORROW, promotion manager WTVJ (TV) Miami, Fla., named public relations director and administrative assistant to general manager.

DAVID M. GRIFFITH named to sales staff WJMO Cleveland.

BRUCE COMPTON and BILL ELLIS to sales staff WTVN (TV) Columbus, Ohio. Mr. Compton was in advertising and promotion in Philadelphia. Mr. Ellis was with United Film Corp., N.Y.

ALLAN RODGERS, secretary-treasurer CKSM Shawinigan Falls, Que., named manager and managing director.

PAUL H. MARTIN, general manager WSKI Montpelier, Vt., appointed national sales manager KFXM San Bernardino, Calif.

JOSEPH HERSHEY McGILLVRA, Chicago, named national representative for WOPA Oak Park, Ill.

WALTER HOLOHAN, radio network sales ABC Chicago, to spot and local sales staff ABC-TV Chicago.

WILLIAM PEAVEY and JAMES RICHARDS, co-managers John Blair & Co., S.F., radio station representatives, announce organization change in firm. Mr. Richards is now sole manager of radio, while Mr. Peavey joins Blair & Co., S.F., television representatives, as associate to LINDSEY SPIGHT.

MAX LERNER to television division, legal department, ABC. JAMES A. STABILE named to legal staff for network. Mr. Lerner is a graduate of Brooklyn Law School. He was with the Legal Aid Society from 1946 until August of this year, and in 1944 he was the Republican Fusion candidate for City Councilman in the 18th Senatorial District. Mr. Stabile is a graduate of St. Johns Law School. He was with William Morris Agency, N.Y.

Mr. Lerner

Mr. Stabile

W. B. TAYLOR ELDON, co-op sales department ABC, to radio and TV department, Branham Co., N.Y., station representatives.

YVONNE SUMMA to commercial department WTAG Worcester, Mass. She was with WAAB Worcester.

JOHN E. PEARSON Co., N.Y., named national representative for WVEC Rocky Mount, N.C.

RILEY R. GIBSON, manager KKO El Centro, Calif., appointed manager KOME Tulsa (B&TV, Dec. 10). Mr. Gibson succeeds J. T. MEYERSON, resigned.

ROBERT W. WARD, sales department WJJD Chicago, named sales manager.

JOSEPH McQUAY, formerly WWVA Wheeling, named TV planning consultant and program director WVVV and WJFB (FM) Fairmont, W. Va.

JERRY ELLIOTT, news director WCBT Roanoke Rapids, N.C., appointed assistant manager.

JOHN I. HYATT, south-central manager Johnston Publishing Co., N.Y., named to local sales staff KMOX St. Louis.

MARY CORRIGAN, secretary to general manager LLOYD E. YODER, KNBC San Francisco, rejoining her former boss, JOHN W. ELWOOD, now director of Radio Free Asia. JEAN STRUBELE, Mr. Yoder's former secretary at KOA Denver, to KNBC to rejoin Mr. Yoder.

PERSONALS... ROY F. THOMPSON, owner and general manager WRTA Altoona, Pa., re-elected chairman of Blair County Foundation for Infantile Paralysis. ... ARTHUR HULL HAYES, general manager KCBS San Francisco, named radio chairman for 1952 March of Dimes in San Francisco area. ... J. B. CONLEY, general manager KEX Portland, Ore., elected to board of directors Portland Chamber of Commerce. ... LLOYD E. YODER, general manager KNBC San Francisco, elected to 1952 Board of directors San Francisco Chamber of Commerce. ... RALPH McKINNIE, sales manager Paul H. Rayner Co., Chicago, re-elected president of the Colonnade Corp., and vice president of the Sheridan Willows Corp., Chicago real estate properties.

Capt. WARREN C. PARKINSON, former commercial manager WHLF South Boston, Va., now stationed at headquarters of U.S. Air Forces in Europe, Wiesbaden, Germany. ... HARRY SYLIE, vice president WPEN Philadelphia, recently received the "Torch of Hope" award for contributions to charity on national basis without regard to race, color or creed from City of Hope, nationally known sanatorium located near Los Angeles. ... DONN B. TATUM, director of television ABC Western Div., nominated for membership on board of directors, Los Angeles Chamber of Commerce. ... KEN NELSON, son of Gene Nelson, named Indiana radio chairman for 1952 March of Dimes. ... PATRICK RASTALL, sales service manager ABC Chicago, father of boy, Patrick William, born Nov. 23. ... LEONARD THORNTON, network salesman ABC-TV Chicago, father of daughter, Mary Sheila. ... JOHN H. NORTON Jr., vice president ABC Central Div., elected to board of directors of the Chicago Electric Club.
HERE again is another example of Truscon leadership in antenna design—another example of skill gained by nearly a half-century of experience in the fabrication of structural steel products. Truscon Type "G-W" Radio Towers are of particular interest to the buyer who is desirous of obtaining the utmost in antenna quality and strength at a cost representing only a nominal premium above the cost of secondary types of construction. These guyed towers are available in shop-welded unit lengths for tower heights up to 528 feet, and include these features:

**UNIFORM IN CROSS SECTION** — because radio engineers proclaim this feature a distinct asset in broadcasting.

**STRONG** — because these towers and all component parts are designed to resist a minimum wind load of 30 pounds per square foot which is accepted as a design adequate for most geographical areas not subject to frequent cyclone visitation.

The Type "G-W" guyed tower can be adapted to a number of services. When base and guy insulated, it is an ideal antenna tower. It can also simultaneously support one or more cables or co-axial transmission lines having 3/8" aggregate diameter and one or more whip-type UHF antennas or a side-mounted FM antenna, with some applications requiring nominal height reduction.

Although the Type "G-W" tower is rated to resist 30 pound per square foot minimum wind pressure, under certain conditions, such as an AM radiator not supporting superstructure for other services, it may be capable of safely resisting 40 or more pounds per square foot of wind pressure.

When non-insulated, the Type "G-W" tower is suitable for a number of services, such as an FM or UHF Antenna Support for Railroads; Public Utilities; Industry; Municipal, County, and State Police; and Communications Networks.
Production
(Continued from page 30)

erally has been cut back about 40%.

"There was no point in cutting back civilian production until the military production was ready to pick it up," Mr. Wilson explained.

"Now that designing and pro-
duction planning of military equip-
ment is progressing to the produc-
tion stage, we are applying the
necessary civilian cutbacks," he
said.

Radio-TV sets and other elec-
tronics products are classified as
Class B under the government's
Controlled Materials Plan. But
under a priority system set up last
month, they enjoy a greater "es-
sentiality" than many hard goods.

"If we had fallen for the clamor
to close down plants and dra-
astically curtail civilian production, the results would have been mil-
ions of unemployed and a shat-
tered public morale," Mr. Wilson declared.

Expanded aircraft output will drain the economy even more next summer, he predicted. He termed electronics expansion "magnifi-
cent" with other industries. Atomic energy requirements also were cited.

With respect to steel quotas, the largest allocation was given to
NPA's Facilities and Expansion Branch (390,000 tons) for indus-
trial expansion. Broadcasters may anticipate only a trickle of
materials for new construction, however, beginning in January. Radio thumb will be instances of hardship.

Radio-TV stations will get a
better idea this week when NPA
issues its first construction list of
grants and denials for the first
quarter of 1962. They fared well
during the present quarter [B*T,
Sept. 24].

Will Fare Better

They still will fare better than
commercial and entertainment en-
terprises in the industry reclassi-
fication. Broadcasters are now
lumped under the industrial cate-
gory with publishing firms, en-
abling them to self-authorize grea-
ter quantities of metals on small
projects [B*T, Oct. 29]. But es-
tential defense or military con-
struction will receive the right of
ways.

NPA's Electronics Div. received
97.8% of steel quotas to support its
program for defense and civil-
ian users (other than construction). Roughly, this amounts to 4,620
tons.

To eliminate bottlenecks on com-
ponents for essential production, the Defense Production Adminis-
tration is enlarging its electronics,
general industry, and components
units. Sections will study com-
ponent shortages.

Briefly, the new system is de-
digned to assure delivery of com-
ponents for the defense program
by spot-scheduling orders and
swapping schedule dates where
delay develops for lack of parts.

DPA Administrator Manly Fleisch-
mann acknowledged the procedure
as one of "bumping" civilian
goods, through expediting opera-
tions rather than cutbacks of ma-
terials. It's designed to break
bottlenecks, he said.

Mr. Fleischmann also scored re-
ports that some major items—
automobiles and, presumably, TV
—would be wiped off the mar-
ket. The new procedure, he said,
would "delay" and not cut back
consumer goods. There will be
further reduction of appliance,
however, he conceded, adding that
nickel is a "butter and guns" story of itself and critically short.

The receiving tube and antenna
situation was reviewed by the
Electronics Parts & Components
Distributors industry group, which
met with NPA officials last Mon-
day. The distributors told NPA
that: (1) wire cable and special
 tubes are hard to secure; it
would inform manufacturers about
shortages of each type of tube at
their level in the hope of obtain-
ing more tubes to meet demand.

Tube Shortages

NPA authorities advised the
representatives that it had studied
tube shortages and doubted it
could be attributed to scarcity of
materials.

Antenna issue had been posed
last month by a committee of the
Radio - Television Mfrs. Assn.,
which hopes for assurance that
the four million TV sets earmarked
for production next year will be
accompanied by a like number of
antennas.

While distributors reported an
easing of shortages, NPA authori-
ties appear unable to extend that
assurance, claiming it will depend
on the availability of materials
moreover, there already is a pri-
ority system governing military and
civilian antennas within the
Class 'B' products classification.

RTA's Antenna Section sug-
gested that they be broken down
into "A" and "B" groups [B*T,
Nov. 26].

Under present procedure, mate-
rials are allotted to the Electronics
Products Division for both military
and civilian uses. Consumer goods
get the balance of materials not
taken for defense requirements.
The same holds true for radio-TV
sets and component parts. Alumi-
num is used in TV antennas.

Paul Cram Post

PAUL CRAM, new technical direc-
tor of the Roussville Stations
(WAC Cleveland, WIND Cleve-
dland, WAFL-Bethilton-Johnson City, WQXI Col-
lumbia and WLOU Louisville) is
chief engineer of WAGA Atlanta as
he was listed in BROADCASTING •
TELECASTING December 10. He was
formerly in that position.

KTOK Adventure

AN "escaped" application was
recaptured by the FCC last week
and shoveled back into the process-
ing line. The application of KTOK Okla-
homa City for boost in night-
time power from 1 kw to 5
kw accidentally was granted on Dec. 5, although it was
forty-ninth in the processing
line. Last week, FCC re-
voked the grant and put the
station back in line. The
KTOK application had been
considered along with that of
WCFL Chicago for change in night-
time power pattern, since both are on 1000 kc. The WCFL change
was granted in proper sequence in
the processing line and last week the Commission
made its grant subject to interference that may result
from a later grant of KTOK.

IMDRIN FIRM FINED

Court Cites 'False' Ad

FINE of $500 was levied last week
against Rhodes Pharmacal Co.,
Chicago, by the U. S. District
Court, Philadelphia, for dissemina-
ting an allegedly false advertise-
ment on behalf of its medicinal
preparation, Imdrin.

The government charged that an
Imdrin advertisement made certain
assurances with respect to a de-
terioration of the U. S. District Court
in Chicago last February. Rhodes
claimed that in dismissing an in-
junction request by Federal Trade
Commission, the Chicago court in
effect cleared Imdrin of "false and
misleading advertising" and
branded FTC charges as "untrue.

The advertisement appearing in
Drug Topics, a trade publication,
led to the fine. The original com-
plainment mentioned broadcast con-
tiuities as well.

FTC obtained a reversal of the
Chicago court decision and the in-
junction now is in effect. The
appeal was granted by the Court of
Appeals for the Seventh Circuit
in September [B*T, Oct. 1].

AUDIOPHASE STUDIOS

Ben Loewy Named Head

Ben LOEWY, former production
manager of Columbia Records,
has been named president of Audio-
phase Studios Inc., a record orga-
ization specializing in TV
filming and sound recording,
it was announced Monday.

Crews of experts recruited from
TV and the film industry are
already at work at Audiaphase
Studios, located at 846 Seventh
Ave., New York. Sound facilities
are being used by record com-
panies, while TV film assignments
for commercials as well as com-
plete packages are being handled
for agencies and producers, it was
stated.
Getting standard media information fast poses no problem—...you have Standard Rate & Data and CONSUMER MARKETS handy.

It’s the media information that is not standard that is harder to keep up with...trends—market coverage data—by trading areas—by class or type or age.

Many publishers and station operators appreciate that media buyers do not always have time to call for help; or even for careful study of all filed literature. Last year, 1,041 of them put supplementary information about their publications and stations near their listings in SRDS, and near the appropriate market data in CONSUMER MARKETS.

Media buyers tell us they appreciate finding helpful “non-standard” information right there when they are referring to standard market or media data. They say it often helps them select media; sometimes helps them defend their selections.

In the course of your daily use of SRDS monthly publications and CONSUMER MARKETS, don’t forget—in Service-Ads like these there is added information for busy media buyers.

STANDARD RATE & DATA SERVICE, INC.

WALTER E. BOTTROP, Publisher

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

publishers of consumer magazines, advertising rates and data • business publications, advertising rates and data • national/regional networks, radio and television advertising rates and data • television advertising rates and data • A.B.C. weekly newspaper advertising rates and data • consumer markets, serving the national media selection function • CMI analyst, the industry’s market data interpreter
On Collins, chief announcer WCGB Roanoke Rapids, N. C., named program director. He succeeds Doyle Satterthwaite, now with WGBR Tarboro.

Jane Hagan named to new post of supervisor of television sustaining traffic, ABC.

Arthur Jacobson, program manager, Central Div., NBC-TV, to Hollywood with staff, as production director. He replaces Bill Karp, resigned to join Don Sharpe organization.

Burt Topp, publicity director, WTVJ (TV) Miami, Fla., appointed promotion manager, succeeding Lynn Morrow (See Floor Office).

Robert Packham, floor manager, KNBH (TV) Hollywood, named director, Jack Smith, film room, named floor manager.

Frances Wyatt, bookkeeping department KKKO St, Louis, and William Fleishman, to be married Dec. 29.

Patricia Aloe named assistant to Howard W. Mertenstein, publicity and promotion director WWDC Washington. She was with Sidney J. Wain Ind., New York, public relations firm. She succeeds Lee Walker, named traffic assistant, succeeding Carol Kaufman, to be married.

Bob Fairbanks, graduate of University of San Francisco, to KCBS San Francisco, as apprentice.

Joe Guidi, production manager WCAV Norfolk, Va., appointed chief announcer.

Bud Hawkins, WGR Cleveland, named to announcing staff WJZR Dover, Ohio.

Carl Hohengarten, director of musical arrangements for St. Louis Municipal Opera, to program and production department KKKO St, Louis.

Howard Brown, WFL Philadelph, named to announcing staff WTVJ (TV) Miami, Fla. Robert Aleshouse, Raphael Gaber and Wilson Griffith, former with WTTI Miami, to WTVJ, as studio apprentices.

Chester H. Beal, Florida Broadcasting Co., named technician in film department. Vernon E. Fisher named cameraman. Mary Lee Rinner, graduate Mt. Union College, Canton, Ohio, named to accounting department. Tialia C. Tolan to copywriting staff. She was with KIIO and KEGM Boise.

John Vanderlau named to film department, as laboratory technician.

Art Goodwin, chief announcer WKPX Binghamton, N. Y., appointed to announcing staff WAVE Syracuse.


C. G. (Tiny) Renier, program director KLAC Los Angeles, named exclusive producer KLAC-TV Hollywood on Television program. He replaces Cy Miller, resigned. Felix A. Adams Jr., one-time program director, WISH Indianapolis, and KMBC Kansas City, joins station as program director.

Wally Hutchinson, advertising and promotion department NBC Hollywood, father of boy, Timothy Dean.

H. W. Risser, manager of scenic construction NBC-TV Chicago, named manager of TV Staging Services, replacing Norman Grant, now NBC-TV art director in New York.

Charles Hamilton, public service and publicity director KFPI Los Angeles, named chairman education and public service committee of Southern California Assn. He succeeds Alan Courtney, NBC Hollywood.

Daryl McAllister, producer NBC radio to KNBH (TV) Hollywood, as floor manager.

Arthur Munch, radio prop department CBS Hollywood, and Columbus Workshop president, appointed chairman Board of Directors Associated Net-Workshops for December and January. Chairmanship rotates among four Net-Workshops.

Vincent Evans named London correspondent for WLW Cincinnati. Mr. Evans was chief of Washington bureau of Directors Associated Net-Workshops for December and January. Chairmanship rotates among four Net-Workshops.

Bud Hales, WGR Cleveland, named to announcing staff WJZR Dover, Ohio.

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Mr. Evans

Dick Jacobs, ABC Chicago, named to news staff WHRM Memphis, Tenn.

Hal Singer, commercial department KKGO Santa Fe, N. M., appointed sportscaster.

Al Joseph, announcing staff WCGB Roanoke Rapids, N. C., appointed sports director and record librarian.

Phil Wilson appointed to news staff WQUA Molin. Mr. Wilson has just completed short tour of duty with Air Force. Prior to his military service he was with WIRL Peoria.

Robert Sturdevant, manager of Paris bureau ABC, father of girl, Roberta Noyes, Dec. 9.

Bill Niethfeld, news director KCBS San Francisco, returned to station after extensive cruise aboard U. S. Navy aircraft carrier in Philippines Sea where he observed Navy jet air operations.

Don Mozley, KCBS San Francisco newsmen, was featured speaker at San Francisco-Oakland Public Relations Club. He discussed KCBS news set-up and operations of funneling Korean pickups through San Francisco station to CBS Radio Network.

Jean Hersholt, star of CBS Radio Dr. Christian show, has turned over first section of his collection of Hans Christian Andersen's works to Library of Congress, Washington, D. C. Group comprises 30 volumes, a collection of letters and 12 presentation copies.

WJR MARKET
Booklet Gives Statistics
WJR Detroit has compiled coverage and market statistics which it is offering upon request.

An eight-page booklet, it gives data on population, homes, retail sales, food sales, drug sales, filling station sales and passenger car registration. Figures are tabulated by counties in Michigan, Ohio and Indiana.

WJR comments, "The data is provided for the purpose of aiding evaluation of sales and advertising efforts in the WJR market area. It is designed to help in the evolution of research." Booklet may be obtained from WJR, Dept. 10, Fisher Bldg., Detroit 2, Mich.

COMMERCIAL CUT
Planned by CBC—Dunton PLANS to reduce the number of commercial network programs in Canada are to be put into operation soon, according to A. D. Dunton, chairman of the board of governors of the Canadian Broadcasting Corp. He told the Parliamentary Radio Committee at Ottawa Dec. 4 that with the annual grant of $6,250,000 by Parliament to the CBC for the coming three years, the number of commercial network shows will be reduced.

This will mean primarily daytime shows, from previous statements by Mr. Dunton, and recommendations by the Massey Royal Commission. The Parliamentary Committee approved the bill granting the CBC the money, which now goes to Parliament, but it is not expected to have much opposition. Mr. Dunton also told the committee that the CBC will build a French-language station in the Moncton, N. B., area, and will drop local advertising on its stations in areas where there are private stations. CBC will improve programing and market research, originating more programs outside Toronto and Montreal, he said.

Cable Engineers
ENGINEERING promotions in Canadian Broadcasting Corp., Montreal, following move of Chief Engineer J. A. Quimet to post of assistant general manager [BP, Dec. 9] have been announced. W. G. Richardson, transmission and development engineer, has been moved to assistant to Gordon Olive, director-general of engineering, and will be concerned with sound broadcasting. J. E. Hayes, assistant to chief engineer, is moved to assistant to director-general of engineering with TV technical matters his primary concern. E. C. Stewart, assistant engineer, is promoted to co-ordinator of projects and services. Andi Quimet, formerly assistant to director of TV for Montreal, is moved to assistant to co-ordinator of TV, J. A. Quimet [no relation to Asst. General Manager Quimet].

Broadcasting • Telecasting
WB'S SPLIT
Bolsters AM, TV Units

DISTINCT radio and TV operations at WSB-AM-TV Atlanta with a station manager at the head of each was announced last week by J. Leonard Reinsch, managing director, Cox radio and TV enterprises.

Marcus Bartlett becomes station manager of WSB-TV and Frank Gaither station manager of WSB. They were former program director and commercial manager of both stations, respectively. They report to John M. Outler Jr., general manager of the stations.

Also affected by the change is Elmo Ellis, who was assistant to M. K. Toalson, production manager of WSB-TV. Mr. Ellis was named program director of WSB. Mr. Toalson continues in his TV post.

Streamlining Functions

According to Mr. Outler, the realignment "means increased efficiency of operation and a greater capacity to respond to this key in both our radio and TV operations. These men are seasoned and experienced with a fine sense of public responsibility and an intimate knowledge of policies and program techniques which have made WSB and WSB-TV the dominant factors in the community that they are."

RFA Postpones

RADIO Free Asia last week postponed a scheduled expansion of broadcasts to Red-occupied China. Director John W. Elwood said it was decided to withhold the expansion plans until more transmitters are available in the Far East. He said his organization has been negotiating for some time for new transmitters to be placed in strategic locations in the Orient but the necessary facilities have not yet been secured. The postponement was announced the day before the anti-Communist propaganda radio network was scheduled to double its broadcasting activities in China.

TRANSLATING
Number Reduced—Pollak

LITIGATION in a succession of Washington courts has served to reduce the number of cities in broadtransmitting operates and convinced transit companies they should defer future installations until settlement of the issue. This belief was expressed by Franklin S. Pollak, Washington attorney and principal in the transit radio dispute now pending before the U. S. Supreme Court.

He addressed the Progressive Citizens Assn. in Washington fortnight ago.

Mr. Pollak said that the 13 cities with transit FM service are considerably fewer than before the courts entered the case, and estimated that 50 cities would have had the service by now. Mr. Pollak was one of the two original complainants who brought the issue to court.

The Public Utilities Commission for D. C. two years ago set aside a complaint on grounds the service is not "inconsistent with the public safety, convenience and comfort." A U. S. district court backed up PUC but was overruled by the U. S. Court of Appeals. The Supreme Court has agreed to hear the case next year. Petition names Washington Transit Radio Inc. (WWDC-FM), Capital Transit Co. and PUC as respondents.

Supports CAB View

SIX MAN liaison body of Canadian Broadcasting Corp. and private broadcasting representatives was advocated by Canadian Marconi Co., Montreal, to the Canadian Parliamentary Committee on Broadcasting at Ottawa Dec. 3. Their function would be to keep private stations posted on new CBC problems and policies and keep CBC posted on problems as seen by station operators. Canadian Marconi Co. operates CFCF Montreal, oldest Canadian station. Company also supported recommendations of Canadian Assn. of Broadcasters for an independent regulatory body.
PROPER promotion of educational programs can increase both the number of listeners and the amount of listening.

This conclusion was drawn more than two years ago by C. H. Sandage, chairman, division of advertising, School of Journalism and Communication, U. of Illinois at Urbana-Champaign.

Mr. Sandage released his findings in a booklet entitled, Building Audiences for Educational Radio Programs.

"Evidence supports the idea that programs promoting specialized audiences can be built to a profitable size, if adequate attention is given to promoting those programs," Mr. Sandage said.

It seemed to Mr. Sandage that in the future, radio will find it increasingly important to cultivate specialized audiences rather than to seek the mass audience as in the past.

"The most effective promotion in this study," Mr. Sandage said, "seemed to be that which was detailed and specific in character and of interest to listeners."
CRUTCHFIELD Declines VOA Post

CHARLES H. CRUTCHFIELD, vice president and general manager of WBT and WBT-TV (TV) Charlotte, N. C., has declined an offer to join the Voice of America’s New York staff but has offered his services in an advisory, non-remunerative capacity.

This was disclosed after release of an exchange of correspondence by Fay D. Kohler, chief of VOA’s International Broadcasting Div., and Edward W. Barrett, Assistant Secretary of State for Public Affairs, with Mr. Crutchfield commenting on the broadcaster’s report on his mission to Greece.

Mr. Crutchfield toured Greece as a grantee to study communist propaganda and to evaluate the information service of the U. S. Government and Greek radio. His report on the mission abroad was made to the State Dept.

Invitation to Mr. Crutchfield to lend his services to the VOA New York office came from Mr. Kohler who added: “I would like to take this opportunity to thank you . . . for the obviously outstanding contribution you have made in the general improvement of radio as a medium and for your successful efforts to really pin-point the problems and to solve many of them. We intend to follow through on your suggestions and objectives. Your approach is direct and refreshing. The Information Program was indeed most fortunate to have had you in Greece as a Smith-Mundt Leader Grantee.”

Secretary Barrett also applauded Mr. Crutchfield’s efforts, saying in part, “special thanks . . . for the good job you did as a grantee in Greece.”

CRIDER SIGNED Will Be WEEI News Analyst

PULITZER-PRIZE editorialist John H. Crider has been signed by a Greater Boston firm to a 13-week news analysis and commentary program on WEEI Boston, it was announced last week.

Mr. Crider was in the news Nov. 19 when he resigned as an editor of the Boston Herald (WHDH). He calmed at that time the newspaper would not permit his review of Sen. Robert A. Taft’s (R-Ohio) book, Foreign Policy For Americans.

Mr. Crider, who is being sponsored by R. S. Robie Inc. for Hertz Driv-Ur-Self (auto rental), will analyze New England news and the effect of national and world news on the region.

WORLD premiere of the new Gian-Carlo Menotti opera, “Amahl and the Night Visitors,” will occur on NBC television during the coming Christmas holiday season. The Opera, running 59 minutes, was commissioned by NBC two years ago specially for video presentation.

TAKING a leaf from its own book, Cohen & Miller Adv., Washington, has bought a weekly radio show to advertise its agency. The program, Report to the People, is heard 7-7:15 p.m. Saturday over WWDC Washington and features D. C. Conner F. Joseph Donohue interviewed by two Washington newspapermen. Shown are (seated, I to r), I. T. Cohen, Conner Donohue and Alvin I. Miller. Standing is Ben Strouse, WWDC vice president-general manager.

RADIO-TV COVERAGE OF CHICAGO COUNCIL

FOR the first time in Chicago, the city council has permitted radio and television coverage of a regular council meeting. After a long battle by local stations, headed by News Chief Bill Ray of NBC (WMAQ and WNQ-TV), the finance committee of the council authorized broadcast of a budget hearing today (Monday). [B & T, Dec. 10].

Mr. Ray, who is also chairman of the Freedom of Information Committee of the National Association of Radio News Directors, petitioned the council in November, requesting permission to broadcast hearings today on the 1952 budget. This move followed unsuccessful talks with Mayor Martin Kennelly and the council rules committee over a two-year period.

At the Nov. 30 council session, Alderman Herbert Geisler moved suspension of the rules and late motion. An immediate vote could have been tabulated granting permission for the broadcast. His motion was voted down 28 to 13, after which NBC Chicago publicized the turn-down on the air. Radio and TV shows carried full news stories, including a list of all aldermen voting for and against the motion.

Geisler, Wagner Taped

Recorded interviews were made with Alderman Geisler and Alderman Clarence Wagner, the opposition leader. Although Alderman Wagner opposed of the public hearings initially, charging they would “confuse the public,” he agreed finally that actual council meetings should be broadcast.

Another proposal for adoption of Mr. Ray’s suggestion was made at the Dec. 12 meeting by Alderman Alan Freeman. The pro-council chairman demanded a roll call, resulting in a vote of 28 to 17, in which the broadcast media picked up four votes.

Alderman Wagner, chairman of the rules and finance committees, at the final meeting Dec. 12 said he favored broadcasts of today’s session. He asked and received permission of the full council for his rules group to decide on the issue without consulting the council again.

NEWS JUNKETS

Asks Radio-TV Inclusion

RADIO-TV newsmen should be included in State and Defense Dept. special inspections of foreign installations according to Ben Chatfield, WMNZ Macon, Ga., past president of the National Assn. of Radio News Directors.

"Radio news is an integral part of the American system of public information . . . the government owes as much to the radio audience as they do to any newspaper reader," Mr. Chatfield said.

His and NARND’s views were contained in letters to State Secretary Dean Acheson; Defense Secretary Robert Lovett; Gen. Omar Bradley, chairman, Joint Chiefs of Staff; and to the individual heads of the services, Gen. Hoyt Vandenberg, Gen. Lawton Collins and Adm. William Fechter.

Mr. Chatfield pointed out that on several occasions in the past year newspaper people were taken on inspection trips abroad but that radio and TV newsmen were overlooked.

He said NARND’s board of directors has offered the government full cooperation in helping select men and women to attend future inspection tours. Mr. Chatfield also pointed to offers from radio-TV newsmen in the past to assist government agencies in public relations work overseas during their vacation periods.

RADIO ONLY

Sorry, No TV!

That’s right! Television is still a "thing-to-come" in these markets . . . SO—here, you’ve got Radio Listeners—who listen too.

(Represented Nationally by JOHN E. PEARSON CO.)

KBSR

Fort Smith

ARKANSAS

KFBG

Olmulgee

ARKANSAS

KFGP

Springdale

ARKANSAS

Great Locally!
GILBERT S. McKEAN, vice president, London Records and branch manager for Decca, named merchandise manager of masterworks division Columbia Records Inc., N. Y.

DEBORAH ISHLON, Columbia Records Press Dept., named department director.

DICK STONE, assistant national sales manager Hiram Walker Inc., appointed sales representative with Audio-Video Recording Co., N. Y.

ROBERT J. BRIZZOLARA, newsstand promotion manager for Esquire and Coronet magazines, Chicago, to Chicago staff United Television Programs Inc., as advertising director.

BOB LONGINI and ED AHBE to motion picture-television division Klang Studios, Chicago, as director and member of camera department, respectively.

Lt. Comdr. W. H. KIMMELL, USNR, radio and TV officer in public information office U. S. Naval Air Reserve, discharged from service. Mr. Kimmell plans to move to Hollywood. He will announce further plans later.

LEONORE SILVIAN, magazine editor in publicity department ABC, named radio and TV editor Look Magazine.

BECKY B. BARNES, BBDO, Hollywood, appointed sales representative United Artists Television Corp., N. Y. She will handle West Coast and southwest areas.

OLIVER A. UNGER, national sales director Snader Sales Corp., L. A., resigns as treasurer Fine Arts Theatre Co., Inc., to devote time exclusively to Snader.

Equipment...

ROBERT L. WERNER, general attorney RCA, and ERNEST B. GORIN, Treasurer RCA, elected vice presidents.

Mr. Werner Mr. Gorin

Treasurer RCA, elected vice presidents.

HAROLD WEINBURG and SIDNEY KRINETZ, electronic technicians, named to sales staff Hudson Radio & Television Corp., N. Y.

D. C. (Dick) STUBER, manager of western division, Air Assoc., appointed head of two-way radio division General Radio Co., L. A. He succeeds the late W. W. (Bill) HAMILTON.

WARREN E. ALBRIGHT, manager of general material division of Home Instrument Dept., RCA Victor, Camden, appointed general plant manager of department. JOHN E. DAVIDSON, assistant purchasing agent, Instrument Dept., appointed manager of department's newly formed purchasing division.

WILLIAM M. LANA named director of newly formed application engineering office, Syracuse Electric Co., in Dayton, Ohio.

NATIONAL VIDEO Corp., Chicago, announces development of new black-and-white TV tube designed to sell four to four-and-a-half tons of copper a year. New tube permits focusing without use of copper coil.

GUS W. WALLIN, Motorola Inc., Chicago, to Webster-Chicago Corp., Chicago, in newly created position of vice president in charge of engineering.

MICHAEL KORY elected president of Emerson-New Jersey Inc., distributors for Emerson TV and radio receivers. Mr. Kory succeeds SAMUEL GROSS, retired.

HERMAN S. SACKS, Hudson-Ross, Chicago, retail stores specializing in TV and phonograph records, to Bendix Television and Broadcast Receiver Division of Bendix Aviation Corp., Baltimore, as assistant general sales manager.

TECHNICAL APPLIANCE CORP., Sherburne, N. Y., announces Teco-Plex Cat. No. 1300 master antenna system coupler for use in conduit installations in new construction. The coupler is designed to fill the need for a top-off device along the main transmission lines housed in conduits.

CLIFFORD E. GRIEB, Chicago product designer, to Webster-Chicago Corp., Chicago, in new post of product stylist. Mr. Griebe was previously with Manbee Equipment Co., and Belmont Radio Corp., Chicago. He will work with A. S. JOHNSON, product manager of Webster-Chicago, with responsibility for design and development of new products.

LOUIS J. POKRASS, chairman of board for Tele King Corp., N. Y., named chairman of radio and TV manufacturers and distributors division in current drive of National Foundation of Infancy, Baltimore, to Greater New York. MARTIN SHEK, Emerson Radio & Phonograph Corp., N. Y., named to assist him.

MILTON R. BENJAMIN, vice president and national sales manager Majestic Radio & Television, N. Y., appointed general sales manager Jewel Radio Corp., Long Island City, N. Y.

Technical...

EDWARD E. BENHAM, assistant chief engineer KTVV (TV) Hollywood, named chief engineer.

VANCE JOHNSON Jr., WBFC Green ville, S. C., and DICK TAYLOR, WUSB Charleston, S. C., named to control staff WIS Columbia, S. C.

HARVEY SMITH, staff engineer KWK St. Louis, appointed studio supervisor, replacing REN HILDENBRAND, resigned.

CHARLES MEARES, chief engineer WCBT Roanoke Rapids, N. C., re signs to take government position in Washington.

WARREN E. EBER, WBGS Miami, named transmitter engineer WTVJ (TV) Miami.

VOTING REFORM.

WAVZ New Haven has begun an editorial campaign to clear up the confusion among residents of Connecticut. The title of the Republican and an equally well-versed Democrat to the microphone at his regular forum broadcast, "Cage the Candidates."

The GOP spokesman, State's Attorney-General George C. Conway, and the Democrat, former city Judge Charles Henshel, discussed the need for codifying the state election laws, tightening the absentee ballot system and simplifying recount methods.

In addition, Mr. Kops has been airing daily editorials urging state officers to reform the election law.

DOLLAR volume of direct mail advertising during first six months of 1961 was $875,754,746, up 14.5% over 1956; for October 1951 was $102,040,878, up 10% over October of last year, according to figures released last week by Frank Frazier, executive director, Direct Mail Advertising Assn.
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in our 7th year

not just Men --
6 of the "Top 10 Men's Shows" are on KTLA

not just Women --
5 of the "Top 10 Women's Shows" are on KTLA

not just Teenagers --
5 of the "Top 10 Teenagers' Shows" are on KTLA

not just Children --
4 of the "Top 10 Children's Shows" are on KTLA

not just Daytime --
11 of the "Top 20 Daytime Shows" are on KTLA

not just Evenings --
6 of the "Top 10 Evening Shows" are on KTLA

KTLA Sells THE WHOLE FAMILY — ALL THE TIME!

KTLA Studios • 5451 Marathon St., Los Angeles 38 • Hollywood 9-6363
Eastern Offices • 1501 Broadway, New York 18 • Bryant 9-8700
PAUL H. RAYMER COMPANY • NATIONAL REPRESENTATIVE

KEY STATION OF THE PARAMOUNT TELEVISION NETWORK

KTLA — THE BEST ADVERTISING BUY IN LOS ANGELES
"MARSHALL, ILLINOIS is a WFBM-TV town!"

- It's 90 miles from Indianapolis to Marshall, Illinois—but the Hoosier capital's first station—WFBM-TV—is the station in Marshall just the same!

And Marshall's only one community outside the WFBM-TV 60-mile area where enthusiastic televiewers depend on this great station. In addition, thousands of farm families, like their town and city cousins, tune in WFBM-TV regularly!

It couldn't happen in a finer market! And it couldn't happen to more deserving people than the advertisers on WFBM-TV! For the cost of reaching the compact, money-loaded heart of the Hoosier State they get a rich bonus in high-income families living 75, 100, and even more miles away from WFBM-TV's transmitter. 1952 will be a bigger, better, more sales producing year for your clients if they're on WFBM-TV, too!

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

Says W. R. Taylor, Partner
STAUB & TAYLOR APPLIANCE COMPANY
107 North 7th Street, Marshall, Illinois

First in Indiana

WFBM-TV
Channel 6, Indianapolis

REPRESENTED NATIONALLY BY THE KATZ AGENCY
By FLORENCE SMALL

OUT OF THE welter of television activity last week, both spot and network, two paradoxical facts emerged: (1) The demand for premium time is growing, and (2) the cost of filling that time is causing many an original sponsor to cut back on his commitment to those time periods.

Advertisers who are curtailting network shows because of poor rating and in some instances because of high cost of talent, are finding that the time they relinquished is being picked up almost instantly by other advertisers.

P. Lorillard & Co. (Old Gold cigarettes) moving back 15 minutes of its hour show on NBC-TV, Tuesday, 10-11 p.m., but Pontiac cars, which hit-erwise had been buying one-time network spots, will pick up the last fifteen minutes. McManus, John & Adams, New York, agency for Pontiac, is currently looking over shows for placement in that period. Cutback on Old Gold’s part is understood to be a move toward saving on production costs.

Chesterfield cigarettes, through Cunningham & Walsh, did it in Sunday 7-8:30 p.m. time on NBC-TV because of low ratings despite the high budget for comics featured on the show, and the time was instantly purchased by U. S. Rubber through Fletcher D. Richards Co.

Although the format of the new program has not been decided, it is understood that the network is pitching Bob Hope and Abbott & Costello on alternate weeks as talent prospects for the show. Meanwhile, Chesterfield has recovered the half-hour of Ford Festival dropped because of low ratings, Thursday 9-10 p.m. on NBC-TV, and will present Dragnet in that time slot.

Ronson Moves

Another advertiser, affected by low ratings and in this case, station clearance, is Ronson Art Metal Works (Ronson lighters) through Grey Adv., New York, which has decided to move its Star of the Family on CBS Television, featuring Peter Lind Hayes and Mary Healy, from Sunday, 6:30-7 p.m. to the alternate Thursday, 6-7:30 p.m. premium time, with an increase in the number of stations, sharing the show with Carnation Milk’s Burns and Allen Show.

The S. C. Johnson Co., which had been filling that alternate Thursday with the Garry Moore Show, will drop that program to sponsor, every other week, the hour-long Robert Montgomery Show on NBC-TV, Monday, 9:30-10:30 p.m., marking increased expenditure in TV for the wax company.

In another move to cut talent costs, Speidel watch bands have dropped weekly sponsorship of What’s My Name? to share the program on alternate week basis with Crisley radio and TV sets, Monday, 8-8:30 p.m., on NBC-TV. Speidel is handled through Sullivan, Stauffer, Colwell & Bayles, New York, and Crisley through Benton & Bowles, New York.

On a spot basis, many another advertiser is following the cost-cutting trend by sponsoring film package shows in a tailor-made set of markets. Among these, Packard cars, through Maxon Inc., New York, stands out with its buy of Rebond, a mystery thriller scheduled to start Feb. 1 in selected markets.

Another is Piel’s beer, which is planning to place Police Story, a half-hour film, in New York and Philadelphia. Others understood to be interested in similar campaigns are Rheingold beer through Foote, Cone & Belding and Miller Brewing Co. through Mathisson & Assoc., Milwaukee.

Best Foods Inc., New York, has been a five-minute film featuring comic Cliff Norton and is placing it on a spot basis throughout the country, through Benton & Bowles, New York [11*12, Dec. 3].

Introduces Drama Series

Standard Oil Co. of California, in behalf of independent Chevron Dealers, will introduce a dramatic program series filmed in Hollywood especially for television, called Chevron Theatre, starting throughout the West the first week in January. The show will be seen on the following stations: KTLA (TV) Los Angeles, KGO-TV San Francisco, KFMB-TV San Diego, KSL-TV Salt Lake City and KPHO-TV Phoenix.

Commercial messages on the shows also have been filmed and will feature its gasoline and motor oil products in addition to spot-lighting the special facilities of Chevron Dealers. BBDO, San Francisco, is agency.


It is presented as a part of the telephone company’s annual effort to encourage the public to spread cheer and good will through the use of its telephone facilities.

Telescasts are being promoted locally by the various telephone companies affiliated with the Bell System.

Hamilton Watch Co., in its traditional presentation of Screen Gems "Peggy" and "To Jim," commercials, will for the third successive year be placed in 50 markets throughout the U. S.

**UHF COSTS**

**Cost of a complete UHF television station will vary from $230,000 to $500,000, somewhat higher than the cost of VHF stations, according to an analysis of construction costs to be published by NARTB.**

The analysis will be completed in the near future by the NARTB Television Dept. It is being prepared by Neal McNaughten, director of the NARTB Engineering Dept. Mr. McNaughten will compile final figures in the next fortnight.

NARTB’s complete study, showing cost factors in great detail, will be based on figures obtained from existing VHF stations, transmitter and other equipment manufacturers, and those supplying materials to TV stations.

Basic information is difficult to obtain on the cost of UHF television stations, according to NARTB, because manufacturers still are in the preliminary development stage. New techniques are being worked out constantly, it is explained, leading to operational economies. Transmitter quotations for UHF stations cover power of 100 w, 400 w, 1 kw, 10 kw and 12 kw.

With end of the freeze in sight, NARTB has prepared its figures to meet numerous inquiries.

Several years ago NARTB made a series of detailed cost studies at the time TV stations were just starting to take the air. These figures are obsolete, it was stated.

**Antenna Gains Vary**

The UHF powers are influenced by antenna gains ranging from 5 to 28 times, whereas VHF transmitters, from 500 w to 50 kw, have antenna gains ranging from 3 to 14.

Cost of VHF stations was estimated, subject to revision, as follows (self-supporting antennas):

- **Population**
  - Under 50,000: $219,000
  - 50,000-250,000: $274,000
  - 250,000-1,000,000: $327,250
  - Over 1,000,000: $509,750

*Cost of a complete UHF television station will vary from $230,000 to $500,000, somewhat higher than the cost of VHF stations, according to an analysis of construction costs to be published by NARTB.*

**December 17, 1951**
WXEL Ends Second Year of Cleveland Service

As WXEL (TV) Cleveland completes the end of its second year of telecasting today (Monday), the station can reflect with satisfaction upon its progress and continuing growth and expansion.

Construction now approaching completion includes the station's studio-office quarters in downtown Cleveland's Playhouse Square and a 15,660 sq. ft. addition to its present studio-transmitter building at Pleasant Valley and State Roads in Parma, Ohio, 10 miles southwest of downtown Cleveland. This combination of facilities will provide WXEL with one of the most complete, modern TV operating production units in this part of the country.

The completion of these new television centers represents result of careful planning by Herbert Mayer, president of Empire Coil Co., sole owner of WXEL, in his efforts to provide facilities second to none so that Vice-President-Station Manager Franklin Snyder and his staff can serve the Northeastern Ohio television audience with fine programming and set the pace in this rapidly growing exciting new industry.

But first a brief resume of the history of WXEL and its founder, Mr. Mayer.

Mr. Mayer and his family, television enthusiasts for many years, were among the first in New York to have a television receiver in their home. Their interest went even further and in 1944 Mr. Mayer gave up the practice of law to establish Empire Coil Co., manufacturer of television set components.

During the early postwar period Mr. Mayer began thinking in terms of television broadcasting and filed an application for a station construction permit in Cleveland. In November 1947, Empire Coil was authorized to build.

Based on topographical surveys, property was purchased on the highest terrain available in Cuyahoga County. The services of Ben Adler, radio and television consulting engineer, were enlisted and equipment and construction plans were carefully prepared. Today at Pleasant Valley and State Roads in Parma, Ohio, stands the specially planned studio and transmitter building.

Immediately adjacent to the transmitter building stands the 437 ft. tower antenna structure. The six bay superturnstile antenna has the highest power gain of any television antenna in the Northeastern Ohio area. Radiated power at present is 25.6 kw visual, 13 kw aural on Channel 9 (186-192 Mc). WXEL operates 9,000 ft. on a 50 miles in all directions from Cleveland, reaching, according to latest figures, 529,948 TV receivers.

On Dec. 17, 1949, WXEL was dedicated to the people of Northeastern Ohio, at which time commercial operation began. Since that time, WXEL has expanded in all directions—the station, on its birthdate, numbered 28 employees on its staff—it now employs 90 . . . hours of programming have increased from 49 hours per week to 100 hours per week with a further increase in programming planned with the occupancy of WXEL's downtown studio and the addition to the station's present studio-transmitter building in Parma.

Snyder Heads Staff

Day-to-day supervision of this constantly expanding operation is the charge of Station Manager Snyder, who joined Empire Coil in early 1949 and assumed management of WXEL prior to its commencement of commercial telecasting. The major portion of Mr. Snyder's business career was in the steel industry with Jones & Laughlin and Magnetic Metals Co. He was president of his own manufacturing business in Pittsburgh prior to World War II.

Heading WXEL's business activities is Richard Wright, commercial manager. He previously was media director at Ward Wheelock Co., Philadelphia.

Station's program director is Harry Black, who began his career as apprentice script writer for NBC New York while on the road and producing for WEVD there. He was assistant director of literature for the National Assn. of Manufacturers and associate editor of Television magazine prior to joining WXEL in December 1949 as producer-director. He became program director last February.

Thomas Friedman is chief engineer of the station. He was on-the-job supervisor of its construction from the time ground was broken. A radio engineering consultant before joining WXEL, Mr. Friedman also designed and supervised construction of WCUC (FM) Cleveland.

Bob Rowley, WXEL's news director, formerly was newscaster at WJR Detroit and news director of WSYR Syracuse.

Special events director is Sidney Andorn, veteran newspaperman and columnist, who formerly was special events director of WGAR Cleveland and consultant director of WERE there.

WXEL's film director is Nicholas Bori, for 15 years in the art, photography and film field, who formerly was executive for station personnel, a 55 x 55 ft. studio two stories in height with large overhead doors which will permit automobiles, trucks and props to be wheeled into the studio. There will be audition and conference rooms, a visitor's lounge with a large window allowing a view of the show being staged in the main studio, a music library, film library, dark Remote truck has its own 10 kw generator, RCA microwave transmitter, three camera chains plus Zoomar lens. It's air-conditioned.

Popular Alice Weston home economist program is aired Monday through Friday, 1-1:30 p.m. Show also is fed to WSPD-TV Toledo.
Here's WXEL control room with (1 to r) audio man, film control man, switcher and camera control man.

Room, a large news room, engineering shop and dressing rooms for talent. The smaller studios in the present building also will be in operation.

WXEL has further expanded its facilities by acquiring the Esquire Theatre, located at 1500 Euclid Ave. on Playhouse Square, on a long-term lease basis. These quarters will be converted into a television studio where a stage approximately 45 x 50 ft. will be erected to provide facilities for the most elaborate type of television programs.

The auditorium will also include seats for studio audiences up to 375 people, a studio control room and the latest in film projection equipment. The rest of the building will be remodeled to provide spacious reception rooms, dressing rooms, clients' observation rooms and sales and executive offices. Conversion of the theatre into a television studio is underway and it is estimated that it should be possible to have the premises ready to begin programming in February 1952.

Many Local Shows

Already assigning approximately 50% of its air time to local programming (50% of which is devoted to remotes and special events), remaining 41% is network programming from ABC, CBS and DuMont Television Networks. With the expectation of early completion of its additional studio facilities, WXEL plans to increase its daily local programming schedule extensively. Sign-on now at 11 a.m. will be backed up to 9 a.m. and sign-off will be extended for the benefit of late night viewers.

The nature of WXEL's two new studios will permit it to undertake many types of local programs heretofore impossible because of space requirements. Musical and variety shows, dramatic half hours, panel programs, audience participation programs—all built around Cleveland personalities for Cleveland audiences—can be produced easily and effectively within these elaborate production units. In conjunction with this type of programming, ground work is underway to utilize the studio's audience capacity as a television classroom; instructors from local universities and colleges will teach their regular daytime classes in the studio along with their "correspondence" students at home.

WXEL plans, too, to offer civic and other representative community groups broader opportunities to present their programs and ideas on topical issues, using its studio facilities to foster the "town hall" type of public discussion.

WXEL's investment in building and equipment will be over a million dollars when its present expansion program is completed early in 1952. The station equipment has been supplied by a number of manufacturers and carefully integrated into the operation set up. The 3 kw transmitter, antenna, film camera, ground work is underway, projectors and original audio equipment is General Electric. Eleven image orthicon studio and field camera chains are now on hand, as well as a large control room in the studio which operation commenced two years ago. Eight of these chains are RCA and three are General Precision Laboratory cameras, manufactured by Pye Ltd. of Great Britain.

The new master control facilities are being designed and constructed by Adler Communications Labs, New Rochelle, N. Y. Latest ideas in master control and studio control design are being incorporated, with all studio camera controls located in master control rooms. Remote operated vacuum tube video switches, manufactured by Adler Communications, switch all studio and film cameras, network and remote, at master control.

WXEL's downtown studio is equipped with three image orthicon cameras and an RCA flying spot scanner for slides. Film is projected in one of the image orthicon cameras from a General Precision Lab. portable 3-2 pulldown 16mm projector.

Complete Kliegl lighting is installed in the Parma studios and the television studio. Rotolector panel boards and autostat dimmer controls afford extreme versatility in lighting control.

Baseball and football pickups have been carried from the Cleveland Stadium for the past two seasons. The control room is located immediately behind the press box on the upper deck, close to the baseball camera positions. Two cameras directly behind home plate are mounted on a special balcony installed by WXEL for the purpose.

A third camera is located on a balcony along the third base side of the upper deck. Football pickup of the Cleveland Browns games, made for the DuMont Network, use four cameras, one low and two high on the 50 yard line and a fourth camera behind one goal post on the baseball balcony.

Demp Directs Games

Clayton Dopp is producer-director for WXEL on the Cleveland Indians' baseball and Cleveland Browns' football games. He was assistant sports director of WJBK Detroit in 1938 and covered all sports events for WJKB-TV prior to joining WXEL.

In January 1951, WXEL accepted delivery of a specially designed mobile television truck which during this year enabled WXEL to bring into the Northeastern Ohio television homes many newsworthy special events. Among these have been the International Tennis Matches, the Armed Forces Day Parade, dedication of Cleveland's Hopkins Airport, Gen. Douglas MacArthur's arrival in Cleveland, backstage interviews and a portion of the 1951 Ice-Capades. All Cleveland Indians at-home baseball games throughout the season were televised by WXEL for the second consecutive year. A number of these games were fed to Columbus, Erie, Buffalo and Johnstown, Pa.

The Cleveland Browns' home football games were televised to a network of 17 cities. All out-of-town games were fed to WXEL and the Cleveland television audience by the DuMont Network. The Alice Weston Cooking Show is fed to WSPD-TV Toledo and Sohio Reporter with News Commentator Dr. Warren Guthrie, head of the Speech Dept. at Western Reserve U., is fed Monday through Friday to a full regional Ohio network.

Another top local program developed by WXEL is Today's Top Story, which features Shepherd Witman, professor of political science at Western Reserve and executive director of world affairs in Cleveland. WXEL has and will continue to carry many public service programs. The most outstanding program brought to televiewers during the year was the Senate Crime Investigating hearings during March. Special United Nations Council meetings throughout the year also have been telecast. Network programs designed to serve the public interest at all times have given full consideration and

WXEL Officials: Messrs. ...

Snyder Wright Black Friedman Rowley Andorn Boris Dopp Guthrie Witman

BROADCASTING • Telecasting

December 17, 1951 • Page 73
HEAVIEST buyer of TV network time in October was Procter & Gamble Co., which from gross purchases of $382,568 worth of TV network time in August, increased to $892,420 in September and topped the million dollar mark by spending $1,008,688 (before discounts) in October, according to Publishers Information Bureau figures on individual TV program time costs and advertising. *BROADCASTING* & *TELECASTING*.

Top 10 TV network advertisers in October (Table 1) include two companies—Gillette Safety Razor Co. and Westinghouse Electric Corp., sponsors of the World’s Series and collegiate football, respectively—which were not on the September list. That month’s top 10 (WBT, Dec. 10) included American Tobacco Co. and Ford Motor Co., which did not make the October list.

Top advertisers among each class of advertising on the four TV networks in October is listed in Table II. Total expenditures of each class for TV network time are shown in Table III, together with comparisons of October 1951 with the same month of 1950 and of the first 10 months of 1951 with the like period of last year. Food advertising accounted for the largest group use of TV network time in October, followed by advertising of toilet goods, smoking materials, soaps, household goods, and household equipment, that is, in order. For the first 10 months of 1951, the five leading groups were foods, smoking materials, soaps, household goods, and household equipment.

October 1950’s top five classes of TV network advertised goods were foods, smoking materials, soaps, household goods, and household equipment. Table III. October 1950 period the five leading classes were smoking materials, foods, automotive, soaps, household goods, and household equipment. Time sale figures from the 1950 tabulations make direct dollar comparisons impossible between that year and 1951, it should be remem-bered, although for general pur-pose, the relationships shown in Table III are not very far from what would be the 1950 DuMont data had been included.

Mrs. Lizzie W. Jett

MRS. LIZZIE W. JETT, 89, died Dec. 6 at her home in Baltimore. Mrs. Jett was the mother of Ewell K. Jett, vice president of A. S. Abell Co., publisher of the Sun-Journal of Sun, and pro-ducer of TV Baltimore. Mrs. Jett was a native of Wilmington. Survivors include her husband, John Covington Jett, insurance man and vice president of the Waldorf Building & Loan Assn., two daughters, two sons other than E. K. Jett, and a sister.

Table: Food Group Tops

<table>
<thead>
<tr>
<th>Table I</th>
<th>Top 10 TV Network Advertisers in October 1951</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Procter &amp; Gamble Co.</td>
<td>$1,058,065</td>
</tr>
<tr>
<td>2. General Foods Corp.</td>
<td>458,145</td>
</tr>
<tr>
<td>3. Colgate-Palmolive-Peet Co.</td>
<td>454,263</td>
</tr>
<tr>
<td>4. Gillette Safety Razor Corp.</td>
<td>525,006</td>
</tr>
<tr>
<td>5. R. J. Reynolds Tobacco Co.</td>
<td>505,940</td>
</tr>
<tr>
<td>6. Westinghouse Electric Corp.</td>
<td>400,175</td>
</tr>
<tr>
<td>7. Liggett &amp; Myers Tobacco Co.</td>
<td>375,185</td>
</tr>
<tr>
<td>8. P. Lorillard Co.</td>
<td>346,015</td>
</tr>
<tr>
<td>9. General Electric Co.</td>
<td>337,260</td>
</tr>
<tr>
<td>10. Lever Bros. Co.</td>
<td>335,520</td>
</tr>
</tbody>
</table>

Table: Food Group Tops by Product Groups for October 1951

<table>
<thead>
<tr>
<th>Table II</th>
<th>Apparel, Footwear &amp; Access.</th>
<th>International Shoe Co.</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Building Materials</td>
<td>Kenwil Corp.</td>
</tr>
<tr>
<td></td>
<td>Confectionery &amp; Soft Drinks</td>
<td>Mars Inc.</td>
</tr>
<tr>
<td></td>
<td>Consumer Services</td>
<td>Arthur Murray</td>
</tr>
<tr>
<td></td>
<td>Drugs &amp; Remedies</td>
<td>American Home Products</td>
</tr>
<tr>
<td></td>
<td>Foods &amp; Food Prods.</td>
<td>General Foods Corp.</td>
</tr>
<tr>
<td></td>
<td>Gasoline, Lubricants &amp; Other Fuels</td>
<td>Texas Co.</td>
</tr>
<tr>
<td></td>
<td>Household Equip. &amp; Supplies</td>
<td>Westinghouse Electric Corp.</td>
</tr>
<tr>
<td></td>
<td>Household Furnishings</td>
<td>Mohawk Carpet Mills</td>
</tr>
<tr>
<td></td>
<td>Industrial Materials</td>
<td>Revere Copper &amp; Brass</td>
</tr>
<tr>
<td></td>
<td>Insurance</td>
<td>American Benefit Health &amp; Accident Assn.</td>
</tr>
<tr>
<td></td>
<td>Jewelry, optical Goods &amp; Cameras</td>
<td>Green Watch Co.</td>
</tr>
<tr>
<td></td>
<td>Pharmaceutical Supplies</td>
<td>Minnesota Mining &amp; Mfg. Co.</td>
</tr>
<tr>
<td></td>
<td>Radio, TV Sets, Phonographs, Musical Instruments &amp; Access.</td>
<td>RCA</td>
</tr>
<tr>
<td></td>
<td>Retail Stores &amp; Direct by Mail</td>
<td>Drugstore Television Productions</td>
</tr>
<tr>
<td></td>
<td>Smokable Materials</td>
<td>R. J. Reynolds Tobacco Co.</td>
</tr>
<tr>
<td></td>
<td>Smokeless Materials</td>
<td>Proctor &amp; Gamble Co.</td>
</tr>
<tr>
<td></td>
<td>Confectionery &amp; Soft Drinks</td>
<td>Quaker Oats Co.</td>
</tr>
</tbody>
</table>

Table: Gross TV Network Time Sales by Product Groups for October and January-October 1951 Compared to Same Periods of 1950

<table>
<thead>
<tr>
<th>Table III</th>
<th>1951</th>
<th>1950*</th>
</tr>
</thead>
<tbody>
<tr>
<td>Apparel, Footwear &amp; Access.</td>
<td>$1,803,428</td>
<td>$2,500,015</td>
</tr>
<tr>
<td>Automotive, Auto. Access.</td>
<td>$1,109,941</td>
<td>$1,200,952</td>
</tr>
<tr>
<td>Building Materials</td>
<td>$420,000</td>
<td>$459,930</td>
</tr>
<tr>
<td>Confectionery &amp; Soft Drinks</td>
<td>$435,000</td>
<td>$469,930</td>
</tr>
<tr>
<td>Consumer Services</td>
<td>$415,000</td>
<td>$449,930</td>
</tr>
<tr>
<td>Drugs &amp; Remedies</td>
<td>$405,000</td>
<td>$449,930</td>
</tr>
<tr>
<td>Foods &amp; Food Prods.</td>
<td>$395,000</td>
<td>$439,930</td>
</tr>
<tr>
<td>Household Equip. &amp; Supplies</td>
<td>$395,000</td>
<td>$439,930</td>
</tr>
<tr>
<td>Household Furnishings</td>
<td>$395,000</td>
<td>$439,930</td>
</tr>
<tr>
<td>Industrial Materials</td>
<td>$395,000</td>
<td>$439,930</td>
</tr>
<tr>
<td>Insurance</td>
<td>$395,000</td>
<td>$439,930</td>
</tr>
<tr>
<td>Jewelry, optical Goods &amp; Cameras</td>
<td>$395,000</td>
<td>$439,930</td>
</tr>
<tr>
<td>Office Equip. Stationery &amp; Writing Supplies</td>
<td>$395,000</td>
<td>$439,930</td>
</tr>
<tr>
<td>Pharmaceutical Supplies</td>
<td>$395,000</td>
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<td>$395,000</td>
<td>$439,930</td>
</tr>
<tr>
<td>Confectionery &amp; Soft Drinks</td>
<td>$395,000</td>
<td>$439,930</td>
</tr>
<tr>
<td>Miscellaneous</td>
<td>$395,000</td>
<td>$439,930</td>
</tr>
</tbody>
</table>

Source: Publishers Information Bureau.
CONSOLIDATED HEARINGS

DISGRUNTLED broadcast attorneys, not satisfied with the Federal Communications Bar Assn. recommendations that the FCC lump all TV applicants for particular cities into one slot [B\*T, Nov. 28], got a surprise—and to them startling—alas last week.

The Joint Committee on Educational Television told the FCC it objected to the "one slot" idea, urged that VHF and UHF applicants be treated separately.

In this they meet partly the desire of a minority of radio lawyers that the FCC take up each TV applicant on a frequency-by-frequency basis.

Educators' reasons for objecting to the consolidated hearing idea are two: (1) Consolidated hearings might take "two or three years," during which no grants would be made to anyone. And, (2) if UHF applicants are treated separately, it might be possible to make grants without hearings, thus "stimulate the earlier development of the UHF service."

Consideration Would Separate

Consideration of UHF applicants apart from VHF seekers would remove the "experimental tag" from the UHF band, said JCT letter to the FCC, and permit early operation of stations.

"The operation of such stations . . . will also give manufacturers the necessary incentive to produce a national market UHF converters and all-band television receivers," JCT continued. "Without the mass production of such UHF converters and all-band receivers, the development of the UHF band might very well be inhibited for many years."

Then JCT pointed to the position of FM broadcasting, which it claimed had been "slowly throttled by a shortage of FM receivers." If, through long hearings, UHF stations are kept from beginning operations quickly, the delay "may well deliver it a blow from which it may never recover," JCT direly predicted.

That FCBA members aren't entirely in accord with the recommendations of their Practice and Procedure Committee was made known last week when the organization asked for adverse comments on the suggestions in a letter to its members.

After listing the recommendations, which had been passed by the executive committee and forwarded to the FCC, the FCBA cited two major objections which have been made.

One was that the recommendations acknowledged the Commission's right to allocate TV channels among others. The FCBA has denied. The organization answered that the Commission has ruled it does have the legal right to allocate [B\*T, July 18] and members have practically acknowledged that right by filing during the "paper" hearings which ended Nov. 26.

The other objection was that a consolidated hearing of all applicants for a particular city will prolong such a hearing excessively, whereas frequency-by-frequency consideration could speed up grants in many cases. Objections has also voiced to the fact that an applicant might make his case in a consolidated hearing on one set of engineering facts, only to be granted a different channel. This would not only cause added expense to the applicant, the opposition lawyers claimed, but would deny proper cross-examination.

FCBA answered by pointing out that in most instances there probably would be hearings for specific channels. If two or more stations were allowed, this would result in a number of hearings in a particular city rather than one big one. Also, the "one slot" idea forecloses the possibility that a station might get a license completely for any TV channel because his competitor was better qualified for a specific frequency, signalled Commissioner Rich."n

However, FCBA asked members to write their comments by Dec. 21 to Secretary R. Russell Eagan, 3700 Jackson Blvd., Chicago, Green, Martin & Ellis. FCBA plans submit a minority report on the recommendations, if there should be enough objectors, to the FCC for guidance.

Essence of the FCBA plan, as recommended to the FCC, calls for consolidated hearings for each market, a "safety spell" for new applications and revisions of existing ones after the freeze is lifted, and a cutoff date until applications are processed or set for hearing.

In addition, FCBA asked that the present "20-day" rule be raised to 40 days. Present rule prohibits a new applicant from getting into a hearing if the application is filed less than 20 days before a hearing date.

Meanwhile, the FCC was also active on the allocation legal front. Last week it turned thumbs down on requests for oral hearing from KROW Oakland, Calif.; WIP Philadelphia, WFOX Milwaukee and the Daily News Television Co. (WIBG and the Philadelphia Daily News).

Commission turned down their requests for oral hearing [B\*T, Dec. 3] on the ground that their "paper" presentations were sufficient to make a decision. It also disapproved on the ground that because they had gone through a pre-freeze hearing they were en

(Continued on page 87)

AMONG broadcasters who attended the ninth RCA television clinic in Camden, N. J., last month were (l to r) Charles Sasakio, WBRE Wilkes-Barre, Pa.; Frank Hole, WBRY Waterbury, Conn.; George Andrews, WBRE; George Nixenbaugh, WMT Cedar Rapids; E. T. Griffith, manager in charge of broadcast field sales operations, RCA Camden, N. J.; Robert Booth, TV engineer, Washington, D. C.; Walter Allen, KALB Alexandria, La.; and Edgar Bell, KTOK Oklahoma City. TV clinic features demonstrations and class instruction in use of new UHF transmitters and antennas, new video control and program switching equipment and other RCA developments.

CODE COMPLIANCE

NARTB Maps Final Form

NARTB last week started mapping the job of TV code compliance as a result of the TV Board's Dec. 13 approval of the new television code [B\*T, Dec. 10] and heartened by generally favorable reaction to this major step in the life of the young industry.

Legal action was started to surround the code and the seal of approval with every available copyright safeguard. The seal is being redrawn in line with board action suggesting changes, mostly of a minor nature.

Full protection is secured NARTB refuses to permit any reproduction of the seal but hopes to make it public within a fortnight. Copyright will include slides, film and all other forms of reproduction.

Discussions Under Way

First discussions of such procedural details as subscription forms and fees got under way at the NARTB TV Dept., of which Thad Brown is director. Mr. Brown said subscription forms probably would be sent out in late January. These forms will be signed by member and non-member stations desiring to conform to the code and carry the seal of compliance.

Subscribing stations will be charged fees for compliance and use of the seal, with NARTB members given a credit toward this fee because of their membership.

Mr. Brown is preparing an operating budget for the department based on the new functions arising from the code and its operation.

Editorial comment on the code was generally favorable, according to Robert K. Richards, NARTB public affairs director. The code action attracted widespread newspaper and magazine interest, he said.

Two church groups, both, Catholic, voiced deep interest in NARTB's television code. The Catholic Men's Club of Washington, D.C. and the association as well TV broadcasters "for taking this forward step" and offered "full cooperation and moral support."

The Catholic Standard, Washington's archdiocesan newspaper, in its Dec. 7 issue carried a photograph of two girls presenting a petition for better moral standards on network TV shown to John S. Hayes, WTO-P TV Washington. The petition was described as bearing signatures of 500 TV viewers.

The group went off on specific criticisms of programs other than comments on low necklines and one said she didn't have a TV.

Mr. Hayes asked if they had any criticism of any locally produced TV programs but no criticism was offered. He suggested the petition signers join in a common effort toward improvement of programs rather than merely mention vague generalities of a critical nature. He added that telecasters are anxious to join in constructive movements to raise program standards.

December 17, 1951 • Page 75
For TV
more stories, more

UNITED PRESS

To its lengthening list of television clients, United Press Movietone News is delivering:

Six hundred to 1200 feet of 16 mm. news film footage a day—two or three times as much as from any other service.

Many more big stories from many more different places. At the left, some datelines.

Far faster service. The big beats shown at the right are typical of the spectacular series.

Clients say:

"Greatest volume of good film in television"—John Madigan, director of news and special events, WJZ-TV, New York...

"Far better than any"—Walter Engels, news director, WPIX, New York...

"Broader single advance in TV programming"—Harold Baker, director of news and special events, WSM-TV, Nashville...

"Top notch. Congratulations"—Don Perris, news editor, WEWS, Cleveland.

The combined forces and facilities of the world's leading news service and the world's leading news film company make possible the performance to warrant such appreciation. United Press Movietone News alone is doing it. United Press Movietone News alone can do it.

With newspapers and radio United Press long has stood for "the world's best coverage of the world's biggest news." In the few weeks since it started, United Press Movietone News already has reached the same top rank with television.

United Press

THE WORLD'S BEST COVERAGE OF THE WORLD'S BIGGEST NEWS

FORT LEE, N.J.—Through wire fence guarding his mansion, underworld big shot Albert Anastasia talks about his defiance of gangland threats.

CHESTER, Pa.—Colin Kelly III, son of World War II's first air hero, says he'll take advantage of FDR's offer to go to West Point.

CAIRO, Egypt—Somia Gamal, belly-dancing bride of Texas oil millionaire Shep King, does her torrid number to the strains of Egyptian music.

NEW YORK—Two Ukrainian priests, masked to thwart reprisals against relatives, tell how they escaped from behind Iron Curtain.

DETROIT—Restaurant advertising 1939 prices for meals draws day-long crush of diners. Proprietor said marked-down menu saved his business.

DAKOTA, Ill.—Parents of Lt. Judd Hodgson, Navy flier Russians shot down over Siberian Sea, urge all-out war to end Red Power.

UVALDE, Tex.—During interview on his 83rd birthday, former Vice-President John Nance Garner shells pecans on lawn of his ranch.

TWO BIG YEAR-END CAVALCADES!


“1951 SPORT PARADE,” top moments, top film shots of year's biggest sports thrills, in dramatic half-hour show. Narrating is Movietone's sports commentator, Mel Allen.

(Both these big specials available separately. Wire for quotes.)
The TV owner is not the movie theatre's "lost audience," Dr. Ernest Dichter, psychological consultant, declares in a report on a test study on the relationship between television and motion pictures.

He notes: "It is the movie industry that has lost a channel of communications with the TV viewer and has failed to keep pace with his change of psychological attitude toward the selection of entertainment."

Report was released by the Demby Co., TV package firm which produces What's Playing?, WJZ-TV New York three-a-week quarter-hour show featuring scenes from new motion pictures, which was utilized in the pilot study.

Findings of this study, while tentative, suggest areas for further concrete research, Dr. Dichter reports, which "should lead to a practical program for the future relationship between these important entertainment media."

The basic problem, Dr. Dichter declares, is not "TV versus motion picture theatres. It is actually: (1) the needs of the modern individual living in a troubled world and his motion pictures can satisfy these needs; (2) the ability of the motion picture to re-establish points of contact with the TV viewer; (3) the importance of understanding that certain emotional changes have taken place in the individual who has purchased a TV set.

When he goes to the movies, the "TV set owner is acutely aware that he makes an investment in time and money," Dr. Dichter states, and he therefore "has become more selective and demands more information than the non-TV set owner about the movie he may want to see... unlike the non-TV set owner who may go to any movie, the TV set owner is confronted by the 'misery of choice' between film fare offered at various theatres and the programs offered free on TV."

Each Has Place

Pointing out that TV does not fulfill the specific functions of the motion picture theatre and that each has its place in modern life, Dr. Dichter charges the film industry with failing to sell "one of the most important appeals of theatre attendance—the 'festival atmosphere' of movie-going." Just as "popcorn is an essential part of a movie evening," so the film industry "must now use 'psychopopcorn' in its approach."

The pilot study further showed, Dr. Dichter reports, that the TV set owner is ready to accept the movie theatre as a "neutral gathering place" whose "dark, pleasant, comfortable atmosphere provides a flight from everyday reality" and a community center "if the theatre is prepared to act as one."

More interested in visual entertainment than ever before, the video set owner "believes he may be missing something by not going to the movies, but he is not certain what he is missing." Younger members of TV families find the theatre an "extra living room" away from the parental abode, a setting for romance.

But, Dr. Dichter notes, the study also showed that separated newspaper listings of TV and movie entertainment, guilt feelings of spending money for movies until the set has been paid for and a "nodding adulation of movie stars" before he got his set, act as deterrents to the TV set owner's movie attendance, although he does realize that the movie can give him "more lavish" entertainment.

Designed to "provide TV with a show with audience appeal" and to "provide the motion picture industry with a dynamic channel of communications on TV," What's Playing? in 13 weeks nearly tripled its audience against long-established competition, Dr. Dichter reports.

(Continued on page 29)
(What have you got that's hard to sell)

Construction companies buy most of the concrete building blocks made in this country... except in Dayton (Ohio), that is. Here, concrete blocks have become "consumer" products. Here's how they got that way:

Back in late February, 1951, Price Brothers sponsored a 10-minute, 5-days-a-week program on WHIO-TV called "Story of the Weather." (Price Brothers is nationally represented; makes concrete building blocks, sanitary pipe, pressure pipe, Flexicore and similar concrete products. WHIO-TV is nationally represented by George P. Hollingbery Company, and is Dayton's first TV station*) "Story of the Weather" offered 5-minutes of the national weather picture and 5-minutes of institutional commercial until April. Then Price Brothers switched to selling commercials for concrete blocks. That's when the lines started to form—long lines of cars, borrowed trucks and rented trailers—right at the block plant entrance. Hundreds of people paid for and picked up anywhere from 1 to 1,000 concrete blocks each. Hundreds of others did their concrete block shopping by telephone.

Price Brothers' block business today is 60% consumer—40% construction company. Total sales are half-again higher than for last year and still climbing. If you've got a tougher task for television than selling concrete building blocks to the general public, we'd like to take a try at it. We've got pulling power we haven't used yet.

*Pulse for November shows 7 out of top 10 weekly shows were aired via WHIO-TV.
A lesson in economics with Jimmy

Anybody here afraid of size?

You get more, dollar for dollar invested, than from any other medium —

Like the 36,000 extra customers (in just one market—New York) for each brand advertised on the average TV program . . .

The results? That means people. We got millions of 'em. For 50,000,000 viewers — NBC alone offers

the biggest stars . . . programs . . . network — the biggest opportunity for the biggest sales results.
Not if you're thinking of profits...

Like the 15.6 extra customers per month for each TV dollar invested in the average program (And it's 19.5 for high-budgeted shows like Jimmy's.)

for television — now — is the most profitable advertising medium ever evolved.

Like what really counts in successful advertising: results.

These facts are based on the remarkable study, "Television Today." If you haven't seen the booklet about Television's impact on people and products, or if yours is worn out with use, write or call NBC-TV Sales — where you can also learn about NBC availabilities for selling.

NBC

The network where success is a habit
NBC-TV 7-9 A.M. 'Today' Seen Changing American Habits

A PREVIEW of plans and format for its forthcoming two-hour-early morning TV show—a "communications" program called Today, with Dave Garroway as communicator—was presented by NBC-TV to advertising and agency representatives in New York last Wednesday [B&T, Nov. 12].

The program, now scheduled to start Jan. 14, will offer news, play and book reviews, interviews, recordings, record reviews and similar material to "keep Americans informed on happenings around the world," NBC reported. It will be seen 7-9 a.m., Monday through Friday.

Officials estimated that sponsorship of a quarter-hour per week would cost approximately $80,000 per 15-week cycle for time and talent.

The announcement said "every known tool of communications" will be used, including the new Ultrafax, though spokesmen reported that use of this million-words-a-minute record transmission medium will be ultimate rather than immediate, pending further refinements of the system.

The breakfast meeting with advertisers and agencies was told by Sylvester L. (Pat) Weaver Jr., NBC vice president in charge of television, that "Today will be a milestone in the social history of this country."

The welcoming address at the advertiser-agency meeting was given by George H. Frey, NBC-TV vice president in charge of sales. Edward D. Madden, NBC-TV vice president for sales and operations, sketched the overall sales pattern and presented a film in which Mr. Weaver explained the news coverage devices to be used, and Rudick C. Lawrence, director of TV sales development, presented selling plans for the program.

A "Studio of Tomorrow" is being built in the RCA Exhibition Hall in Rockefeller Center, New York, from which to originate the show, one of several programs being incorporated in NBC-TV's new morning lineup.

The morning schedule will be: 7-9 a.m., Today (starting Jan. 14); 9-10, the network service; 10-10:30, Mel Martin show from Cincinnati; 10:30-11:30, film drama; 11:30-11:45, Cliff Arquette from Hollywood; 11:45-12 noon, Richard Harkness newscast from Washington; 12-12:30 p.m., Ruth Lyons Show; 12:30-1 p.m., Ralph Edwards Show. Except for the Ruth Lyons Show, which already is on the air, and Today, all of these are scheduled to start Jan. 7.

Figures are 'way up

Figures are way up with 130% more sets than last year in the very "heart" of the rapidly growing Salt Lake City distribution area and KSL-TV has a penetration percentage of 53.8 . . . one of the nation's largest! These percentages are steadily zooming higher and higher now that coast to coast video has come to this area. Get on the bandwagon for a double barrel shot at this bustling Western market by using KSL-TV.

O'Farrills Are Investing $10 Million in Chain

DEVELOPMENT of a $10 million television empire in Mexico is projected by Romulo O'Farrill, broadcaster-publisher, with plans under way for construction of 18 video outlets from the U. S. border to Mexico City [B&T, Aug. 6]. Interchange of programming and production between the two nations is contemplated.

With his son, Romulo O'Farrill Jr., he is owner and operator of XHTV (TV) Mexico City, and XELD-TV Matamoros, Tamaulipas, on the Texas border. Other properties include XEX Mexico, 500 low AM station on 730 kc; Novedades, a Mexican newspaper, and The News, Mexico City English language newspaper; Packard Motor Co. assembly and distribution in Mexico, and other industrial enterprises.

Monte Kieban, general manager of XELD-TV, heads the O'Farrill TV properties as administrator in charge of Inter-American TV and film activities with offices at Alfonso Herrera 67, Mexico, D. F., Mexico. He has been in U. S. radio recently as planning and advisory consultant to KTRH Houston. He first became interested in Latin American broadcasting while at WOAI San Antonio. During the war he served as a public relations officer under Gen. Douglas MacArthur as well as a troop commander in an infantry division in the Southwest Pacific.

Mr. O'Farrill considers TV a powerful medium for promotion of Mexican-U. S. cultural, educational and industrial relations.

"Our station at Matamoros," he said, "which is operated on the highest standards of both Mexican and U. S. regulations, has become a tie between the United States and Mexico, just as U. S. stations on the Mexican border act as connecting links between our two countries."

"By the interchange of network, kinescope and film programs to the interiors of the two countries, we can create better understanding of each other's culture and ways of life. We regard television as the finest medium ever devised to knit together the lives of people separated by geographic distances."

The O'Farrills are building a third TV outlet at Cortez Pass, Mexico, with a fourth scheduled to start soon at Tiajuana. Design will be similar to XELD-TV, using RCA equipment, Mr. Kieban said.

SUNDAY LAW Prompts Md. Appeal

COURT of Appeals in Annapolis, Md., has been asked to take up a case involving broadcast advertising and the Baltimore blue laws on sales during its session next month.

Case in question is a charge by Assistant Attorney General Robert M. Thomas that Baltimore blue laws forbid merchants from selling any merchandise on Sunday. WAAM (TV) Baltimore, however, claimed it was legal.

Mr. Thomas said certain Baltimore merchants "advertise either by newspaper, radio or television that if customers wish to place orders for merchandise on Sunday they may call a certain telephone number and place the order on Sunday, said order to be filled Monday.

This, according to Mr. Thomas, means "double in merchandising on Sunday" thus violating the law.

The case came up before Judge Robert France in a Baltimore circuit court last Tuesday. The Judge sustained the opinion of the Assistant Attorney General. WAAM appealed the case.

A point in question, it was reported, was whether the client who allegedly transacted business on Sunday should be the defendant since it is more directly concerned.

DISCUSSING sales aspects of Today, now NBC-TV 7-9 a.m. show to begin Jan. 14 are (seated, l to r) S. L. Weaver Jr., NBC vice president in charge of TV; Dave Garroway, star of show, and Edward D. Madden, NBC-TV vice president in charge of sales and operations; standing (l to r) are Mort Warner, NBC-TV producer; Rudick C. Lawrence, NBC-TV director, TV sales development, and Charles Speer, writer of Today.

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To the housetops comes a new world...

Here is the signpost pointing to a new era—a vast challenge to creative imagination. Hours on end each day it offers a parade of news, tragedy, comedy—life as it passes, in uninterrupted flow.

To help the creative TV producer, writer, and advertiser achieve fuller flexibility in production and greater versatility in programming, the Eastman Kodak Company provides a full line of motion-picture films, motion-picture cameras, projection equipment, and lenses. From its offices in principal motion-picture centers is available a highly specialized staff of motion-picture engineers and technicians ready to assist in any film problem.

For helpful information about your problems, write or phone the Motion Picture Film Department, Eastman Kodak Company, Rochester 4, N.Y.; East Coast Division, 342 Madison Avenue, New York 17, N.Y.; Midwest Division, 137 North Wabash Avenue, Chicago 2, Illinois; West Coast Division, 6706 Santa Monica Blvd., Hollywood 38, California.
TELEVISION AUTHORITY

strongly endorses total merger of all performers' unions but has served notice that it plans to unite with American Federation of Radio Artists July 1 if total merger, often referred to but seldom acted upon, is not completed by that date.

If the alternative fusion with AFRA into an all-broadcasting union fails to carry by July 15 as considered highly improbable since AFRA initiated the invitation to merge—TV-A plans another convention before Sept. 15 to establish itself as an independent entity.

This was the future mapped for TV-A at its three-day convention held in New York's Park Sheraton hotel Dec. 7-9. The meet had been scheduled when the representative of all video performers was established as a trusteeship of Associated Actors and Artists of America about two years ago.

"July 1 deadline will serve as impetus," according to George Heller, national executive secretary of TV-A, "to see if other 4A members mean what they say when they give vocal support to merger."

The video group has "no lack of faith" in a five-branch merger and "is not expressing skepticism." By posting alternate plans, he said, "but we are being realistic about it."

TV-A has negotiations with networks coming up in November, he added, and wants its status clearly defined before those meetings start.

In supporting the idea of total merger, TV-A accepted the proposal presented to the convention by Actors and Chorus Equities that blueprints be drawn by Institute of Industrial Relations at the U. of California and the School of Industrial and Labor Relations at Cornell [BT, Dec. 10].

The study, to be financed by the universities, carries no deadline, but is expected to take no more than three months.

To lend support to total merger prospects, TV-A elected a "watchdog" committee of 10 "charged with the responsibility of furthering the progress" of merger plans. Half the committee will be board members who will in turn name the other half from non-board members.

Emphasizing great advantages in bargaining strength, administrative economy, and overall membership, TV-A resolved that if merger of TV-A and one or more AAAA branches plus AFRA has not been "completed and finally approved" July 1, TV-A and AFRA will join forces that date. Deadline will not hold in the event that AFRA is only unit rejecting five-branch merger, if any branch is in process of membership referendum regarding such merger.

Committee Set Up

To make certain that TV-A can act on July 1, a committee of 33 members—19 from New York, 7 from Chicago, and 7 from Los Angeles—was established to draft a constitution for the AFRA-TV-A merger. Meeting in the three sections on a deferred agenda basis, committee will report periodically to TV-A membership as well as the universities studying 5-branch merger. The document must be completed by Feb. 1, with a referendum to be started before March 2 and finished by the first of April. Two thirds of TV-A membership must approve for the constitution to be adopted.

The convention passed a special resolution that any constitution covering TV contain a non-discrimination clause and that a similar clause be made a bargaining point in negotiations next fall.

TV-A's final alternative—in case no merger of any kind has been effected by July 15—"to hold another national convention no later than Sept. 15 to establish a positive course of action. At such convention, first consideration would be the adoption of a merger resolution plan proposed by 4A members, on condition that final decision on such a plan be made by all concerned within 90 days. If no merger plan is approved by the convention or if an approved plan is rejected by referendum of TV-A members, the group would forthwith seek to establish itself as a separate union.

Besides AFRA, AAAA includes Actors Equity Asso., Chorus Equity, American Guild of Variety Artists, and the American Guild of Musical Artists.

Convention also passed a resolution on blacklisting in which TV-A condemned the practice of unions and their forms and asserted its intention to help members obtain fair and impartial hearings on any charges that may be brought against them. A five-man committee was established to investigate such matters.

Meanwhile, TV-A states its position as opposed to communism, fascism, any and all other forms of subversive acts and ideologies, and to all blacklisting—including that in which a person suffers because of his opposition to subversive activities in and through organizations.

One exception was made: TV-A will not defend any member from blacklisting who has been proved a member of a subversive organization.

Hoping on paper that Screen Actors Guild and Screen Extras Guild would return to the AAAA fold, TV-A also looked toward settlement of the jurisdictional dispute over film-television. Listing some points which must be settled before mostly about questions of overlap between TV-A and SAG jurisdiction—the video convention urged that the 4A resolution to retain all film-TV jurisdiction be altered and that a 4A meeting—including SAG and SEG—be held subsequently to find an agreement on the matter.

The convention also acted to increase the national board by 10 members—four from New York, four from Los Angeles, and two from the Midwest. It also acted to discourage charity tie-ins on sponsored shows to assure that performers get their customary fee, not just their commission or no pay, thus eliminating such programs as the recent AGVA benefit on the Colgate Comedy Hour.

SWG-ATFP Pact

Strike Threat Hinted

INDICATION that the Screen Writers Guild might use a strike threat as a last measure to persuade the Alliance of Television Film Producers to begin negotiations were given in the Guild's annual television report.

SWG, which originally requested an opening of discussions in early November [BT, Nov. 19], was asked by the producers to wait until they had completed current negotiations with IATSE.

SWG now feels that ATFP is stalling and believes more of a showing of willingness to meet with producers should be made, if only to the extent of meeting with them occasionally.

film report

TELEVISION, theatre and foreign rights to more than 40 films owned by Cathedral Releasing Corp. have been purchased by Producers Representatives Inc., New York, by Irving A. Pratt, president, announced last week.

The 16 and 35 mm film library, with an estimated total value in excess of $2,000,000, includes color as well as black-and-white pictures, previously released only for non-theatrical use. Subjects have been taken from both Old and New Testament and include The Life of Christ, series of 13 half-hour films, and Life of Saint Paul, a 12-episode series.

First of Cathedral pictures to be released to television will be Holy Night, a Christmas film marketed for the holidays.

All television properties will be handled by George T. Shupbert, vice president of Peerless Television Productions Inc., company recently formed by Edward and Sol Lesser. "Celebrating their 15 years' association in film making, Harold Morley and Nathan Zucker, president and board chairman, respectively, of Dynamic Films Inc, New York, released their 12th series on film for television last week.

The new release, Speed Classics, is a series of 26 films with storylines describing championship automobile and motor boat speed events. Speed Classics is the 600th film release by Dynamic.

The company has just completed its third expansion within the last two years, Mr. Zucker announced. Dynamic studios include sound stages, recording studios and animation departments.

Eighty-six television stations have booked The Joyful Hour, a special Christmas film for television. It is being offered for release without charge by Jerry Fairbanks Productions, Hollywood (Digital)."
TV FILMS AND FEATURES

HOLLYWOOD NEWSREEL; A weekly 15-minute syndicated film program produced in Hollywood, the entertainment capital of the nation, especially for TV. Each issue features behind-the-scenes activities of top star personalities of movies, radio, and television. No other program on the air can offer so many names for so little money!

THE BIG GAME HUNT... HAS SCORED TREMENDOUS RATING IN LOS ANGELES MARKET BEING SHOWN WEDNESDAYS 7:30 to 8:00 P.M. A Package of twenty-six half-hour subjects featuring the thrilling jungle adventures of Osa Johnson, aimed to appeal to every member of the family, this series hits its mark.

HOLLYWOOD NOTABLES PAY MOO PIECE TO CHARITY AT IMO CAMBO DINNER FETE; RUNYON FUND BENEFITED

NEW TV FIRSTS... Hollywood features with well known stars are now available, CAGED FURY, FEAR IN THE NIGHT, SWAMP FIRE, TORNADO, WRECKING CREW, WILDCAT, FOLLOW THAT WOMAN, CAGED FIRE, SWAMP FURY, TORNADO, WRECKING CREW, WILDCAT, FOLL... WILDCAT, FOLLOW THAT WOMAN. Other available features are MAN IN BLACK, ROOM TO LET, WHAT THE BUTLER SAW, CONGORILLA, ORANGE, BABOONA, I MARRIED ADVENTURE.

EXPLORERS PICTURES: A series of films made especially to synchronize with popular and standard phonograph recordings. The perfect solution to TV's most intriguing problem, "How to convert radio's disc jockey to TV?" Preliminary runs have been successful in 22 of the nation's markets. Designed as a library service to TV stations.

ANIMALS UNLIMITED and some 100 other top-notch 13 and 26 minute films for up-to-date programs. TV music clearance. Preview and stand-by prints supplied. Up-to-date subjects. American narrations. Requests filled well in advance of play dates.

GONIN' TO TOWN... another of the 6 BIG FEATURES in our success-tested LUM 'N' ABNER series! 17 years of radio buffalos now get your TV audience ready to roar! Barbara Hale supports this fun-and-music film that gathers hilarity on the way from a backwoods oil well to night club high-jinks.

For more information please write direct to the distributors.
PLEASE NOTE:

TV FILMS AND FEATURES IS A NEW ADVERTISING SERVICE OF TELECASTING.

TV FILMS AND FEATURES WILL SERVE AS A RUNNING DIRECTORY OF THE CURRENT FEATURE FILMS & PROGRAMS AVAILABLE FOR SHOWINGS.

Every month you will find the newest and best TV films in TELECASTING, the weekly market place of all the television executives who make all the decisions all of the time.

BROADCASTING • TELECASTING
870 NATIONAL PRESS BUILDING
WASHINGTON 4, D. C.

A SERIES of 25 mystery and crime detection features, starring such names as Dean Jagger in "Revolt of the Zombies," "Ginger Rogers in "Shriek in the Night," Melyn Douglas in "Vampire Bat" plus other titles with Lyle Talbot, Donald Cook, Ralph Graves, Paul Lukas & Dorothy Stone.

"SPEED CLASSICS"... Exciting new program of sports films made expressly for TV. Initial series of twenty-six ½ hour spectacular shows, each a complete dramatic story of championship automobile or motorboat classic in speed and thrill. A ready-made audience from the fourth largest paid-attendance sport.

KING'S CROSSROADS—26 half hour programs on film... Features Carl King, popular TV host, with his selection of unusual film subjects... More than $2,000,000 in film production properly programmed for TV for the first time. Tailor-made for commercial insertion—never a break in program continuity. Sample programs available for screening.

For more information please write direct to the distributors.
New Orleans
(Continued from page 27)
host. The delegates also voiced apprecia-
tion to CBS officials for atten-
ting the meeting and explaining the new "Selective Facilities Plan" and "Standard Facilities Plan."

Clyde H. Cannon, KRLD Dallas, served as chairman of the New Or-
leans meeting, attended by 50 of the 54 affiliates in the 10 southern states (S.C., Ala., Miss., Okla., La., Tex., N. C., Miss., Tenn.). Sixty-two delegates were officially registered.

CBS officials who took part in the New Orleans sessions, all of
which were closed, explained the network's policies in their relations
with affiliates. After the meeting they authorized the following quotations summarizing their state-
ments during the meeting:

Howard Meighan, president, CBS Radio—"There is a reallocation
metamorphosis among the general public, the regional advertiser, tal-
et and radio executives. The pub-
lic is reallocating its leisure time
with respect to radio, TV, movie
and reading habits. The national advertiser is reallocating its time
with respect to radio, TV, maga-
zines and newspapers. Talent is re-
allocating its interests among ra-
dio, TV, stage and the movies.

The radio executive is reallocating
his thinking in terms of radio vs. TV.

The stage has never been re-
placed by the movies; magazines
and newspapers have never re-
placed each other; TV will never
replace radio. Talent is finding its
emotional groove with respect to
television, radio and the stage. The
national advertiser is evaluating all
media qualitatively. The radio
executive is appraising TV in a
realistic light and is finding the
quasi partnership of the two media
is workable."

Louis Hausman, administrative
vice president, CBS Radio—"A re-
cent adverstent survey made in New
York City with 512 TV families as
a sample (see story of survey, page
90) shows TV viewers are increas-
ing and radio increasing."

William B. Lodge, vice president
in charge of technical operations,
CBS—"Affiliates should check their
equipment and get it in the best
possible working condition. Those
affiliates planning TV operations
could make many more sales by
doing advanced planning while
waiting for grants—such matters
as site details."

Lester Gottlieb, program direc-
tor, CBS Radio—"TV is the best
thing that has happened to radio
programming because it has lifted
it out of its complacency. It has
forced radio to break with its past
to a realistic price level." He an-
nounced that effective Dec. 13 CBS
was offering two separate half-
hour programming specials with a
talent price of $4,750 gross per week, featuring name
Hollywood stars. "According to
the latest Nielsen, CBS has nine
of the first 10 rated shows," he said.

Sell Radio Drive
(Continued from page 27)

with advertisers and agen-
cies, Mr. Sweeney said, via two
twice-monthly direct mail pieces—
a "Kiplinger-type-newsletter" on
radio advertising activities, which
will go to agencies, and a sales let-
ter outlining pertinent radio sales
data which will be sent to adver-
tisers.

In the area of local promotion, Mr. Hardesty reported, there will
be stepped-up schedules on the
issuance of existing sales-aid serv-
cices to stations, plus new projects
to help stations publicize radio and
make more time sales—including an outline of plans by which groups
of stations may band together, as they already have done in some cities, for
joint promotion of the medium under
the banner "Radio United."

Aside from the "Radio United"
project, he said, new services will
include new radio presentation
radio's effectiveness, to be issued
annually summarizing reasons why
local merchants should use radio,
he advised "New Member's Kit,"
giving new members material
which has been issued in the past
in order that they may start with
a complete line of sales aids right
out of the box. Cost of the kit project, he estimated, in itself would be
equivalent to an average station's dues
for a month or month and a half.

Seek Extra Copies

Mr. Hardesty also reported that
discussions with "Consumers' Young
Customers" collection of ARBI ra-
dio-va.-newspapers studies, completed the preceding week, already
had brought approximately 200 requests for additional copies for members to supply to agencies,
advertisers, etc.

A compilation of all BAB sales
aids will be sent to members in
January, he asserted.

Other plans include monthly
calendar of top merchandising
events, plus a special guide to sales
opportunities; release of returns from
a special merchandising study, now
being tabulated, and regular is-
suance of a following sales aids
to members:

"BAB Salesman," weekly; co-op-
cards, 18 new ones a month in
addition to 164 active ones already
issued; retail information folders,
twice monthly; local business sales
aids, monthly; "Sales Opportuni-
" monthly; library bulletin,
monthly; "Radio Gets Results" success stories, monthly; "Copy-
Minded Selling Aids," monthly.

TV Booster
WSM-TV Files Request

FIRST concrete proposal to soap up TV stations' fringe area signals came into the FCC last week. WSM-TV Nashville asked the Com-
mission for permission to put up a 10 to 20 w booster station at Lawrenceburg, Tenn., 67 miles southwest of Nashville and 18
miles outside WSM-TV's 100 uv/m contour.

At the same time, the Nashville
station emphasized, booster opera-
tion would make it unnecessary for
set owners in that area to pay a
fee under community antenna and
wire - distribution systems. It
would obviate also the need for
special antennas, boosters, etc., in
those areas, WSM-TV said.

Application requested use of
the same Channel 4 now assigned
to main station. It proposed ere-
tion of a high-gain receiving and
directional transmitting antennas
on high ground near the 7,000-
population Tennessee town.

Best of all, according to the ap-
lication, use of the booster sta-
ton on the same channel as
mother station, fits into the FCC's
proposed allocation plan, will not
cause interference to any existing
or proposed operation.

In asking for an experimental
grant, WSM-TV asserted that its
purpose would be "to develop and
prove the value of a television
booster system which . . . can be
used in many places over the
country to increase greatly effec-
tive coverage of standard television
stations."

Lawrenceburg set owners now
receive co-channel interference from
WMCT (TV) Memphis, 133 miles
away, and from WBRC-TV
Birmingham, 122 miles away.

Cost of the proposed booster
station was listed as $1,600 for
the transmitter; $1,000 for the
antenna, $2,500 for frequency
measuring equipment and service personnel.
Operation for one year was given
as $5,000. Booster station would
operate 24 hours a week, accord-
ing to present plan.

Consolidated Hearings
(Continued from page 78)
titled to an oral argument.

Hearings commenced or were
completed pre-freed in 116 cities, WFOX briefly divulged. It cited 26
applicants who had gone through
hearings for VHF channels in Mil-
waukee, Chicago, New York, Detroit, Philadelphia, San Diego, Atlantic City, Reading, Harris-
burg, and Allentown-Bethlehem-
Easton.

In all but the last four, WFOX'
brief pointed out, proposals were
submitted asking for restoration of
the VHF channels deleted—in
whole or in part. After mention-
ing the "hundreds of thousands of
dollars" expended and the time and
energy of the applicants and the
FCC staff in going through the
hearings, WFOX concluded:

"... applicants whose cases have
been heard are in a special category
and should be afforded where feasible treatment approach-
ing that given existing licensees . . . where the principles of assign-
ment and mileage separation
minima were not rigidly adhered
to."

Argues 20-Day Rule

WFOX hinged its oral argument
pleas on the premise that the
Commission's 20-day rule prohib-
hited any further applicants from
getting into hearings. But the FCC
did not answer that point in
delaying oral hearings.

Still to be decided are DuMont
and WKY-TV Oklahoma City re-
quests for oral hearing. Latter is
one of the three existing stations
refusing to change to the fre-
quencies suggested by the Commis-
sion in its proposed allocation plan.
The other two are WSAZ-TV
Huntington, W. Va., and WATAR-
TV Norfolk, Va. In addition
WNHC-TV New Haven, Conn.,
given has only a qualified yes to
the Commission's proposal [B+V, Dec. 3].

RCA now has more than 1,200
emissions, including many years of
continuous service with the company.
The total was achieved with the ad-
dition of the 304 men and
women to the RCA 25-Year Club at
dinner ceremonies held in various
plants locations.
PCC GATES

Report Not Indicative

ATTENDANCE at West Coast football games has increased more than 13% in television areas this year and has decreased in non-television areas. It was revealed in a report issued to Pacific Coast Conference representatives meeting in Carmel, Calif., last week.

But the representatives refused to see figures as a clear indication of the effects of television on football attendance and agreed to withhold any action or recommendation on the television question until after the NCAA meeting in Cincinnati next month.

The attendance report showed that attendance in television areas had increased 18.6% during the 1961 season, while attendance in non-TV areas had decreased 2.5%.

Although only selected games were telecast under the NCAA test plan, professional games were carried and the areas and many schools had complained during the season that these pro telecasts were also a threat to the college game.

Several representatives at the conference meeting said the increase could be traced to the fact that college games were telecast without restriction in 1950 but such argument could not explain the decrease in attendance in areas not served by TV.

Others attributed the increase in attendance to better competition, better weather and many other minor effects. As an example of the increase, they cited California's outstanding strength in the league last year, which cut down competitive interest. This year Stanford emerged to topple California as the conference leader and bring a better balance to conference competitions.

DAVID & BARBEAU

New TV Consulting Firm

A NEW firm of television project consultants, David & Barbeau, has been organized by W. Russell David Sr. and Ernest A. Barbeau with headquarters in Schenectady, N. Y.

The firm will offer professional guidance for video project planning to those wishing to establish new TV stations. Initial operations will be in East but a national service is planned.

Both Mr. David and Mr. Barbeau have designed, built and operated AM and FM stations. For many years Mr. David was employed by General Electric Co. in radio and TV sales and engineering work. He was GE's national sales manager for several years on broadcast equipment before joining WPTR Albany, N. Y., where he is a stockholder, director and vice president.

Mr. Barbeau was sales engineer for several years with the General Electric Co. in Cleveland, Minneapolis and Schenectady. During World War II he was project manager of certain government radar developments. Since then he has been a radio station consultant.

"Lorain Journal" (Continued from page 88)

against the New Orleans Times-Picayune and States (WTPS) and the Western Newspaper Union (John H. Perry stations—WCOA Pensacola, WJHP Jacksonville, WBOC Ocala, WDLF Panama City).

Justice Dept. charged that the New Orleans publisher insisted that classified advertisers buy space in its Sunday and evening newspapers or not at all. Case was heard in U. S. District Court in New Orleans beginning last April. No decision has been rendered.

Western Newspaper Union is charged with monopoly of supplies and news services to rural weekly newspapers in the U.S. through prior agreements and buying out competition.

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. MACDONALD,
Assistant Director of
Engineering
Crosley Broadcasting
Corporation
Crosley Square,
Cincinnati 2, Ohio

DI MAGGIO TV

Signs for Yankees

JOE DI MAGGIO, former New York Yankee outfielder, Thursday signed a one-year contract with the club to conduct a TV show before and after every Yankee home game. He will not handle play-by-play and is limited to 10-minute commentaries and interviews. He succeeds Dizzy Dean, who will be heeding Lou Gehrig.

New York Giants announced they would participate in game-of-the-day broadcasts in 1952, or any other radio program carrying games on national basis. Giants will be heard on a small network covering nearby areas and not competing with other league games.

WMRB and WPIX (TV) New York will carry games at Polo Grounds.

POPULARITY DATA

Hooper Releases Nine Area Study

POPULARITY ratings for programs aired in nine television markets with a minimum of three stations were released last week by the A. C. Nielsen Co., Chicago market research firm, for the first time. The new ratings designed to judge program performance from at least three networks under "nearly identical competitive conditions," is a feature of the Nielsen Television Index, President A. C. Nielsen said.

A subscriber to the new service receives data on audience size by network during the average hour, including those switching from network to network, during the previous week. For the Somerset Maugham Theatre. After the show, about 700,000 homes rejoined CBS for the second half of Studio 6.

Comparisons among the leading shows follow (network and total stations carrying show given in parentheses):

All Nine Station Areas

<table>
<thead>
<tr>
<th>Program</th>
<th>Same Station Areas</th>
<th>Nine Station Areas</th>
</tr>
</thead>
<tbody>
<tr>
<td>Kraft Television Theatre (NBC-42)</td>
<td>35.6</td>
<td>27.8</td>
</tr>
<tr>
<td>Alan Young Show (CBS-39)</td>
<td>34.5</td>
<td>26.2</td>
</tr>
<tr>
<td>Peter Rice Ribbon Book (CBS-52)</td>
<td>34.1</td>
<td>28.8</td>
</tr>
<tr>
<td>Our Town Tonight Hour (NBC-54)</td>
<td>29.5</td>
<td>22.4</td>
</tr>
<tr>
<td>Studio One (CBS-51)</td>
<td>28.3</td>
<td>20.2</td>
</tr>
<tr>
<td>Sports Show (NBC-38)</td>
<td>24.5</td>
<td>19.6</td>
</tr>
<tr>
<td>Ford Festival (NBC-43)</td>
<td>25.9</td>
<td>18.1</td>
</tr>
<tr>
<td>West Coast Pop (NBC-36)</td>
<td>24.6</td>
<td>18.0</td>
</tr>
<tr>
<td>Blue Ribbon Stetson (DuMont 14)</td>
<td>23.8</td>
<td>18.3</td>
</tr>
<tr>
<td>General Electric Television (CBS-37)</td>
<td>15.4</td>
<td>9.1</td>
</tr>
<tr>
<td>Firestone (CBS-60)</td>
<td>14.0</td>
<td>8.3</td>
</tr>
</tbody>
</table>

To show the shift in audience between two networks NBC and CBS, Nielsen issued this Monday evening table for the nine network areas:

<table>
<thead>
<tr>
<th>New York Time</th>
<th>TV Homes Using Sets</th>
<th>CBS</th>
<th>NBC</th>
</tr>
</thead>
<tbody>
<tr>
<td>8:30-10:30 p.m.</td>
<td>71.2</td>
<td>71.1</td>
<td>50</td>
</tr>
<tr>
<td>9:00-11:30 p.m.</td>
<td>71.0</td>
<td>71.3</td>
<td>50</td>
</tr>
<tr>
<td>9:30-10:00 p.m.</td>
<td>71.6</td>
<td>65.5</td>
<td>50</td>
</tr>
<tr>
<td>10:00-10:30 p.m.</td>
<td>65.5</td>
<td>56.5</td>
<td>50</td>
</tr>
</tbody>
</table>

70%—DuMont’s Scouts | 10%—None
50—Racket Squad | 10%—Out of Town
26—News to Me | 25—Smoke
23—Firestone | 34—Studio One
45—Studio One | 24—Local

Page 88 • December 17, 1951
SAO PAULO TV
New Outlet In Readiness
REGULAR commercial telemcasting of Sao Paulo's second television broadcast service is scheduled to begin Christmas Eve.

Radio Televisao Paulista S. A. began test programming its first TV station with live and film programs. These tests will continue until Dec. 24.

Cost of the station reportedly was listed at approximately $1.5 million.

First TV station in the Brazilian industrial center, Radio Tupi (PRF-3-TV) has been on the air about 1 1/2 years. It is estimated that there are now some 15,000 television sets in the area. Studios and transmitter are located in the 12-story Radio Televisao Paulista Bldg. at Avenida Reboucas 58-62, Sao Paulo.

Equipment consists of an RCA antenna, Federal 5 kw transmitter, Federal microwave, DuMont studio equipment and a DuMont telecruiser. Elaborate film processing facilities are planned [B&T, Dec. 3, Nov. 26].

Officers of the license are Luis Fonseca de Souza Meireles, president; Mario Monteiro Diniz Junqueira, managing director; Victor Fonseca de Souza Meireles, treasurer; Alfo Reis d'Avilia, business manager, and Celso G. Arantes Nogueira.

Telestatus
(Continued from page 78)

ports. The program also, he states, influenced the movie attendance of its viewers, who considered it a "major source of movie information."

Dr. Dichter winds up his report with the following conclusions:
1. Our pilot study definitely shows that TV and the motion picture industry are compatible under certain conditions.
2. By expanding this pilot study into a full-fledged national project, utilizing both depth research and controlled experiments, the motion picture industry should be able to develop a positive program to accomplish the following:
   A. Re-establish channels of communication with the TV set owner.
   B. Integrate the entertainment sections of a newspaper so that the TV fan is not isolated from the motion picture section when he folds the newspaper to the TV program listings.
   C. Establish the motion picture theatre as a community center.
   D. Minimize the "misery of choice" as it pertains to film fare.
   E. Establish that the movie industry belongs to both the TV set owner and the non-TV set owner.
   F. Utilize more modern semantic and illustrative devices in selling the basic appeal of individual motion pictures by understanding the real reasons people go to the movies.

TELECENSUS FAVORS PAY-AS-SEE TV
Radio Also Rates in Survey on West Coast

CALIFORNIA set owners are decisive about "pay as you see" television, according to semi-annual telecensus of Woodbury College, Los Angeles, released last week.

It reveals that 60% of those interviewed would pay $1 a program to see top-grade unsponsored TV entertainment in their home providing it was billed to their telephone or received by coin meter arrangement.

However, the telecensus states that those same set owners wouldn't pay $1 per person to see high grade entertainment, such as major sports events, or first quality movies, at a local theatre if it were not available over home receivers.

Covering some 5,000 TV set owners in metropolitan San Diego, Los Angeles and San Francisco and adjacent areas, the door-to-door survey covered a two week period ending Nov. 30. It was under direction of Prof. Hal Evry. About 1,000 students from Woodbury College, Valley College, U. of Redlands, San Jose State College and Stanford U. conducted the telecensus.

Movies showed a gain in popularity over previous Woodbury studies.

Survey found that TV as an advertising medium still needs support of other media as indicated by purchases of cigarettes, gasoline and beer. In no case is the leading TV advertiser (in dollar volume) also the leader in sales:

the telecensus states.

TV set owners listen to radio on an average of an hour and 50 minutes daily it was shown. However, some 10.7% said they do not listen to radio at all.

Sunday continue the favorite viewing day, with an average of five hours given over to TV. Milton Berle was listed as the favorite program with wrestling and Red Skelton Show occupying runner-up spots.

The telecensus shows that the Japanese Peace Treaty signing in San Francisco, Gen. Douglas MacArthur's return, World Series, Ke-

L&M Changes
LIGGETT & MYERS Tobacco Co., New York, will drop sponsorship of its Sunday Soundoff series featuring Bob Hope, Fred Allen and Jerry Lester, 7-7:30 p.m. on NBC-TV effective Jan. 6, but will sponsor a TV version of Dragnet, Thursdays, 9-9:30 p.m. [CLOSED CIRCUIT, Dec. 5]. Cunningham & Walsh, New York, is agency.

Here's TV Coverage...

A WGN-TV advertiser made an introductory offer on his first program...a one minute announcement at 11:45 p.m. Sunday night. Within 24 hours, more than 2300 cards were received from
- 91 Cities in Illinois
- 25 Cities in Indiana
- 3 Cities in Wisconsin
- 2 Cities in Michigan

Early or late...if you want results...
call your WGN-TV representative for availabilities

Here's TV Coverage...

A WGN-TV advertiser made an introductory offer on his first program...a one minute announcement at 11:45 p.m. Sunday night. Within 24 hours, more than 2300 cards were received from
- 91 Cities in Illinois
- 25 Cities in Indiana
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Early or late...if you want results...
call your WGN-TV representative for availabilities

The Chicago Tribune Television Station

December 17, 1951 • Page 89
Printed Media
(Continued from page 88)
penetration and radio's loss is, he explained, "not represented by a straight line but by a concave curve which is steepest at the beginning but becomes flatter as time goes on." The heaviest effect has already been felt in present TV markets, but will be repeated as new TV markets open up, he said, when a new downward kink will appear on the national radio listening graph.

Displaying other charts which showed appreciable average decline in radio set-in-use during the evening hours and less sharp declines during the daytime, Dr. Zeisel commented that these averages could not be applied equally to all radio programs nor to all types of programs. But he said that through use of this general principle the present audience loss of any program to TV and its probable loss in the future can be computed. In fairness to radio, he noted that his computations had disregarded out-of-home listening, shortchanging radio at certain hours and seasons of as much as 15% of its true value, and that radio was further unfairly discounted because not enough attention has yet been given to "the ever increasing number of TV homes with three or more radios."

No Circulation Loss

Wishing that such a clear picture of TV's impact were also available for other media, Dr. Zeisel reported that comparison of newspaper circulation figures for TV and non-TV areas shows no evidence of circulation loss. Readership surveys made by the Bureau of Advertising, he reported, show the same page traffic for TV-owners as for non TV-owners, but he noted that this comparison is not conclusive as "just how much is read on each page remains an open question." He expressed the opinion that there is some loss in intensity of newspaper reading by people in TV homes, although agreeing in the main that newspapers are probably least affected by TV.

When he tried to get information about magazine readership, he reported, he was referred to a brochure, "The Readership of Magazine Advertisements vs. the Growth of Television," which depicted TV's effect on radio and the movies but failed to compare magazine readership in TV and non-TV areas or, as it might have done as figures were available, in TV homes and non-TV homes.

However, he stated, "In some less-publicized corner of the research organization which produced this booklet, a comparison such as I have indicated was made; matched samples of TV owners and non-TV owners. This showed, he said, that "ad noting by men declined by 13%, that of women by 18%"

Why, he asked bitterly, "is this information permitted to fall under the table? Why does such correct analysis not show up in the brochure and only such stuff is presented which is poor in research design and only rich in propaganda value?"

No Data Released

When he requested comparisons of newstand sales for TV areas and non-TV areas, "no single publisher released these data" although they are readily available, Dr. Zeisel declared. Instead, he said, they told him that they had looked at these data and they showed no significant pattern. And when he attempted to check county-by-county ABC circulation data of magazines sold entirely through newstand, he found that the latest detailed circulation books were over two years old, he declared. "By a curious accident this one set of data has been readily produced by radio, movies and newspapers, which the book publishers are now producing themselves, has not been produced by magazines. It seems to me that to produce these data is a challenge to their and to the Audit Bureau of Circulation's integrity. Until this is done I shall remain suspicious. If, on the other hand, this research evidence looks as good for magazines as we are told, believe me, I shall be very happy to change my mind."

In addition to the publishers' reluctance to reveal the evidence, suspicion is justified on the basis of surveys of TV families who report less time spent in magazine reading since acquiring a TV set, Dr. Zeisel said. He cited a survey made by Good Housekeeping, which he praised for releasing the results, showing that 34% of all respondents spent less time reading magazines and 18% of the balance devoted less time to magazine ads.

Dr. Zeisel concluded: "It has been said by the radio people that their medium is now being penalized for having done too much and too good research—because their cards are on the table."

Radio Need

Enchanted by Television

The Longer one owns a TV set, the more sure he is that he needs radio, too.

That is the conclusion from three interviews with the same group of approximately 500 TV families in the New York-New Jersey area (the world's first television market) over a 30-month period by Advertest Research. In May 1949, November 1950 and November 1951, Advertest interviewers asked this question:

"Do you think that you will continue to listen to the radio, or do you think that television will entirely replace radio listening in the home?"

In May 1949 less than half (47.7%) of those interviewed expected to go on listening to the radio, while 52.3% felt that television would supplant radio entirely. The following year, 61.3% thought they would go on using their radios a while longer, while 38.7% anticipated radio's demise at the hands of TV. This fall, more than three quarters of the group (76.8%) are sure that radio is here to stay; only 23.2% expect TV to replace it completely.

The original interview was made with 512 TV owners. The repeats were made with the same group, except for those who had moved, who refused to be interviewed, etc.; 488 in the second survey, 452 in the third.

Capper Is III

ARTHUR CAPPER, former U. S. Senator from Kansas and head of Capper Publications (CKKN Kansas City, WIBW Topeka), was in a critical condition last week after suffering an attack of pneumonia.

TOM MOOREHEAD, sports director WPIL Philadelphia, will entertain five hundred children at his fourth annual Christmas party on December 18. Each child will have a Christmas dinner and receive toys and games. The children come from various churches, schools and orpanages in Philadelphia.
**Plug That Hole**

In your radar-response curve with G. E.'s new A-TR Type GL-6038!

Short recovery time is a built-in feature!

**Now Ready for Designers and Users!**

General Electric's pace-setting A-TR tube licks slow recovery time by employing a long-life deionizing agent.

**Means a Better Screen Image!** The fast recovery of the GL-6038, by levelling off the radar-response curve, helps produce a screen image that is steady and complete, with no fadeout tendencies. Your equipment "sees" more dependably.

**Be Safe, Be Sure . . . Specify G-E!** Broadband gas switching tubes for microwave applications were pioneered by G-E. This research and extensive know-how stand squarely back of the new GL-6038's performance, as with other TR, A-TR, and Pre-TR types bearing the G-E name. Get up-to-the-minute information! Wire or write for Bulletin ETD-158. General Electric Company, Electronics Division, Section 9, Schenectady 5, New York.

**G. E. Offers These High-Performance Gas Switching Tubes to Meet Your Microwave Needs**

<table>
<thead>
<tr>
<th>Group</th>
<th>Type No.</th>
<th>Freq. Range</th>
<th>Max Peak Power</th>
<th>Leakage Power</th>
<th>Recovery Time, Max</th>
</tr>
</thead>
<tbody>
<tr>
<td>TR</td>
<td>GL-1863-A</td>
<td>8490-9578 mc</td>
<td>250 kw</td>
<td>30 mw min firing power</td>
<td>4 μsec at -3 db</td>
</tr>
<tr>
<td>A-TR</td>
<td>GL-6038</td>
<td>9000-9600 mc</td>
<td>100 kw</td>
<td>5 kw</td>
<td>4</td>
</tr>
<tr>
<td></td>
<td>GL-1835</td>
<td>9000-9600 mc</td>
<td>250 kw</td>
<td>5 kw</td>
<td>4</td>
</tr>
<tr>
<td></td>
<td>GL-1837</td>
<td>8500-9000 mc</td>
<td>250 kw</td>
<td>5 kw</td>
<td>4</td>
</tr>
<tr>
<td></td>
<td>GL-1844</td>
<td>2680-2820 mc</td>
<td>1000 kw</td>
<td>20 kw</td>
<td>4</td>
</tr>
<tr>
<td></td>
<td>GL-1856</td>
<td>2775-2925 mc</td>
<td>1000 kw</td>
<td>20 kw</td>
<td>4</td>
</tr>
<tr>
<td></td>
<td>GL-1838</td>
<td>2700-2910 mc</td>
<td>1000 kw</td>
<td>100 kw</td>
<td>Leakage energy .0002 joules</td>
</tr>
</tbody>
</table>
Respects
(Continued from page 58)
and tour services.
In late fall of 1939, Art Kemp, then Columbia Pacific sales manager, and now a McCann-Erickson vice president in New York, sent Mr. Shaw to San Francisco with assignments to call on food brokers and company representatives and convince them of radio's powerful sales support. He did convince many of them. As a result, he also convinced Mr. Kemp that he had good material on hand for a future salesman. As it turned out, Mr. Shaw in May 1940, was named Columbia Pacific account executive, a post he held until enlistment in the Army Air Force 18 months later.

After four years as a twin-engine pilot and instructor, Mr. Shaw rejoined CBS in November 1945 as a KNX-Columbia Pacific account executive in Hollywood. It was three years later that he was named assistant sales manager. He was transferred to New York on April 1, 1950, to become an account executive for Radio Sales Inc., president of the present CBS Radio and CBS Television Spot sales organizations.

Three months after he arrived in New York, Mr. Shaw became eastern sales manager of Radio Sales Inc. He held that post until his present appointment on Sept. 4, 1951. It brought him back to Columbia Square in Hollywood as general manager, 12 years and 11 months from the day he joined the network's staff as a guide.

Since CBS policy requires a considerable degree of autonomy in the operations of regional and local units, his area of responsibility is quite comprehensive. In addition to supervising operations of 50 kw KNX, he also supervises regional programming and sales for the 41 affiliated radio stations in the 11 western states.

Part of his enthusiasm for returning to his native West and "western living" is engendered by belief that radio is particularly well adapted to the sprawling, rich, growing and constantly changing Pacific Coast market. A dyed-in-the-wool Californian, Mr. Shaw's unabashed championship of the West during his stay in New York, earned him a "chamber of commerce" label around 485 Madison Ave. It also earned him an outstanding sales record for the Columbia Pacific Network and western stations represented by CBS Radio Spot Sales.

"I've never believed in selling radio by anybody's ratings," Mr. Shaw says, "but rather by its effect on moving the advertiser's merchandise."

"It's better, I believe, to prove your point with radio's excellent sales results, than to have ratings alone take the client's eye away from the facts that his wares are moving better than ever."

A firm believer in the effectiveness of local talent, which he considers as another extension of radio's invaluable community and public service, Bill Shaw also stresses the value of service to the advertiser.

His own sales philosophy contains the basic elements of hard work and service which are the elements of most successful selling.

"I've found my most successful selling was when I determined what an advertiser wanted to sell, how he wanted to do it, what audience he wanted to reach and then came up with a program or schedule tailored especially for his requirements," Mr. Shaw stated.

"The day you really begin to work for a client is the day his show goes on the air," he continued. "From then on, the job his program does for him is to a large part determined by the support and promotion designed for it by both the client and radio."
In the Public Interest

KMTV. First prize was an RCA table-model TV set. Second and third prizes were RCA 45 rpm records. The idea was to promote the contest an outstanding success in that it made "hundreds of families home-safety conscious which will pay off in years to come in a minimum of home accidents."

Classical Music Library

WDRC Hartford is donating to the Hartford School of Music a library of more than a thousand classical orchestrations and which is valued at several thousand dollars. In addition, WDRC is donating more than a thousand records to the Hartford Tuberculosis Society and the Trinity College radio station, WRTC.

In Wake of Tragedy

TRAFFIC death of a Milwaukee policeman during civil defense maneuvers had its brighter side, thanks to WEMP Milwaukee's Bob Larsen, conductor of the Coffee Club show. Mr. Larsen mentioned the death of the patrolman, known as "Whitey," and received a $1 contribution from a listener with the suggestion that Milwaukee's children start a fund for the widow and four children. WEMP received a stream of nickels, dimes and quarters from the patrolman's young friends.

Home Safety

KMTV (TV) Omaha, under the supervision of the Omaha Safety Council, conducted a contest entitled "Home Safety Pays Off Because..." Viewers were asked to complete the contest sentence and forward their entries to

KFWB Fund Raising

KFMB San Diego aired a six-hour show to raise money for the city's Community Chest Drive. The show, The Navy Goes to Town, was designed and staged by station's executive editor, Paul W. White and featured talent from seven area Navy and Marine bases. Pledges already have gone over the $2,000 mark.

Station Scholarships

KITO San Bernardino, Calif., has established a scholarship fund at U. of Redlands for deserving young men and women wanting higher education. J. J. Flanigan, president and general manager KITO, in setting up $2,000 scholarship award said, "Radio is very much a part of the civic and cultural life of every community and should do everything possible to promote better communities." First award went to local girl graduate of San Bernardino High School. Station also presents weekly programs featuring president of University, to further interest and appreciation in education.

Voice Recordings

IN A MOVE to boost the sagging local Community Chest drive, WFLA Tampa, Fla., came up with a novel idea. Every person who contributed $1 or more to the

Red Feather fund was given an opportunity to hear his voice over the air. Station sent out three announcers—Mardy Lyles, Pat Chambers and Milton Spencer—for street interviews. Tape recordings were played back on two successive days during the Gulf Coast Serenade and Shaw Business programs.

CBC Holiday Policy

CANADIAN Broadcasting Corp., Trans-Canada and French networks will carry no commercials, except institutional announcements in connection with network programs, on either Christmas Day or Good Friday, according to a new ruling. Dominion network will be allowed to carry commercials on Christmas Day but not on Good Friday. This gives listeners a choice, as some Canadian listeners have objected to commercials on Christmas Day. Independent stations are not covered by ruling and make their own policies.

ANTI-NARCOTICS

NILES TRAMMELL, NBC board chairman, set the public service keynote of NBC's Life Can Be Beautiful radio series Thursday afternoon when he introduced three leaders of women's groups who are scheduled to discuss narcotics as a social problem on subsequent programs.

Participating in the serial drama are Mrs. Hiram C. Houghton, president of the General Federation of Women's Clubs, who appeared Thursday and Friday; Mrs. Iler Campbell, national president of the American Legion Auxiliary, and Mrs. Helen Cassidy, national chairman of radio and TV department for Veterans of Foreign Wars Auxiliary, both of whom are scheduled for broadcasts today (Monday) and tomorrow. An official from the U. S. Narcotics Bureau will appear later in the month.

Crosley Buys Building

PURCHASE of a 2½-story brick building in Cincinnati was announced last week by Crosley Broadcasting Co. The building, within 50 feet from the main entrance to the present Crosley Square Bldg., will be used for WLW and WLWT (TV) offices. Several offices are expected to move into the building this month.
**CHRISTMAS CAROLS**

WIBW Topeka, and KCKN Kansas City, sending trade and advertisers promotion brochures with book of Christmas carols enclosed. Cover has message carried over to second page from General Manager Ben Ludy, saying “To wish you a merrier Christmas . . . WIBW Topeka and KCKN Kansas City send you this book of ‘Christmas Carols’ with the sincere hope that it may add to your enjoyment of this and many other Christmas seasons.”

**TEAR SHEET PROMOTION**

WCBS-TV New York and KNXT (TV) Los Angeles distributing tear sheets of full page newspaper ads to the industry plugging new Edward R. Murrow show, *See It Now*, Sun., 3:30-4 p.m., EST. Ad consists of picture of Murrow and copy reading in part, “a . . . report of the week’s significant events, some of it on film, some of it happening before your eyes . . . From your own armchair, you will witness the world.”

**CIVIL DEFENSE SHOW**

WFMY (TV) Greensboro, N. C., Dec. 8, presented program explaining operations of ground observer corps of state civil defense. Program featured special exhibit flown directly from Kansas City, Mo., for show.

**TOP NEWS COVERAGE**

WTAG (TV) Washington, Dec. 10, began presenting top world news coverage through facilities of 20th Century Fox and United Press. Film will be delivered to station three times daily with wire open from UP and Washington City News Service for further coverage.

**AUTO RADIO TAGS**

WRFD Worthington, Ohio, distributed 25,000 two-color tags for car radios to Columbus auto dealers. Tags are tied to knobs of radios to remind listeners “This radio is in tune with 880 kc for Ohio Motors, Inc., News presented Monday, Wednesday and Friday at 8 a.m. on WRFD.”

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**TEEN-AGE TREAT**

WERE Cleveland disc jockey Bill Randle has been taking the mountain to Mahomet recently with his scheme of taking popular night club acts around to canteens, church groups and high schools. Since most of the acts appear in nite spots where teen-agers cannot venture, Bill’s efforts, and the efforts of the stars he has escorted, which include such headliners as Tony Bennett, Johnnie Ray, and the Four Aces, has paid off handsomely. Since the program keeps the high schools from trying to get into places not for them, yet brings their favorite artists around for them, to see letters from students, teachers and directors of the schools have poured in. The artists don’t mind, either. It’s the teen-agers who buy their records.

**RECORDING SERVICE**

WBAL-AM-TN Baltimore offering complete modern recording service to local advertisers and agencies who previously went out of town for the job. Pamphlet states new recording facilities are unmatched in the city and lists advantages under headings of “Equipment, Sound Creation, Master Pressings, Individual Pressings, Reference Service, Audition Service, and Packing & Shipping.”

**PUPPET SHOW**

KNBH (TV) Hollywood, The Adventures of Patches, new daily 6-6:15 p.m. puppet program, written and produced by Charles Shows. He has worked with PTA to promote character building stories. “Patches” concerns orphan whose life is dull until his fantastic imagination offers escape. Invented polka dot rabbit provides many exciting adventures. Don Messick and Larry Harmon are featured. Trent Christman directs.

**NEW FOR OLD**

MECK Div. of Scott Radio Labs which sponsors Wendell Hall on WBKB (TV) Chicago, giving one of company’s big-screen Red Head TV sets each week to owner of oldest television set as reported to dealers in area. John S. Meck, president, said offer is being made to stimulate replacement set market by focusing attention on older sets still in use. He said two-thirds of million-plus sets in area were bought within the last 18 months. The Div. show is telecast Mondays through Fridays at 10:45 p.m.

**‘CRUSADE FOR FREEDOM’**

WENT Groversville, N. Y., in cooperation with Crusade For Freedom, recently staged six-hour disc marathon. Entire station staff and several local officials took part in affair which lasted from 8 p.m. to 2 a.m. Results were very gratifying as final tabulation showed approximately 1,870 phone calls received and local campaign fund swelled by several hundred dollars.

**BIRD CONTEST**

WHK Cleveland’s Bill Gordon used a tie-in with the Ohio Color Breeders (birds) to start another of his contests, “Get a Bird Contest,” Mr. Gordon asked his listeners to name a canary and give their reasons for wanting bird. After a week of appearing with Mr. Gordon on his show, whistling and chirping, the canary and the contest drew 2,500 pieces of mail. The winner received her prize at Mr. Gordon’s personal appearance at Color Breeders Annual Show.

**SUPER HOT**

KRON-TV San Francisco recently gave public chance to view XP-300, General Motors Co., “million dollar hot-rod.” Charles A. Chayne, GM vice president in charge of engineering, explained features of experimental model on the Lu Hurley show. View on KRON-TV was first television appearance anywhere of car.

Further ideas or samples of the promotion items mentioned on this page are available by writing to the individual companies.

**immediate revenue produced with regional promotion campaigns**

**23 years of service to the broadcasting industry**

**Howard J. McCallister Company**

**66 ACACIA DRIVE AThERTON, CALIFORNIA**

**Paul W. McCallister, General Manager**

**Davenport 3-3061**

**BROADCASTING • Telecasting**
ing bad bills in several cities ranging all the way from Detroit to Augusta.

A follow up of the story by the Town Crier disclosed that Charley Pond, one of the principal Atlantic Refining Co. dealers in Augusta and a co-sponsor of the program, was the man who had caused the [wanted man].

How close can sponsor-station relations get?

John W. Watkins
Manager
WBBQ Augusta, Ga.

* * *

Author, Author

EDITOR:

Several months ago you ran a small article about a book about to be published. It was called "Disc Jockey Showmanship" and the author was said to be Ben. J. Murray of Showmanship Co., 650 Ninth Ave., New York 19, N. Y.

On June 5, 1951, I wrote to Mr. Murray asking him to send $9.85 as the "pre-publication price" of the book, which was promised for about Aug. 10, 1951.

I sent the $9.85 on June 19, 1951, but, up to date, have neither received the book nor even a reply to my many letters of inquiry.

Please tell me whether any member of your staff knows anything about Murray or his outfit . . . .

Charles F. Mayer
Mayer & Mayer, Atiya.
Dallas

[EDITOR'S NOTE: Mr. Mayer and others with his problem may reach Mr. Murray at his home address, 32-38 39th Ave., Woodside, L. I., N. Y. Mr. Murray's wife told a BROADCASTING TELECASTING reporter last week that Mr. Murray had been "out of town" and that a letter at his publishers had postponed production of his book.]

* * *

How to Use P.I.'s

EDITOR:

For lo these many years, I have consistently deposited all P.I. propositions in the waste basket. Now, however, I have seen the error of my ways and make good use of them.

From every morning's mail I weed out the P.I.'s, attach a personal memo, and remail to some local client with whom the deal would compete . . . . As an example, a phonograph record P.I. would be relayed to a local music store something like this:

"Dear Tom: Inasmuch as you have advertised with us consistently for several years, we know you are interested in our progress and success. You will rejoice with us as you read the attached proposition offering us the opportunity to peddle records directly to our listeners. My poor heart bleeds, however, because station policy does not permit us to grasp this golden opportunity. We could not conscientiously accept business which competes with our advertisers. I guess we'll have to continue creating the desire and demand and let you sell the records."

E. Alan Thomas
Manager
KFXJ Grand Junction, Col.

* * *

Bad Connection

EDITOR:

In a report concerning the Japanese TV network project on page 82 of your Nov. 19 issue, two erroneous, and rather embarrassing, statements were made.

In referring to the two members of the planning group who, with Major Holthusen, had drawn up the plans for the Japanese TV network and who have returned recently from Japan, it was stated that: "One of the representatives, presumably an engineer, is associated with RCA. And another member of the Holthusen unit is a representative of Philips-Eindhoven, Dutch manufacturer."

The fact is that the two persons, Dr. Walter Duschinsky, who was responsible for the studio planning work in Tokyo, and the writer, who drafted the network system plan, are independent consultants, with no affiliation whatsoever with either RCA or Philips.

Dr. Duschinsky and the writer are associated with Murray G. Crosby, president of Crosby Labs. Inc., Mineola, N. Y., as partners in Telecommunications Consultants, New York . . . .

William S. Halstead
New York

* * *

Banzai

EDITOR:

. . . We are very grateful for useful informations appearing in your magazine . . . . They are very helpful for our study of American broadcasting and television in general. Among them, the article in Sept. 24, 1951 issue of your magazine under the caption "Foreign TV" proved to be particularly useful to us, because it provided us with recent data on television in various countries of the world, which we have been anxious to know about.

Shigeru Nakamura
Head
Radio Culture Research Institute Broadcasting Corp. of Japan
Tokyo, Japan

* * *

ATTENDING party marking opening of new KCBQ San Diego studios in a San Diego resort hotel Nov. 30 are (1 to r): Harry Mitchell, KCBQ all-night disc jockey; Charles E. Salik, KCBQ owner-manager; Harry Bobbitt, CBS vocalist; William D. Shaw, general manager of Columbia Pacific Network; Billy Warden, CBS artist, and Ole Morby, head of Western Div., CBS station relations. KCBQ has converted 7,500 sq. ft. of the hotel into an ultra-modern radio station. Official opening coincided with KCBQ's fifth anniversary. Party was climaxed by half-hour dedication broadcast. Civic leaders, 450 businessmen and advertising men also were on hand.

NABET CHOSEN

Wins KEX Election

NATIONAL Assn. of Broadcast Engineers and Technicians was named bargaining representative for engineers at KEX Portland, Ore., in NLRB elections held last week. Approximately 13 engineers were involved at the ABC affiliate, which formerly held a contract with International Brotherhood of Electrical Workers.

NABET also has filed petitions with NLRB seeking jurisdiction at five other Portland stations currently represented by IBEW. Stations are KGW (NBC), KOIN (CBS), KPOJ (MBS), and KP D and KWJ, independents. A total of about 45 engineers and technicians are employed at these stations.

Check

WREN'S BONUS AREA

Retail merchants 30 miles from Topeka buy WREN to get productive sales results in their own town. CHECK WREN'S BONUS AREA!

WREN

TOPEKA

5000 WATTS—ABC

Weed and Company, National Representatives

BROADCASTING • Telecasting

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Agencies Rate Raters
(Continued from page 86)

the respondents. As there were really three parts to question 1 ("do you believe, accept and use...") I received many statements in the following vein:

"Use in emergency, do not believe or accept."

"Those marked with a question mark are sometimes of doubtful value or have been open to considerable question at times."

"Yes and no. We use it—I don't believe it."

"All services must be improved and expanded before they are accepted as believable. We believe them as indication; we accept them because there is nothing more expansive sample-wise to accept; we use them, based on our belief and acceptance evaluation only. Their very differences expose weaknesses which could be booby-traps if accepted without reservations."

(After a "no" for one service):

"Had not-experienced fortune with one special survey.

(Underscored word "accept")

"This is a strong word. We use them for guide and comparative purposes, but recognize the inherent limitations in each method. We believe stations and networks must work on this rating muddle which is getting worse and having a terrific bad effect."

Respondents marked question 1 as follows:

Question 1. Do you believe, accept and use audience data (share of audience, composition of audience, time segments, ratings, etc.) of:

<table>
<thead>
<tr>
<th>YES</th>
<th>NO</th>
</tr>
</thead>
<tbody>
<tr>
<td>35.8</td>
<td>15.6</td>
</tr>
<tr>
<td>CONLAN</td>
<td>32.6</td>
</tr>
<tr>
<td>HOOPER</td>
<td>82.3</td>
</tr>
<tr>
<td>NIELSEN</td>
<td>70.5</td>
</tr>
<tr>
<td>PULSE</td>
<td>70.7</td>
</tr>
<tr>
<td>TELE-QUE</td>
<td>27.2</td>
</tr>
<tr>
<td>TRENDEX</td>
<td>12.3</td>
</tr>
<tr>
<td>VIDEODEX</td>
<td>32.0</td>
</tr>
</tbody>
</table>

It should be noted that six questionnaires were returned with statements to the effect that not one of the eight services listed was believed to be accurate. Although six represents only a small per-cent of total returns, nevertheless included in the six are several of the country's heaviest buyers of radio and television time.

Question 1 asked only if the services were believed, etc. However, in question 2, I asked for specific ratings of the raters. Here are the first two choices of the agencies:

Question 2. Please rate the services in the order of your preference (1-2-3 etc.).

<table>
<thead>
<tr>
<th>FIRST</th>
<th>SECOND</th>
<th>CHOICE</th>
</tr>
</thead>
<tbody>
<tr>
<td>PULSE</td>
<td>HOOPER</td>
<td>35</td>
</tr>
<tr>
<td>PULSE</td>
<td>NIELSEN</td>
<td>30</td>
</tr>
<tr>
<td>NIELSEN</td>
<td></td>
<td>23</td>
</tr>
</tbody>
</table>

Reminder of firsts and seconds divided among other services. Thus, the agencies themselves, have not been able to choose one service by an overwhelming majority. In fact, returns have shown that within a single agency a difference of opinion exists. How then, can we, who sell the time, prepare intelligent sales presentations for our stations. For example, our report shows 82.3 percent of the respondents said they believed, accepted and used Hooper. However, only 35 percent rated Hooper the number one choice and 23 percent rated the service second to some other.

Clearly the entire blame for the rating situation cannot be shifted to the local station and networks—they merely furnish the material requested by agency and advertiser.

Criticism of the rating services was just as sharp in question 2 as in the previous one. Here, however, drew more unfavorable comment than the others combined. Typical of the reaction of the agencies to this one are:

"One usually favors sponsor of survey."

"We note great discrepancies at times and suspect favoritism. This service has a bad reputation it seems to me and ratings are taken with 'lots of salt.'"

"My only opinion is that...the least reliable.""

"Last on any list."

Comments on other services ranged from:

"More accurate now than in past!" (after checking one)

"Probably low."

"Inflated."

Another, after marking one service No. 2, wrote, "would be No. 1 if greater sample." After the No. 1 choice was this note, "except object to lack of early morning, late night, and no toll-call measurement."

Although many respondents refrained from appending their personal thoughts or reasons for their selections, it is apparent no single research service has completely won the confidence of the agency field. Three services share in 88% of first choices, with the top one receiving only 35% of total first choices.

As the research services measure only a small part of a strong station's actual audience and usually work against projecting published ratings to entire coverage area, I asked in question 3 for an indication of the method preferred in obtaining the true audience.

Question 3. For total station audience, do you accept:

Percentages of Replies

<table>
<thead>
<tr>
<th>Method</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>BMB</td>
<td>72</td>
</tr>
<tr>
<td>Half MV/M contour map</td>
<td>54</td>
</tr>
<tr>
<td>Either</td>
<td>30</td>
</tr>
<tr>
<td>Prefer BMB</td>
<td>70</td>
</tr>
<tr>
<td>Prefer 1/2 MV/M contour</td>
<td>(11 respondents)</td>
</tr>
</tbody>
</table>

Thus, it was BMB by an overwhelming majority.

Surprising as it may be to some, a number of respondents stated they preferred a mail map of the audience. One of the most thought-provoking comments on this question is this: "If mail maps are not available, we study both BMB and 1/2 MV/M contour maps. The BMB maps indicated audience size and mean very little to us. The millivolt maps show us where we can expect results IF WE ARE SIMULCASTING A SHOW PEOPLE LIKE. They do not mean that a station has listeners in that area, but merely that we may expect to win listeners there IF WE KNOW HOW TO PRODUCE A SHOW PEOPLE LIKE."

Another wrote: "We accept your listed factors to as much extent as we accept a newspaper's circulation figures. Why, we are more interested in are the EFFECTIVE AUDIENCE figures, and those we can relate only through sales results."

Well, there is the reaction of the country's leading agencies to the present rating-audience measurement free-for-all. Perhaps you disagree with their selections and comments. I do, in several respects. However, this survey was conducted to learn their thoughts, and I hope I have succeeded. What do we go from here? I, for one, and I'm certainly not alone, would like to see the industry run—not walk—straight to a total circulation system.

Does it make sense for the broadcasting industry to submit information purporting to prove "X" number of listeners heard a one-minute announcement within a time segment, when across the hall, in another part of the agency, out-door advertising (for example) is purchased on a tenancy basis only that "500,000 people pass this corner every month?" No mention is made of the number of people who raise their eyes to see the sign, much less the number who actually read the message.

Or, how many people do you think read the one-inch ad, 1% increase from the top in column 6 on page 57 in today's New York Times? The ad immediately below? The ad to the right? Nobody knows, and nobody asks.

But, how many listeners do you...
WABB ORPHAN FUND GROWS UP
ABC Carries ‘Jaycee’ Appeal Nationwide

ORPHANS throughout the country were given a boost earlier this month in a nationwide program over ABC as an outgrowth of a local public service program initiated in Mobile, Ala., last year by WABB in cooperation with the local Junior Chamber of Commerce.

Last year's mobile drive proved so gratifying to the Junior Chamber and the citizens of Mobile that the national businessmen's group decided to extend its Christmas spirit to other cities, WABB notes.

The program, Jaycee Christmas Tour, was aired by ABC Dec. 8, 7:30-8 p.m. in each town where, at the same time, disc jockeys teamed up with the local Junior Chamber of Commerce chapter to create shopping funds for orphans and underprivileged children.

The show starred Jimmy Durante, "chief foster father," Bob Crosby, Smiley Burnette, Don McNeill, Johnny Desmond, Patsy Lee, Sam Cowling, Lee Price, president of the chamber, and Johnny Long and orchestra. Buck Long, WABB staff, was announcer.

A week-long drive following the program raised money that was equally distributed to youngsters in each community. Jaycees escorted the children through stores in groups for their holiday shopping.

TOSCANINI-NBC Symphony orchestra concert for benefit of the Italian Welfare League on Dec. 22 will be under patronage of Italian ambassador to the United States, Albert Tarchiani and Mrs. Tarchiani and of the Italian consul general in New York, Aldo Mazio, and Mrs. Mazio.

AM-TV COVERAGE
Tigers Announce Expansion

IN THE midst of the current dispute over what damage TV and radio broadcasts of baseball games do to attendance, the Detroit Tigers announced an expansion of their 1952 facilities.

All games, at home and away, will be broadcast "live," with the Goebel Brewing Co. sponsoring the broadcasts. WJBK Detroit will be key station for the Goebel Baseball Network, consisting of 36 stations in Michigan, Ohio and Canada.

At the same time, there will be no reduction in the Tigers’ TV coverage, with WWJ-TV bringing the games to Detroit viewers, also under Goebel sponsorship. Announcer Van Patrick will travel with the team and do both AM and TV play-by-play.

KLAC Hollywood now on 24 hour daily Monday through Saturday schedule.

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FMAL ceremonies dedicating the 118-mile New Jersey Turnpike were broadcast Dec. 7 in hour-long program, 4:30-7:30 p.m., by WNJR Newark.
A STRONG vote of confidence for the future of radio was registered at dedication ceremonies Dec. 6 of the new $250,000 transmitter of WFAA (570 kc) Dallas.

Ernest Lee Jahnecke, ABC vice president for radio, keynoteed his speech by saying, "We haven't had any fire sales on radio sets."

Executives of the Dallas Morning News, headed by President E. M. (Ted) Dealey, joined with officials of the New-owned WFAA ($70 kc-ABC, 820 kc-NBC) and WFAA-TV to be hosts to more than 100 area advertising representatives at a luncheon in Dallas' Hotel Baker.

Martin B. Campbell, WFAA general manager, seconded Mr. Jahnecke's thoughts on radio's outlook. "We here at WFAA have invested a quarter of a million dollars in a radio installation," Mr. Campbell said.

"This is the most concrete testimonial I know to affirm our faith in radio as a continuing medium that reaches more people at more times than any other single medium at the advertiser's disposal," he added.

Attack Recalled Lorin Thurston, publisher, Hololulu Advertiser and owner of KGU Honolulu, recalled the 10-day blackout of KGU after the 1941 bombing of Pearl Harbor. "I know," commented Mr. Thurston, "what a country can be like without radio."

Reporting that ABC is "making a pretty strong bet" on radio, Mr. Jahnecke stated that his network is making an investment of about $2,500,000 per year for "a basic permanent plant for the next 25 to 30 years in radio."

"We believe in radio," Jahnecke declared, "and we'll continue to improve it. There's no trouble with radio, but with us. We don't yet know how big, how effective it really is. We haven't had to find out until now. When we find the true measure of radio, we won't have anything to worry about."

WFAA's new 570 kc transmitting facilities, shared with WBAP Fort Worth (570 kc), includes three 650-ft. steel towers. The plant now is at Grapevine, Tex., having been switched from Arlington, Tex.

Grapevine also is the location for WFAA's 820 kc transmitter and is equi-distant between Dallas and Fort Worth.

WFAA and WBAP share the two frequencies, each operating half the time on one frequency, then shifting to the other channel to complete the broadcast day.

George Cranston, WBAP manager, and Roy Barus, WBA commercial manager, also attended the dedication ceremonies.

**KUOW(FM) SEATTLE Takes Air Jan. 14**

KUOW (FM) Seattle, new radio station and radio training ground for the U. of Washington, will start broadcasting January 14, it was announced last week by Prof. Edwin H. Adams, director of the university's division of radio and television broadcasting. It will be the second non-commercial, educational FM outlet in the state, which now has a total of eight FM stations.

KUOW will start with a schedule of Monday through Friday, 5-10 p.m. Most of the programming will be live. In addition, KUOW will use the libraries of SESCAC, Lang-Worth, plus 6½ hours weekly of tape releases from the National Assn. of Educational Broadcasters.

KUOW will operate on Channel 213 (90.5 mc) with effective radiated power of 3.3 kw.

Professional staff of the station will include Prof. Adams as station manager; Bruce Calhoun, program director; Ken Kager, production manager, and Allen Roberts, chief engineer. The rest of the staff will be drawn from among students in radio, journalism and other departments of the university.

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**EXPLOSION VICTIM KSTP Aid Drive Success**

A THREE-DAY promotion effort by KSTP-AM-TV Minneapolis-St. Paul on behalf of an injured gas station operator was an unqualified success, the station has reported.

When the operator of a Shell Oil station was hospitalised by a gas explosion, KSTP immediately went to work and set up a vast promotion drive with the theme, "Fill Your Tank for Hank," on both radio and television.

Hank Troje's injury was told on Stell's Hoarder's Corner, on KSTP's Main Street, the Clockwatcher and three TV news and sports programs. On the third day, Jack Horner, KSTP sports director, appeared in uniform to man the pumps himself. Later a 21-car caravan arrived at the filling station for ceremonies.

The trend of business was excellent, KSTP reported. The day's cash receipts were $589.22, representing the sale of 2,022 gallons of gasoline, oil changes and other services. All KSTP personalities mentioned the "Hank Day" and the Tri-State Display Co. donated a special banner for the filling station. KSTP claimed it was the only source to promote the drive.

**WLIB Honored**

ONLY radio award given by the Negro Actors Guild has been voted to WLIB, independent AM station in New York, it was announced Dec. 6 by Citation, reading: "To WLIB, the Voice of Liberty, for the wonderful work in opening avenues of opportunity for members of our group in radio," was to be presented to General Manager Harry Novik by Nobel Sissle, Guild president, in New York's Imperial Theatre Sunday night.

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**Lucky Numbers**

Azrael Revives Prizes

FORMAT of the Lucky Numbers contest conducted by Azrael Adv. Agency, Baltimore, has been revived to provide as many as 10 consolation prizes per day in addition to the defense bond or cash prize awards, according to Maurice Azrael, agency president.

Whereas the contest procedure awards large prizes for seven-digit numbers on social security cards, armed forces serial numbers, drivers' permits or $1 bills, consolation merchandise prizes are given for four-digit winners. Since this formula brings at least one consolation award with each number announced, the first person to claim the prize is the winner.

The plan has been tested in Indianapolis, Mr. Azrael said. Other versions of the Lucky Numbers contest include a $500 or $1,000 club, with numbers bunched in a half-hour or hour program instead of being spotted 10 times through the day, six days a week. In addition there is a jackpot version used on some stations, he said. A number of advertising agencies are planning to use the idea for their clients.

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**MBS Gross**

MUTUAL Broadcasting System gross October time sales were $14,- 620,000, Publishers Information Bureau has reported, correcting earlier figure of $15,348,658 [88T, Dec. 3].

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**Klix is Klickin'**

Page 98 * December 17, 1951
FORD FOUNDATION Workshop Series Outlined

FIRST radio production of the Ford Foundation's Television-Radio Workshop, a 20-minute weekly series called The People Act [B&T, Aug. 13], will not be open to sponsorship for the first 13 weeks but may then be made available to advertisers, Robert Saudek, workshop director, reported last week.

The series, consisting of taped-recorded "actually" broadcasts detailing how communities or groups of people tackled and solved specific problems, will be on CBS Radio Sunday, 10:00-10:30 p.m. EST, starting Jan. 6.

Objectives of the programs and details of their preparation were outlined at a news conference at the Ford Foundation's New York headquarters Monday by Dr. Milton S. Eisenhower, president of Pennsylvania State College and chairman of the national committee for The People Act; Mr. Saudek; Elmore McKeel, who originated the series and is supervising the research on it for the workshop; and Irving Gitlin, producer-writer.

May Be Extended

Mr. Saudek said 26 People Act programs are planned and that the series may be extended. He estimated program cost at $5,000 to $7,000 each. CBS Radio is providing the time, but if the series is sold at the first 13 weeks—and Mr. Saudek said prospective sponsors had made inquiries—then, under workshop procedure, the network will receive time costs and the workshop will recover production expense. Approximately 16 persons are working on the show apart from the national committee, Mr. Saudek said.

"Dr. Eisenhower explained that the purpose of People Act is to show how communities solve problems through self-help—and to inspire other communities and groups to follow suit. He said the national committee is setting up an office at Penn State, headed by Ray H. Smith, educational director of the committee, to develop a list of referrals in all parts of the country to counsel listeners who inquire about local applications of the program. The list now stands at 615 persons," Dr. Eisenhower said.

To help promote the self-help thesis of community action, he asserted, recordings of the People Act shows will be made available to stations, schools, study groups, and the like, and also will be broadcast by the Voice of America.

Dr. Eisenhower saw the series as a significant force in the international as well as the domestic field, by providing people of other nations with a picture of democracy in action at the grass-roots level—a picture which he felt would be "a revelation" to other countries and helpful to them.

Among the first programs of the series will be:

One in Arlington, Va., showing how suburban commuters cooperate to defend their community and win new schools for their children—and their area; in Blairsville, Ga., where "average people in an isolated area discover their own leadership and resist their community and relate it to the outside world"; in Gary, Ind., the story of how "10,000 women unite to lead the fight against crime and corruption in a vigorous industrial city."

Labor-Management Show

Other programs include one from Chicago showing how "labor and management in a steel fabricating plant find a way toward harmony and cooperation after years of bitterness and suspicion." The story of the "Tupelo (Miss.) plan" for diversified farming and diversified industry is the basis of another show. The formation of a community by 33 farm families in the area of Tin Top, Tex., constitutes another.

Producer-writer Gitlin is being assisted in the research work for the series by field reporters David Moore and Av Westin, who also worked with him on production of CBS Radio's recent Nation's Nightmare documentary series on syndicated crime. Music for People Act has been composed by Norman Lockwood and will be conducted by Alfredo Antonini.

People Act is the second broadcast project of the workshop. The first, a weekly half-hour television series of filmed resumes, went on the air at the United Nations General Assembly in Paris, started on NBC-TV on Nov. 10.

KDMA Joins ABC

KDMA Montevideo, Minn., became the 300th ABC radio affiliate last Saturday (Dec. 15). Owned by Midwest Broadcasting Corp., KDMA operates full time with 100 w on 1460 kc. Williard Under is manager.

NEWS SOURCES

KVOO Wins Cooperation

WHEN a Tulsa judge gave a probationary sentence Nov. 23 to a young prisoner, KVOO Tulsa microphones were on the judge's bench to tape-record the heart-to-heart talk which accompanied the sentence.

KVOO News Director Ken Miller aired the tape recording on his News and View show.

The occasion, which drew nationwide publicity, was the sentencing of a 19-year-old youth, convicted on an armed robbery charge. Earlier, the judge had sent the youth on a one-day visit to the Oklahoma State Penitentiary at McAlester.

The judge commented that if the boy "came back sufficiently impressed with prison life and sufficiently determined to go straight," he would suspend the five-year sentence and place the boy on probation for five years instead.

Talking with penitentiary inmates, sitting in the electric chair and eating with the convicts, did impress the youth. On the day after Thanksgiving, the judge handed down the suspended sentence and the boy was free to begin life anew.

Last summer, KVOO newsmen were successful in gaining full access to city commission meetings and now are permitted to record all proceedings in the commission room. Several times, KVOO recording reporters have visited prisoners in jail.

When 16 southern governors convened in Hot Springs, Ark., last month, KVOO claimed it was the only radio news agency in Oklahoma covering the event. During the three-day meeting, KVOO recorded portions of every session, giving listeners an on-the-scene report.

RAYMOND LLOYD (r), WIP Philadelphia, is honored on completion of 25 years of service with anniversary cake. At celebration party also were Benedict Gimbel Jr. (l), WIP president-general manager, and Clifford C. Harris, WIP technical supervisor. Mr. Lloyd is the oldest WIP employee in point of service.

African Directory


THE MIDWEST ADDRESS OF

CBS

WNAX 570

YANKTON—SIOUX CITY

December 17, 1951 • Page 99
ROGERS RULING
Clariﬁcation Asked

Clarification and interpretation of various points in the ruling rendered by Federal Judge Peirson M. Hall in the decision handed down in favor of Roy Rogers, ﬁlm, radio and TV singing cowboy star against Republic Pictures, is being asked.

Mr. Rogers sued to prevent Republic from releasing his old movies to TV. The ﬁve week trial ended in his favor [B*T, Oct. 29].

Herman Salviﬁh, ﬁlm studio attorney, challenging the interpretation has ﬁled objections to certain parts of ﬁndings of fact and conclusions of law ﬁled by Frederic H. Sturdy, who with Samuel O. Pruitt, represented the cowboy star.

Mr. Selvin is asking a hearing based on his objections.

Judge Hall, it was pointed out, can either hold such a hearing, approve ﬁndings as presented to him, or modify them.

Meanwhile Republic’s appeal to the appellate court is being held up. It cannot be ﬁled until Judge Hall has signed a formal judgment.

Gene Autry, radio, TV and movie cowboy singing star [B*T, Oct. 29] and Bobby Blake, former child actor who portrayed Little Beaver in Red Ryder feature ﬁlms, [B*T, Dec. 3, Nov. 19] have also threatened similar suits against Republic should their old movies be released to TV.

Instructors Needed

INSTRUCTORS in military electronics and communications subjects are “critically needed” as civilian workers for the opening of Camp San Luis Obispo, Calif., a Signal Corps training center, the Dept. of Army has announced. A replacement training center and signal school will be set up as part of the installation, to be manned by some 450 civilian employees, Brig. Gen. Harry Reichelderfer, now commanding Fort Monmouth, N. J., will command the new post.

ATOP his yacht off Santa Catalina Island is John Poole II, president of John Poole Broadcasting Co., licensee of KBIG Avalon, and Jay Topp, partner in T&T Radio Measurement Co., Long Beach. They are testing the signal of KBIG, new daytime under construction on the island. Yacht will be used for marine events after station begins operating in early ‘52.

B. T. BABBITT SALES MEET

Radio and TV Play Roles

Radio and television played a unique part in the B. T. Babbit sales convention held in New York last Wednesday at the St. Regis Hotel.

B. T. Babbit, manufacturer and distributor of BAB-O and Glim, called together its key salesmen from all parts of the nation via a closed circuit broadcast through the cooperation of MBS, whereby top executives of various grocery chains reported to the salesmen.

Television played its role at the convention when Edward D. Madden, vice president in charge of TV operations and sales, NBC-TV, made a special address to the convention, revealing the plans being formulated for the Kate Smith TV show and projected the future of television as a potent sales force.

In addition, Babbit, sponsor of part of the Kate Smith Evening Hour on NBC-TV, planned the production of a special ﬁlm detailing the operation of the show. Various excerpts from the shows of stars who have or will appear were included on the TV ﬁlm, including Milton Berle, Ezio Pinza, Rex Harrison, Jimmy Durante, Martin and Lewis, etc.

Among the speakers at the convention were Samuel Mendeleson, president of B. T. Babbit; William H. Weintraub, president of William H. Weintraub Inc., N. Y., agency for Babbit, and George Friedland, president of Food Fair Stores.

After the business meeting the group of salesmen attended a party at the Center Theatre.

AFA Campaign

OVER 6,800 radio transmissions are in use throughout the U. S. and Canada for the fourth Advertising Federation of America campaign for public understanding of advertising, AFA has reported. For ﬁrst time since inception in 1946, campaign has reached international proportions, spokesman said. Theme is "Advertising Gives You More for Your Money."

NATIONAL NIELSEN RATINGS

(National U. S. Area, Including Small-Town, Farm and Urban Homes and Including Telephone and Non-Telephone Homes)

EXTRA-WEEK

October 28-November 3, 1951

EVENING, ONCE-A-WEEK

NIELSEN-RATING - Current Rating, Nielson Homes

<table>
<thead>
<tr>
<th>Rank</th>
<th>Program</th>
<th>Current Rating</th>
<th>Nielson Homes</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Jack Benny (CBS)</td>
<td>15.5</td>
<td>1,950,000</td>
</tr>
<tr>
<td>2</td>
<td>Lux Radio Theatre (CBS)</td>
<td>14.2</td>
<td>2,250,000</td>
</tr>
<tr>
<td>3</td>
<td>Amos ‘n Andy (CBS)</td>
<td>13.8</td>
<td>2,120,000</td>
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<tr>
<td>4</td>
<td>Gomgoldusters (CBS)</td>
<td>13.4</td>
<td>2,050,000</td>
</tr>
<tr>
<td>5</td>
<td>Dureel (NBC)</td>
<td>12.1</td>
<td>1,950,000</td>
</tr>
<tr>
<td>6</td>
<td>Mr. Keen, Tracer of Lost Persons (NBC)</td>
<td>12.0</td>
<td>2,070,000</td>
</tr>
<tr>
<td>7</td>
<td>Charlie McCarthy Show (CBS)</td>
<td>11.9</td>
<td>1,970,000</td>
</tr>
<tr>
<td>8</td>
<td>Gene Autry (CBS)</td>
<td>11.8</td>
<td>2,050,000</td>
</tr>
<tr>
<td>9</td>
<td>You Bet Your Life (NBC)</td>
<td>11.8</td>
<td>1,980,000</td>
</tr>
<tr>
<td>10</td>
<td>Father Knows Best (NBC)</td>
<td>11.8</td>
<td>1,970,000</td>
</tr>
</tbody>
</table>

NOTE: Number of homes is obtained by supplying the "NIELSEN-RATING" (%) to 41,- 903,000—the 1951 estimate of Total United States Radio Homes.

DuMont Pay Raises

8% Given to 3,500

SOME 3,500 production, clerical and junior executive employees of Allen B. DuMont Labs got an across-the-board pay increase last week, effective today (Monday).

Harry Housten, industrial relations director, said production workers will receive an eight-cent-an-hour boost—maximum allowed under the Wage Stabilization Board formula—and that DuMont plans to petition WSB for an additional 2 cents an hour so the raise can be a flat 10 cents. Proportional increases were announced for the clerical, supervisory, and professional employees.

Employees affected by the move are in the company’s East Paterson, Clifton, and Passaic, N. J., plants.

Mr. Housten said the rate changes are a continuation of DuMont’s announced policy of paying wages on a par with, or better than, the average for the industry and area. They constitute the ﬁfth general raise DuMont has volunteered since 1945.

MOPOROLA Inc. Chicago, (radio and TV sets), through Ruhrauff & Ryan will sponsor East-West football game over Mutual radio network Dec. 29. Company had previously signed for coast-to-coast television sponsorship with DuMont network.

KROD has helped...

"The Popular" for years in building sales volume

The largest department store between San Antonio and Los Angeles is a believer in radio advertising for retail stores. The fact that The Popular has been a consistent sponsor of programs and user of spots on KROD for many years is the best proof that we get results. We can get results for YOU, too!

CBS Radio Network in El Paso

ROBERICK BROADCASTING CORP.
Dorothy D. Roberick, President
Val LaSure, Vice President
Represented nationally by THE O. L. TAYLOR CO.

December 17, 1951 • Page 101
AD TEACHER AIDS

AAAA Undertakes Program

TEACHER cooperation program has been undertaken by American Assn. of Advertising Agencies, which is advising its 250 member agencies to offer practical help to instructors of advertising classes in local schools and colleges. The program includes 14 specific suggestions of help, ranging from offering speakers to providing samples of agency work. Emphasis is put on the annual AAAA advertising aptitude examination, which show the teachers what advertising employers want young people to know, without trying to tell the instructors how to teach. Of some 1,200 teachers to whom samples of the tests were offered this year, nearly 700 requested copies, it was pointed out.

Purpose of the program is to assure that advertising students—future heads of special agencies—get sound instruction and learn the role of the agency within the advertising structure. The program is being handled by the AAAA Committee on Government, Public, and Educator Relations, with William Reydel of Cunningham & Walsh as chairman.

Far East Plans

OPERATIONAL program for Voice of America radio transmissions to Far Eastern countries in 1952 were outlined last week in the Philippines by Edward W. Barrett, Assistant Secretary of State for Public Affairs. He conferred with Far Eastern information officers at 10-14, the State Dept., announced. Department programs about 18 hours per week, including repeats, to the Far East.

WSTV Calms Public

AN AUTOMOBILE plunged into a high-tension electric line pole and short circuited virtually all electric lines for 10 miles around Steubenville, Ohio, Nov. 30 at 11:20 p.m. Five hours passed before electricity was restored to most of the area. Even the police short-wave radio was off the air. WSTV Steubenville’s power, however, did not fail and the station, which is a mobile vehicle for radio communication during the blackout. Disc Jockey Eddie Dee on WSTV’s Nite Club of the Air flashed news bulletins every five minutes throughout the blackout to anxious listeners. Civic and civil defense officials lauded WSTV’s efforts to calm a war-jittery public, many of whom feared the blackout was caused by enemy attack, the station reported.

FCC actions

DECEMBER 7 THROUGH DECEMBER 13

CP-construction permit
DA-directional antenna
ERP-effective radiated power
STL-studio-transmitter link
sync., a.m., synchronous amplifier
STA-special temporary authorization
cond.-conditional
D-day
LS-local sumset
mod.-modification
aur.-auroral
transmitter
limited hours

Grants authorizing new stations, changes in facilities, and transfers appear at the end of this department, accompanied by a roundup of new station and transfer applications.

December 10 Applications

ACCEPTED FOR FILING

Modification of CP

WHJC Matewan, W. Va.—Mod. CP, as mod., authorizing new AM station, for extension of completion date.

KPFA Berkeley, Calif.—Mod. CP, as mod., authorizing new FM station, to change frequency from 961 mc (Ch. 201) to 951 mc (Ch. 218).

Amendment of CP

Garden City Bests Co., Augusta, Ga.—Amend CP, as mod., authorizing new non-commercial educational FM station.

License for CP

KCHJ Delano, Calif.—License for CP, as mod., authorizing new AM station.

WPTC Patchogue, N. Y.—License for CP, as mod., authorizing new AM station.

WJAC Matewan, W. Va.—License for CP, as mod., authorizing new AM station.

WNC-FM New York—License for CP, as mod., authorizing new AM station.

KOKH Oklahoma City, Okla.—License for CP, as reinstated, authorizing new non-commercial educational FM station.

AM—1970 kc

WAPI Birmingham, Ala.—CP to increase power from 5 kw to 16 kw on 1970 kc.

License Renewal

WBNK-FM Detroit—Renewal of license.

WBBM-FM Jackson, Mich.—Renewal of license.

Application Filed

WCPM Cumberland, Ky.—License for CP, as mod., authorizing new AM station.

TV—C-3

WTVY (TV) Charlotte, N. C.—CP to increase ERP from 16.3 kw vis. to 8.2

kw vis., to 100 kw via, 50 kw w., change ant., etc.

December 11 Decision

BY THE SECRETARY

Granted License

WBOW-FM Terre Haute, Ind.—Granting application for new FM station, 101.1 mc (Ch. 201), 20 kw.

WGRR Goldsboro, N. C.—Granted license, governing changes and new DA-DN, cond.

WVOL-AM Toledo, Ohio—Granted license, new AM station, 1280 kc, 250 w. for 5 hours, 2 kw for 24 hours.

WGMF-AM Sanford, N. C.—Granted license, new AM station, 979 mc (Ch. 281), 2 kw, 150 w. for 2 hours.

WSUI Iowa City, Iowa—Granted authority to reduce operating hours from fulltime to minimum of 4%, hrs. daily, starting Dec. 29 to Jan. 2 to observe Christmas and New Year’s vacation period.

Granted Modifications

Following granted mod. CP’s for extension of completion dates:

KSOM St. George, Mo., to March 15; WKBZ Muskegon, Mich., to May 15; KPOO San Francisco to June 31; WJSW Peoria, Ill., to May 15; WJZ-FM Grand Rapids, Mich., to June 27; WFTY-FM Coldwater, Mich., to March 15; KGMO-FM Cape Girardeau, Mo., to March 15; WAYS Rochester, N. Y., to June 16; WCTA East Point, Ga., to April 1.

ACTIONS ON MOTIONS

By Comr. Frieda B. Hennock

Lawrence County Bests Co., La., requested continuance of proceeding scheduled for Dec. 31 (mod. CP for government employment) to be continued to Jan. 9 in Washington.

WBBQ Burlington, N. C.—Granted petition to amend application to specify 925 kw. 3 kw., daytime, in lieu of 900 kw. 1 kw., DA-2, fulltime.


WLNK Hennell, N. Y.—Granted petition for order to take depositions in proceeding re its application.

By Hearing Examiner J. D. Bond

WINX (WOKC) Washington—Granted petition for amendment application for CP to change main trans., location and establish synch., amp. to change name of station.

SERVICE DIRECTORY

Custom-Built Equipment
U. S. RECORDING CO.
1121 Vermont Ave., Wash. 5, D. C. Lincoln 3-2795

COMMERCIAL RADIO MONITORING COMPANY
PRECISION FREQUENCY MEASUREMENTS
Engineer on duty all night every night

JACKSON 5302
P. O. Box 7017
Kansas City, Mo.
CONSULTING RADIO & TELEVISION ENGINEERS

JANSKY & BAILEY
Executive Offices
National Press Building
1339 Wisconsin Ave., N. W.
Washington, D. C.
Member AFCCE

JAMES C. MCNARY
Consulting Engineer
National Press Blvd., Wash., 4, D. C.
Telephone District 1205
Member AFCCE

A. D. RING & CO.
26 Years' Experience in Radio Engineering
MUNSEY BUILDING.
WASHINGTON 4, D. C.
Member AFCCE

There is no substitute for experience
GLENN G. GILLET
AND ASSOCIATES
982 NATL. PRESS BLDG. NA. 3373
WASHINGTON, D. C.
Member AFCCE

RUSSELL P. MAY
1422 F St., N. W.
Washington, D. C.
Member AFCCE

GEORGE C. DAVIS
501-514 Munsey Bldg.—Sterling 0111
Washington 4, D. C.
Member AFCCE

Craven, Lohnes & Culver
MUNSEY BUILDING DISTRICT 8215
WASHINGTON 4, D. C.
Member AFCCE

E. C. PAGE
CONSULTING RADIO ENGINEERS
BOND BLDG., EXECUTIVE 5670
WASHINGTON 5, D. C.
Member AFCCE

WILLIAM L. FOSS, Inc.
Formerly Cothren & Foss, Inc.
927 15th St., N. W.
Republic 3883
WASHINGTON, D. C.

LYNNE C. SMEBY
"Registered Professional Engineer"
1311 G St., N. W.
EX. 8073
Washington 5, D. C.

GEORGE P. ADAIR
Consulting Radio Engineers
Quarter Century, Professional Experience
Radio-Television—Engineering—Communication
1833 M St. N.W., Wash, 6, D. C.
Executive 1219—Executive 8551
Member AFCCE

GUY C. HUTCHESON
P. O. Box 32
AR 4-8721
1100 W. Abram
ARLINGTON, TEXAS

WALTER F. KEAN
AM-TV BROADCAST ALLOCATION
FCC & FIELD ENGINEERING
1 Riverside Road—Riverside 7-2153
Richmond, Va.
(A Chicago suburb)

December 11 Applications

December 12 Applications

WEIR Weirton, W. Va.—Designated for hearing at time and place to be later specified, application to change studio location from Weirton, W. Va., to Weirton, Ohio.

WBPW Waco, Texas.—Designated waiver of Sec. 330 of Commission's Rules to permit change in main studio location from Wewoka to Wewoka-Seminole, Okla.

COMMISSION EN BANC

KMMO Marshall, Mo.—Mod., CP, authorizing power increase and new trans., for extension of completion date.

KOMA-FM Oklahoma City—Mod. CP, as mod., authorizing new FM station, for extension of completion date.

WPEN-FM Philadelphia—Mod. CP, authorizing changes in FM station, for extension of completion date.

TENDERED FOR FILING

AM-1320 kc

A. EARL CULLUM, JR.
CONSULTING RADIO ENGINEERS
HIGHLAND PARK VILLAGE
DALLAS 5, TEXAS
JUSTIN 6108

ROBERT M. SILLIMAN
1011 New Hampshire Ave., N. W.
Republic 6646
Washington 7, D. C.

ADLER COMMUNICATIONS LABORATORIES
Broadcast, Communication and Television Systems
One Lehman Lane, New Bethesda, N. Y.
New Rochelle 5-1620

COMMERCIAL RADIO EQUIP. CO.
Everett L. Dillard, Gen. Mgr.
INTERNATIONAL BLDG. DI. 1319
WASHINGTON, D. C.
P. O. BOX 7037 JACKSON 5302
KANSAS CITY, Mo.

McIntosh & Inglis
710 14th St., N.W.—Metropolitan 4477
WASHINGTON, D. C.
Member AFCCE

KREAK & KENNEDY
1302 18TH ST., N. W.
WASHINGTON 6, D. C.
Member AFCCE

GOE. BOY
CONSULTING RADIO ENGINEERS
1605 Connecticut Ave.
Washington, D. C.
National 7757

December 11 Applications

Accepted for Filing

WBUD Trenton, N. J.—Mod. CP, as mod., authorizing frequency change, power increase, DA-14N, change transmitter and main studio location, etc., for extension of completion date.

KCLV Clovis, N. M.—Mod. CP, as mod., authorizing new AM station, for power increase from 100 w to 250 w.

KPFY Pyralup, Wash.—License for CP, as mod., authorizing new AM station.

December 12 Decisions

Commission to File

WLAW-AM-FM Lawrence, Mass.—Granted applications to maintain additional main studio in Boston.

Designated for Hearing

WPIN Clearwater, Fla.—Designated for hearing at time and place to be later specified, application to change studio location from Clearwater to Clearwater-St. Petersburg, Fla.

WJHL-AM-FM Johnson City, Tenn.—Designated waiver of Sec. 330 of Commission's Rules to permit change in main studio location from Wewoka to Wewoka-Seminole, Okla.


By Hearing Examiner Leo Reitnick
West Side Radio, Tracy, Calif.—Granted petition for continuance of hearing from Dec. 11 to Jan. 10 in proceeding re its application and that of Western Bestig, Astoria, Modesto, Calif.

Lee County Bestig Co., Bishopville, S. C.—Continued hearing from Dec. 6 to Jan. 3 in Washington re application for CP.
Help Wanted

Managerial

Wanted: General manager for mid-sized radio station. One who wants to locate and rear his family, plus strong personality. Good salary and share in profits. Education and experience required. Strictly confidential. Box 721L, BROADCASTING.

Salesman

Salesman with proven sales record. Perfect opportunity plus commission in quarter million midwest market. Radio station one outlet with change of pace into TV. Prefer married man who is willing to travel and grow with growing organization. Send recent snapshot and complete application and resume. Address Letter Box 701L, BROADCASTING.

Excellent opportunity for salesman who knows radio and value of account service. First rate commission. Send complete details. air mail. P. O. Box 112, Gloversville, New York.

Wanted—By oldest radio station west of Mississippi. Excellent progressive, experienced salesman. Vacancy due to change in personnel to accommodate station's TV operation. Job is permanent. Good salary plus top incentive plan. Working conditions ideal. Prefer working salesman with ideas—capacity to take charge of small community. Send complete information 1st letter to Box 4311, WOC, 605 Brady, Davenport, Iowa.

Announcer

Wanted—announcer with good hard punching commercial voice. Large midwestern market. Send audition disc and all details first letter. Box 391L, BROADCASTING.


Upper Midwest. 1 kw CBS affiliate needs good man with experience. Send letter, photo, audition reel, resume. Immediate opening. Box 711L, BROADCASTING.

Wanted: Good announcer with ticket. There is a good job for you in Oregon's great Willamette Valley. All mail disc, picture and history and salary desired. Box 721L, BROADCASTING.

Arizona station wants outstanding engineer.

Five new Western Ohio network affiliates desire versatile man with strong voice and sports background. Send picture and application to Box 721L, BROADCASTING.

Immediate opening for qualified staff announcer with southeastern station. Operate RCA board, news, DJ. Excellent working conditions and full particulars. Send tape or resume to Box 711L, BROADCASTING.


Wanted—first ticket, $300 monthly and good; must have confidence and lively personality. Ideal working conditions with a team. Can work 16 hours, approximately 30 hours weekly. 6 days on 10 days off. Apply to Sports Manager, KTFY, Brownfield, Texas.

Wanted, combined man for good paying, training association with KWUE, NBC, Globe, Arizona, telephone Globe 41, collect.

Help Wanted (Cont'd)

Announcer—salesman, air confined 6:00-6:30 A.M. Must do top personality voice work. Must have showmanship and aggressiveness. Commission. Network affiliate, strong market. Announcer with talent ability to sell. Full details. First letter, include tape or disc. KWSL, Lake Charles, La.

Wanted—Two combo men, one first of December. One end of December, forty hour salary. Salary $45.00 to $50.00, Mississippi. Town with ability to sell. Call or write, ACA, Camden, South Carolina.

Announcer-engineer for new station 50 kw CBS, Marion, Ohio, WSMR. Apply to Manager. Radio Station WOTM, Wilson, N. C.

Immediate opening—2 combo announcer-engineer with talent. Must have ticket. Start $60 for 40 hour week. Address WIBS, Huntsville, Alabama.


Combination announcer-engineer. Wire WJON, St. Cloud, Minnesota, or call WGGT, Waseca, Minnesota.

All-round announcer. Prefer experience, will accept qualified man fresh out of school. Excellent starting salary, with possible promotion. Draft status, audition of news, spot, DJ work. To Dave Kane, WLAU, Laurel, Mississippi.

Immediate opening for morning announcer with first class license. $80 W. W. Liston. Complete details. Immediate opening for management position. Any experience, $60 minimum, with poss. $80. Apply to Willard, California. Liberal living conditions.

Announcer-engineer, first phone. Station experience and salary requirements first must be met. Apply to WOAY, Bluefield, West Virginia.


Wanted: Announcer with 1st class phone ticket. Opportunity to attend Mississippi State College on off hours. Recent grad. Once. WSSO, Starkville, Mississippi.

Announcer—engineer, first phone, permanent position. CBX, Phila, 921.

Program expansion by the Personality Stations—WKNA 5000 W ABC in Chicago, W. Va., WVOS in Charleston, W. Va.—has created new positions for qualified announcers. Men familiar with ABC and network techniques, plus personality, are necessary. These positions offer an excellent opportunity to grow with progressive organization in two of West Virginia's leading radio markets. Send resume to Personnel Director, Personality Stations, P. O. Box 587, Charleston, W. Va.


Technical

First class engineer. No experience required. Apply to WVUE, Anniston, Alabama.

Help Wanted (Cont'd)

Need combination announcer-engineer for Minnesota station. Want man able to sell. Good market. Mail details. Box 624L, BROADCASTING.

Wanted—First phone engineer—transmitter duty. Car required. $250 per week. Box 671L, BROADCASTING.

If you like hunting, salt water and fresh water fishing in the land of sunshine and the sea, of course, there is an opportunity for you if you have Announcing ability. Good market. Send tape or disc and full information. Box 603L, BROADCASTING.

Opening available in southern AM-TV station for an alert, licensed engineer. Must have good control room experience. Reply Box 726L, BROADCASTING.

Engineer-announcer, experienced consumes, must have good marketability ad type. Able to handle night shift. Starting salary between $240 and $250 K. W. O. N. on announcing ability. Opportunity to sell on commission also. Excellent radio affiliation, strong on sports, DJ shows. Requires ability to sell. First letter, include tape or disc. KWSL, Lake Charles, La.

Chief Engineer. New station, New York metropolitan area. Good salary, opportunity. Combination position. Reply Box 726L, BROADCASTING.

Engineer, first class ticket, no combo work. Contact WJÖBS, Canton, Illinois.

First class engineer, no experience required. WCDT, Winchester, Tennessee.

Immediate opening for engineer with first class license. Good salary, good work. Contact WAOX, Cape Girardeau, Missouri.

Have immediate opening for first class operating station. Large city market. Good salary, opportunity. Contact WJON, Wausau, Wisconsin.

Will train inexperienced licensed engineer for 1st phone to noon announcement shift. Good future, guaranteed hourly wage. Opportunity for promotion to first phone. Reply Box 612L, BROADCASTING.

Modern progressive station in heart of Lake Erie vacation land with permanent position. Good salary and generous vacation plan. Contact Chief Engineer, WLEC, Sandusky, Ohio, immediately.

Wanted: Engineer with first phone plus good personality. Apply only to station manager, John Strucki, Radio Station WJQ in Painesville, Ohio. Apply Box 658L, BROADCASTING.


Engineer or announcer-engineer, immediate opening. Reply Box 711L, BROADCASTING.

Radio test technicians and radio test engineers for alignment, test and troubleshooting. Equipment. These jobs require thorough knowledge of electronics. Send resume and references. Sea id to Des Moines, lowa. Contact Career Advisor, WOI, Des Moines, lowa.

Announcers

Draft, tape draft,announcer, newscaster, daytime. No experience necessary. Send resume and references. Radio Station WBN, 590, Centerville, Iowa.

Copywriter, Immediate opening. Experience necessary. Send full particulars, including sample commercials, photo, details of experience. WVC, Somerset, Pa.

Television

Technical

Wanted—TV chief engineer. Man must be able to take over operating station immediately. Reply Box 612L, BROADCASTING "CH" TELECASTING.

Production-Programming, Others

Wanted—TV production chief. No live. Man who can handle all phases of film, would be willing to dig in, work hard. Right man can be offered a good salary. Reply Box 644L, BROADCASTING "CH" TELECASTING.

Salesman

Sales manager of small market station desires experienced salesman with strong market in midwest. 3 children, wife and established home. Reply Box 612L, BROADCASTING "CH" TELECASTING.

Wanted—Chief Engineer. Experienced, minimum experience of 1 year. Good character, references. Reply Box 644L, BROADCASTING "CH" TELECASTING.

Young station manager interested in children's program. Has handled children's program. Reply Box 711L, BROADCASTING "CH" TELECASTING.

Local salesman-salesmanager, transcription representative wants high opportunity. Reply Box 691L, BROADCASTING "CH" TELECASTING.

Classified Advertisements

Help Wanted

Wanted: Experienced, personable manager to take over new television operation in south central city. Send details on qualifications and salary requirements, with photographs and resumes, in first letter. Box 711L, BROADCASTING "CH" TELECASTING.


Wanted: Experienced newsmen, rewrite. Excellent opportunity for man with writing ability and news judgment. Air work not essential. Send letter of qualifications, including experience, background and salary expected to Station WPFD, Flint, Michigan.

Wanted: Engineer, first phone. Excellent opportunity for experienced engineer. Reply Box 721L, BROADCASTING "CH" TELECASTING.

Situations Wanted

Managerial

Wanted: Experienced, personable newsmen to take over new television operation in southern city. Send details on qualifications and salary requirements, with photographs and resumes, in first letter. Box 711L, BROADCASTING "CH" TELECASTING.
Strictly Business
(Continued from page 16)

In France, Germany and Austria. Before entering the Army, he attended St. Benedict's College in Atchison, Kan. Earlier schooling

School

JOBS IN RADIO!

Become an announcer, writer, producer or sales manager.

Nearly forty jobs are available for trained personnel. Write for information about professional accelerated and correspondence courses.

National Academy of Broadcasting, Inc.
3333 14th St., N.W., Washington, D. C.

SRT-Radio

AMERICA'S OLDEST BROADCASTING SCHOOL

Intensive full or part time

COURSES

ANNOUNCING • ACTING

SCRIPT WRITING • ADVERTISING

Outstanding Faculty of Network Professionals

Co-Educational • Day or Evening

Small Classes

Approved for Veterans

Write for Prospectus

DEPT. H

School of Radio Technique

520 Bldg., Radio City, New York 20, N. Y.
223 South Wabash Ave., Chicago 4, Illinois.

NEED AN ANNOUNCER?

The best way to get results from any of the above classifications is to place an ad in BROADCASTING • Telecasting . . . where all the men who make the decisions meet every Monday morning.

Situations wanted, 26¢ per word ($2.00 minimum)
Help wanted, 25¢ per word ($2.00 minimum)
All other classifications 30¢ per word ($4.00 minimum)

Display ads, $15.00 per inch

If transcription or bulk packages submitted, $1.00 extra charge for mailing.

Please address all correspondence to Classified Advertising Dept., BROADCASTING, 870 National Press Bldg., Washington 4, D. C.

tion, in Chicago, Illinois.

NEED AN ANNOUNCER?

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E. C. SRT • SRT • SRT • SRT • SRT

SRT-Radio

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Radio Station and Newspaper Appraisals

Tax, estate and many other personal problems create the need for an independent appraisal. Extensive expertise and a national organization enable Blackburn-Hamilton Company to make accurate, authoritative appraisals in minimum time.

Appraisals • Negotiations • Financing

BLACKBURN-HAMILTON COMPANY

RADIO STATION AND NEWSPAPER BROKERS

WASHINGTON, D. C.
James W. Blackburn
Washington Bldg.
Sterling 491-2

CHARLES HOWELL
DIES DEC. 8 IN COLORADO

CHARLES R. HOWELL, 70, secretary-treasurer of Western Slope Broadcasting Co., licensee of KFXJ Grand Junction, Colo., died at his home Dec. 8 following an illness of a year.

Born in Lacona, Iowa, Nov. 9, 1892, his parents were among the early settlers of eastern Colorado, homesteading in Kit Carson County. Mr. Howell, himself, homesteaded in that area in 1905. He married Laura Evans in 1907. Early years were spent in teaching, farming and ranching. After World War I he moved to Denver so that his son, Rex, could enter school there and at the same time could take up further study of radio for which Rex had shown a preference.

When Rex established KFXJ at Edgewater, Colo., in 1926, Mr. Howell helped to operate the station on the side while continuing work as a mortician. In 1928, he resigned his position and devoted full time to radio.

In 1930, he entered business as partner with his son and KFXJ was moved to Grand Junction.

Western Slope Broadcasting Co. was a father-son partnership which pioneered broadcasting service to western Colorado. In 1949, it was incorporated and another member of the family joined the team. Ruth Howell, oldest daughter of Rex, was named vice president. Thus the company became a three-generation family firm. In 1950, a second station, KOLN, was founded at Glenwood Springs, Colo., by Mr. Howell and his son.

Last May, Mr. Howell appeared on the 25th anniversary program of KFXJ with his son and granddaughter. Mr. Howell had been active in community life, particularly church work.

He is survived by his wife, his son, three brothers and a sister.

JEAN HERSHOLT (I), president, Motion Picture Relief Fund, and Howard S. Meighan, president of CBS Radio, complete negotiations for presentation by CBS Radio of two half-hour weekly dramatic shows on behalf of the Fund.

GRAFTON B. PERKINS

Lever Executive Dies


Mr. Perkins, who had majored in chemistry at Massachusetts Institute of Technology, was a veteran of 58 years' experience in the advertising field. After association with McGraw-Hill as promotion manager and the Boston Post as advertising manager, he joined Lever Bros. in 1924, serving there until his retirement in 1946.

He was a colonel in Army Intelligence during World War I and public relations advisor to Rubber Administrator Bradley Dewey during World War II.

Mr. Perkins is survived by his wife, a son, a daughter and his mother.

Covers Crash

NEW remote pickup of KMYR Denver got its first official workout enabling on-the-scene coverage of B-29 bomber crash into several east Denver homes fortnight ago. Dick Leonard, station news director, has the two-way FM system installed in his car.

Radio Station and Newspaper Appraisals

Tax, estate and many other personal problems create the need for an independent appraisal. Extensive expertise and a national organization enable Blackburn-Hamilton Company to make accurate, authoritative appraisals in minimum time.

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He is survived by his wife, his son, three brothers and a sister.
**Docket Actions**

**FINAL DECISIONS**

Baton Rouge, La.—Air Waves Inc., owner of WQBO (FM) licensed to operate in the city of Baton Rouge, has been granted a final decision on a motion for reconsideration of the FCC order of Dec. 2, 1963, granting WQBO an FM license to change its facilities in order to increase its coverage area. The order will take effect March 1, 1964.

FCCroundup

**New Grants, Transfers, Changes, Applications**

**Box Score**

<table>
<thead>
<tr>
<th>Class</th>
<th>AM Stations</th>
<th>WM</th>
<th>LPFM</th>
<th>FM Stations</th>
<th>TV Stations</th>
<th>On the air</th>
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<td>2,315</td>
<td>132</td>
<td>#1</td>
<td>12</td>
<td>38</td>
</tr>
</tbody>
</table>

**SUMMARY THROUGH DEC. 13**

**WIST-AM-FM**

WIST and WIST-FM Charlotte, N.C., as a team sometime this week.

For WIST it will be the premiere of the new joint facility.

WIST will operate under the supervision of Ray A. Furr, managing director.

The station will be on the air at 9:00 kc with day power of 5 kw and 1 kw directional at night.

Assisting Mr. Furr will be Tom Mitchell, general manager; James A. Frazier, program director; and Pat McGuinness, news director.

The stations are licensed to the Broadcasting Corporation of North Carolina, Inc.

South which operates WIS Columbus, S.C., and WSP Spartanburg, S.C. Richardson & Shafts is general manager of the company.

WIST (FM) originated on the air in 1948.

At that time the company had an AM application pending.

WIST-FM was granted the license by the FCC in late 1948.

WIST (FM) ceased operation to help get WIST on the air, it notified FCC it would reapply for a broadcast permit.

Authority for WIST (FM) to return to the air.

FCC Actions (Continued from page 109)

December 13 Decisions

**COMMISSION EN BANC**

**EXTEND AUTHORITY**

WHYN-FM Holyoke, Mass.—Granted extended authority by the FCC to continue operation of WHYN-FM by remote control from WHYN's transmitter site, for period ending March 1, with same conditions as those in original grant.

December 13 Applications

**ACCEPTED FOR FILING**

Following the station's request renewal of license:


Application Dismissed

KDBN Palm Beach, Calif.—DISMISISK of WDBN-FM West Palm Beach, Fla. Application dismissed for failure to file application for license to change main studio location.

**When It's BMI It's Yours**

Another BMI "Pin Up" Hit—Bill & Range

**ANYTIME**


On Transcription: Spade Cooley—Standard.

When: December 17, 1961

Page 107
either by program name or by station. If he reports by program name, he must:

"(a) Have known the name of the program when he was listening.

"(b) Remember it well enough for a period varying from a few minutes to 22 or 23 hours so that he can recognize it correctly in a list which may contain other names similar to it.

"The roster resembles some of the methods used in the psychological laboratory in the study of memory, but it is difficult to classify it exactly in these terms. To the extent to which the respondent reports in terms of program names, the method might be thought of as symbolic recognition. In straight recognition, he is re-presented with the entire program. In the roster, he is presented with a written symbol—the printed name—which he must recognize as standing for the program and name he originally experienced."

Dr. Chappell reports "high" daytime correlation (0.87) and "very high" evening correlation (0.95) between NRI and U. S. Hoope-ratings.

Comparing coincidental with roster, he states: "For programs obtaining coincidentals less than 2.0, the correlations are low." He notes that "the large majority of the ratings were concentrated within rating intervals 0.0-0.9 and 1.0-1.9."

In the roster procedure, Dr. Chappell reports, "the interviewer is instructed to get a certain number of interviews in each socioeconomic group, each geographic division, etc.," but he selects the specific homes visited himself and "no adjustment is made for 'not at home'..." No probable errors, standard deviation, significant differences or any other statistical measures of variability or accuracy can be calculated or obtained by quota samples. The theory of probability underlying all such measures does not apply to quota samples.

"Because of the inability to control the 'not-at-home-now' and 'not-at-home-then' biases in the roster sample, which vary independent of each other from time period to time period, it represents no definite and fixed population. Even if interviewers were sent to specific addresses selected mathematically, these two sources of variable bias would still operate to produce, within the roster findings themselves, variations from time period to time period.

"It must be concluded from these facts that the roster sample cannot yield ratings equally accurate for all time periods."

Contrariwise, Dr. Chappell points out that in coincidental surveys "the interviewer exercises no choice..." dwelling units to be interviewed are all determined mathematically by application of the probability theory. A.T.&T. "provides gratis, not a pre-listed sample but a pre-listed census of telephone homes throughout the nation," he said. "All that is required is to develop the finest type of probability sample of telephone homes is that interviewers, in selecting numbers to be called, use some mathematical procedure which will eliminate bias of race or national origin that might come from alphabetical listing."

Mean roster and coincidental ratings are "fairly close" for more powerful stations, Dr. Chappell states, but "the less powerful independent stations with lower mean ratings obtain roster ratings many times as great as their mean coincidental ratings... as the size of the coincidental decreases, the ratio of mean roster to mean coincidental increases until in the case of the '0.0 to '4.0' group the mean rating is about eight times that of the coincidental."

The systematic difference between roster and coincidental ratings is due, Dr. Chappell concludes, to differences between "total audience" and "average audience," nor between telephone and non-telephone homes, nor between geographic areas. Neither does it seem to be caused by the influence of the variable size of the roster sample's 'not at home,' portion nor by that of memory variation, he reports.

Psychological research has shown, Dr. Chappell states, that the introduction into a recall interview of items not previously experienced by the respondent produces "measurable 'confusion.'" In the case of printed advertisements, he notes, "more than 50% of the respondents sometimes report that they have seen a particularly 'confusing' advertisement before it has been published. There seems to be no good reason for supposing that the phenomenon... would not occur in the recognition of program names on a roster."

As illustration, Dr. Chappell uses the following hypothetical example (see table on opposite page): "Suppose," he says, "1. That respondents were pre-sented with a list containing the five hypothetical program names shown below.

2. That the 'average audience' ratings (coincidentals) were as shown in Column 1.

3. That the actual 'total audience' sizes were shown in Column 2 and (as audimeter data seem to indicate) these vary from 25% greater than the 'average audience' for high rating programs to 70% greater for low rating programs.

4. That 30% of the people who have listened to each of these programs are 'confused' when they encounter all five programs.

'The total listeners to these five programs (sum of the 'actual' total audience size) is 10.62. Of these, 30%, or 3.18, represent 'confusion.' If the 'confusion' is distributed about equally over the five programs, each will gain one-fifth of the confused recognitions or 0.63. This is shown in Column 3. Each program will now have 10.62 + 0.63 = 11.25... 6. That the actual 'total audience' in Column 4 shows conditions similar to those found when coincidentals or Duplex Coincidental are compared with roster results. The result 'Total Audience' rating for the high rating program is depressed slightly below its 'Average Audience' rating and the 'Resultant Total Audience' ratings for lower rating programs increase rapidly in proportion to their aver-
Reactions to CBS Plan  
(Continued from page 27)

III—“Basic elements of the plan would appear sound in the effort to maintain program structures, the product is selling. However, I cannot understand at this time how the whole plan will operate and be maintained. I believe it is only a step in the long-range re-evaluation and reconstruction of network radio. I am happy that CBS is responding to public demands pending further sound study and evaluation of the strength and potential of radio as a separate and independent medium which is and will continue to serve the people right alongside of television throughout the foreseeable future.”

Harry M. Bittner Jr., WFBM Indianapolis—CBS should permit stations not purchased by a Selective Facilities Plan advertiser to sell the programs on a co-op basis. Otherwise I believe most affiliates assured of at least 13 weeks protection of periods in choice option time will subscribe to the plan on a spot basis the Selective Facilities Plan, if it works. It may be a good boost for some of the network’s chief competitors, the transcribed program sellers.

Approves Realistic Approach

Lee Walles, Fort Industry Co.—“Although time has not permitted a thorough study of the new plan of network commercial broadcasting as recently announced by CBS, it would seem that a realistic appraisal of network radio as an advertising medium is now in order. To the extent that CBS soundly appraises the programming of each advertising medium we go along, but we disagree that any new advertising medium should be considered to affect radio—be it television or any other form. Radio must continue to be evaluated on its merits—its still the world’s best means of reaching the mass ear.”

Harold P. Danforth, WDBO Orlando, Fla.—“In my opinion, Howard Meighan, stellar performer of the meeting, has delivered in sincere language, the first comprehensive plan for competitive network radio. Spelling out the details, his hard-hitting talk delivered to a receptive group—forecast no doom—but enunciated an encouraging program—pointing to not only smart survival for today’s Radio but the concept of tomorrow’s problems which must be faced.”

John Eassu, KTUL-KPFW Tulsa—“Radio is in its greatest period of adjustment but it will come out healthier due to the present physical checkup. CBS, I think, is doing its very best to adjust itself. Sure, it will make mistakes but it will continue to be a winner and continue to grow. I’ll buy their CBS thinking.”

Henry Clay Comments

Henry B. Clay, KWKH Shreveport, La.—“I think CBS Radio has exceptionally outstanding personnel—and it’s network radio—its real value based on facts. The Selective Facilities Plan forced on CBS as a result of network competition which first yielded to demand of advertisers who are taking money out of radio for the purpose of supplementing TV budgets—and this without basis of fact. Most shocking—is a necessary and workable plan making network radio more flexible. CBS Radio still delivers more listeners per dollar than any other network and this plan will bring more advertising into CBS.”

John F. Patt, president, G. A. Richards stations—“I would prefer to comment on the plan after it has been in operation for several months. As the results may be better analyzed. Unquestionably it is an attempt to provide advertisers with some freedom of choice, and, I believe, CBS goes in the right direction and its stations a continuation of statistical programs to which they are entitled as exclusive affiliates of the CBS network.

The proof of the pudding will finally be determined by whether the stations receive enough income from this association to warrant their optioning of a majority of the best hours.”

Kenneth Brown, KWFT Wichita Falls, Tex.—“The Selective Facilities Plan on first impression makes a lot of sense to me.”

Victor A. Sholis, vice president and director, WHAS - AM - TV Louisville—“The full answer can only come, however, with the plan’s actual operation. It sounds good in the presentation but it can also spell real danger, not merely to the plan but to network radio as we have known it.”

Frank Crowther (Red Cross), WMNZ Macon, Ga.—“Introduction of the new CBS sales plans seems to be required in the competitive selling field network-wise, according to the sales executives of CBS. It is entirely possible that their proximity to the situation in New York and Chicago may strengthen their feeling with regard to this plan to this broadcaster, enjoying the benefits of broadcasting in the history of a 29-year-old station, it is hard to believe that such changes in economic structure are necessarily.”

W. V. Hutt, KLRA Little Rock—“The selective programming services plan of CBS should prove to be a real help to the affiliates. It will modify the idea in behalf of national attention of affiliated stations worthy of recognition. We anticipate fresh talent discovered in this plan will materialize in new programming strength.”

Praises Plan

Hoyt Wooten, WREC Memphis—“I have always been a staunch advocate of any rule of payment which would evaluate a station’s market circulation. Such a plan which will accomplish this will receive my approval. I don’t have a comment to make until the present evaluation (CBS) is proven.”

F. C. Sowell, WLAC Nashville—“I always look forward to the presentation of fresh talent of all sales results—and it is my opinion stations which can produce sales satisfactory to the advertiser should merit rates commensurate with their value. I think the CBS Selective Facilities Plan meets with this test.”

Katz Agency—“It’s fortunate for the industry that the FCC in its report on chain broadcasting had the foresight to define the intelligent need for competitive broadcasting of an identical program by two or more connected stations. Otherwise, a network sale might consist of fewer than two stations.”

Frank King, WMBR Jackson, Va.—“In my opinion Howard Meighan and his CBS Radio associates made the most masterful presentation of radio’s present-day problems that I have heard or read—and will, if followed through, revitalize radio.”

Charles H. Crutbefld, WBFT Charlotte—“Having been associated with CBS more than 20 years, I approve of the Selective Facilities Plan, particularly since Howard Meighan, a man in whom I have the utmost confidence, has now been named to guide the destiny of CBS. I have watched Mr. Meighan for many years and, in general, his opinion, no network in radio today is endowed with such masterful leadership.”

Thad Holt, WAPI Birmingham—“I have followed in all times the sell the best possible pro-grams at as high a rate as is justified. I am willing to go along with them on the new sales policy if they think it is sound.”

**WORD BOOST**

DEDICATION broadcast of WORD on a new frequency was attended by ness and political leaders the morning 910 kc with 1 kw from its previous 1 kw. Among those who took part in the broadcast wereGov. James F. Byrnes, Rep. Joseph R. Bryson (D.-S. C.); Federal Judge C. C. Tatum and yourself and W. C. Clark of the Spartan- burg Chamber of Commerce. Walter J. Brown, president, Spar- tanburg Co., who introduced and operates WORD and WXCV (FM), introduced the speakers.

GIANTS RESTRICT RADIO, TV, HITS GAME-OF-DAY

NEW YORK GIANTS baseball club, through Pres. Horace Stoneham, announced Thursday night it will not permit games to be broadcast on national basis during coming season, but will restrict coverage to WMCA New York for home and road game broadcasts and to WPIX (TV) for home game telecasts only.

Small radio network of stations in adjacent territories—such as New Jersey—will be organized to provide daily coverage for potential customers, however.

Announcement, in effect, drops Game-of-the-Day broadcasts carried by Liberty and Mutual networks last season, which Giants spokesman said had "no direct benefit to us. The effect on our box office was not noticeable." He specifically denied that decision came as result of league meetings held this weekend, where minor split of broadcasting revenue (see story, page 36), or that it was result of any minor league action.

Although such move was made of broadcast "take" last season, it was indicated that current policy would result in "no decided change" in revenue. Radio-TV rights last season were sold as one package with Liggetts & Myers as sponsors.

COMMISSION FORMED TO PROMOTE TOLERANCE


Radio and TV representatives: Mr. Fellows; James L. Caddigan, DuMont; Sig Michelson, CBS-TV; William H. Fineshriber Jr., Mutual; Edgar Kobak, consultant; Harry Mainish, KFWB Hollywood; Helen Alvarez, KOTV (TV) Tulsa; Edmund A. Chester, CBS Radio; Edward Stanley, NBC, John W. Pacey, ABC, and William R. McAndrew, NBC-TV.

B BB REPORT ON 'CONTEST'

REPORT on "mystery" melodies contest conducted by TV dealers via radio commercials issued Friday by New York's Better Business Bureau. Offering $100 credit certificate to first 20 who identify song, TV dealer tries to apply this $100 toward purchase of his own brand TV set which, to best BBB knowledge, is not for sale elsewhere. Original price fixed before contest by same dealer offering credit certificate, BBB said, asserting its findings have been turned over to stations to help them determine whether continuation of such ads contributes to public interest and credibility of radio-commercial deals. Investigating shoppers have found several variations on same theme, BBB said.

TV SPOT TIME RELEASED

AMERICAN TOBACCO CO., New York, said to be releasing its television spot time, with Lever Brothers picking up availability.

GARROWAY THREE HOURS

IN last-minute change, format of Dave Garroway's new morning NBC-TV program, Today (see earlier story page 82), expanded from 7 to 10 a.m. EST instead of 7 to 9 a.m. Change presumably occasioned by midwestern network feed. As it stands now, 7 to 8 a.m. EST portion will be seen in East only and 8 to 9 a.m. CST segment will be telecast only to midwestern stations. WNBRQ (TV), NBC's Chicago station, will begin its telecast schedule when show starts at 7 a.m.

Business Briefly

(Continued from page 6)

five-week, in 6:30-8 a.m. time, starting Jan. 1 in several markets. Agency, Cecil & Presbrey, N. Y.


DISC DRIVE — Fastabs (reducing product) placing quarter-hour transcribed show, thrice-weekly, in several radio markets after first of year. Agency, TV Assoc, Baltimore.

C-P-P SPOTS — Colgate-Palmolive-Perot Co., Jersey City (Cashmere Bouquet soap), preparing radio spot announcement series starting Jan. 1, 52 weeks, in several markets. Agency, Ajestle & Company, N. Y.


CANDY CARNIVAL — M&M Ltd., Newark, to sponsor M&M Candy Carnival, effective Jan. 6, Sunday 12:30-1 p.m., on CBS-TV. M&M also sponsors Super Circus on ABC-TV. Agency, William Eddy & Co., N. Y.


AVERAGE AMERICAN

AVERAGE male in U. S. was 30 years old, owned home with mortgage and "his kids undoubtedly are pestering him to buy TV sets for Christmas." Census Bureau said in study based on 1960 census data. Average age in 1940 was 25. Bureau says he earned $3,000 in 1950 compared with $1,200 in 1940 but consumer prices went up 70%. Other traits: He had telephone, mechanical refrigerator, radio and auto besides having wife and two children.

PEOPLE...

ELLIOTT EAKIN, advertising promotion manager of Sales Management magazine for past six years, was named director of advertising and promotion, spot sales department of NBC to replace Martin Werner, recently resigned.

ROBERT A. RICHARDSON, Fuller & Smith & Ross, N. Y., elected vice president.

DALLAS TOWNSEND, CBS radio news weekend editor, appointed special events producer for CBS Radio. ROBERT SKEDDELL, overnight editor for network, becomes weekend editor, and newswriter MORT DANK succeeds Mr. Skedell.

HENRY M. SCHACHT, national advertising manager of Borden Co., N. Y., named director of advertising for assistant manager of Chicago branch of Schibb Peabody, who has held post since 1933. Mr. Peabody will continue as assistant vice president with executive authority over firm's advertising.

JOHN DERR, assistant director of sports for CBS-AM-TV, for past two years, named director of advertising for assistant manager of Chicago branch of Wood Broadcasting, who has been sports director for both radio and television since July 1946, to become CBS Radio's counselor on sports. CBS-TV sports directorship not yet set.

HERBERT J. TEISON named public relations director of Scherwin Research Corp., New York. He formerly was in tourism business in San Antonio and Mexico City.

WILLIAM E. BERCHTOLD, executive vice president and chairman of plans board of Foose, Cone & Beling, N. Y., joins McCann-Erickson, Chicago, as vice president and general executive. His duties will include serving as chairman of advisory committee on advertising plans in Chicago.

HOWARD H. BELL, executive assistant to NARTB TV director, father of girl, Mary Elizabeth.

FM DRIVE TO START

JOIN NARTB-Radio Television Mfrs. Assoc. program to promote FM radio set sales to open Jan. 21 in North Carolina. Wisconsin campaign will start Feb. 4 and District of Columbia campaign March 1. Test campaigns will have cooperation of broadcasters, set makers, distributors, dealers. In charge are RTMA FM Policy Committee chairman John W. Craig, Crosby Div., Avco Mfg. Co., NARTB FM Committee under Chairman Ben Strouse, WWDC-FM Washington. RTMA Advertising Committee also taking part. Promotion display material being prepared by RTMA subcommittee headed by David Grigavy, Zenith Radio Corp.

AFM WARNS STATIONS

REMEMBER that AFM-Motion Picture Producers' agreement prohibits TV use of musical sound tracks or scenes of AFM musicians without written permission from AFM was sent by union Friday in programs to more than 100 TV stations, agencies, and film package firms. Spokesmen said it was second such reminder (first: last January), that it stemmed from instances of unauthorized film use of television but was sent also to non-violators, and that it contained no "threat." AFM-producers agreement, originated in 1946 and since renewed, currently extends to Aug. 31, 1952.
In the heart of America...

A Wholehearted Merry Christmas
to Our Advertisers...

It's the
KMBC
KFRM
Team...and It's
Wholehearted

who know that to Sell
the Whole Heart of America
Wholeheartedly, it's

The KMBC-KFRM Team
6TH OLDEST CBS AFFILIATE • PROGRAMMED BY KMBC
OWNED AND OPERATED BY MIDLAND BROADCASTING COMPANY
It pays to buy the giant economy size!

And in the enormous Midwest market centering around Chicago, the giant economy size is 50,000-watt WBBM.* This Fall (as always, year after year after year), WBBM commands a larger share of the radio audience than Chicago's second and third network stations combined.

During the broadcast week, an average of more than one out of every four families listening is tuned to WBBM.

Chicago's 15 other radio stations divide up the rest.

Today, more Chicago families are listening to the radio — and to WBBM — than last year at this time, TV or no TV.*

The buy is... **WBBM** Chicago's Showmanship Station

Represented by CBS Radio Spot Sales

*Within range of WBBM's clear air.
one-tenth of the nation's radio families — three-fourths of which, incidentally, cannot be reached by any Chicago television station.