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TELECASTING
Starts on Page 65

The Newsweekly of Radio and Television.

20 year
$7.00 Annually
25 cents weekly

SEPTEMBER 24, 1951

WOR-tv, channel 9

NEW YORK'S GREATEST TV SPORTS STATION
programming the Brooklyn Dodgers, the World Series, All-Star game, boxing, wrestling, basketball

BRINGS SPORTS-MINDED MILLIONS
A NEW, BIGGER FALL SCHEDULE!

Monday—Boxing, IBC Bouts from St. Nicholas Arena

* Tuesday—Boxing, from Westchester County Center
* Wednesday—Wrestling from Ridgewood Grove (in October), Basketball from Columbia, Fordham and St. Francis College from their own gyms (in December)
* Thursday—Boxing, from Sunnyside Gardens
* Friday—Wrestling, from Jamaica Arena
* Saturday—Boxing from Ridgewood Grove

All time guaranteed against pre-emption ... at a cost any sponsor can afford.

* Bouts under the supervision of one of the greatest promoters in the fight game, Joe McKenna.

write, wire or phone WOR-tv
channel 9
at 1440 Broadway, in New York
Thomas Jefferson was more than the architect of freedom; this man of many great talents designed and supervised the building of some of Richmond's (and Virginia's) most famous structures. Richmond's impressive capitol, the classic University of Virginia, Monticello all were examples of his handiwork.

Present day Richmond is the home of WTVR, the South's first television station, which is now forty-one months old. WTVR, WMBG and WCOD, the First Stations of Virginia, dedicate their services to the people of a great city and state.

Havens & Martin Stations are the only complete broadcasting institution in Richmond. Pioneer NBC outlets for Virginia's first market. Represented nationally by John Blair & Company
Indiana University is in Bloomington, too, and represents a multi-million dollar market... a market as big as some cities!

**WTTS—5000 Watts—ABC Affiliate**

**WTTS**—like its sister station, WTTV is owned and operated by SARKES TARZIAN

Call Meeker for the rest of the story

**NEW YORK • CHICAGO • LOS ANGELES • SAN FRANCISCO • LANCASTER**
BROADCASTING

TELECASTING

Closed Circuit

Upcoming


(List of Upcoming on page 30)

Bulletins

WILLIAM B. LEWIS, vice president of Kenyon & Eckhardt, New York, elected president of agency late Friday succeeding Dwight Mills, who becomes chairman of executive committee. Edwin Cox, senior vice president, takes over full charge of creative and professional services. Thomas D'Arcy Brophy remains as senior executive and chairman of board. Mr. Lewis has been with K&E since 1944. Prior to that he was with OWI in Washington and before that with DAC as vice president in charge of programming.

ON HEELS of announcement that all morning programming has been sponsored (see story, page 26), ABC beginning new afternoon schedule 2:30-4:30 p.m. starting today (Monday). New line-up is built around Strange Romance of Evelyn Winters, which moves today from morning to afternoon and will be sponsored by Philip Morris & Co., Oct. 1.

Program block will start with Walter Kiernan and Sally Circle, 2:30-3:30 p.m. daily, with John H. Dulyan & Son to sponsor The Dulaney Double 3:25-3:30 p.m. daily, starting Oct. 1. Story of Mary Martin will fill 3:30-3:45 p.m. slot, followed by Strong Romance 3:45-4:45 p.m. Two weeks later will start Oct 1: VaUiant Lady 4-4:15 p.m. and Elaine Carrington's Marriage for Two 4:15-4:30 p.m.

MBS PLANS BIG DRIVE;
CABLE HEADS AFFILIATES

PLANS for extensive, nationwide "Mister Plus" promotion campaign announced Friday by MBS, which has used trademark as promotion symbol for two years. General campaign project approved earlier in week by 14-man Mutual Affiliates Advisory Committee, which meanwhile elected Gene Cagle, president of KFJJ Fort Worth, as MAAC chairman.

James Murray, general manager of KQV Pittsburgh, elected vice chairman, and Grover Cobb, vice president and general manager of KVGB Great Bend, Kan., named secretary. MAAC also approved, subject to affiliates' ratification, alliance with Metro-Goldwyn-Mayer whereby MGM would contribute six hours of "star entertainment" to MBS evening schedule each week (story page 25).

New "Mister Plus" campaign, to be conducted by MBS stations at local level, slated to get under way within six weeks. Kits being prepared for network's 546 affiliates.

Business Briefly

BORDEN'S EXPANDING • Borden's Star- lae, New York, understood to be planning to expand its radio spot announcement campaign in the Midwest. Agency, Young & Rubicam, New York.

WELCH'S WESTBOUND • As distribution of Welch's Westbound travels westward market by market, radio stations are added to its current spot announcement schedule. Agency, Al Paul Lefton, New York.

BLOCK SPONSORING • Block Drug Co., New York, sponsoring Crime With Father on ABC-TV Friday 9-9:30 p.m. starting Oct. 5. Products advertised will be Amm-I-Dent Tooth Powder, Amm-I-Dent Tooth Paste, Minipoo Dry Shampoo, Pycoo Brushes, etc. Agency, Cecil & Presbrey, New York.

CBS LEAVES MINUTE FOR SUSTAINER BREAKS

OPPORTUNITY for additional local sales by CBS Radio affiliates opened up with decision of network officials to provide 60-second instead of 30-second breaks before or after some sustainers. Nine nighttime and four daytime sustainers involved at outset. Plan to start first week in October.

Adopted at request of Columbia Affiliates Advisory Board, plan makes these new one-minute breaks available for program promotion or commercial announcements, but stipulates that competitive accounts may not be scheduled next to CBS Radio commercial programs. Nor may such announcements imply sponsorship of sustainer. It also provides for reversion to 30-second breaks if show involved is changed or rescheduled, but with stations to be given 14 days' prior notice in case of revision as well as in cases of changes in programs involved.

HEART PROMOTES PROVOST

ELECTION of D. L. (Tony) Provost as vice president and director of Hearst Radio Inc. announced Friday, Provost to work with WNBC New York and Hearst-owned WBAL Baltimore radio and TV properties. Mr. Provost has been acting general manager of Hearst Radio since shortly after death of Vice President and General Manager Tom A. Brooks earlier this year. (Broadcasting • Telecasting, July 16, June 26).

MBS CO-OP SALES UP

SALES of Mutual's cooperative programs totaled 1,302 for first nine months of 1951, 11% increase over 1,166 sales for comparable period last year. Total does not include 2,901 local sponsors of Mutual's Game of the Day. Mutual also reported 851 station sales of seven MBS news cooperatives, as compared to 609 for 1950 period.

EX-JONES OFFICERS NAMED

TWO additional former employees of Duane Jones Co., New York, revealed plans Friday: Robert Hayes, former president, to Doherty, Clifford & Shenfield as vice president, and Paul Boll, account executive, to W. Earl Bothwell, New York, in similar capacity.

Page 4 • September 24, 1951

DON'T be surprised if Assn. of National Advertisers comes out with a clarifying statement on its controversial radio position during this week's ANA convention. After convention, ANA executives expected to meet again with special Affiliates Committee subcommittee in effort of both groups to improve radio-advertiser relationships. Meeting of entire Affiliates Committee, formed to preserve radio rate structures, tentatively slated about mid-October.

FCC CONSIDERATION of procedure on ABC-United Paramount merger delayed for second week in row, because of refusal of Dept. of Justice to permit FCC attorneys to examine files now in famed motion picture consent decree case resulting in separation of producing companies from exhibiting company. FCC meeting last week was to have produced possible data for hearing, but staff held it was not ready because of delays in preliminary research. DOJ reportedly estimated 18 months before it could complete its paper work on consent decree sufficiently to release data to FCC.

RECENT KANSAS-Missouri floods may have cost stations in flood path upwards of half million in washed out equipment plus rebates to advertisers because of air-time lost. High losses attributable largely to the unavailability of flood insurance except at prohibitive rates. One station reported losses in facilities and time (latter over three-day period) amounting to nearly $50,000.

WHILE FCC won't say so publicly, it can be reasonably deduced that it wants no part of so-called licensing authority in field of interstate transmission of gambling (racing) information because it would reduce FCC stature to that of federal police force. Commissioners unquestionably feel that gambling enhanced would seek to corrupt staff members, with portents of scandals eclipsing RFC mess. (See story on licensing hearing page 27.)

PREPONDERANT top-level opinion in official Washington on plea to prevent blacking out of home telecast of prize fights and other sporting events is: they constitute private property and cannot be thwarted without Constitutional amendment, removing sports from sphere of free competitive enterprise.

HAZEL BISHOP INC., N. Y. (indelible lipstick), through Raymond Spector agency, same city, requesting availability for early morning and noon time for its five-minute transmitted Hollywood commentary show in selected radio markets. Contracts understood to be for 39 and 52 weeks.

ATTENDANCE at current round of NIRBT district meetings running well ahead of 1950, with increase near 10%. Registration shows 440 total for first five meetings against 404 year ago for same districts.

DELAY OF at least another fortnight on (Continued on page 102)
The E-52 Players, dramatic group of the University of Delaware, presents a scene from "The Importance of Being Earnest," one of their featured productions.

During the past season, presentations by this talented dramatic group were only part of the University's TV schedule. The series also included, "Visit with Esther Alderman" and "Home and Garden Highlights," produced in conjunction with the Agricultural Extension Service; and "Baseball Clinic" conducted by the University Athletic Department.

For the 1951-52 season, WDEL-TV, in cooperation with a faculty committee, has scheduled a greatly expanded series of University telecasts.

The University of Delaware telecasts are but a few of the many local features carried by WDEL-TV in an endeavor to meet the public needs of the communities it serves.

WDEL • TV
Wilmington, Delaware

Represented by
ROBERT MEEKER ASSOCIATES • Chicago • Los Angeles • San Francisco • New York
DEAD OR ALIVE . . . YOUR REWARD IS HERE! Since time began there have been 'Them WHAT HEARD' and 'Them WHAT SAW' . . . The BAD MAN in the woodpile is the misunderstood impression as to the comparative sizes of these two groups. RECENT SURVEYS HAVE PROVED 'Them WHAT HEARD' is the larger group.

In a recent, thorough investigation, Advertising Research Bureau (ARB) interviewed scores of persons who shopped in ADVERTISED stores, LEARNED that 54.5% got their information exclusively from the XL Stations.

54.5% RADIO
12.3% BOTH
33.2% NEWSPAPER

LET US PROVE IT!
Clip this coupon and receive the "Proof of Putting"

DOLLAR FOR DOLLAR THE XL STATIONS DELIVER THE BIGGER MARKET

THE XL STATIONS
315 W. Sproges, Spokane 4, Washington
Please send me your booklet on "TWO MARKETS IN THE NORTHWEST".

KXL KXLY KXLJ KKLX KXLLK
Eastern Sales Manager - Wythe Walker - New York, Western Sales Manager - Tracy Moore - Los Angeles
SERVING THE PACIFIC NORTHWEST®

BROADCASTING
THE NEWSWEEKLY OF RADIO AND TELEVISION
Published Weekly by Broadcasting Publications, Inc.
Washington 4, D. C.
Telephone ME 1022

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SOL TASHOFF, Editor and Publisher

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NEW YORK BUREAU 488 Madison Ave., Zone 32, New York, N.Y. 44412. EDITORIAL: Rufus Crear, New York Editor; Florence Small, Agency Editor; Gretchen Graf, Anna Ruth; Grace Schorn, Bruce Robertson, Associate Editor.

ADVERTISING: S. J. PAUL, Advertising Director; Eleanor R. Mannig, Assistant to Advertising Director; Kenneth Cowan, Advertising Representative.

CHICAGO BUREAU 360 N. Michigan Ave., Zone 1, Chicago 5-4312; William H. Shaw, Midwest Advertising Representative; Jane Pinkerton, News Editor.

HOLLYWOOD BUREAU Taft Building, Hollywood and Vine, Zone 22. Empire Tower; David Quickman, West Coast Manager; Ann August.

TORONTO: 415 Harbour Commission, Empire 4-0775 James Montagnes.

BROADCASTING® Magazine was founded in 1931 by Broadcasting Publications Inc., using the title: BROADCASTING® - The News Magazine of the Fifth Estate. Broadcast Advertising was acquired in 1933 and Broadcast Reporter in 1933.

* Reg. U. S. Patent Office
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Subscription Prices: $7.00 Per Year. 25c Per Copy

BROADCASTING • Telecasting

Page 6 • September 24, 1951
ABC morning radio is now completely sold out! Lever Brothers just bought the last available 15-minute Monday-through-Friday time. During the past two months, ABC has signed more new business in Radio than in any other two months in its history. America is sold on ABC.

SPONSORS OF 15 NEW SHOWS

Bristol-Myers
General Foods
Hazel Bishop
Kellogg
Lever Brothers
Philip Morris
Prudential Insurance
Ralston-Purina
Sterling Drug
Sylvania Electric
Wildroot

ABC RADIO
American Broadcasting Company
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SHORT CUT TO $62 BILLION

The quickest, most efficient way to reach 27 million people who spend 62 billion dollars a year is via radio spot sales...on ABC's 5 owned stations.

NEW YORK
Radio pop: 4,559,650 families
Eff. buying income: $29,241,378,000
Quickest way to reach America's No. 1 market

CHICAGO
Radio pop: 2,689,980 families
Eff. buying income: $14,691,918,000
Quickest way to reach nation's second largest market

DETROIT
Radio pop: 282,720 families
Eff. buying income: $4,856,334,000
Quickest way to reach America's motor market

LOS ANGELES
Radio pop: 1,319,130 families
Eff. buying income: $7,942,001,000
Quickest way to reach the No. 4 market in the U. S.

SAN FRANCISCO
Radio pop: 964,250 families
Eff. buying income: $5,291,371,000
Quickest way to reach the rich San Francisco market

Get your share of the multi-billion-dollar sales made in these five leading markets through ABC's five key stations. Bought individually or as a package, these ABC stations offer the most flexible, most efficient buy in spot radio. Participating spots are available on established, popular high-rating shows in every category: homemaking, comedy, music and news. Put one or more of these shows to work...selling your product where the traffic is heaviest. For details write or wire: ABC RADIO SPOT SALES 7 WEST 66th STREET, NEW YORK CITY American Broadcasting Company
**PROCTER & GAMBLE Co., Cincinnati (Shasta shampoo), planning**
daytime spots and participations in limited number of radio markets,
starting early in Oct. Agency: Dancer-Fitzgerald-Sample, N.Y.

**MANISCHWITZ WINE Co., N. Y., seeking radio availabilities for spot**
campaign starting next month. Agency: Donahue & Co., N. Y.

**REPORTER MAGAZINE** planning 20-market radio spot campaign and
news programs plus network news show, 13 weeks. Agency: Frederick-
Clinton Co., N. Y.

**THOR Corp., Chicago, placing extensive TV spot schedule nationally**
to introduce its first fully automatic washer, starting with Chicago on mar-
et-by-market basis. Fifty film spots planned for month-long campaign

**SQUIRE DINGEE Co., Chicago,** using TV for first time for Ma Brown
preserves, starting minute and 20-second spots in six markets in early

**THORNTON CANNING Co., Thornton, Calif.** (packers of Lido Tomato
Paste), beginning Nov. 1 will inaugurate three month introductory cam-
paign in St. Louis, Pittsburgh and Detroit. TV will be used. Agency: Roy
S. Durstine Inc., S. F.

**SUPERTEST PETROLEUM CORP., Toronto** (gasoline), starts spot an-
ouncement campaign on major market Canadian stations. Agency:
Harry E. Foster Adv. Ltd., Toronto.

**MECANNO Ltd., Toronto** (toys), starts spot announcement campaign
for Christmas selling on number of major market Canadian stations.
Agency: F. H. Hayhurst Ltd., Toronto.

**DR. A. W. CHASE MEDICINE Co. Ltd., Oakville, Ont. (proprietary),**
Oct. starts thrice daily one minute spot announcement campaign on
number of Canadian stations, marking return of this company to radio
after an absence of some years. Agency: F. H. Hayhurst Ltd., Toronto.

**Network . . . .**

**MILLER BREWING Co., Milwaukee** (High Life beer), Oct. 1 starts 52
week sponsorship of Five Minute Final on full Don Lee Network (45
stations) plus four Arizona Network stations Mon.-Fri., 9:55-10 p.m.

**AMERICAN VITAMIN ASSN., to sponsor Frosty Frolics, ice show,**
weekly over ABC-TV starting Sept. 19, Wed., 8-9 p.m. Agency; Schwim-
mer & Scott, Chicago.

P. LORILLARD CO., N. Y., (Old Golds), to sponsor Don You Go on
duMont TV Network, starting Sept. 21 for 52 weeks, Fri., 9-9:30 p.m.
Agency: Lennen & Mitchell, N. Y.

**NORWICH PHARMACAL Co., Norwich, N. Y.** (Teek, new cherry flavored
cough syrup), will use national TV show and Sunday supplements to in-
troduce and promote product. TV show used is 15-minute news program
Sunday News Special, every other week on CBS-TV. Agency: Benton &
Bowles, N. Y.

**E. I. DU PONT de NEMOURS & Co., Wilmington** (curtains made from
duPont Orlon acrylic fiber), sponsoring 2:15-2:30 p.m. segment of Garry
Moore Show, on CBS-TV, Tues.; and 12:45-1 p.m. portion of Frances
Langford-Don Ameche Show, on ABC-TV, Fri. Overall campaign to cover
30 markets. Length of contract indefinite. Agency: BBDO, N. Y.

**AMERICAN TRUCKING Assn. Inc., Washington,** renews American
Forum of the Air, 2:30-3 p.m., on NBC on 165 stations. Agency: Blow
Co., N. Y. TV segment of show sponsored by Bohn Aluminum & Brass

**GREYSTONE PRESS, N. Y.** (Children’s Record Guild), sponsored No
(Continued on page 16)
To an ad man who may have acquired the wrong impression from a casual reading of the Official Soviet Encyclopedia (Vols. A to A)

If you're wondering how the hell we can segue into our WMT song from that, don't forget this: In Russia, Iowa comes under "A"—which is perfectly okay with us. It's the following stuff in the new Soviet Encyclopedia (excerpted above from the New York Times) which makes us reach for the mono-sodium glutamate.

"Iowa. State in the Middle West of the United States. * * * Large capitalist farms provide the basic production. All farmers are in great debt to the banks, and farmers' debts, even in the case of full owners, are more than 50 per cent of the value of the farm."

Aussie. Under an attack of imperialistic ideology.

open mike

EDITOR:

MAY WE HAVE YOUR PERMISSION TO REPRODUCE LOWER HALF PAGE OF YOUR SEPTEMBER 3 ISSUE BROADCASTING * TELECASTING CARRYING ARTICLE "KROGER SPOT DRIVE." WE WOULD LIKE TO SEND THIS REPRODUCTION TO OUR CLIENTS AND PROSPECTS.

KATHRYN M. HARDIG

RADIO-TV DIRECTOR

THE RALPH H. JONES

AGENCY

CINCINNATI

[Editor's Note: Permission granted.]

* * *

Ulcers and Indignity

EDITOR:

Just a word to Senator Benton and his colleagues, and to ANA. . . . If you Senators think you get ulcerated keeping your constituents happy, sit in a week or so with a program director. If he doesn't get listeners he gets a horde of hungry salesmen wraped around his neck, and you'd be amazed how many of these fellows do a splendid job, giving people what they want not what he thinks they should have . . .

And you, ANA: we're ashamed of you. Imagine grown-up tycoons, toothed and reared on the cold facts of results against investment, turning to the crystal ball of the academic . . . theorists . . .

If we've been radio men can't deliver the goods, drop us, but please spare us the indignity of an autopeny, and let us work for our resurrection . . .

Bob Irwin

Milwaukee

* * *

Data on Daytona

EDITOR:

In your column, FRONT OFFICE, [Sept. 17] you mention the appointment of John Thorwald as director of radio of the John H. Perry stations and you include the call letters of WNDB, by which I assume you mean WNDB Daytona Beach.

For your information, WNDB is owned and operated by the News-Journal Corp. of Daytona Beach and is not a John H. Perry station. John H. Perry Jr. is a member of the board of directors of our corporation, but this station is independently operated.

Jerry Stone

Station Manager

WNDB Daytona Beach, Fla.

[EDITOR'S NOTE: We did mean WNDB, and we were wrong. John H. Perry interests own 66% of the station, but Mr. Thorwald will direct only those stations wholly owned by the Perry company—WCGA Pensacola, WHP Jacksonville, WTMC Orlando, WDLP Panama City.]
For TV station planners

...from your nearest RCA Sales Representative

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

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

- **New York**, 20, N.Y.
  - 36 W. 45th Street
  - Telephone: Circle 6-4000
- **Dallas**, Texas
  - 1937-39 McKinney Ave.
  - Telephone: 8-1271, 1272, 1273
- **Cleveland 15**, Ohio
  - 718 North Building
  - Telephone: Cherry 1-3400
- **Atlanta 3**, Ga.
  - 523 Forsyth Bldg.
  - Forsyth and Luckie Streets, N.W.
  - Telephone: Walnut 5946
- **Kansas City 9**, Mo.
  - 221 W. 18th Street
  - Telephone: Victor 6140
- **Hollywood 20**, Calif.
  - 1560 North Vine Street
  - Telephone: Hollywood 9-2154
- **San Francisco 3**, Calif.
  - 1325 Market Street
  - Telephone: Hemlock 1-8320
- **Chicago 11**, III.
  - 606 North Lake Shore Drive
  - Telephone: Delaware 7-0700
- **Washington 6, D.C.**
  - 1625 K Street, N.W.
  - Telephone: District 1260

**RADIO CORPORATION of AMERICA**
**ENGINEERING PRODUCTS DEPARTMENT**
**CAMDEN, N.J.**

**BROADCASTING • Telecasting**

**September 24, 1951 • Page 13**
IRVING J. PAULUS, treasurer and secretary Warwick & Legler, N. Y., elected member of board of directors, replacing JACK R. WARWICK, who resigned effective Oct. 1. Mr. Warwick will announce his plans at a later date.

GIL BABBITT appointed director of radio and TV Harry Feigenbaum Adv., Phila. He was with WCAU Philadelphia, and MBS.

ARBINGAST, BECHT & ASSOC., Peoria, opening new radio-TV department Oct. 1. GEORGE W. CREMEENS, former program director and commercial manager WEEK Peoria, will head new unit.


ALAN FISHBURN, free-lance radio-TV director-producer in Chicago, to MacFarland-Aveyard Agency, same city, in charge of radio and TV.


JOHN DENNISON and JOSEPH STODOLA to copy staff at Needham, Louis & Brorby, Chicago. Mr. Dennis was vice president in charge of copy for Klaw-Van Peterson-Dunlap, Milwaukee. Mr. Stodola is former copy director for Jim Baker Assoc., also Milwaukee.

Sylvia Dowling, Young & Rubicam, N. Y., to Sullivan, Stauffer, Colwell & Bayles, same city, as television copy supervisor.

“ANY are called, but few are chosen” runs one of the lesser known adages in advertising literature. John (Jack) Chase Strouse, currently account executive for Kenyon & Eckhardt, N. Y., was, however, one of those chosen few.

Born in Minneapolis, May 22, 1908, and educated at the U. of Minnesota and Harvard, Mr. Strouse was selected from his Harvard graduating class by the Gardner Agency, New York, to learn the advertising business.

The young selectee started out as assistant to an account executive. He was with the agency for four years (during which time it had merged in New York with Blackett, Sample & Hummert and then separated), after which time Mr. Strouse moved to Boston, to become an account executive with the H. B. Humphrey Co.

While he was with the Boston agency the records indicate he brought in the following new accounts: Rumford Baking Powder, Pepperell Sheets and Venta Mills. In December 1941, immediately after Pearl Harbor, he joined the Navy as a lieutenant, j.g. Six years later, after serving in the Pacific for three and a half years and recovering from battle wounds in the hospital for a year and a half, Lt. Comdr. Strouse returned to civilian life to join Young & Rubicam as an account executive on General Foods.

One year later he moved to Dancer-Fitzgerald - Sample, New York, as an account executive on General Mills. He remained for three years and then journeyed to Kenyon & Eckhardt and his present position. Mr. Strouse handles the Kellogg account which currently sponsors several network shows.

The Strouses—she is the former Mary Louise Green—have been married since 1947 and live in a Manhattan apartment.
FRED M. JORDAN, vice president in charge West Coast operations W. Earl Bothwell Inc., Hollywood, appointed advertising and sales promotion manager Richfield Oil Corp., L. A.

DON MacMILLAN, radio department Young & Rubicam Ltd., Toronto, to radio department Cockfield, Brown & Co., Toronto.

HELEN SMITH, secretary, Smalley, Levitt & Smith Adv., L. A., appointed space and time buyer. She succeeds BERNICE WALKER PARSONS, resigned, to join husband in establishing John B. Parsons Adv., S. F.

ROBERT PEYSON, Kenyon & Eckhardt, N. Y., to Grey Adv., same city, as television production supervisor.

HELEN BROWN BECKETT, J. Walter Thompson, N. Y., to Sullivan, Stauffer, Colwell & Bayles, same city.

JACK CRUTCHER signed as writer for Everybody's Favorite program being packaged by ANDY POTTER, radio-television director, Calkins Stauffer, as television production supervisor.

ROBERT PEYSON, Kenyon & Eckhardt, N. Y., to Grey Adv., same city, as television production supervisor.

PASCAL B. OWEN appointed copy chief Hening & Co., Phila. Mr. Owen was with Wheeler-Knight & Gainey Inc., Columbus, Ohio.

JAY JONES, advertising manager Sherman Inc., Chicago, MORRIS DEARLE, head of own Seattle art studio, and KATHERINE GORDON, copywriter MacWilkins, Cole & Weber, Portland, to Hal Sewart & Co., Portland, as account executive, art director and copywriter respectively.

RUTH J. CERRONE, Sullivan, Stauffer, Colwell & Bayles, N. Y., to Lennen & Mitchell in copy department.


DARWIN H. CLARK Co., L. A., opens Houston office at 1103 S. Shepherd Drive, with JACK RITTENHOUSE resident manager.

ROBERT F. DEGEN, account and merchandising executive Ted Bates & Co., N. Y., will teach a course in marketing of drugs and cosmetics at the New York U. School of Commerce, this fall on Monday evenings.

ROBERT M. FERRIER, account executive Stevenson & Scott, Vancouver, B.C., appointed account executive and assistant to manager Robert B. Young Adv., S. F. CHARLES E. MORIN, Pacific Coast sales manager CBS, appointed account executive and director of radio and TV department.

HAUTURE C. ALGIER appointed to radio-TV department N. W. Ayer & Son, N. Y. HELEN M. GREEN named to public relations department.

ROBERT D. WILLIAMS appointed to plans-merchandising department in Philadelphia office.

SIDNEY GARFIELD, head of Sidney Garfield & Assoc., S. F., awarded trophy for most outstanding speech at recent national advertising agency network convention in Chicago. Mr. Garfield, one of forty-three speakers at convention, discussed "Do We Have To Die At 57?"


SAM MORSE JR., Morse-Gleason Travel Agency, S. F., to Dancer-Fitzgerald-McDougall Inc., S. F.

TOM ABLES, director of public relations San Diego County Tuberculosis & Health Assn., to Phillips-Ramsey Co.

This full-page ad in The Buffalo Evening News re-affirms the pleasant association of WBEN with NBC that has been highly profitable to listeners and advertisers, too. Petry will give you the details.
New Business
(Continued from page 11)

School Today on ABC radio, Sat. 10-10:15 a.m. on Sept. 22 only. Agency: Huber Hoge & Sons, N. Y.

P. LORILLARD Co., N. Y., (Old Gold Cigarettes), starts sponsorship of new quiz show, Down You Go, Louis G. Gowan production, Fri., 9-9:30 p.m., on DuMont TV Network, for 52 weeks. Agency: Lennen & Mitchell, N. Y.

MBJ Co., S. F., (coffee, spices, rice), today (Sept. 24) expands three weekly sponsorship of Chet Huntley and the News on ABC Pacific Network to five times weekly, Mon. through Fri., 9:15-9:30 a.m. (PDT). Contract for 52 weeks. Agency: BBDO, S. F.


DEPARTMENT OF NATIONAL DEFENSE, Ottawa (Army recruiting) Sept. 28 starts for 26 weeks Voice of the Army Show on 31 Dominion network stations, Tues. and Thurs. 7:30-7:45 p.m. Agency: Ronalds Adv Ltd., Montreal.

Agency Appointments • • •

J. C. PENNEY Co., N. Y., (chain stores), appoints Roy S. Durstine Inc. N. Y., to handle all radio and TV activities.

BORDEN Co., N. Y., (Hemo and Borden's instant hot chocolate), appoints Scheffeler, Beck & Werner, N. Y., to handle advertising effective Oct. 1. INTERNATIONAL SALTS Co., N. Y., names same agency for Sterling & Red Cross, table salt, Bussalt, Lixate process, Auger-Action Rock Salt and corporate advertising.

HEALTH FOODS Assoc. of Southern California, L. A., cooperative group of 137 retail health food stores, appointed Tilda & Canta Adv., Hollywood to handle advertising. Local radio-TV spot campaign for late fall or early winter considered.

DYE HOME IMPROVEMENT Co., Detroit, appoints W. B. Doner & Co., same city to handle advertising.

Adpeople • • •

G. C. POUND, executive vice president Kraft Foods Co., Chicago, elects president. He succeeds JOHN H. KRAFT, elected board chairman JAMES L. KRAFT, company founder and former board chairman,fills new post of chairman emeritus. J. C. LOFTIS, former southwest division manager of firm, named to posts as executive vice president director and member of Kraft executive committee.

WSBT IS THE BONUS BUY!

You get a big coverage bonus—and a rich one—with WSBT. In addition to the half-million people in the eight-county South Bend-Mishawaka trading area, there are a million more people in the primary area. This extra million spend nearly a billion dollars a year for retail purchases—in addition to the half-billion spent in the trading area alone. That's bonus coverage of bonus spending!

WSBT delivers bonus listenership, too. Every CBS show on WSBT enjoys a Hooper that's higher than the network average. For bonus coverage, bonus listenership, bonus sales, it's WSBT—the bonus buy!

PAUL H. RAYMER COMPANY • NATIONAL REPRESENTATIVE

milestones

• WNLC New London, Conn., marked its 15th anniversary Sept. 13. The station claims many firsts, including the first live broadcast from a submerged submarine and, on the other extreme, an aerial description from a dirigible of a Yale-Harvard freshman race—said to be the first sports broadcast from lighter-than-air craft.

• Russell E. Offhaus completed his first year as assistant manager of WMRY New Orleans and his 21st year in radio on Sept. 4. Mr. Offhaus began his radio career in 1930 as an announcer for WEBR Buffalo.

• Sereno Smith, studio engineer for WGAR Cleveland, observes his 20th anniversary with the station this month.

• Wisconsin School of the Air came of age last Monday when it entered its 21st year of broadcasting. Series is made up of 10 weekly shows tailored for in-school listening by WFA Madison; WLBL Auburndale and the State Radio council FM network. Programs bring to thousands of Wisconsin school children lessons in music, art, literature, conservation, science, social science, news presentation and games.

• Special programs were aired last Tuesday by WSTC-AM-FM Stamford, Conn., on its 10th anniversary. Broadcast were Popular Band Leaders of 10 Years Ago, Popular Songs of 10 Years Back, and a reversion of the first helicopter mail delivery and arrival of carillon bells in New York City, two special events covered by the station in the past decade. Other shows including highlight sport events and an address by a local dignitary.
The Purina Farm Radio Promotion Contest is open to every radio station in the United States that broadcasts a Purina Chow program for the Ralston Purina Company or for any of its Purina Chow dealers. All such stations, no matter how small or how large, have an equal chance to win.

Prizes will be awarded to the stations which, in the opinion of the judges, have done the most consistent, effective and original promotion campaign on a Purina Chows program to attract farm listeners and to increase the selling power of the program during the period between October 1 and December 15, 1951. Full consideration will be given to the merchandising facilities available to each entrant.

Entries should be submitted in scrapbook form and should include samples of all newspaper ads, billboard copy, mailing pieces and courtesy announcements... photographs of window or lobby displays, dealer meetings and special stunts... reports on dealer and Purina customer contacts made during the contest period.

Entries should be sent to Mr. Maury Malin, Chow Advertising Manager, Ralston Purina Company, Checkerboard Square, St. Louis 2, Missouri. All entries must be postmarked not later than midnight December 15, 1951. All entries, and the ideas contained in them, will become the property of the Ralston Purina Company. No entries will be returned.

Judges will be Mr. Sol Taishoff, editor and publisher of Broadcasting magazine; Mr. Norman R. Glenn, editor and publisher of Sponsor magazine; Mr. Phil Alampi, president of the National Association of Radio Farm Directors; Mr. Gordon M. Philpott, vice president in charge of advertising for the Ralston Purina Company. The decision of these judges will be final. Contest subject to federal, state and local regulations.

Winners will be announced on or about February 1, 1952.

Helping Rural America Produce More... And Live Better... Since 1894
STAVROS DEMOPoulos of Orlando, Fla., was injured playing football for Wesleyan U. against Trinity in November 1947. The result: After four years' hospitalization, the young athlete remains a quadriplegic, having some use of his fingers but little other mobility.

A four-letter man in high school and voted the most popular boy in his class, young Demopoulos was determined to become a sports announcer. WORZ Orlando, through the Florida state rehabilitation program, has organized his home town to help Steve achieve that goal. Today the young man says he has had "wonderful luck."

WORZ tested Steve's voice and delivery and announced that he showed great promise. To help him surpass his confinement, the station and the people of Orlando plan to build a special, ultramodern broadcasting studio on the property of Steve's parents. Researchers from Street & Smith's *Living for Young Home-makers* are cooperating to design the studio, which will call for touch-button control of everything from Steve's wheelchair to the ventilation system. Estimated cost is $50,000.

Starting with his own local show of predictions, reviews, and game results, Steve ultimately will be assigned to cover local high school games and the Washington Senators' spring training in Orlando. Cooperation with WORZ has come from sources beyond Orlando. Aid has been offered by Sportscaster Bill Stern, Steve's idol. His college fraternity (Chi Psi), his alma mater, and even Trinity—opponent in the fateful game—have held drives to help Steve.

The young man was flown to New York by WORZ for an appearance on the Jack Berch show Sept. 12. Facing a national radio audience, the future sportscaster quietly and modestly told the story of how he is overcoming his disability—through radio.

Steve (center) tells his story on NBC's Jack Berch Show with help of (l to r) Sammy Rosen, WORZ promotion manager; Henry Hull Jr., director of show for Prudential Life Insurance Co. and Jack Berch.

* * *

AND GET THE RIGHT ANSWER FROM BMB FIGURES

The primary purpose of BMB statistics is to provide a basis for an accurate measurement of physical coverage among radio stations. When these figures are evaluated by a method that lets the element of program popularity creep in, the result can be as inaccurate and confusing as if you were to add cats and dogs together—in an effort to determine how many cats, and how many dogs, you had. You are very likely to come up with figures that are unfair to many radio stations.

We have developed a method of evaluation that prevents such errors when dealing with BMB figures. It's sound, simple, easily applied. May we tell you more about it?

A young salesman covering the West Coast for Miles Labs in 1931 was named to set up the Miles California Co. as an independent operation from the Elkhart (Ind.) firm. He was promptly endowed with the title of vice president and general manager.

"And I haven't had a promotion since!" an older Frank G. Clancy declares today.

The arrangement seems to have worked out pretty well, however, for both elements. In the 20 years that Mr. Clancy has been with the company the volume of sales has been increased 30 times.

At present, under protection of a 41-by-38-foot neon sign extolling benefits of the firm's Alka-Seltzer to downtown Los Angeles atop the Philharmonic Bldg. where he has his offices, Mr. Clancy supervises sales in the California area and advertising in the 11 western states for Alka-Seltzer and Miles' four other products, One-A-Day Brand Vitamins, Nervine, Tabetin...
It's impossible...

...as impossible as covering California's
Bonanza Beeline with outside radio

Make room for the Beeline on your schedule. That's a big, bulky market, you know — all of inland California plus western Nevada — with more people than Los Angeles... more buying power than Detroit... higher retail sales than Philadelphia.*

But don't expect to cover it with outside radio. You need on-the-spot radio. Because Beeline people are independent inlanders who seldom listen to outside stations. They prefer their own, local stations.

So to stow away the Beeline, use the five BEELINE stations. With all five, you cover the whole market. With each one, you blanket a major Beeline trading area. For example...

KOH RENO

Covers the 18-county, 1/4 billion-dollar BMB area surrounding Reno—whose 16-county wholesale grocery trading area ranks 2nd in entire country in per capita food sales, with a quality index 53% above U. S. average. Has a BMB home-county total weekly audience of 86% daytime, 90% at night.

*Sales Management's 1951 Copyrighted Survey

McClatchy Broadcasting Company

SACRAMENTO, CALIFORNIA - PAUL H. RAYMER Co., National Representative

KFBK
Sacramento (ABC) 50,000 watts 1530 kc.

KOH
Reno (NBC) 5000 watts, day; 1000 watts, night 1430 kc.

KERN
Bakersfield (CBS) 1000 watts 1410 kc.

KWG
Stockton (ABC) 250 watts 1230 kc.

KMJ
Fresno (NBC) 5000 watts 580 kc.
HERE'S WHAT YOU CAN DO...

Let these top national radio personalities work with you to "Sell Radio" in your area. Use these announcements for station breaks, spot announcements, fill-ins, participating programs and every possible free moment that you have available on your schedule. Let this slogan appear in your newspaper ads, car cards, dash cards, window posters, window displays, on your letters and on your billheads. Let your sponsors know what you are doing to help promote radio service and to make their advertising more productive. Tell your advertisers about the top name personalities who are working with you in this campaign. Yes, remind everyone in your city of the value of radio by airing this message, "Listen—Wherever You Go... There's Radio!"

SELL RADIO AND YOU'LL SELL YOUR STATION!
AFFILIATES A GREAT ARRAY OF NATIONAL STATIONS TO RE-EMPHASIZE THE WONDERFUL SERVICES THAT RADIO PERFORMS...

WHEREVER YOU GO...

IT'S A NATIONAL MOVEMENT TO BUILD FOR THE FUTURE OF RADIO!

Here's what WORLD is doing!

World has obtained the cooperation of 16 top national radio personalities to make these forceful "Sell Radio" announcements and making them available to all World-Affiliate stations. Typical of these announcements is, "Listen—This is Andre Baruch, Wherever You Go... There's Radio!"

World is including this vital message in every piece of promotion and advertising material that it produces including radio continuity, promotion pieces, direct mail, letters and stickers.

We at World feel that by re-emphasizing this message nationally it will truly reawaken the nation to the wonders and vital services that radio performs.

IN WITH YOU TO FURTHER THIS GREAT MOVEMENT.

Ken Roberts
Ed Herlihy
Robert Q. Lewis
Lanny Ross
Bud Collyer
Andre Baruch
James Melton
Guy Lombardo

• Don Dunphy
• Buddy Rogers
• Bill Slater
• Norman Brokenshire
• Frank Gallup
• Ted Husing
• Jack Paar
• Bert Parks

WORLD IS BUILDING FOR RADIO TODAY AND A RADIO FUTURE BRIGHT AND SOUND!
NORTH CAROLINA IS

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.

and NORTHER CAROLINA'S
NUMBER 1 SALESMAN IS...

WPTF

also WPTF-FM

NBC

AFFILIATE for RALEIGH, DURHAM
and Eastern North Carolina

50,000 WATTS
680 kc.

NATIONAL REPRESENTATIVE FREE & PETERS, INC.
By FLORENCE SMALL

DESPITE the anticipated 50% cutback in auto production, radio and television announcements for increased patronage by the automobile manufacturers in exploiting their 1962 models.

This was the conclusion reached last week after a BROADCASTING TELECASTING survey of current advertising planning within the automotive industry. Moreover, both spot and network are scheduled to be heavy.

General Motors Corp. (Pontiac Division), which bought sponsorship of the Red Skelton Show for three broadcasts (Dec. 5, 12 and 19) for both network and local stations, has reorganized the station assignment for the remainder of the year. Its ABC -TV, NBC -TV, and CB affiliate network sponsorship has been discontinued. Its local radio advertising will be continued for the remainder of the year.

Another major manufacturer, Packard Motor Car Co., has bought one-time sponsorship on the Skelton program on radio, is conferring with Detroit in representative agreements of the Maxon Agency to consider a television network series. The agency, BROADCASTING TELECASTING, Sept. 3, is meeting this week in Detroit with agency executives of MacManus, John & Adams, to take under consideration a heavy radio and television spot announcement campaign.

In addition Pontiac is also understood to be interested in picking up additional network participations similar to the Skelton show pattern in television as well as radio.

PACKARD'S PARTICIPATION

Another motor car manufacturer, Packard Motor Car Co., which has bought one-time participation on the Skelton program on radio, is conferring with Detroit with representatives of the Maxon Agency to consider a television network series. The agency, BROADCASTING TELECASTING, Sept. 3, is meeting this week in Detroit with agency executives of MacManus, John & Adams, to take under consideration a heavy radio and television spot announcement campaign.

Packard for the past two years has had a weekend program on ABC-TV, Thursdays, but had been unhappy with the results of the program and so had dropped out this season, meanwhile transferring the account from Young & Rubicam to its present agency, Maxon, severing a 20 year association with Y&R.

The Dodge Division of Chrysler Corp., Detroit, has put aside its plans for sponsorship of the TV version of the Mayor of the Town and although it's a bit early for Dodge to make a definite decision, it was understood that another heavy spot schedule similar to that of last season is being contemplated.

On the other hand, Dodge dealers on a local level are using local sports programs to promote the cars. In Detroit the Dodge dealers are sponsoring the U. of Michigan games on WWJ; in Chicago the Northwestern U. games on WIND, and in Philadelphia the dealers are sponsoring Bill Campbell Sports three times weekly on WCUL.

Ruthrauff & Ryan, New York, is the agency.

Nash cars through its agency,

By GEORGE NEWALL & GANGER, New York, will continue to co-sponsor with Kelvinator the Teen Club program on ABC-TV, Saturdays, 8-9 p.m. Further TV and radio advertising plans will be taken up in about 30 days, an executive of the agency reported.

Ford Program

Ford Motor Car Co., through J. Walter Thompson, New York, despite contrary reports, will continue sponsorship of its Ford Festival, starring James Melton on NBC-TV, Thursdays, 9-10 p.m. Ford will also consider additional advertising—possibly a heavy spot campaign—in about three or four weeks.

Lincoln Mercury cars will continue to sponsor the Ed Sullivan hour-long TV show,Town of the Town, Sundays on CBS-TV. However, the dealers usually place a radio spot campaign on a local level and are expected to do the same this season. Kenyon & Eckhardt, New York, is the agency.

NETWORK PAYMENTS

BLUEPRINT for solution of network radio's problems, particularly those considered by the furore over television, will be bared to the NBC Stations Planning and Advisory Committee in a meeting in New York next week.

Included a number of alternate formulas for adjustment of network payments to affiliates, what is described as the first basic reappraisal of radio in 25 years has been submitted to a special economic study group of affiliates which will explore it further at a meeting in New York this Thursday and Friday.

The reappraisal, initiated when NBC cut its network radio rates earlier this year, has been considered in various forms by the special affiliates group at two highly secret meetings. It is deemed a potential forerunner to "far-reaching changes in NBC's economic structure" [CLOSED CIRCUIT, Sept. 10].

Whether the special committee—consisting of both network and affiliates' representatives and called the NBC Basic Economic Study Committee—will come out of its meeting with concrete conclusions appeared uncertain last week.

But whether this group reaches agreement or not, authorities said, NBC definitely plans to unveil the full study at the SPAC meeting, called for next Monday, Tuesday, Wednesday and possibly Thursday of next week.

Details and developments in the reappraisal project have been masked closely, but officials obviously are hopeful action may be initiated almost immediately after the SPAC sessions.

Seven portions may be held up until the NBC convention at Boca Raton Nov. 28-Dec. 1. It is conceivable the entire project may be delayed until then, but NBC officials regard the latter possibility, as remote.

Though prime station interest will center on the network's approach to rates and station compensation, the study is described as covering "all problems of network radio."

Other subjects being explored include subjective values, sales policies and methods, network operations and programming.

RAT CUTS UNPOPULAR

The network can find in recent history little encouragement that a downward adjustment in station compensation will win approval from the affiliates. When NBC first sought to make allowance for television by cutting nighttime radio rates in some 65 TV markets early this year, the affiliates sent up such a protest that the plan was shelved [BROADCASTING TELECASTING, Jan. 8]. The NBC rate cut last May was made as a fait accompli over SPAC members' protests [BROADCASTING TELECASTING, May 7].

NBC officials are known to feel that as a matter of normal business policy networks cannot afford—and will not allow themselves—to reach an economic level of substantial losses on network operations are incurred.

Networks will go out of business before they allow themselves to reach that state, it is felt. With income from network operations on the whole declining, to be made up of profits from other corporates or from the ABC group alone, networks cannot afford new and invigorated approaches to selling may have to be devised.

These views, in the opinion of observers, will be reflected in the proposals advanced by NBC as a result of its basic study.

When the NBC Basic Economic Study Committee convenes this week, and the ABC group next week, they will have the benefit of any new views that come out of the convention of the group which spearheaded the attack on radio rates in the first place—the Assn. of National Advertisers, which meets in New York starting today (see story, page 40).

The ANA's third study of radio values in TV markets, undertaking to show the effect of TV penetration, set off a fresh storm of controversy when it was issued earlier this month [BROADCASTING TELECASTING, Sept. 10]. The third report is expected to play a big role in convention discussions.

The NBC Basic Economic Study Committee is composed, from affiliates, of Jack Harris, KPRC Houston, who is chairman of SPAC; C. Robert Thompson, WBEN Buffalo; Harold Essex, WJSJ Winston-Salem, and Harry Bannister, WWJ Detroit. NBC officials who are members include the following, under executive vice president Charles R. Denny; Carlton D. Smith, vice president in charge of station relations; Hugh M. Benville, director of plans and research; H. T. Sjogren, NBC Radio Network controller; Norman Cash, director of radio station relations, and David Adams, assistant to the executive vice president.

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CBS Appoints
Four to New Posts

FOUR new appointments—three of them in the Radio Division—were announced last week as the CBS Radio-TV divestment continued.

New posts are for Kenneth L. Youd as director of business affairs, network programs, CBS Radio Division; Martin N. Leeds as director of business affairs, Hollywood, CBS Television Division; John F. Meyers as director of business affairs, CBS Radio Division, Hollywood; and Anne Nelson, assistant director to Mr. Meyers.

Mr. Youd, currently director of business affairs, network program departments, CBS Radio, Hollywood, is expected in New York shortly to assume his new duties. He joined CBS in 1941 as Washington attorney and assistant director of the Washington office. After wartime service as a lieutenant in the Navy, he returned to CBS as senior attorney and assumed his Hollywood position in 1949.

Mr. Leeds joined CBS in 1947 as business manager of the network program department, Hollywood. He has held his present post, that of associate director of business affairs, since 1949. Prior to his joining the network, he was an industrial and human relations consultant on both coasts.

Mr. Meyers joined CBS in January in his present capacity, assistant, business affairs, network program department, Hollywood, having been an artists' representative with MCA since 1948. He served four years as a Navy communications officer, and was educated at Cornell U. and UCLA.

Mrs. Nelson, his assistant, has been associated with CBS since 1945. Previously, she wrote and researched for the syndicated cartoon "Strange As It Seems" and reported for Mademoiselle Magazine and the Pasadena Star-News.

Y&R Raises Three
Finishes Reorganization

YOUNG & Rubicam, N. Y., has promoted three of its executives, thus completing the department's reorganization to meet growing demands of the industry.

The three are Dave Miller, vice president and general counsel, who was named director of operations; David Levy, vice president, appointed executive assistant to Evarard W. Meade, vice president and director of the radio and television department; and Rodney W. Erickson, supervisor, who was named manager of contact service, a newly created service.

Mr. Miller's new responsibility will include business and production budget control of radio and TV operations. Mr. Erickson will act as liaison between radio and TV department and the account executive and supervisors representing the various clients of the agency.

Other recently announced changes in the department were the appointment of Nat Wolff as vice president in charge of radio and television production; George H. Gribbin, vice president, as head of the TV commercial department, and William J. Colihan, Jr., as manager of the department.

Bright Star Sales

FREDERICK W. ZIV Co. added 26 sales to its list of contracts for Bright Star, new transcribed radio series starring Irene Dunne and Fred MacMurray, during the fifth week of promotion, bringing total sales to 315, company announced last week. All contracts so far are on a 22-week basis, including sales in 34 of 35 major markets. Radio stations, brewers, utilities, food products, and automobile dealers, in that order, continue to be heaviest buyers. First broadcast of series is slated for the end of September.

AN ANNOUNCEMENT

TELECASTING YEARBOOK—first in the field—will appear early next year—under the imprimatur of TELECASTING.

It will be the companion to BROADCASTING YEARBOOK, published since 1936 and universally accepted as the standard reference volume on every aspect of the business of broadcasting and allied fields.

TELECASTING YEARBOOK will be edited by the same staff that produces the weekly BROADCASTING • TELECASTING, the BROADCASTING YEARBOOK and the BROADCASTING • TELECASTING MARKETBOOK. All are published by Broadcasting Publications Inc.

The new TELECASTING YEARBOOK will follow a format paralleling that of BROADCASTING YEARBOOK. The spectacular emergence of television broadcasting and the impending lifting of the freeze on new construction motivated the decision to produce for the video medium its first annual publication.

Compilation of the extensive data for the two YEARBOOKs already is under way.

With the separation of the editorial content of the BROADCASTING • TELECASTING YEARBOOK, BROADCASTING YEARBOOK will be produced as an authoritative and complete compendium of facts in the aural broadcast field. Where there is overlap with television, both areas will be covered.

The TELECASTING YEARBOOK will be an encyclopedia of information covering the video art from its beginnings. Every noteworthy fact or figure affecting the medium and the people who make it will be documented. Overlaps into the aural broadcasting sphere also will be included. Like the BROADCASTING YEARBOOK, it will contain all-inclusive data heretofore unavailable from any single source.

Among features in TELECASTING YEARBOOK will be an advertising analysis for 1951, showing time sales, sources of advertising revenue and comparison with past years, segment business breakdowns, allocations tables, pending applications, ownership data, bar and wire structures and, in fact, everything the buyer or melter of video time or service needs in the conduct of his affairs.

Departments will include directories of advertisers and advertising agencies placing television time; lists of TV stations by channel assignments and call letters; complete station and network directories; national representatives; program and production services; directory of film services; list of equipment manufacturers; FCC rules and regulations affecting TV; chronology of television; audience analyses; receiving set circulation, and all other useful data.

All present subscribers to BROADCASTING • TELECASTING magazine whose subscriptions are paid through Dec. 31, 1951, and those subscribing to the magazine before Nov. 1, 1951, will receive both the BROADCASTING and TELECASTING YEARBOOKs at no additional charge.

New subscribers after Nov. 1, 1951, will continue to receive 52 weekly issues of the magazine at the regular $7 annual subscription price and will be entitled to either or both YEARBOOKs at a price of $2 each, to be paid at the time of subscribing.

Additional copies of the BROADCASTING and TELECASTING YEARBOOKs will be available at $5 each.

Advertising rates and mechanical requirements remain unchanged for the YEARBOOKs and for the regular issues, despite steadily increasing circulation, all of it on a fully-paid basis.

SOL TAISHOFF
EDITOR AND PUBLISHER

BROADCASTING • TELECASTING

"Look Mike, another advertiser has just bought a piece of Red Skeleton!"

Page 24 • September 24, 1951
BROADCASTING

are:

but

1950,

Sindlinger.

of

$11,

two

operated

British Patent

and

basket the next

Western

tune

audience

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Three of the six hours will be

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"Pyramid Plan" of ABC and the

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Best of Stars

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AMONG members of the MBS Affiliates Advisory Com-

mittee are (seated, l to r) Franz Robichon, KBMY Bill-

ings, Mont.; Grover Cebb, KYVB Great Bend, Kan.

(secretary); John Cleggorn, WHBQ Memphis; Victor

Diehm, WAZL Hazleton, Pa.; Gene Gege, KFJZ Fort

Worth (chairman); James Murray, KQV Pittsburgh (vice

chairman); Jack Yoants, WEEB Southern Pines, N. C.;

Fred Wagenvoord, KCRG Cedar Rapids; Hugh O. Potter,

WOMI Owensboro, Ky. (Standing, l to r) E. J. Mc-

Keller, KYOX Moonhead, Minn.; Rex Howell, KFJF

Grand Junction, Col.; Fred Fletcher, WRAL Raleigh; J.

Porter Smith, WGRG Louisville. Committee members not

in photograph include Bob McNary, WCB1 Columbus,

Minn., and George Hetch, KALL Salt Lake City.

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Industry Interest in Program
Research Increases

RADOX system of instantaneous audience measurement by use of an
electronic device has been redesigned to give stations and clients a new

type of "understandable service," according to Albert E. Sindlinger,

The new service "will place broadcasting competitively on a

cost/thousand basis with other media, and eliminate the confusion of

'ratings'—what they mean or how to interpret them," Mr. Sindling-

er said. Gathering its information from a projectable "probability" sample, he explained, the new Radox service will produce circulation (number of homes) figures.

"The basic report, to be paid for by stations, will be issued quarterly, with weekly supplements," he continued. "The report will show on a simple figure—the number of cumulative homes tuned in to each station, by time periods. A fifth week report, for example, would show the total number of cumulative homes tuned to each station for the five weeks; a sixth report, the total cumulative for six weeks, etc. A new report would start each quarter or every 13 weeks."

Mr. Sindlinger declared the new Radox tabulator "will show an instantaneous and simultaneous 'visual indication' of the size, number of homes, 'share' of audience by each station, and 'flow' of audience to each program as tune-ins and tune-outs occur. The visual indicator will be located in each broadcasting studio.

Watch on Air

"The indicator resembles old-type Western Union stock tickers," he said. "The Radox client station can watch his own and competitive programs as they are on the air or study them from the basket the next day."

"The tape will show time of day, number of homes tuned in at that time, call letters of each station and share in percent of the number of homes tuned in at that time," he said.

Mr. Sindlinger announced the British Patent Office in London has issued patent No. 659,108 to Comdr. Harold R. Reis, inventor of Radox, for the Radox system as it was operated by Sindingler & Co. for two years.

Preliminary call for trial in the $1 1/4 million dollar suit brought by Sindingler & Co. against C. E. Hooper Inc. and A. C. Nielsen Co., has been listed for October by the U. S. Court for the Eastern District of Pennsylvania, according to Mr. Sindlinger.

Also a plaintiff in the long-pending suit, originally filed March 1950, is Electronic Radox Corp., instantaneous electronic audience measurement system. Initially the suit asked $21,000 in damages but later was scaled down. Charges are: Illegal use of confused patent situation, interference with invest-

ors and potential clients, monopolistic practices and restraint of trade.

According to Mr. Sindlinger, the suit asked the court to declare invalid alleged contracts signed by the defendants and to enjoin them from "any and all acts designed or intended to monopolize."

The Radox measurement system, which operated in Philadelphia for two years, suspended operation in September 1950 because of a lack of funds.

RETENTION of Matthew N. Chappel, head of the Dept. of Psychology at Hofstra College, by C. E. Hooper Inc. to find "how and why 'method' is responsible for . . . 'major differences between Pulse and U. S. Hoopera-
tings" drew endorsement last Wednesday from a group of San Francisco area broadcasters.

The move is C. E. Hooper's answer to the question posed in 1950 by KJBS San Francisco: Which of two umpires shall radio advertisers believe, Pulse or Hooper? As a result of the query, the NARTB appointed a test committee, headed by Dr. Kenneth Baker, to evaluate the two rating systems. The committee, which disbanded itself this spring, suggested a new study of measuring techniques be made for about $140,000. The action was endorsed Wednesday by the group of broadcasters meeting in San Francisco with Mr. Hooper. They reviewed the local coverage situation, which aroused nationwide interest with publica-

(Continued on page 28)

Advisory Board Supports

The six hours will consist of 10

programs—eight new half-hours and two new full-hours—to be dis-

tributed through Mutual's Monday-

through-Saturday evening sched-

ules. Tentatively, the times are

8-9 P.M., Monday through Friday, and 8:30-9:30 P.M., Saturdays.

Program specifics have not been determined, but it was understood

that reasonably expensive produc-

tions are contemplated, probably running to a total of $25 to $50

million in value. Income from new shows financed jointly by Mutual

(Continued on page 36)
Networks Back Bab

Adding an approximate $172,000 in new business that radio and television stations have signed for membership in Mutual Broadcasting System, Inc. [Closed Circuit, Sept. 17]

Announcement, made Tuesday by Charles C. Caley, BAB Finance Committee chairman and vice president of WMBD, Ill., came after a long series of talks among BAB President William B. Ryan, Executive and Finance committees, and network executives.

NBC and CBS, and their owned-and-operated stations have been active members since April 1, and all stockholder stations in Mutual but one also had signed previously.

Gargan Signed

For NBC Radio, TV

NBC has announced signing of William Gargan for an exclusive action and producing contract for both radio and television. It was reported unofficially that the contract involved a million dollars for five years.

New weekly radio series—with a TV version scheduled to follow shortly—of Barrie Crum, Confidential Investigator will star the actor, starting Wednesday, Oct. 3, from 10-10:30 p.m. EST. Video version will probably be seen Tuesday, 11-11:30 p.m. EST.

Mr. Gargan's contract also calls for four radio and four television guest appearances. His first for radio was on NBC's The Big Show, taped in Paris yesterday (Sunday) for later broadcast in the U. S. The actor did a take-off of his "private-eye" characteristics, or perhaps one of ceremonies Tul- lioh Bankhead.

The network also is considering a five weekly radio and television series for Mr. Gargan to be aimed at correcting juvenile delinquency. Currently in Europe for The Big Show performance, Mr. Gargan will tour Italy, Spain and Portugal before returning to New York in early October.

SCBA Promotion

Initial eastern showing of the Southern California radio promotion presentation will be made to-day (Monday) for newsroom at BAB headquarters in New York. Prepared as a cooperative venture by Southern California radio stations to Advertatize radio where there is livelier than ever, despite TV competition, the presentation will be shown by Robert J. McAndrews, managing director of Southern California Broadcasters Assn. It will open an eastern drive which will include showings to advertisers and agency executives in a number of major markets.

$5 Million to NBC

Signed in Two Days

NBC Network signed up more than $5,000,000 in radio billings in two days last week, John K. Herbert, vice president and general sales manager reported.

"The rush of new business as the points up radio's economy, efficiency, and flexibility as the nation's No. 1 advertising medium," he said. "Radio continued to deliver the greatest audience at the lowest cost."

New business signed by the network included:

- Philip Morris Co., through Blow Co., N. Y., will present Eddie Cantor in a new half-hour radio show Sunday evenings at 9:30 p.m. starting Oct. 14.
- General Foods Corp., through Benton & Bowles, N. Y., will sponsor a new half-hour, weekly radio show starring Roy Rogers, to begin Friday, Oct. 5, at 8 p.m.
- Coltigate Switches Two
- Colgate-Palmolive-Feet Co. will move two shows to NBC from CBS Oct. 16. They are Strike It Rich from 11-11:30 a.m. and King's Row from 11:30-11:45 a.m., both Mon.-Fri., William Esty Co., N. Y., is the agency.
- Liggett & Myers Tobacco Co., through Cunningham & Walsh, N. Y., and Whitehall Pharmaceutical Co., a division of American Home Products Corp., through John F. Murray Agency, N. Y., has signed for participation in NBC's Operation Tandem this fall. They will sponsor the 7:30-8:00 p.m. portion of The Big Show starting Sunday, Sept. 30; Mr. Keen at 8:30 p.m. Thursdays starting Oct. 4; and a new program starring Dean Martin and Jerry Lewis at 8:30 p.m. Fridays starting Oct. 5.
- In addition to the new shows which made the $5 million total, NBC got renewals on 11 other network programs from eight advertisers. They include:
  - Asm. of American Railroads, through Benton & Bowles, N. Y., The Railroad Hour
  - Sterling Drug Inc., via Dancer-Fitzgerald-Sample, N. Y., with Stella Dallas and Young Widdler Brown.
  - Whitehall Pharmaceutical, by John F. Murray Agency, N. Y., Just Plain Bill and Front Page Farrell
  - Gulf Oil Corp., through Young & Rubicam, Counterpart

ABC Sellout

Morning Time All Gone

ABC Radio hung a sold-out sign over its complete Monday-through Friday morning schedule last week following sale of the 11-11:15 a.m. segment to Lever Bros. for its Selo Journer serial, effective Oct. 1.

"Every minute of every morning, Monday through Friday, is SOLD OUT," the network proclaimed Thursday in one of its series of "America Is Sold on ABC" newspaper advertisements.

The solidsold morning segment totals 17 hours 56 minutes per week, extending from 8:05 to 12:30 p.m.

Lever Signs 'Journey'

Lever Bros. will use the Lone Journey program—formerly on CBS—to promote its Surf and other products. It is its first show on ABC. The sale was handled through N. W. Ayer & Son, New York.

With the ABC purchase, Surf's advertising budget reportedly is being rearranged, with a portion of its national spot budget to be curtailed.

ABC said the sale would make its morning schedule from 8:05 to 12:30 line up as follows, Monday through Friday:

- 8:05—"Early News From Holly- wood," sponsored by Hazel Bank, Inc.
  9 to 10—"Bob McNeil's Breakfast Club."
- First quarter-hour on extended on weekend, extending a full 3 hours, sponsored by Swift & Co., and 9:45 to 10 by Philip Bros.

10:25 to 10:30—"Edward Arnold, Story- Teller," by General Mills.
10:45 to 11—"Against the Storm," by Philip Morris Co., effective Oct. 1.
11:30 to Noon—"Break the Bank," by Bristol-Myers Co., three days a week and Philip Morris & Co. on two.

Noon to 12:15—"Jack Berch Show," by Life, a Nationalist Co. of America.

WJEJ Adds ABC

WJEJ Hagerstown, Md., becomes an ABC affiliate effective Oct. 1, but will continue to share affiliation with MBS. Move was made to replace WARK Hagerstown, formerly ABC affiliate, which will join CBS Oct. 1. [BROADCASTING • TELECASTING, Sept. 17.]
**RTMA SPORTS PLAN**

RTMA members moved last week to explore the prospects of meeting theatre TV’s competition for sportscasts, with implications that the study should extend to the question of soliciting a special fund to bolster the bidding on behalf of home TV.

This was a highlight of three days of RTMA committee and board sessions in New York, which also saw these developments:

- Work on a “composite,” compatible color TV system by the National Television System Committee has reached a point where field demonstrations can start almost immediately, it was reported, and development of the system is expected to be sufficiently advanced by Jan. 1 to permit a request to be filed for FCC consideration.
- Certain radio-TV systems were lagging and that military orders are not yet taking up the slack, RTMA took steps to bring military prime and sub-contractors closer together by providing clearing house to aid in finding subcontractors.
- RTMA President McDaniel disclosed he has asked the Federal Trade Commission to postpone its scheduled Sept. 26-29 radio-Television Industry Trade Practices Conference until Nov. 5, to give industry more time to study FTC’s proposals.
- The RTMA Advertising Committee, headed by David H. Grigsby, of Zenith Radio Corp., to head a subcommittee to cooperate with the NARTBFM Committee in promotion of FM. Promotion, including broadcasts and FM sales, will be done at the local level, probably in about three test areas at the outset.
- The Tube Division set up a special committee on critical materials, to act as liaison with the National Production Authority to secure allocations of materials for the tube industry.
- Plans were made for renewed efforts to increase RTMA membership (which reached 329 after the addition of four companies during the meeting).
- President McDaniel was authorized to employ a staff assistant to work full-time on coordination of industry efforts toward solution of set servicing problems, while the Set Division’s executive committee voted to establish a special committee to investigate current servicing practices and policies.
- The board accepted an invitation of the RTMA committee to hold a joint meeting April 24-25 at Niagara Falls, Ont.

The move to secure waves of counterprogramming by TV on sportscasts—an increasingly sore spot with home TV owners and a target of loud protest also in Congress— was requested by the Set Division’s executive committee.

(Continued on page 100)

**AM-TV BLACKOUT**

RADIO-TV blackout of the Robinson-Turpin boxing match and the emergence of so-called closed circuit theatre telecasts have commanded the attention of the Dept. of Justice, a member of Congress revealed last week.

Rep. Pat Sutton (D-Tenn.) told reporters he has asked the department to explore the anti-trust implications in contracts negotiated by fight and other promoters which deprive the public of home telecasts. The Justice Dept., adhering to usual custom, had no comment.

He issued his statement while boxer Benny Paret and others were still ringing from a flurry of protests demanding a broad probe of sports, with particular emphasis on limited boxing telecasts [BROADCASTING, Sept. 17].

Developments were hanging fire in:

1. The Senate Interstate & Foreign Commerce Committee, to which was referred a resolution (S Res 208) to meet the Senate’s request that C. C. Hendrickson (D-N.J.), Chairman Ed C. Johnson (D-Col.) of the Senate Commerce Committee said hearings may be held “but not for some time.” Sen. Hendrickson also had called on the FCC and Federal Trade Commission for advice on potential legislation to curb limited telecasts.

2. The House Rules Committee is deliberating on its time on a proposal by Rep. L. Gary Clemente (D-N.Y.). Under this resolution (H Res 412) a select committee of seven House members would be created to probe all sports—baseball, boxing, football, racing, etc.— and determine, partly, “whether or not the people of the United States are being deprived of the right and equitable restrain the viewing of sports events on television or motion picture.”

The committee failed to act earlier in the week on the possible inquiry. It was scheduled to meet again last Friday in executive session and make its decision. Chairman Adolph Sabath (D-III.) flatly predicted it would be approved.

Rep. Sutton said he urged the Justice Dept. to keep its grounds that “anything in interstate commerce is subject to regulation by the government.” He said he had conferred with representatives of the FCC and discussed ways of permitting millions of TV viewers to see “such major attractions.” FCC has scheduled a hearing which will touch on the scope of theatre TV for Nov. 27.

Rep. Sutton expressed hope that the House Interstate & Foreign Commerce Committee will “go into the matter.” Where hearings would be held by the proposed seven-man select committee or by the former group was not ascertainable late Thursday.

Whether such a request would be filed by NTSC, by RCA, or by some other entity was not indicated (see color stories page 69).

Recognizing that radio-TV sportscasts are lagging and that military orders are not yet taking up the slack, RTMA took steps to bring military prime and sub-contractors closer together by providing clearing house to aid in finding subcontractors.

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The board accepted an invitation of the RTMA of Canada to hold a joint meeting April 24-25 at Niagara Falls, Ont.

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(Continued on page 100)

**LUKE-WARM support of a proposal to ban radio, television and other communication transmission of certain gambling information before horse race events was tendered, with reservations, to the Senate Interstate & Foreign Commerce Committee last week by FCC Chairman Coy.**

Mr. Coy appeared before the committee during hearings on four anti-gambling bills, including two bearing directly on radio broadcasting. Senate hearings were held Wednesdays, Thursday and Friday under the chairmanship of Sen. Edwin C. Johnson (D-Col.).

The bulk of Chairman Coy’s testimony was devoted to a bitter attack on an alternate licensing plan drafted by the old Senate Crime Investigating Committee and supported by the Dept. of Justice. The plan is contained in a bill (S 1563) which would require licensing of “certain persons engaged in the dissemination of gambling information, particularly race wire services. Radio and TV stations are expressly exempted.

Mr. Coy said that the licensing plan would be “inauthentic” and “ineffec-
tual” and impossible to enforce.

He declared: “The implications have been that, because the FCC has opposed the licensing procedure and suggested that interstate transmission of all gambling information be treated as a violation of the law, we are unwilling to exercise our responsibilities.

“We feel very keenly about it. But we’re being pilloried as a Commission unreasoning in its opposition.”

Chairman Coy noted that the entire Commission “with one exception” is in “general agreement with” his position. The views of Sen. Frieda Hemmock, who proposed a bill last August.

Justice Dept.-FCC Compromise

The Johnson version is a revival of a measure (S 3868) reported by the committee last year as a compromise between Justice Dept. and FCC views. It would make it a crime to transmit “bets or wagers, thescratch, jockey changes, weights, probable winners, betting odds or changes” prior to a horse or dog racing event.

“No person operating any such racing machine shall knowingly permit the broadcasting of any gambling information,” nor would any person be permitted to use station facilities.

How long the hearings would extend was not known late Thursday. Sen. Johnson thought it possible the committee might start work on the final draft of recommended legislation sometime this week. He declined to comment on his own sentiments on what task the committee will take.

“We will want to have Mr. Coy return and give us his own opinions before the committee prepares the final draft,” he told BROADCASTING Tuesday.

The FCC chairman had notified the Senator Wednesday he would be out of town (last) Friday and Monday and Tuesday of this week.

Sen. Johnson indicated Mr. Coy will be recalled as the last witness. Sens. Herbert O’Connor (D-Md.) and Edward G. Brown (D-Calif.) who served a term as chairman of the old Senate Crime Investigating Committee, were to testify Friday. They were expected to present views on all pending legislation, including licensing and lottery proposals of which they were co-authors.

Thursday’s hearing featured testimony from W. W. Semingsen, assistant vice president, Western Union; John Hanselman, assistant vice president, AT&T; Spencer L. Drayton, Thoroughbred Racing Assn.; two attorneys, J. Bond Smith and Robert Stinson; and Ray Frank, solicitor, U. S. Post Office Dept. Sen. O’Connor sat in during most of the session, but did not broach radio or TV broadcasting.

“The reservations” attached by Mr. Coy were that S 2116 (1) would not affect “widespread gambling operations” on sports events other than horse and dog racing, and (2) would not restrict transmission of prices paid on the winner.

Under S 2116, broadcasts or telecasts of actual events would be permitted. The Commission had

(Continued on page 88)

**GAMBLING DATA**

Coy, Justice Dept. Heard

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(Continued on page 88)

**September 24, 1951 • Page 27**
ATTENDING formal opening of the new quarter-million dollar building of KCNO Kansas City, Mo., are (l to r): E. K. Hostenbauer, KCNO general manager; Dean Fitzko, manager, WDAF Kansas City; Karl Koerper and George Higgins, vice presidents, KMBC; Tom L. Evans, president, KCNO; Roy Roberts, president, Kansas City Star, and Arthur Wahlstedt, first vice-president and constant general manager, Kansas City Star.

COST FORMULA

A NO-HOLDS-BARRED fight was shaping up in the Senate last week over the administration's attempt to substitute its own blueprint for allowing manufacturers to base selling prices on increased advertising and other costs since the start of the Korean conflict.

Even before the controversial plan reached the floor of the upper chamber - the Senate Banking & Currency Committee approved it last Thursday - battle lines were being drawn that foreshadowed bitter Senate debate this week.

Crux of the wrangling behind committee scenes that raised Senatorial blood pressures is the celebrated Capehart formula which would allow manufacturers and processors to apply advertising and other costs, from the start of the Korean war to July 26, to the price of their finished products. The formula was written into the Defense Production Act earlier this year.

Aside from anti-administration forces, industry also is certain to take a dim view of the committee amendment which critics charge would give the President loose power over advertising budgets and, indirectly, control over media. The National Assn. of Manufacturers sharply criticized it.

In answer to these charges, here is what the committee's own counsel says the new version, if enacted, will do:

- Pave the way for a Presidential directive which would set the amount of allowable costs for advertising, selling, labor, etc., on an industrywide basis, rather than on the basis of individual manufacturers.
- Restrict the number of manufacturers and processors who could apply for price boosts on grounds that their costs have increased since June 24, 1950.
- Require applicants seeking upward adjustments to show "financial hardship."

The latter term was not defined and the bill prepared merely states that "such adjustment shall be made ... to the extent necessary to remove such financial hardship."

Committee sources reported privately their own feeling that this is being interpreted by the Office of Price Stabilization as meaning those firms "which are losing money." That was the opinion, too, of Sen. Homer Capehart (R-Ind.), who fathered the formula.

They added that it would be left to the President's discretion to issue an industrywide rate of "allowable" costs for each of the categories, viz., advertising, selling, distribution, administration, etc.

No longer would it be mandatory for the administration to grant price boosts to individual manufacturers, as provided under the Capehart amendment.

Here is the text of the amendment, which will be reported by the committee early this week:

The adjustment for increases or decreases in costs shall include adjustment for changes in necessary and unavoidable costs, including all labor, material and transportation costs and a reasonable allowance, as determined by the President, for changes in overhead and indirect costs, including selling, advertising, office and other production, distribution and administration costs, which are properly allocable to the production and sale of the materials sold by the manufacturers and processors or the charges for industrial services. The President shall make appropriate provision for adjustment (where) ceiling prices result in financial hardship; that such adjustment (to be made) ... to the extent necessary to remove such financial hardship.

Both the Capehart amendment and the new version retain the same periods of time - the base period between Jan. 1, 1950 and June 24, 1950, inclusive, for which the highest price is taken, and continuing, for June 24, 1950, to July 26, 1951, which are added to the highest price.

The amendment is contained in a new bill (S 2992) offered by Sen. Burdick. Mayhank (D-N.Y.), chairman of the Senate Banking Committee [Broadcasting • Telecasting, Sept. 10]. The actual work was done by a subcommittee under Sen. A. Willis Robertson (D-Wa.), who claimed it would provide all firms with "fair and reasonable profits" beyond regulation issued after this time.

The bill, he added, "merely seeks to give the right to reasonable profits if they are making full and reasonable costs, and it is not unreasonable to ask manufacturers to make some cost absorption in certain fringe items."

Capehart Protests

Sen. Capehart had other ideas, however. He proposed that the bill could be interpreted as repealing his amendment as far as present ceilings are concerned. In a committee hearing on the subcommittee's draft, Sen. Capehart aligned with Sens. Andrew F. Schoeppe1 (R-Kans.), Everett M. Dirksen (R-Ill.) and John V. Bricker (R-Ohio.) in opposing a Senate subcommittee joined with seven Democrats to push it through.

Senatorial tempers smarted during a committee session in which the amendment was approved. Sens. Capehart and Blair Moody (D-Mich.) clashed verbally and, as a result, the former stalked from the Senate. Sen. Moody, backing President Truman, (Continued on page 80)

770 KC SHOWDOWN

KOB-WJZ Ruling Near

SHOWDOWN on the 10-year-old 770 kc impasse between KOB Albuquerque and WJZ New York seems to be near.

Statements filed with FCC last week by both parties indicate that the Commission staff is on the verge of sending its recommendations to the FCC.

The statements followed two meetings with the staff during the past eight weeks. The meetings were held after the U. S. Court of Appeals had reversed an FCC order extending KOB's special service authorization to continue operating on 770 kc [Broadcasting • Telecasting, July 23].

The court also had remanded the case to the FCC for action. In its opinion, the court said, "we can provide a remedy against injunction; we can direct the Commission to exercise its discretion in accordance with law."

The case goes back to 1940 when KOB was granted 50 kw on 1180 kc as a Class I station. The following year, this frequency was deleted from U. S. assignments under the first NARBA convention, and the FCC proposed to assign KOB to 1030 kc as a Class II station. This was opposed by WJZ Boston operating on that frequency as a Class I-A station. The Commission revised its proposal to provide for a directional antenna and in 1941 it licensed KOB on 1030 kc.

Move to 770 in '41

However, in October 1941, the FCC changed KOB's assignment to 770 kc under a special service authorization on the grounds that the station would have less interference then on 1030 kc. WJZ New York did not protest when it was assured that the move was temporary.

Early in 1944 the FCC began its first channel reallocation and put the KOB-WJZ case in the pending files until that case was completed.

That was the situation until ABC appealed the FCC's extension of KOB's special service authorization for 770 kc (50 kw day, 25 kw night) in December 1949.

In its statement last week, KOB reiterated its demand for permanent 770 kc as a Class I station. It feels that the FCC staff favors its assignment to 1030 kc, and protests that solution to the case by the FCC in 1940, its statement read:

ABC supports the 1030 kc solution, its statement said, but if the FCC is thinking of a 770 kc solution, it must also consider every other Class I-A wavelength.
AWARDS for “Press Leadership” were to be presented Saturday night to nine of the 110 New York state and northern Pennsylvania newspapers which cooperate with Cornell U.’s WHCU Ithaca and the 18-PM-station Rural Radio Network. The awards were made at a Radio Edition of the Weekly Press.

The presentations were to be made at the fifth annual Cornell Press-Radio Dinner at Ithaca. Program was to be broadcast by RRN.

Speakers included Deane W. Malott, new president of Cornell, who was host, and the judges of the “Press Leadership” contest: Sol Taishoff, editor and publisher of Broadcasting; James A. McConnell, general manager of GLF Exchange Inc.; Dr. Robert E. Cushman, professor of government at Cornell; Morgan Stutts, lawyer, and Michael R. Hanna, general manager of WHCU and RRN, who was slated to present the awards.

The weekly Radio Edition of the Weekly Press returns to the air next Sunday, 5-630 p.m. for its sixth year. A Peabody award winner, it is a summary of current editorials, cartoons, classified, public service, community action as reflected in the weekly press of New York and Northern Pennsylvania.

Of the nine weeklies named for “Press Leadership” this year, six will divide $1,700 in cash while four receive citations for editorial leadership and for “stimulation of community action” during the past year.

The awards dinner honored the editors and publishers of the 110 cooperating newspapers, and their wives.

Summary of awards follow:

First Prize, Community Action—Sidney Record-Enterprise for housing project; Young men’s Christian Association of West Union; Cincinnatus; Forbes Hill; and air-mail edition for servicemen and close alliance with community groups.

Second Prize, Community Action—Conqueror Tribune-Press for its service to agriculture, church, business and industry; aid to schools; explained cultural projects; role in settling a strike; campaign for “good government” candidates.

Third Prize, Community Action—Jamesville Country Express for promotion of fund campaigns; sparkling of music and recreation projects; prayers-for-peace plan; flood-control campaign and drive to seek new members.

Honorable Mention, Community Action—Waverly Sun for unusual news coverage in promoting civil defense; work for fire equipment and school facilities; support of community forum; promotion of industrial growth and new industry, and calendar of local events.

First Prize, Editorial Leadership—Great Falls Herald-News for alertness in international problems affecting community; efforts to perpetuate the American way and reasoned approach in editorials.

First Prize, Editorial Leadership—Cornell News for directing readers thinking to events on all levels, suggesting of foreign policy course and provoking of thought on moral issues long before national attention was focused on them.

Honorable Mention, Editorial Leadership—Dundie Observer for editorials discerning in awareness of human values; questions for temperate discussion of vital issues; Local Report of Pleasant-Denison, the approach and constructive support of local efforts.

CAAB NAMES

Lounsberry and Borel Chosen

I. R. LOUNSBERRY, president and general manager of WQI, CBS Radio affiliate in Buffalo, was re-elected chairman of the Columbia Affiliation Committee of the Air, it was announced Thursday.

Richard Borel, general manager of WBNS Columbus, Ohio, was named secretary of the committee. To succeed Arnold Schoen, general manager of WPRO Providence, R. I., who had been acting secretary, the nominations were held during the two-day CAAB convention in New York, Sept. 13-14 [Broadcasting Telecasting, Sept. 9].

LOVE ON THE AIR

Corning’s E. P. H. James Tells AMA

AFTER 30 years, radio still has a lot of life in it, E. P. H. (Jimmy) James, director of public relations for the Corning Glass Works in Corning, N. Y., said last week. Having been associated with the glass company and having lived in Corning, New York state for the past year, the former vice president of the Mutual Broadcasting System returned to New York to address the American Marketing Assn. with a speech, “Radio Revisited.”

He explained the urban qualities of the town, population 19,000: it is in a populous section (5 million people are within a 60-mile radius) and it is in an industrial area (the Corning Factory, Westinghouse plants, and nearby Rochester manufacturing). It is nevertheless in a radio market of 90,000 people, surrounding hills cut out all but broadcasts from distant stations and reception of those varies greatly. As a result, Mr. James said, the citizens of Corning are completely dependent upon two local stations—WCBA and WCLL.

And radio is still new to the community. An FM permit was granted there in 1947, and AM radio arrived two years later. It was not until May 5 of this year, however, that a permit for nighttime AM broadcasting was issued. A community service organization, taking advantage of the station’s (WCLL) affiliation with ABC, decided to sponsor a local broadcast of Town Meeting of the Air, selling tickets for the hospital fund. The plan has been delayed until spring, however, because it was discovered that too few citizens were familiar with the program.

Now that the medium has arrived, Mr. James said, Corning makes a wonderful target for the radio advertiser. With the first dependable and immediately available programming in their lives, the people are giving major attention to the local outlet, which has become as popular a source of news and information as the town newspaper. Radio suffers little competition because television reception of distant stations is poor and only about one per cent of the population owns sets. The town has just three movie theatres.

The people in Corning may not represent an impressive radio market; that is alone, Mr. James advised the AMA, but the group present a dependency upon a single station that is common in many parts of the country. If advertising can be directed at these districts collectively—as it can through AM radio—then the sponsor can reach a $10 million consumer market, he declared.
McFARLAND BILL Committee Again Looks at S 658

THE HOUSE Interstate & Foreign Commerce Committee last week unearthed the third McFarland bill to streamline FCC procedures and begin plodding methodically through its well-known sections.

The "speak work" was done by the committee since last Tuesday under the chairmanship of Rep. Robert Crosser (D-Ohio).

There appeared to be little prospect that Chairman Crosser, whose interest lies with rail legislation, would railroad the Senate-approved measure ($658) through. As of late Thursday, the committee had satisfied itself on the issues posed in suggested changes to Secs. 2 and 3, of the Communications Act, dealing with definitions of "broadcasting," "licensing," "broadcast stations," and "construction permits."

Committee spokesmen indicated the pace would be as painstakingly slow in sessions to come, with every expectation that it would consume at least another two weeks of the committee's time. But, they added, there's "an even chance" that the bill will be reported to the floor this session even without an "act of God."

The chief roadblock, it was strongly indicated, is the time lag between hearings held by the committee last April and this month of September. Because of the technical nature of the bill, members' memories need a little refreshing on vital points.

Perhaps the most vital is that involving the proposed separation of the Commission staff from the

SMITH & JAMESON
New Law Firm Organized

Mr. Smith, Mr. Jameson GUILFORD S. JAMESON, veteran broadcast attorney, has joined William P. Smith, corporation, tax and trade attorney, in the establishment of a new law firm, Smith & Jameson, Suite 407, Walker Bldg., Washington.

Mr. Jameson is former president of the Federal Communications Bar Assn. and has practiced before the FCC for a number of years. He formerly was Commissioner of the U. S. Court of Claims and at one time was chairman of the administrative law section of the District of Columbia Bar Assn.

Mr. Smith, a native of Charlotte, Mich., has practiced law in Washington for more than 30 years. He is a director and general counsel of the River Raisin Paper Co., Monroe, Mich., and is a member of the FCBA committee on nominations.

BILL HUTTON, chief radio engineer for Ayres & Assoc., Lincoln, Neb., demonstrates complete radio facilities installed by the advertising agency. Radio Division operates under title of Amtel Productions and is directed by Harry Packard, veteran in midwest radio circles.

UPCOMING

NARTB DISTRICT MEETINGS

* * *

Dates Dist. Hotel City

Sept. 6-7 9 Blackstone Inn
    26-27 13 Broadway
Oct. 4-6 14 Utah Inn Salt Lake City
    11-12 15 Cliff Court San Francisco
    15-16 16 Hill Hotel Los Angeles
    23-26 3 St. Charles New Orleans
Nov. 7-10 2 Soreno St. Petersburg
    12-13 3 William Penn Pittsburgh
    15-16 1 Somerex Boston

Sept. 24-25: Annual meeting Central Canadian Broadcasters Association, Royal York Hotel, Toronto, Ontario.


Sept. 27: Hearing on New York District Court Judges Nominations of FCC Comm., Frieda Hennek, Executive Secretary of Senate Judiciary Committee, 10 a.m., Room 342, Senate Office Bldg., Washington, D.C.


Sept. 27-28: 7th meeting of Canadian Broadcasting Corp. Board of Governors, Canada.


Oct. 2-3: NARTB Television Program Committee Meeting, NARTB Hotel, Washington.

BUYS NEWSPAPERS

Hall Increases Interest

WILTON E. HALL has become sole owner of the Independent and Daily Mail with purchase of the other 50% of the stock of Independent Pub. Co. Mr. Hall, who also owns WAIM there, 250 w outlet on 1250 kc, paid $400,000 for the 50% interest of John C. Taylor in the papers.

The purchase brought to an end litigation started in December 1950 by Mr. Taylor sought to put the publishing company in receiver- ship and recover damages from Mr. Hall. Mr. Taylor alleged he should be recognized as having an interest in WAIM, but the suit was dismissed. Mr. Hall also is president of the Palmetto Broadcasting System, a regional network which serves stations in South Carolina and Georgia.

PRAISES RADIO

Food Chain on KFJZ

"ADVERTISING without radio is like flying without an altimeter—you never know where you are," said Clyde Strickland, sales and ad manager for Worth Food Markets, Fort Worth, said last week. That's why, he explained, Worth Food Markets turned to radio.

Worth Headliners, a 30-minute daily show over KFJZ Fort Worth, is the first major radio program sponsored by Worth Food Markets, one of the largest food chains in Fort Worth. Mr. Strickland said he plans to use each advertising medium—radio, TV, newspapers—in such a way that one will support the other.

FCC VACATIONS

FCC COMMISSIONER ROSELYN HYDE is vacationing in Idaho, his home state, and is due to return to Washington on or before Oct. 6. He is accompanied by his wife, two sons and daughter. Cyril M. Braun, chief of the FCC Broadcast Blazeau's television division, is vaca- tioning with Mrs. Braun in the Great Smoky Mountains. He will return to Washington Oct. 1.

FCC MONITORING

More Funds Requested

A STRONG plea for restoration of funds requested by the FCC to expand its radio monitoring activities—and to buttress its emergency alert and illegal transmission detection program—was made by the Commission last week.

FCC Chairman Wayne Coy and Comm. George Sterling appeared before the Senate Appropriations Committee for executive session Thursday. They stressed the importance of FCC monitoring activities in seeking a $1,340,000 requested by President Truman for the fiscal 1952 budget.

The House Appropriations Committee lopped the sum to an even $1 million. The House itself abolished the entire sum—largely on the strength of economy and anti-FCC forces which prevailed during a showdown vote [BROADCASTING • TELECASTING, Aug. 27].

The Commission based its plea for reconstruction of the FCC (1) need for expansion of present monitoring station operations (including personnel and facilities); (2) value of monitoring in the detection of spurious and other radio transmissions, which conceivably could be used for enemy "homing" aids, and (3) the importance of funds in carrying out the Commission's emergency broadcast plan, now being detailed in instructions being sent to AM, FM and TV stations [BROADCASTING • TELECASTING, Sept. 10].

Would Exchange Land

Earlier, Rep. Walter Norblad (R-Ore.) pushed through a bill (HR 5369) which would authorize the exchange of certain land with the vicinity of the Commission's primary monitoring station at Portland. It was referred to the House Committee on Interior and Insular Affairs, which has since requested comments from both the FCC and the Dept. of Interior.

Industry authorities, working through NARTB, have been concerned over the lack of sufficient controls which would curb illegal radio transmissions. NARTB Government Relations Director Ralph Hanna, when inquiring into the monitoring policy over spurious transmitters, let the entire plan for combating navigational aids be known.

It was felt both the Senate Appropriations Committee and upper chamber would be more sympathetic than the House to supplemental monies for monitoring purposes. The House recently had taken away the telemetry monopoly from other government agencies as part of the omnibus bill.
Buddy Deane...

"a strong fixture for this hard-hitting station"

—Variety, Wednesday, August 22, 1951

Buddy Deane's a sensation! He's taken Baltimore by storm on WITH! As one of his many sponsors said: "Excellent talent... his warm and friendly humor has added a priceless ingredient to our sales program." There are a few availabilities left—call your Headley-Reed man today.
Mr. Herndon, Mr. Molina &

agree... Sponsors and Audience

"Repeated contract renewals prove Associated Press news builds buying audience."

RAY HERNDON, Manager
KTRH, Houston, Texas

Says Mr. Herndon: "Many of our biggest national and regional accounts tell us by repeated contract renewals that they have confidence in AP's ability to build a loyal audience of people who BUY. And satisfied listeners tell us that when KTRH newsmen say 'News brought to you by The Associated Press,' they are getting complete, authentic and unbiased reporting."

"AP is without question our Number One revenue getter!"
HENRY G. MOLINA, Jr., President
WEIM, Fitchburg, Mass.

From Mr. Molina: "WEIM has 85 AP newscasts sponsored weekly... 16 different sponsors... all signed for at least 26 weeks. AP news was the only tool which succeeded in getting three of Fitchburg's five banks for us — a threefold blessing. We echo Sponsor J. D. Bailey of Bachelder-Bailey Co., Goodrich tire dealers, when he says, 'As a merchandising vehicle, AP news is second to none.'"

demand AP NEWS

Hundreds of the country's finest stations announce with pride

"THIS STATION IS A MEMBER
Mr. Figi

"Every AP newscast sold ... 78 a week!"
MIG FIGI, General Manager
WAUX, Waukesha, Wis.

From Mr. Figi: "WAUX and WAUX-FM have been literally built on our Associated Press news and features. We now carry news every hour on the hour and there is seldom worry about a renewal. Our biggest sponsor of AP news, the Waukesha State Bank, has had excellent results ... experiencing direct and tangible results within one week after its AP newscasts started. Nice going, AP."

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

When it comes to audience-impression, you can depend on AP news. AP news rivets attention ... gains maximum listenership through competent, swift news coverage. When sales messages are linked with AP news, they return the advertising dollar-investment many times over.

If you are a sponsor or ad agency not yet profiting through AP news, contact your nearest station or network representative.

If you are a station not yet benefiting from AP's share-of-cost plan ... WRITE AT ONCE FOR DETAILS.
TIGHTER penalty provisions for violations of Sec. 606 of the Communications Act were approved by the House Interstate & Foreign Commerce Committee last week as it reported out the military's signal control plan.

The "plan" is the amended version of a control bill sponsored by the Dept. of Defense and watered down by both the Senate and House committees. Devoid of its more controversial sections, the proposal (S 237) would enable the President to control all navigational devices capable of radiating in excess of five miles—including broadcast stations already falling under the Communications Act, as proposed by the military.

New Subsection

The degree of penalties covering radio-TV stations and device holders who violate directives issued under the President's authority were reported earlier [Broadcasting * Telecasting, Sept. 3, Aug. 27]. The sanctions are spelled out in the form of an additional subsection to Sec. 606 of the Communications Act.

They provide that "wilful failure" to act in pursuance of Presidential authority would call for a fine of not to exceed $1,000 or imprisonment of not more than one year, or both, in the case of individuals, and a fine not to exceed $5,000 in the case of corporations. This had been recommended by the Senate Interstate & Foreign Commerce Committee following hearings earlier this year.

The new House provision, however, spells out a fine not more than $20,000 or a maximum of 20 years' imprisonment for both, for any person "who commits such an offense with intent to injure the United States, or with intent to secure an advantage to any foreign nation."

FCC Chairman Coy had noted, during hearings before the House Commerce Committee, that no provision of Sec. 606, in itself, contains any criminal sanction which applies to that section as a whole, and that it is necessary to refer to Sec. 501 to find penalty provisions.

Another amendment to the bill explains that "the authority granted to the President [suspending or amending regulations applicable to all stations] to cause the closing of stations and devices and the removal thereof of apparatus and equipment, may be exercised in the Panama Canal Zone."

Apart from this and the penalty sections, the only new addition to the Communications Act centers around the inclusion of devices capable of emitting radiations and suitable "for use as a navigational aid beyond five miles."

The measure was reported to the House Wednesday and approval was expected with little or no opposition. The bill will go to a conference committee after lower chamber passage.

AM PROPOSALS

Two Favored by FCC

TWO NEW AM stations were proposed in initial decisions reported by FCC last week. An initial decision by Hearing Examiner Leo Resnick favored Vermilion Broadcasting Co.'s application for 980 kc with 1 kw full-time in Danville, III.

Hearing Examiner James D. Cunningham gave initial approval to Don H. Martin's request for 1220 kc with 250 w daytime at Salem, Ind. All initial decisions are subject to final approval by the commission.

NORTHERN California Industrial Advertisers Assn. announces following new officers elected for 1951-52: John J. O'Rourke, president; Raymond Giles and Harold Marquils, vice presidents; Byron Helms, secretary-treasurer.

BBillion-dollar buy!

Central Ohioans Make It Annually In Retail Sales

WBNS has more listeners than any other station in these 24 Central Ohio Counties which annually ring up a neat retail sales figure of $1,125,057,000. This includes thousands of consumer products from drugs to hardware, from clothing to cars. You're sure of having listeners when you're on WBNS because WBNS carries all 20 top-rated programs, day and night.

Latest Hooper Report shows WBNS with the highest number of listeners in every rated period but one. You get more listeners per dollar than on any other local station. For rates and time availabilities, write or call your John Blair representative.

Mr. Penman

Mr. Knight

CHICAGO's Board of Education station, WBEZ (FM), returns to air for 14th consecutive year of broadcasting Oct. 8.

Stay tuned to this billion dollar market through WBNS
In Northern California

MORE PEOPLE LISTEN — more often — to KNBC

than to any other radio station

KNBC's 50,000 watt Non-Directional transmitter reaches all the markets of Northern California...

KNBC has the biggest and most loyal audience in the San Francisco-Oakland Metropolitan Market — the seventh largest, fastest-growing major market in America.

And as a plus, KNBC penetrates all the rich, fast-growing markets throughout Northern California. PLUS MARKETS like Stockton-Modesto, Ukiah-Mendocino, Napa-Santa Rosa, Santa Cruz-Monterey, Sacramento, San Jose-Santa Clara, and Eureka-Humboldt County.

ONLY KNBC can reach all these markets — in one, big economical package. KNBC sales reps will show you how...

KNBC delivers MORE PEOPLE (in one package!) — at LESS COST per thousand — than any other advertising medium in Northern California.

PLUS-Market Case History

Ukiah-Mendocino County

* Population — 40,596, an increase of 45.7% from 1940 to 1950
* Effective Buying Income* — $49,178,000, an increase of 180.9%
* Retail Sales* — $36,056,000, up 219.6%
* KNBC Audience — week after week, over 4/5 of the radio families in this market listen regularly to KNBC

*Soles Management's 1951 Survey of Buying Power

KNBC

Northern California's NO. 1 Advertising Medium

50,000 Watts — 680 K.C. — San Francisco — Represented by NBC Spot Sales

BROADCASTING • Telecasting

September 24, 1951 • Page 35
NARBA GROUP

Named on Capitol Hill
FAINT glimmer of hope that the Senate may yet act on ratification of the North American Regional Broadcast Agreement treaty arose last week as the Foreign Relations Committee named a three-man subcommittee to study the proposed pact.

President Truman sent the new treaty, signed last fall by five signatory nations, to the Senate last February urging "favorable consideration" [Broadcasting • Telecasting, Feb. 5, et seq.]. The pact had been gathering dust in the intervening months until last week.

Chairman Pat McCarran (D-Nev.) of the Senate Foreign Relations Committee Friday appointed a three-man group consisting of Sen. Theodore Green (D-R.I.) as chairman, and Sens. Bourke Hickenlooper (R-Iowa) and John Sparkman (D-Ala.).

Despite this move, any hope for early action in this session of Congress appeared extremely remote. Sens. Green and Sparkman, contacted by Broadcasting • Telecasting, showed no disposition for early consideration.

Hearing Necessary

Hearings are deemed a virtual necessity in view of the controversial nature of the treaty. Both Senators noted approaching Senate recess, tentatively set for about Oct. 15.

Sen. Green said he is not familiar with the terms of the pact, which was signed by five North American nations after protracted negotiations antedated the fall of 1949. Sen. Sparkman said while he was cognizant of some of the problems involved, there seemed to be little hope it would be ratified this year. He added that he has been appraised of its terms by certain stations in his home state (Alabama). Sen. Hickenlooper could not be reached for comment.

One of the prime movers behind the bid for ratification—and a chief supporter of the FCC and State Dept. on the treaty—is E. B. Craney of the Pacific Northwest "XL" stations. The Clear Channel Broadcasting Service has spearheaded the drive to defeat ratification, claiming that rural radio areas would suffer from a breakdown of the clear channels.

Compton to State Dept.

DR. WILSON M. COMPTON, retiring president of Washington College, last week was appointed by the State Dept. as staff director of the U. S. Advisory Commission on Information. Members of this committee include Judge Justin Miller, NARTB board chairman, and Philip D. Reed, board chairman, General Electric Co.

The LONG-DELAYED hearing on the nomination of Comr. Freda Hennock, nominated by President Truman to a federal judgeship in New York's southern district, will be held before the Senate Judiciary Committee this Thursday.

The meeting will be held in executive session before the full committee and Chairman Pat McCar- ran (D-Nev.), instead of a subcommittee as originally planned. The hearing will be held in Room 424 of the Senate Office Bldg.

While the identity of witnesses appearing on behalf of and in opposition to Comr. Hennock was not revealed by the committee, it was expected many groups would testify. High on the list offering support are numerous women's organizations, all of which notified the committee of their endorsements.

FCC Chairman Wayne Coy and Comr. Paul A. Walker may appear from the Commission. Mr. Coy, who will be out of Washington early this week, is expected to return in time to appear.

Three Oppose

Organizations which plan to send representatives to the hearing remained a closely-guarded committee secret last week. It was anticipated the committee will receive testimony from at least one of the major bar groups, three of which have expressed opposition to the nomination. They are the New York City Bar Assn., American Bar Assn. and New York County Lawyers Assn.

On the other hand, Comr. Hennock has the unqualified support of the New York Women's Bar Assn., Business and Professional Women's Clubs and the General Federation of Women's Clubs. The Federal Communications Bar Assn. also tendered its endorsement.

If approved by the Senate Judiciary Committee and confirmed by the Senate, Comr. Hennock would succeed Judge Alfred C. Coxe, retired. Comr. Hennock's term as Commissioner expires June 30, 1955. The judgeship term is for life.

Stewart to WMIE

APPOINTMENT of A. Jack Stewart, radio veteran, as general manager of WMIE Miami, Fla., was announced last week by the Sun Coast Broadcasting Corp., owner of the station. Mr. Stewart succeeds Robert G. Venn, who resigned. Meanwhile FCC decision is awaited as to whether majority holdings in the station will be sold to ex-Sen. E. D. Rivers Sr. for $220,000 by Arthur B. McBride and his associate, Daniel Sherby. [Broadcasting • Telecasting, Sept. 10].

Page 36 • September 24, 1951
Radio, traditional aid to distribution, can be mighty helpful in production as well!

In times of national emergency, that's important.

Take this example. The shipbuilding industry, so often neglected in years of peace, is pressed for maximum production when war clouds appear. Overnight, labor recruiting for shipyards becomes a major problem.

To get quick action, one big yard recently turned to radio. Sun Shipbuilding Company, Chester, Pa., placed a series of programs five nights weekly, midnight to 1 AM, on Philadelphia's 50,000-watt KYW. Announcements sought both routine skilled workers and hard-to-get specialists, such as marine draftsmen and loftsmen.

Results? A letter from Sun's agency (Benjamin Eshleman Company) speaks for itself. "We have, as expected, received many responses from KYW's regular coverage area... and also from Canada and many cities west of the Mississippi. We are able to get Sun Ship's story into industrial areas, and interest workers there in the benefits that can be found at Sun. We are enclosing signed contracts for renewal and hope that response continues. If past performances are any indication, it will."

This unusual program typifies the ability of radio, a mass medium, to help industry solve specialized problems in the nation's interest. Each Westinghouse radio station... in Boston, in Springfield, in Philadelphia, in Pittsburgh, in Ft. Wayne, and in Portland... is determined to make this help just as effective as possible.

Another ship for the nation's service... and radio helped build her!

Westinghouse Radio Stations Inc

SERVING 25 MILLION

WBZ WBZA KYW KDKA WOWO KEX WBZ-TV

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

STATUS of broadcast station authorizations and applications at FCC as of August 31 follows:

<table>
<thead>
<tr>
<th></th>
<th>AM</th>
<th>FM</th>
<th>TV</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total</td>
<td>2597</td>
<td>656</td>
<td>106</td>
</tr>
<tr>
<td>Total on the air</td>
<td>2592</td>
<td>644</td>
<td>107</td>
</tr>
<tr>
<td>Licensed (All on air)</td>
<td>2266</td>
<td>548</td>
<td>86</td>
</tr>
<tr>
<td>Construction permits</td>
<td>191</td>
<td>107</td>
<td>22</td>
</tr>
</tbody>
</table>

Conditional grants

Total applications pending

2120

Total applications in hearing

241

Requests for new stations

127

Requests for new stations in hearing

112

Requests to change existing facilities

219

Deletion of licensed stations in August

2

Deletion of construction permits

1

On the air

1

KSL...provides advertisers an aggressive merchandising service that "Sponsor" magazine calls one of the best in the United States today!

Hooper

(Continued from page 25)

formation of an advertisement by KJBS in the July 3, 1950 BROADCASTING: TELECASTING.

In this advertisement, Stanley G. Breyer, commercial manager of KJBS, called for an evaluation of rating techniques, leading to formation of the Baker committee.

San Francisco broadcasters who met Wednesday were, besides Mr. Breyer, Lloyd E. Yoder, Dean Morey, Bill Andrews, KNBC; Gayle V. Grubb, KGO-AM-TV; Alan Johnstone, Gordon Grannis, KGO; Mervyn L. McCabe, KPHC; J. Milton Seropan, KLX.

The group issued the following statement after the meeting:

"We endorse the action the Hooper organization is taking to establish the comparative accuracy of two local rating services—Hooperatings and Pulse. If confirmed by the Chappell analysis now in progress, we accept the evidence of consistent, positive correlation between the telephone coincidental and Audimeter coincidentals and the lack of agreement of either with the roster recall as (1) proof of the Hooperatings accuracy and (2) of the inaccuracy of Pulse."

Produce Same Answer

Although the proposed work of Dr. Chappell will analyze past ratings issued by the U. S. Hooperatings and Pulse, Mr. Hooper feels it will produce about the same answer as a new study—and save the industry its expenditure.

He explained that the Hooper telephone coincidental ratings were verified by Nielsen Audimeter coincidentals.

He asserted "it will then follow that when Pulse roster-recall is applied and produces measurements in the same population which are different from telephone coincidental, Pulse cannot be accepted as producing accurate audience-size measurements."

Pointing out that Dr. Chappell is well-equipped for his task, Mr. Hooper said the psychologist was proposed by Pulse for membership on the NAB test survey committee as the best man available to round out the committee in its capacity as an impartial radio research expert.

Dr. Chappell is author of Causes of Inconsistencies Between Day-Part Recall and Coincidental Ratings, published in 1941.

MBS-MGM Plan

(Continued from page 25)

and MGM will be shared by the two companies.

The plan was presented to the MAAC in a two-day meeting and announced Wednesday by President Frank White. Resulting from protracted efforts by Mutual to work out a programming arrangement of this or similar nature, the project, according to Mr. White, is aimed at three targets:

"(1) To strengthen our evening program schedule substantially; (2) to make Mutual competitive with the various types of 'spot carrier' plans now offered by all other networks, and (3) most important of all, to achieve both of these objectives in the way which would best protect the interests of our stations."

Mr. White, who notified affiliates of the plan in a conference call, said Mutual officials "are confident that the plan will receive the same enthusiastic endorsement from the stations as it has received today from their representatives on the Advisory Committee."

He said that "the fact that we have been able to create such a plan in cooperation with MGM with its vast knowledge of entertainment values and top talent is especially gratifying to us."

Although details of the multiplesponsorship sales offer were not revealed, Mr. White said he felt they "will prove attractive to national advertisers" when they are made known.

Shows Will Be Recorded

All of the MGM Radio Attractions programs produced for MBS will be transcribed. Though it first appeared that some conflict might arise from the fact that Mutual and MGM Radio Attractions are allied with different New York stations—WOR and WMGM, respectively—authorities appeared confident this point would be worked out satisfactorily. This was taken to mean that, at least at the outset, some of the programs might be carried on both stations.

Principal negotiators in the deal were MBS Board Chairman Thomas F. O'Neil, who has long envisioned and sought a program arrangement of comparable nature, and President White, and, for MGM, Bertram Lebhar Jr., WMGM.
4th Year on the Air - Begins Oct. 1

Stars of screen, stage, radio

with GORDON MacRAE

NBC

The RAILROAD HOUR

FAMOUS MUSICAL SHOWS

PRESENTED every Monday night

BY THE AMERICAN RAILROADS
Radio

Radio is the top favorite in Birmingham. For example, quarter-hour sets-in-use figures averaged 24.9 last Winter—well above the major market (Multi-Pulse) average.

Still

Still far out in front in Birmingham radio, WAPI has two-and-a-half times as many weekly quarter-hour "firsts" as the next station...75% more than all other stations combined.

Favorite

Favorite not only for CBS shows but for its local programs as well, WAPI broadcasts all of the top 15, and 18 out of the top 20 quarter-hours available for local sale, Monday-Friday.

So

So it goes. WAPI has 8 of the top 10 newscasts, 8 of the top 10 disc jockey quarter-hours, Monday-Friday, all of the top 10 regularly-programmed Saturday quarter-hours.

Is

Is your eye on the New South? Then look first at highly industrialized, booming Birmingham. For the story on Birmingham's most effective sales medium, call Radio Sales or...

Source: Pulse. Sept. 1950-Apr. 1951

WAPI

"The Voice of Alabama"
Birmingham
CBS Radio Network
Represented by Radio Sales

Radio Sessions

Open in New York Today

EFFECT of the cold war on national economy and especially upon advertising will be the keynote of the American National Advertisers in its 42nd annual meeting in New York starting today (Monday).

Admission will be joined by agencies tomorrow afternoon, and media will be included in the sessions starting tomorrow evening.

Leo Cherne of the Research Institute of America will make the opening address: "What the Advertising Man Can Expect in the Business Situation in the Year Ahead."

He will be followed by Philip W. Pillsbury, president of the Pillsbury Mills, who will discuss concepts behind long-run profits secured through advertising.

Andrew H. Colwell, publisher of Life Magazine, will ask "Is Reading Obsolete?" when he examines competition for consumers' leisure time, and Sam Thurin, Young & Rubicam director of Media, will query, "What's Ahead in Media?"

Monday afternoon sessions will be devoted to ANA business and elections as well as a report on members' advertising plans for 1952. Discussion of the ANA third radio report will probably occur during this session (Broadcasting, Sept. 17). Harold Schwerin, president of Schwerin Research Corp., will give the day's final talk.

Tuesday morning will feature two concurrent sessions—one on durable and the other on consumer goods.

Program for the durable goods meeting includes a panel, offered by the Advertising Council and the ANA, to show how advertising can help manage disaster and employment relations problems.

Consumer goods session will start after a slide film, used by Miles Labs, showing how the company overcomes product substitution by retailers. Message impact will be analyzed by Clifford Parrels, research director for the Ted Bates Co., and Russell G. Partridge, advertising manager for the United Fruit Co., who will explain how advertising can stray from the usual techniques for greater effect. Don Hause of Armour & Co. will explain an ANA survey among sales forces, and Percy Whiting, vice president of the Dale Carnegie Institution, will speak on "Are Salesmen Really Getting Your Story?"

What the retailer expects from the manufacturer will be considered by M. B. Hirsch, merchandising manager of John Shillito Co., Cincinnati department store, to conclude the session.

Tuesday afternoon will be given over to the agency-advertiser marriage clinic. Earle Ludgin, president of Earle Ludgin & Co., and William N. Connolly of S. C. Johnson & Son Inc. will discuss agency and advertiser attitudes, respectively.

"What the Public Thinks of Our Ads" will dramatize consumer attitudes, with discussion by Everett Smith of the Wage Earners Forum and Dr. Henry C. Link of the Psychological Corp. Afternoon meetings will end with a report on the AAAA special committee on improving advertising content, chaired by George Reeves of J. Walter Thompson, and a speech on advertising regulations by Louis Brookway, executive vice president of Young & Rubicam.

After the annual dinner Tuesday night, Dr. Roy V. Peel, Director of the U.S. Census Bureau, will interpret the 1950 Census in advertising and marketing terms Wednesday morning. Marion Harper Jr., president of McCann-Erickson, will analyze growing expenditures, increasing advertising messages directed toward the consumer, and the need for greater reliability in research data.

Dick Hottelet, CBS-Radio correspondent in Germany, will fly in to report on Russian thinking, and a Defense Dept. film will show results of communist youth festival in Europe. Fairfax Cone, president of Poots, Cone & Belding, will discuss how to combat propaganda.

Closing luncheon Wednesday noon will feature C. D. Jackson, publisher of Fortune Magazine, on leave with the Committee For a Free Europe, who will outline how U. S. communications have pierced the Iron Curtain.

N. J. Awards

'Best Shows' Honored

FIVE AWARDS were to be given at the New Jersey State Fair yesterday (Sunday) to radio stations in the state for "best shows" in several categories.

Carl Mark, president of the New Jersey Broadcasters Association, sponsor of the awards, announced winners last week: WNJR Newark, for best public service broadcasts with its reporting of the Newark explosions last summer; WTTM Trenton, for best women's show, Meet Mary with Mary Wilson; WCTC New Brunswick, for best morning show with its daily farm bulletin program and for the best sports show with its Little League; WLJK Asbury Park, for the best news show with its coverage of the Woodbridge train disaster.

Ironrite Inc., Mt. Clemens, Mich., signs to sponsor Hollywood Screen Test over the ABC TV network a second year, with these officials on hand: (I to r) Clarke Wilmot, account executive of Brooke, Smith French & Dorrance; Wally Duncan, ABC TV network; W. R. Daubney, Leonite vice president; and Hal Biddle, Ironrite general sales manager.
AS MANY AS 12 GUITARS are heard playing simultaneously on Les Paul's recordings, and Les is playing them all! Thanks to tape recording, every note reproduces with uniform clarity; high fidelity remains through the long series of re-recordings involved in creating the "New Sound."

Les Paul's weirdly wonderful recordings are the result of a skilful mating of inventive musicianship with the electronic marvels of tape recording. How he does it is a mystery even to veteran engineers, but Les is enthusiastic in crediting tape recording with making his unique recordings possible.

Tape's faultless reproduction and matchless ease of handling make it the ideal recording medium. You can dub into it, cut out unwanted portions, splice recordings together, lift passages back and forth from tape to tape while retaining amazingly high fidelity. Tape recordings can be made anywhere... in the studio, on the street, in subways, elevators, moving vehicles.

Fidelity remains through thousands of playings, and the same tape may be reused any number of times (each recording automatically erases the preceding one).

Want more tips about the program improvements, easy scheduling, simplified studio operations you can enjoy with tape? Write Dept. BT-91, Minnesota Mining & Mfg. Co., St. Paul 6, Minn., and we'll have a representative give you the whole story.

IMPORTANT: There's more than one brand of sound recording tape. Insist on the "SCOTCH" brand, the lubricated tape that gives matchless fidelity, clarity of reproduction, freedom from distortion. Used by all major networks and recording companies.
ANNOUNCES
THE APPOINTMENT OF
JOHN BLAIR
& COMPANY
as NATIONAL REPRESENTATIVES
The Fort Industry Company is pleased to announce the appointment of John Blair & Company as National Representatives of WWVA, Wheeling, West Virginia, effective October 1st, 1951.

WWVA, CBS affiliate operating on 50,000 watts, 1170 kilocycles, has long been known to astute advertisers for its coverage in Pennsylvania, Ohio and West Virginia... and for the selling power of its top-grade, geared-to-the-audience, locally produced programs.

This specialized programming presents entertainment which is different from that offered by most stations. As a result WWVA has created a mass audience throughout the eastern United States—an audience which enjoys WWVA's programs and has no difficulty in hearing this 50,000 watt station.

For example, the “WWVA Jamboree” heard on Saturday night blankets the country from Ohio to Maine to South Carolina. For sixteen years the mail response has proved beyond doubt that this program is more national than local in its coverage.

Worth investigating? Call your John Blair man today.
and Bactine as well.

Hand in hand with growth of the firm, Mr. Clancy asserts, has been its use of advertising, the major portion of which is radio. Employing a general advertising policy of "truth without exaggeration," Miles has for its first radio station in 1933 with a local program and hasn't retired from the air since.

During that time the radio appropriation has increased until now 80% of the total budget of over $1 million goes to radio programming and spot announcements on the West Coast. Balance goes to other media.

Inevitably inserting itself into the advertising picture is television, now being used by Miles on an experimental basis. TV next year will consume about 25% of the radio budget.

Currently on the air for Miles California Co., under Mr. Clancy's supervision are, for Alka-Seltzer: 
Alka-Seltzer Newspaper of the Air on 48 Don Lee stations twice daily, six times a week; 71 chainbreaks weekly on 15 California and northwestern stations; for Nervine, about 50 chainbreaks weekly on 10 stations in the same area.

West Coast Placements

On television for Alka-Seltzer is the Newspaper of the Air on KNBH (TV) Los Angeles, now three nights weekly and to go five nights weekly Oct. 1; for One-A-Day Vitamins and Bactine, five participations weekly each on KLAC-TV Los Angeles plus three weekly spots on KRON-TV and KPIX (TV) San Francisco and KING-TV Seattle. Geoffrey Wade Adv. handles the firm's advertising.

Miles is now seeking television programs for next year's placement. Although, according to Mr. Clancy, radio is now doing a better job on the Pacific Coast than television, an increase in the number of TV sets and stations in that area will effect a great change. For television, he asserts, is one of the "most effective advertising media."

As an example of TV's power he cites the increase in sales of 23% in the two-month period since the Alka-Seltzer Newspaper of the Air was put on television.

Frank Gilbert Clancy was born in Newburgh, Orange (Canada). His decision to go into the drug business was made early.

After schooling in Newburgh, he studied pharmacy at the U. of Toronto and was graduated in 1930 with an impressive PHMB (Bachelor of Pharmacy).

His first paying job was with the Tamblyn Drug Store, Toronto, where he turned in 16 hours of work a day, seven days a week for $75.00 per month.

Two years later he left for Vancouver, B. C., to form, with another man, the drug importing firm of A. W. Young & Co. In 1915 the development of World War I cut off imports and the firm found itself out of business.

Later that year Mr. Clancy joined the Pacific Pat (light infantry) division of the Canadian Army. After almost five years overseas he was out of the service and back to the importing business. This time he landed the Brereton Importing Co., operating out of Vancouver and Portland, Ore. In 1923 the firm suffered a fate similar to that of his former partnership as import tariffs rose too high for its budget.

At that point he deserted Canada for the U. S., joining the Brunswig Drug Co., Los Angeles, in charge of city orders. Four years later, a friend who was Miles Labs' West Coast salesman, was retiring from his job on doctor's orders and suggested that Mr. Clancy apply. Before he could get his application filled out, Miles sales manager had come to Los Angeles and signed him for the job.

In that post he practically covered the West single-handed. He saw to it people were supplied with Alka-Seltzer from the Pacific Ocean on one side to Amarillo (Texas) on the other, and vertically from the Oregon to the Mexican border.

In 1931 he opened up the Miles California Co.

Mrs. Clancy is the former Edith E. File, whom he met in England during his war service. They now live in San Marino, near Pasadena, Calif.

Mr. Clancy's main hobby centers on two Scotch terriers, Sandra and Wendy. His golf club affiliation is the Los Angeles Athletic Club. Golf is his pet sport—work, home, Sandra and Wendy permitting.

NEW COMIC AWARD
Auditions Slated Oct. 6

Auditions for the Jimmy Durante New Comic Award will be held Oct. 3 by the Gagwriters Institute Comedy Development Center at Malin Studios, 225 W. 46th St., N. Y. Mr. Durante has been invited to attend.

Competition will be held through 1951 with the award to be presented to "The Most Deserving Young Comic" in January.

Arrowhead Names

Appointment of George P. Hollingsbery Co. as sales representative of the six-station Arrowhead Network, effective Oct. 1, has been announced by W. C. Bridges, general manager of the regional group. Stations and their national network affiliation are: WISC (ABC) Madison, Wis.; WJMC (MBS) Rice Lake, Wis.; WEAU (NBC) Eau Claire, Wis.; WHIB (NBC) Virginia, Minn.; WMFG (NBC) Hibbing, Minn., and WEBC (NBC) Duluth, Minn.
Corporation taxes affect you, too!

1. Most of us figure that corporation taxes are someone else's problem. Maybe that's because we never pay them directly. Actually, we all pay some corporation taxes indirectly—in the price of things we buy. But there's more involved in corporation taxes than just paying them. Here's an example:

2. The average U.S. automobile uses 648 gallons of gasoline per year. So for each new car that is added to the American total, some American oil company has to invest about $521 in new facilities.* It takes approximately that much today in producing, refining and distributing equipment to supply the additional gasoline.

3. If we added only 2 or 3 cars to our American total each year this wouldn't present any problem. But last year we added almost 3 million. Naturally the oil companies, big and little, are always happy to build the new facilities that these new customers require. For it means new business.

4. At Union Oil, for example, we plan to spend $60 million in refinery improvements alone during the next 4 years. For our economists estimate that we will need 23% more capacity by 1960 to meet our customers' needs. But here's the rub: Traditionally, about 80% of American oil companies' expansion has been financed out of profits.

5. Today those profits are being taxed at such a high rate, this expansion may be seriously curtailed. In fact, it might be slowing down already. Certainly, if taxes are raised much higher, two things will happen: (1) There won't be enough profits left to finance additional facilities; (2) the earnings of oil companies—and all U.S. corporations—won't be high enough to attract new capital for the purpose.

6. Without either profits or new capital, expansion of all U.S. corporations will simply have to stop. If that happens the whole nation's economic growth will be stunted—and your standard of living (along with everyone else's) will steadily decline. So corporation taxes aren't just "someone else's problem." They affect each individual in the nation, too.


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

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

Manufacturers of Royal Triton, the amazing purple motor oil

BROADCASTING • Telecasting

September 24, 1951 • Page 45
WHITTLING PROCESS has been on 200 odd stations that have long been on FCC's temporary license list. Earnest of FCC's intent to clean up what everyone agrees has been a mess situation was apparent last month when the Commission renewed on a regular basis the licenses of some 50 AM stations and 17 FM stations. [Broadcasting • Telecasting, Sept. 3].

Next batch is to be cleaned up Nov. 1. Major group is to be taken off the hook on Dec. 1, an informed FCC source indicated last week.

Reasons for the long delay in clearing up the temporary license situation are two, according to an FCC source: (1) WIRC, or broadcasting and television associations of the Commission, which was completed only during the last few weeks; (2) a lack of personnel—bound to get rid of some licenses. With a 10% reduction required by the new Congressional legislation [Close Circuit, Sept. 17].

Some of the 150 stations still on temporary license have been in that uncertain state for a long time. One station has not had its license renewed since 1951, although it has been getting the usual 90-day extensions of temporary licenses.

What hurts broadcasters who are pursuing an "unprecedented" brush of temporary license status is a plain dollars and cents fact: Competitors use their technically "uncertain" status to sell against them.

To a few, this stigma has actually translated into loss of income. Of the 150 odd stations still on temporary license, some 40 are FM stations, only four are TV stations.

Reasons for the abnormal number of stations on temporary status are several. The Commission's inquiry into the results of horse race results is a primary reason. The largest number of stations on temporary license are in that predicament because of the study. Horse race program inquiry was touched off when the Commission voted last year to revoke the temporary license of WIRC, because its race track results allegedly were being used for gambling purposes. [Broadcasting • Telecasting, Oct. 16, 1960]. WUTC appealed for reconsideration of the FCC's action and the petition still is pending.

Early in 1951, the Commission sent out a questionnaire to all stations asking detailed information on the broadcasting of racing results. Replies were requested by Feb. 12 [Broadcasting • Telecasting, Jan. 15]. As of this writing, no further move has been made by the FCC, nor have any answers to the questionnaires been made public.

Next sizable number of stations on temporary license are those involved in the FCC's anti-trust study. Although the Commission last March decided not to set a general policy respecting licensees or applicants who have been cited for anti-trust violations but to take them up on a case-by-case basis [Broadcasting, Telecasting, April 2], the FCC still has to clear a number of big-name broadcasters. These include Westinghouse and General Electric stations.

The Paramount-Dumont stations—also which were placed on temporary license in view of the former's involvement in the celebrated motion picture anti-trust suit—are now set for hearing on that question, as well as on questions of movie and radio-TV competition, etc. [Broadcasting • Telecasting, Sept. 3, Aug. 20, 13].

Situation in FM

A sizable block of FM stations are on temporary status pending the outcome of the FCC's study of "special services." The functional music study was begun early this year when the Commission queried four FM stations on the terms, implying "planned programming" might be considered non-broadcasting as well as a delegation of license responsibilities [Broadcasting • Telecasting, March 12, Feb. 5].

Transcistening is not an issue in the FCC's temporary license policies at the present time. The question is now before the Supreme Court on a writ of certiorari from the U.S. Court of Appeals for D.C. decision overruling "announcements" [Broadcasting • Telecasting, Sept. 3, Aug. 20].

The report on functional music is expected to be issued shortly by the Commission.

By far the largest number of stations on temporary license are in the situation because of a host of minor reasons. These include such things as complaints from labor unions, attacks on programs or program policies by citizens, engineering problems, lack of or incomplete financial data or other required documents.

The number of stations in the twilight zone of license status is not the highest ever—although the FCC staff acknowledges it is much higher than at any time in the history of the industry or its own administrative pride.

The highest number of stations on temporary licenses was during Blue Book days in 1946. At that time, between 700 and 800 stations were on temporary license.

Even as late as the beginning of this year, many more than the 150 remaining on temporary license were in that state. That was due to the FCC's anti-trust policy study. A number were renewed for the regular period shortly after the Commission's decision to take the question up on a case-by-case basis.

SIMMONS NAMED

Vice President of Blair

ELECTION of David N. Simmons as a vice president of John Blair & Co., New York, radio station representative, was announced last week by Richard D. Buckley, president.

Mr. Simmons, who has been an executive in the New York and San Francisco offices of Blair since 1947, will continue to serve a limited group of agencies, but will have direct contact with major advertisers as his principal assignment.

Enter new radio in 1939 with KLZ Denver, Mr. Simmons since then has participated in all phases of programming, production and sales with KLZ Denver, KSSO Sioux Falls, KRVY Salt Lake City, KSJO San Jose, Calif., and KNBC San Francisco.

Mr. Simmons' appointment, it was pointed out, is in line with recent changes and expansion within the Blair organization.
AUTOMATIC "PUSH-BUTTON" PLANTS PREPARE COAL FOR MARKET.

Modern coal-preparation plants very nearly approach the ideal of automatic push-button factories. At the touch of a button coal flows into these plants and through complex machinery where it is cleaned, sized, graded, and treated. In one such plant, recently completed and costing several million dollars, a force of only 18 men can turn out 650 tons of scientifically-prepared coal per hour! Today 40% of the raw coal from America's mines is prepared to meet industry's specifications before it goes to market.

COAL RESEARCH AIDS FARMERS.

In an industry-wide research program coal companies have developed a portable heater especially designed to cure farm crops right in the barn. The heater blows streams of warm air through newly harvested crops, enabling the farmer to dry them quickly and avoid costly loss through moisture damage. The development of this new coal heater is good news to farmers because it will be much safer and less expensive to operate than similar gas or oil heaters.

MINERAL SUFFICIENCY GROWING ONLY IN SULPHUR, SALT, AND COAL.

Of all the important industrial metals and minerals mined in America, the nation's self-sufficiency is increasing only in three major fields—sulphur, salt, and coal. So says a recent report by Secretary of the Interior, Chapman. This means that of all the fuels, coal is the only one that has been able to keep pace with growing demand. And because coal is so abundant, America will remain self-sufficient in this basic fuel for many hundreds of years to come.

PER-CAPITA CONSUMPTION OF COAL RISING.

America's standard of living is increasing year by year. There are more refrigerators, more automobiles, more electricity—more comforts and luxuries of every type. To supply these things in ever greater quantities takes more and more coal each year. In 1900 it took 3½ tons of coal per person per year to maintain the standard of living. To support today's higher standard of living requires 8½ tons per person per year. America's growing population and expanding industry now require more than double the amount of coal mined in 1900.

BITUMINOUS COAL INSTITUTE
A Department of National Coal Association
320 Southern Building, Washington, D. C.

If you have any questions about coal or the coal industry, your inquiry to us will receive prompt reply.
**TOWN HALL POST**

**Denny Drops Presidency**

REORGANIZATION of Town Hall Inc., eliminating the presidential office held by George V. Denny Jr., but with Mr. Denny slated to continue as moderator of ABC's America's Town Meeting of the Air, was announced last week by The Rev. Robert I. Gannon, S.J., acting chairman.

The former functions of the presidency were divided, with William R. Traum named director of radio and television and Dr. Thurston J. Davies appointed director of educational activities. They will report to a chairman yet to be named.

The reorganization was designed to meet Town Hall's "Two problems of an almost entirely different nature," Father Gannon said. These are "to maintain the national leadership of the town hall type of community discussion which has been created by America's Town Meeting over a 16-year period," and to administer "a lively center of the arts and social sciences . . . primarily for the resident of New York."

Father Gannon said Mr. Denny "has made a distinguished contribution to free public discussion of important issues," and that he "advised Town Hall, following the reorganization, that he is prepared to offer his professional services in the development of Town Hall's use of television . . ."
ORSON WELLES IS BACK
HILL RECORDING

SOME 30-35% more members of the Senate and the House will be using the facilities of the Joint Senate-House Recording Facility during the coming campaign year, it was revealed last week.

Disclosures were made during Senate debate on the legislative appropriations bill (HR 4496), which the upper chamber passed and sent to joint conference.

Estimating the increase, Robert J. Coar, the facility's coordinator, aid the figures do not include any additional activity such as film for election.

Mr. Coar asked the Senate for additional money to pay for a third engineer. The facility makes platters for Congressmen for local station use. The Senate approved the increase. It must be agreed to in Senate-House conference.

The facility, which has a net

TULSA CAMPAIGN
Johnston Appointed

WILLIAM W. JOHNSTON, veteran publicist, has been named executive secretary of the Associated Tulsa Broadcasters, to aid in conducting the association's drive to reawaken appreciation of radio.

Announcement was made last week following a meeting of Tulsa broadcasters at which details of the joint promotion effort were settled. Both De-

coar and Tulsa are conducting radio promotion drives [BROADCASTING • TELECASTING, Sept. 17, Aug. 20].

Mr. Johnston, a former army major, was promotion manager of KVOO Tulsa, from 1946-1947, following his release from service. He left Tulsa to do publicity and special promotion work for Bob Hope. Later he was an executive publicist for Paramount Pictures and was associated with Steve Iannagen.

In recent years, Mr. Johnston had been head of publicity and public relations for Brooke, Smith, French & Dorance and Marschall & Pratt. Recently he has devoted his time to raising cattle on his Oklahoma ranch.

Present at the Tulsa organizational meeting were Lawson Taylor, general manager of WFMJ; Jim Neal, KAKC manager; Jim Meyerson, KRCM general manager; L. A. Blust, KTUL commercial manager; Bill Way, the association's chairman and KVOO general manager. Also representing KVOO were Gustav Strandberg, commercial manager; Tom DeVore, program director, and Bill McClain, promotion manager. Don Watts, Benton Ferguson and Don Mitchell were present for the association's ad agency, Watts-Payne Adv., Tulsa.

Use of Facility Expanding

It's a long way to Tipperary

Tipperary, Manitoba, we mean. As a matter of fact it's over 2,300 miles from the Atlantic coast and nearly 2,000 miles from the Pacific.

Because Canada is a big country, transportation is big business in Canada.

Operating revenue of railroads alone last year was close to a billion dollars. Airlines flew half a billion passenger miles. And road freight records are broken every year.

Then there's shipping! In the short open season the Welland Canal passes more ships through its locks than the Suez, Kiel and Panama canals combined.

But these distances create merchandising and advertising problems peculiar to Canada. Just to reach enough people with a sales message can be tough in many media. But not in radio.

In Canada—where as yet there is no television—radio is THE mass medium. Ninety-four out of every hundred Canadian homes have a radio and as many success stories testify radio provides an effective open sesame to this nine billion dollar market.

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

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

West Coast Pulse

SEATTLE Radio and Telepulse reports are to become a regular part of The Pulse Inc. services beginning this month. The Seattle Telepulse will be issued monthly and the Radiopulse bi-monthly. Also announced for September was a 25% increase in the Los Angeles Telepulse.

September 24, 1951 • Page 51
REPLY of Mrs. Frances S. Richards to FCC's request for clarification of the program policies of the late G. A. Richards' stations was received last week [Broadcasting • Telecasting, Sept. 10].

In her statement, Mrs. Richards, executrix of the estate of her late husband, said that the Goodwill stations (KMPC Hollywood, WJR Detroit, WGAR Cleveland) had been abiding since June 23 when new applications for the stations' transfer and would therefore abide by a declaration of principles and that "there will not be in the future, any policies, or instructions or directives to officers or employees of [KMPC, WJR, WGAR] or any other actions or attempts of any kind, directly or indirectly tending in any way:

1. To present news broadcasts in a manner designed to give a biased or one-sided presentation of the news.
2. To broadcast false news concerning particular issues or persons.
3. To broadcast editorials of daily newspapers as news items and without identification of such editorials as such.
4. To discriminate in news and other broadcasts in favor of any political causes, groups, or candidates as against the interests of other political causes, groups or candidates, or
5. In any manner to promote or further any private political, social or economic views and interests of any officer, director, stockholder, or employee of [KMPC, WJR, WGAR]."

The FCC asked Mrs. Richards to clarify the Goodwill stations' program policies because in her transfer application she had answered "No" to the question whether there would be any changes.

Since the program policies of the Richards' stations had been in question during a six-month-long renewal hearing by the Commission [Broadcasting • Telecasting, June 19, 1950 et. seq.], her answer aroused the curiosity of the FCC.

Disposal of the charges of bias and news slanting in the renewal cases was recommended by Hearing Examiner James D. Cummingham last June shortly after Mr. Richards' death [Broadcasting • Telecasting, June 18].

FCC General Counsel Benedict P. Cotone and Broadcast Bureau Chief Curtis B. Plummer objected to the examiner's report early in July [Broadcasting • Telecasting, July 9].

The Commission now has a number of choices. It can (1) accept the examiner's recommendation to dismiss the case; (2) refuse to accept his recommendation and require him to issue a finding; (3) accept the examiner's recommendation that the case be dismissed, but write an opinion expressing its own sentiments on the charges.

Community Chest WAYNE TISS, vice president in charge of Hollywood office, BBDO, and Nate Tufts, also of that office, have been named co-chairmen of the annual four network Community Chest kickoff show Sept. 30. Program will be heard 10:15-11:30 p.m. (EST) originating from Hollywood. Producer will be Hilari Marks, producer of CBS Jack Benny Show. Glenn Wheaton and Sam Perrin will write script. Talent is being secured through Hollywood Coordinating Committee.

in Omaha KRON SELLS MORE MERCHANDISE ARBI, the Advertising Research Bureau, Inc., recently posed questions to shoppers in a department of The Aquila, Omaha, an exclusive ladies' ready to wear store, to determine the relative effectiveness of equally budgeted radio and newspaper advertising. After interviewing those people who had purchased, or inquired for the test merchandise, ARBI's computed figures showed:

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<td>% Dollar Value of Purchase</td>
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Buy KRON . . . the Station That Gets Results!

KRON CARRIED ADVERTISING FOR 248 LOCAL MERCHANTS IN THE FIRST SEVEN MONTHS OF 1951
MICROGROOVE—
today's shining
example of

Columbia Microgroove Discs
adapt to many uses—cut costs in half!

These important features explain the practical, varied uses of Microgroove records in the 10" and 12-inch sizes:

10" Microgroove—Full 15 minutes per side. One complete quarter-hour show. Three 5-minute shows.

12" Microgroove—Full 25 minutes per side. One half-hour open-end show. Six 3-minute musical selections or equivalent.

Both are ideal for recorded talks, sales messages, promotion recordings, etc.

5 All-Around Microgroove Advantages
• Cuts costs . . . as much as half!
• Smaller disc . . . more program time!
• Big savings on packing and shipping costs!
• Famous Columbia Quality throughout!

CASE HISTORY #3

See how one client saved 46% on a single 15-minute institutional program distributed to over 2400 AM, FM, and TV stations.

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Full details on request
suspense

The voice that captured the minds and hearts of millions... that charmed or shocked them at will... has returned to American Radio with a typical Welles production.

danger

Supported by superb dramatic cast, Orson Welles stars as Harry Lime, The Third Man, in "The Lives of Harry Lime."

intrigue

Suspense, Intrigue, Danger and... Romance... run high in 52 half-hour transcribed stories of the fabulous rogue made famous by Orson in "The Third Man."

and romance!

The great publicity value and positive audience acceptance of Orson Welles as Harry Lime, The Third Man, is open sesame to sponsorship.

Orson Welles is Back!

Background zither music by Anton Karas, composer of "The Third Man" theme, plus full orchestra directed by Sidney Torch.

produced by HARRY ALAN TOWERS

LANG-WORTH DISTRIBUTING CORP.
113 WEST 57th STREET, NEW YORK 19, N. Y.

Western Sales Representative
Walter B. Davison
14579 Benefit Street, Sherman Oaks, Calif.

Canadian Sales Representative
S. W. Caldwell Ltd.
80 Richmond Street West, Toronto
Radio is Sold on Radio

MBS HAS ISSUED a new booklet enthusiastically entitled "Radio—It's Wonderful" containing promotional announcements which it hopes to affiliates and any other stations that choose will use frequently on the air.

The booklet, which Mutual describes as the first shot of a continuing series, is another development in the growing movement to sell radio by reaffirming its values and its place in American life.

The World slogan is borrowed from the broadcasters of Detroit who coined it for their own sell-radio campaign. There are other similar city-wide efforts being made, and they are beginning to shape up into a truly national endeavor which we think is the thing that has happened recently to and in radio.

Now nobody for a minute believes that a promotional campaign alone is a cure-all for anything, but in this case there is reason to be cheery because the campaigns are symptomatic of a rising spirit in the radio business.

In some quarters there was gloom not long ago. There is good reason to believe that the gloom has been largely overcome. Nobody is more quickly sold by a hard sell than the salesman himself. Indeed if he isn't sold on his product, he has slight chance of selling it to anyone else.

The invigorating promotions of radio these days indicate that radio is sold on radio. And that's important. The next step, selling it to more and more advertisers, will be easier to take.

Let the Public Decide

You can always depend upon Congress to get into the act when it wants to vote gasoline—particularly in an election year. There are groundswells of legislative opposition to closed circuit sporting events, depriving the public of home reception of these events.

They want to pass a law to prevent those Midases of the theatres from gobbling up rights to the big prize fights. That's mostly window-dressing and is legalistic poppycock.

The prize-fight industry is in the realm of private enterprise. Promoters have a perfect right to sell motion picture, radio, television, peanuts, popcorn and other fringes as they see fit and for what the traffic will bear. Thereafter, isn't morally, nor necessarily legally true in the case of amateur events.

Here we have the ingredient of institutions supported, in one fashion or another, by public funds. The tax-payer has some rights. The land grants were made by Congress. The Federal government, in many cases, pays part of the bill.

But a big covey of problems is intertwined in the large-screen theatre presentation of sports. Almost all of them in the area of prudential business. The FCC, on the regulatory side, has yet to decide whether motion picture theatres should be permitted to use scarce TV frequencies for TV broadcasting, for the limited requirements of a "box-office" type of business. At best they would play to audiences (at a price) limited by the size of the theatre. The stations say that the TV receivers shall be used for "larger and more effective" service to the public.

Broadcasting by the American plan (whether it's radio or TV) does just that. Service is provided to all within ear or eye shot, without discrimination, and with no limitation on the size of the "house," no cashiers, ticket-choppers or ushers.

The issue which provoked the Congressional awakening—and the public pandemonium—the Robinson-Turpin fight, may, ironically, provide the answer. In Cleveland—a sports and television-happy metropolis—they have a "TV Owners & Viewers League." The league simply decided to boycott the local theatre that had picked up the fight.

It's easy to fathom what that kind of approach would do if emulated in other cities. Ultimately the question which would confront the theatre entrepreneurs would be whether they would convert their establishments into arnicas halls or arenas, thus risking the loss of regular movie-going patronage.

Radio has, and TV can, live very well without the commercialized, professional sports industries. The question is: Can the sports industries live without radio and TV?

Poor Willy Benton

Now comes Sen. William Benton, the candidate to succeed himself in next year's Connecticut senatorial elections, with his hat out.

He wants stations to give him (and other "responsible" candidates for Federal office) free time to ease campaign costs.

Mr. Benton should know that the former Benton & Bowles partner precisely what he thinks the broadcasters are now doing. It has been traditional for the networks—and most of the stations—to allot sustaining time (even canned commercials) until after the political conventions in a campaign year. Probably on the average of 40 to 50 hours of time are so devoted, valued in the millions.

Moreover, members of Congress, Federal officials and others in public life campaigning when they appear on such programs as the American Forum of the Air, Capitol Cigar Broadcast, Meet the Press, or Reporters' Roundup? Are the Democratic and Republican committees campaigning when they designate spokesmen on the radio and TV networks or stations? Nowhere in the record do we detect where Mr. Benton suggests that newspapers donate advertising space to "responsible" candidates. The newspaper practice for political ads is usually double the one-time rate, cash on the barrel head.

Who, in the judgment of Sen. Benton, would constitute "responsible" candidates? Mr. Benton repeatedly has described Sen. McCarthy as irresponsible, or worse. But the citizens of Wisconsin, we would regard him as responsible enough to be their designated U. S. Senator. Certainly, Sen Benton's plan for a Radio-TV Censorship Board (by whatever label he may give it) won't win any popularity contests on responsibility among a freedom-loving people.

It's beyond us why Sen. Benton, reputed to be one of the wealthiest men in public life, should plump for more free time. The story is that he had the last million before he was 30. Mr. Benton might profit from a re-reading of the Communications Act of 1934, which became law when he was the Benton of Benton & Bowles. He would find, we venture, that the Congress cannot give a "vindicated amount" of free time to "responsible" candidates; that they must treat all qualified candidates equally.

And, in some states, Communists can and do qualify as candidates.

The more we hear of Willy Benton's views on things radio and TV, the more we become convinced that a little knowledge is dangerous indeed.

BROADCASTING • TELECASTING

John Oliver Blick

A CHUBBY moon-faced young man stepped forward in the banquet hall of the Chateau Frontenac at Quebec last February to be the first recipient of the John J. Gillin Jr. Memorial Award subscribed to by members of the Canadian Assn. of Broadcasters.

It was as president of CJOB Winnipeg that the then 36-year-old war veteran, John Oliver Blick, received the award for his station's work for his community. An independent jury of non-broadcasting people in Toronto had picked his station from the entries of a large number of Canadian stations which had sought the honor.

Johnny Blick is one of Canada's postwar broadcasters. When he was discharged from the Royal Canadian Air Force after the war, he felt the city of Winnipeg, with two stations, could stand another. He applied for a 250 w station in Canada's fourth largest city and immediately got to work to hire a staff of war veterans and to rent space in one of the city's office buildings.

It was to be a hectic period in his young life. But let Mr. Blick tell it:

"I arrived in Winnipeg in August 1945 and had to stay at the best hotel at a hundred a week—thanks to an understanding banker."

"I finally found a location for the proposed station and took an option to lease when the present tenant moved. The present tenant, the Dominion government, decided to move earlier than expected and I had to exercise the option at $400 a month—thanks to an understanding banker.

"I needed a construction permit to start building and renovating. It arrived five months and $2,000 worth of rent later.

"But still no license from the Dept. of Transport to broadcast.

"I started construction and employing a staff, all from the armed services. By Feb. 27, 1946, with 39 on the staff, the station was ready, but still no license to broadcast.

"I flew to Ottawa, determined to stay there until the license was granted. Fortunately, after a few days at Ottawa, I was able to get the license and I flew back to Winnipeg with the valuable piece of paper in my pocket.

"On March 11, 1946, CJOB was on the air, 20 hours a day. Now we are on 24 hours a day."

John Blick had little experience in radio before his venture in operating CJOB. For a short time before the war he had been a continuity writer on CFRN Edmonton. From there he had branched out, with a $50 start from (Continued on page 56)
Radio talks BIG in Detroit!

WWJ today has 1,262,500 radio homes in its primary coverage area, of which 728,500 are still (9-1-51) radio-only homes. Radio listening in television homes adds 40% to this audience. The net result is that today WWJ's effective radio audience is actually greater than in 1940.

Re-evaluated in terms of today's dollar you can buy the WWJ market now for substantially less per 1000 listeners than ten years ago.

That is why advertisers in Detroit choose WWJ.
last-minute decisions

by these busy buyers can put a medium on or off the list

The advertiser has outlined the sales job; set approximate money limits.
(Late, of course. Fast-changing times.
Tough policy decisions. You know!)
The account executive and the "plans group" have established the broad outlines of the campaign.
(Late, of course. Last minute change in client plans. You know!)

then, at last, the media department is asked for schedules...fast!

Newspapers. Which?
Radio needed in some spots?
How about TV?...Business publications. Which?
Every question raises another...every answer suggests an alternate solution...every conclusion demands adequate defense.

there's drama in the Media Department when a list is being built!
Out of this welter of activity the media men build a tentative program. Experience, supplemented by the calls of media representatives, helps them organize the broad outline. Facts and figures help them fill in the details. They have the tools of their trade close at hand; chief among them a set of Standard Rate & Data Service and Consumer Markets.

Note how the media men depend on and use these SRDS Services...

- to study populations in sales territories
- to check trends against client experience
- to analyze coverage figures
- to figure costs
- to recommend specific publications; and/or stations
- to list alternate selections

Much of this information comes from Consumer Markets. Much comes from the media listings in the separate SRDS books; data that has been painstakingly assembled by the SRDS staff; data that has to be accurate, reliable, and above all, up to date. These are the basic facts, uniformly arranged, uniformly presented.

**but what about the media information that can't be standardized?**

In the course of making their first eliminations—building their trial lists—the media department men need the fullest possible information about the things that make each publication or station different from its contemporaries—information that they cannot expect to find in the SRDS listing.

- What is the comparative influence of these two papers in this market?
- What kind of merchandising services does this station offer?
- Which of these magazines carries the most food advertising?
- What is the nature of this business paper's particular readers—not by titles but by functions?

These, and dozens of questions like them, need answering. Fast. Seldom do the buyers have all the time they need to call in all the representatives they'd like to ask to dig out further information.

---

**so, here's how Service-Ads help**

Last year, 970 publications, radio and TV stations supplemented the information in their regular listings in Standard Rate (and their markets' listings in Consumer Markets) with Service-Ads designed to remind buyers of the important differences about their media values that they've been registering through their promotion and their representatives' contacts. Thus they keep wanted information instantly available—on the spot—to help the media buyer when he's on the spot.

*It helps sell space and time, to help buyers buy!*

---

**srds**

**STANDARD RATE & DATA SERVICE, INC.**

*the national authority serving the media-buying function*

Walter E. Botthof, Publisher
1740-48 Ridge Avenue, Evanston, Illinois

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

publisher of consumer magazines advertising rates and data • business publications advertising rates and data • national network advertising rates and data • radio advertising rates and data • television advertising rates and data • newspaper advertising rates and data • transportation advertising rates and data • A.B.C. weekly newspaper advertising rates and data • consumer markets, serving the motar-media selection function • CM analyst, a monthly market data interpreter
RICHARD JENSEN, local sales coordinator in sales department WTCN-AM-FM-TV Minneapolis, appointed national sales coordinator for Ridder Stations (WTCN-AM-FM-TV, KILO Grand Forks, N. D., WDSM Duluth, and KSDN Aberdeen, S. D.) DONALD N. BORGEN, advertising sales staff Rapid City Daily Journal, succeeds Mr. Jensen at WTCN. ROBERT A. HUELISTER, manager of sales promotion Montgomery Ward Retail Stores, St. Paul, appointed to sales staff WTCN.

ALEX BUCHAN, promotion manager and sales director WMYA Springfield, Ill., appointed general manager WMMW Meriden, Conn. C. W. SHULTZ appointed manager WMMW-FM.

Mr. Jensen JOHN LESLIE, director of programming and production WDGY Minneapolis, appointed assistant manager. He will also continue his present duties.

MERRILL L. CARROLL, advertising staff Sunpapers, Baltimore appointed commercial representative WCAU Philadelphia. He as with WBMD and WWIN both Baltimore.

GENE TIBBETT, manager WLOX Biloxi, Miss., appointed manager WVMII Biloxi.

WALTER J. TEICH, general manager KROS Clinton, Iowa, appointed general manager KOEL Oelwein.

RADIO & TELEVISION SALES Inc., Toronto and Montreal, appointed exclusive representative for CJISO Sorel, CHEF Granby, and CFDA Victoriaville, Que.

THOMAS D. MITCHEL, commercial manager WRAL Raleigh, appointed commercial manager WIST Charlotte, N. C. Mr. Mitchel was with WCKY Cincinnati and WTIK Durham.

ROBERT McKEE, network sales manager for AM ABC Central Div., to NBC Chicago, as network radio account executive. He will handle the Miles account. No replacement has been named.

GEORGE COMTOIS, sales executive MBS, to radio network sales division ABC, as account executive, effective immediately.

JOHN E. PEARSON, N. Y., appointed national representative for WQXI Atlanta, WLOU Louisville, KVMA Magnolia, Ark., and KVOE Santa Ana, Calif.

JAMES J. CARR, WSyr-TV Syracuse, N. Y., named salesman WLWD (TV) Dayton.


CHUCK JOHNSON, salesman KGO San Francisco, to KVSM San Mateo, as San Francisco sales representative with offices at 25 O’Farrell, S. F.

JOSEPH M. MILLER, account executive KCBQ San Diego, to KFSD that city, in similar capacity. He succeeds PRED FOSTER, who resigned to enter securities business.

PERSONALS

JOHN F. PATT, president Goodwill Stations (WGAR Cleveland, WJR Detroit and KMPC Los Angeles), named member of Penn College Corp., to represent the field of radio and TV.

WILLIAM S. HEDGES, vice president of integrated services, NBC, named vice chairman of YMCA centennial campaign’s business and professional division, to supervise entertainment section including radio, TV, motion pictures, legitimate theatre, and sports. Proceeds from drive—to be conducted this fall—will be used for construction of new YMCA buildings.

CALVIN J. SMITH, general manager KFAC Los Angeles, and FRANK KING, sales manager KTTV (TV) Hollywood, named radio and TV chairman respectively for local American Heart Association 1952 campaign.

JACK WEST, president West-Marquis Inc., is chairman of Public Information Committee, on which Messrs. Smith and King serve as subcommittee heads.

ARTHUR DURAM, assistant sales manager in charge of black-and-white television, CBS-TV, addressed Milwaukee Advertising Club on Sept. 20 on “Television—Teen-Ager of Advertising Media.”

TOM McFADDEN, general manager KBNH (TV) Hollywood, elected secretary-treasurer Television Broadcasters of Southern California. He succeeds HAAN J. TYLER, who resigned when he left KFI-TV (now KJH-TV) Los Angeles, to join KFI, as sales manager. Mr. Tyler had been KFI-TV manager, prior to station’s sale and take over by Don Lee Broadcasting System [Broadcasting • Telecasting, Sept. 3].

DON FEDDESSER, KLAC-AM-TV general manager is president of organization. DICK MOORE, general manager of KTTV (TV) Los Angeles continues as vice-president of TBSC.

CARL E. GEORGE, general manager WGAR Cleveland, re-elected vice president of public information of Ohio State Safety Council.

J. R. POPPELE, vice president in charge of engineering WOR-AM-TV New York, named to advisory council of Upsala College, East Orange, N. J.

DORWIN BAIRD, commercial manager CJOR Vancouver, will be guest speaker at Portland, Ore., Ad & Sales Club, Sept. 26. KEN HILDEBRANDT, sales manager KYA San Francisco, father of daughter, Jo Ann.
Respects
(Continued from page 54)
Dick Rice of CFRN, into the advertising agency field.

With advent of war, he joined the Royal Canadian Air Force in 1940.

Even with that little experience in broadcasting, Mr. Blick realized listeners want entertainment and news. With that idea in mind, he built the largest and most up-to-date record library possible when he opened CJOB. He subscribed to five library services and two news services.

CJOB now has two librarians working full time merely cataloguing, selecting and filing recordings. The station has a staff of special editors, reporters and newscasters.

The slogan of CJOB is "Working for Winnipeg" and it backs its slogan with deeds. It was the station's public service record that won the John J. Gillin Memorial Award.

From the first day of the operation, public service featured the station's schedule.

The first full week of operation was non-commercial. Instead of spot announcements and sponsored shows, tribute was paid by the staff of war veterans to the service clubs and to those who had worked to better the lot of the men and women in uniform. Over $4,000 in air time was spent on this gesture of appreciation by the staff of war veterans.

Wide Scope of Service
Since then public service has embraced every type of operation from the Red River flood of 1950 to helping a little boy locate his lost puppy. It has included raising money for a service club through amateur hour broadcasts, as well as the building and maintenance of two mobile X-ray units.

Every evening after 7:30 lost dog and cat announcements are made free on station breaks and sustaining programs.

Johnny Blick's persistence in staying on the air at all hours to give service to his community also has won for his station two annual awards of the Canadian General Electric Co. The first was in 1947 for having the highest percentage of program hours on the air in his first year of operation. The station was off the air only 69 seconds, on a 24-hour-day operation. This was possible because CJOB has alternate circuits, spare lines, spare controls, duplicate transmitters, auxiliary power supplies and similar precautionary facilities.

The second award was for the 1950 Winnipeg flood broadcasts. The station broadcast for three weeks under a tent on the roof of the transmitter building which had been flooded to a depth of five feet. The transmitter was hoisted to the roof to continue to give uninterrupted service.

John Blick was born at Edmonton on Aug. 9, 1915. He was graduated from the University of Alberta as a teacher and began teaching in a rural school in 1933 at a salary of $50 a month of which half went for board and a janitor. Teaching at $1 a day began to pull on 18-year-old John and after a year, he tried selling everything from jewelry to insurance.

He supplemented his earnings by playing the piano at dances. Then he tried a government job in the Alberta Treasury Dept., but decided there was not enough money in the treasury to attract him for long.

He got into broadcasting by accident when he was asked to write continuity for CFRN Edmonton. He recalls he did not even know what continuity writing entailed, but tackled his first assignment and was accepted after writing the copy on a borrowed typewriter. He stayed for a year because he liked the work.

Term in Agency Field
Attracted by the 15% commission which advertising agencies get for selling and writing copy, he went into that field and remained in it until he joined the RCAF.

He wanted to be a pilot but his teacher's certificate made him an instructor. However, he later had a chance to gather 2,000 hours of flying time in his RCAF career.

During the war, in 1945, he married Mary Elizabeth Hughes of Edmonton. They have twin sons, Barry John and Brian Robert, born in November 1945, and a daughter, Barbara Elizabeth, born in May 1950.

At one time Johnny Blick had many hobbies, but now he has only time for golf and fishing, his growing family, CJOB and practically every public service club in Winnipeg. These include the Boy Scouts, St. John's Ambulance, Winnipeg Ballet, Kiwanis, Empire Club, Winnipeg Executive Club, Sales and Advertising Club, Canadian Club, National Federation of Sales Executives and a few golf and social clubs.

N. J. RADIO INSTITUTE
Scheduled Sept. 27-28

FOURTH Annual Radio Institute, sponsored jointly by Rutgers U. State U. of New Jersey and the New Jersey Broadcasters Assn., will be held in Bridgeton, N. J., Sept. 27-28.

"Management Problems in Today's Radio Operation" will be subject for a Rutgers Forum, one of the institute highlights. Panel members for the off-the-record discussion, moderated by Wally Duquette of Rutgers, will include Harry Goodwin of WNJR Newark, Fred Bernstein of WTTM Trenton, and Thomas Tighe of WJLK Asbury Park. Discussion will cover personnel problems of small stations, what state broadcasters are doing in the field of human relations, short-term contracts and radio rate "chiseling."

Efficiency Facts about the Continental 315 Transmitter

In the Continental 315 Transmitter... all tuning inductances are wound on special ceramic coil forms.

These forms are unaffected by temperature or humidity...are proof against arc-overs...and have an extremely low power loss characteristic.

This type of tuning inductance complemented by our vacuum type capacitors results in the highest degree of circuit efficiency possible at the present state of the art.

PRODUCERS OF
Complete transmitters • Radio frequency inductors • Isolation
inductors • Aluminum coupling cabinets • Antenna coupling units
Power division and phase control units • Rectifiers - Amplifiers
FM-AM Isolation units
Auto-back indicators.

New Home of CONTINENTAL ELECTRONICS MANUFACTURING COMPANY

MANUFACTURING CO.

4212 S. RUCKNER BLVD DALLAS 10, TEXAS PHONE Evergreen 1137

September 24, 1951 * Page 59
Sawyer to Address 400 Delegates

COMMERCER Secretary Charles Sawyer will be top speaker at Ohio State U.'s eighth annual advertising conference Oct. 19-20 at Columbus.

Before and after the Oct. 19 Sawyer, president of WING Dayton and WIZE Springfield, Ohio, and purchaser of WCLO-AM-FM Columbus (subject to FCC approval), will make his address, clinics on radio and television advertising will be held.

Some 38 speakers and clinic chairmen from eastern and midwestern cities are slated to participate. Oct. 20 sessions are devoted to advertising organization affairs.

Co-sponsors of the conference with the school are Advertising Federation of America's Fifth District, city ad clubs and Ohio trade and professional associations. More than 400 ad executives are expected to attend.

Radio and television advertising clinics will be held Friday.

John Karol, CBS vice president in charge of sales, will make the keynote address at the radio advertising clinic. His topic will be "Adjusting Radio Advertising to Today's Conditions."

Panel members at the radio clinic will include John Hosch, vice president, J. Walter Thompson Co., New York; Ray Wunderlich, vice president, Cusins & Fearn Co., Columbus; Fred C. Brokaw, vice president, Paul H. Raymond Co., Chicago; and William B. Ryan, BAB president. Radio clinic chairman is to be L. A. Pixley, president, WCLO Columbus, and president, Ohio Assn. of Broadcasters.

Keynote speaker at the television advertising clinic will be Robert W. Reuschke, manager, timebuying department, McCann-Erickson, New York. Mr. Reuschke will speak on "How to Buy Television Advertising Today."

Members of the TV panel will include George Bolas, radio-TV director, Leo Burnett Co., Chicago; Robert W. Dailey, radio-TV director, McCann-Erickson, Cleveland, and Mort Waters, general manager of WCPO-AM-TV Cincinnati.

Chairman of the TV clinic will be Victor A. Sholis, vice president and director, WHAS-AM-TV Louisville.

On Saturday, Elon G. Burton, national president, Advertising Federation of America, will extend greetings on behalf of his organization. That afternoon, most delegates are expected to watch the Ohio State-Indiana U. football game.

PLEASED that Wild Bill Hickok radio western being extended to full MBS are (l to r) Guy Madison, who fills title role; David Hare, packager of show; Paul Pierce, director; Andy Devine, co-star; Larry Hays, staff producer, and Wally Ruggles, Leo Burnett Co., L. A., agency for sponsor, Kellogg Co.

FLANKED by two top amateur golfers is John M. Outter Jr., gen. mgr., WSB-AM-TV Atlanta. Dorothy Kirby (r) WSB-AM-TV sales staffer, just won National Women's Amateur Title; Eileen Stulbs (l), holds Georgia State Women's title.

M A L HANSEN (l), farm service dir., WOW Omaha, and leader of WOW's Farm Study Tour to East Coast and Canada, is interviewed by Ray Clark in special pre-departure broadcast. Nebraska Gov. Val Peterson (r) was on hand to bid 218 tour members farewell.

WCCC Hartford's Leroy, famous talking duck, presents $1,000 check to Col. John Reitemeyer, publisher, Hartford Courant. Check represents proceeds from annual party for underprivileged children's camp. (l to r) Ivor Hugh, Leroy's originator; William Haine, Sage-Allen Dept. store, Leroy's sponsor on Kiddio Komor program; Col. Reitemeyer; Judge Max Savitt, co-owner WCCC.

In engineering progress, it's . . .

COLLINS RADIO COMPANY
Cedar Rapids, Iowa

Page 60 • September 24, 1951
Hits Sports Results Delays

District Director Richard M. Fairbank's, WIBC Indianapolis. Mr. Ryan commended Detroit broadcasters for their cooperative campaign to sell the radio medium [Broadcasting * Telecasting, Sept. 17].

Registration at the District 8 sessions included:
Myers, Bill, WABJ Adrian, Mich.; Muhlen, F. F. Jr., WELK, Moore, Okla.; WJR; Myers, H. J., WIBC; McPhillips, Arthur, WJR; Mundoun, Roland, L., WKBV Richmond, Ind.; O'Harrow, John W., WKZO; Patt, John F., WJR; Rippe, William, WJZ Fort Wayne; Terre Haute; Jayne, Dan, WELL Battle Creek, Mich.; Quello, James R., WJR; Reilly, Bill, RCA Theasurus, Chicago; Ryan, W. B., BAB, New York; Scherer, J. P., WFDP Benton Harbor, Mich.; Siebert, William, WJR.

Canadian Ratings

Reported for August

Only three national evening network shows were listed in the Elliott-Haynes Ltd., Toronto, national rating report for August. These were Mario Lanza, with rating of 13.9, followed by The Falcon 10.3, and Contended Hour 9.4. Daytime the leading five shows were Ma Perkins 14.5, Big Sister 13.5, Right to Happiness 12.6, Pepper Young's Family 12.6, and Life Can Be Beautiful 11.9.

Leading five French-language evening shows were La Poule Qui Rafrachi 18.1, Oswald 16, Joues Douces 15.8, L'Eperonier 14.2, and Aube Incertaine 10.2. Daytime leading five French-language shows were Grand Soir 18.1, Tante Lucie 17.5, Quart d'Heure de Detente 17.1, Rue Principale 15.1, and Manon Jeanne 15.
AFN PRaised
Wylie Completes Tour

THE ARMED Forces Network currently is drawing approximately 30,000 pieces of mail each month and is performing a man-size job with a handful of personnel. Additions are serving to revive the faith and hope of down-trodden peoples throughout Europe and to instill a desire for the American way of life.

These convictions were expressed by Cole E. Wylie, owner and operator of KREM Spokane and KREW Sunnyside, Wash., on his return from Europe where he visited numerous radio installations.

Mr. Wylie took the month-long trip as a guest of the Air Force in connection with the activation of a new National Guard unit.

The "Washington state radio executive compared the operation of AFN with that of American networks in the amount of program fare. He felt it is being as well received as the State Dept.'s Voice of America—and perhaps better.

AFN comprises about 20 stations, with six or seven of them serving as originations outlets. Programming is operated by American GIs. They are equipped, in some instances, with only threadbare equipment. Designed to entertain American military listeners, the network has found a ready audience among Europeans themselves, Mr. Wylie told BROADCASTING TELECASTING. A good portion of the monthly 30,000 mail pieces come from Europeans, he said.

The advantage, he noted, is that while U. S. State Dept. programming is apt to be labeled as "propaganda," European listeners are naturally tuned in to fare beamed especially for American military personnel.

Thus, in the manner of the young Communists who came to America eagling to watch Western TV, their interest in programs not earmarked for them is whetted, and the network is indirectly accomplishing much propaganda-wise.

In comparing AFN operation with American networks, Mr. Wylie noted programming consists of transcriptions produced in the states, AP and UP wire services and other programs. Stations are equipped with tape recordings and adequate, if ancient, studio equipment. Some programming is done "live." GIs ride herd on production, script-writing, announcing and other chores.

AFN operates throughout Europe except France, and perhaps one or two other countries. Mr. Wylie visited installations in Munich, Erding, Frankfort and Wiesbaden. The reported consumer goods are plentiful in the Western zone of Germany.

The work of the AFN has not gone entirely unheralded. In a poll taken three years ago, AFN reportedly was preferred by many listeners over the BBC in a ratio of three and a half to one.

Ears that pay attention To products that you mention...
FREEDOM AWARDS
Radio-TV Nominations Open

OFFICIAL nomination forms for the 1951 General Awards Program of Freedom Foundation were mailed last Wednesday to radio and television stations. Nominations close Nov. 1. Awards will total $100,000.

Kenneth D. Wells, Foundation president, said that there will be special categories for radio and video programs. Offered in these categories will be 26 honor medal and certificate of merit awards for those programs adjudged to have best "spoken up for freedom," as expressed in our American Way of Life.

Mr. Wells pointed out that a station, sponsor, agency, producer, director or listener may nominate a program. The broadcast or telecast must have been aired between Nov. 30, 1950, and Nov. 1, 1951.

"We hope the nation's broadcasters and telecasters whose efforts and facilities provide vital expression to the whole concept of our free way of life will not only participate themselves but encourage their vast audiences to 'nominate their neighbors' for Freedoms Foundation awards," said Mr. Wells.

"The sole purpose of the program," he added, "is to encourage all citizens, no matter what their profession or mode of life, to speak and act up in behalf of strengthening our common heritage of freedom."

Non-voting chairman of the 1951 Awards Jury was announced as Dr. Harold Case, president of Boston U. This will be the third annual General Awards Program conducted by the Foundation.

Additional nomination forms may be obtained from Foundation headquarters, Valley Forge, Pa.

IBA Sponsors Exhibit
CHICAGO Historical Society is the first institution of its kind to display the musical manuscripts, pictures and instrument collection owned by Broadcast Music Inc. and introduced at the annual NARTB Convention in Chicago last April. The collection is sponsored in Chicago by the Illinois Broadcasters Assn., and will be exhibited throughout the country. This is the first public showing in a major city.

IRE VEHICLE MEETING
Comr. Webster to Talk
FCC Comr. E. M. Webster will be the main speaker at the annual conference of the Institute of Radio Engineers' professional group on vehicular communications at Chicago's Sheraton Hotel Oct. 25-26. He will address the informal dinner meeting Oct. 25. The Friday luncheon speaker will be Brig. Gen. James D. O'Connell of the office of the chief signal officer of the Army.

Meeting dates coincide with those of the National Electronics Conference, which meets in Chicago Oct. 22-24, and the Radio & Television Manufacturers Assn., scheduled for an Oct. 27 session.


GRAND OLE OPRY, one of radio's oldest programs, will make its first permanent change in 12 years by moving to a new time period, 9:30-10 p.m. EST, starting Oct. 5, on NBC Radio network. Show will continue to be heard until that date at its usual time: 10:30-11 p.m. EDT Sat. Sponsor is R. J. Reynolds Tobacco Co. through William Eddy Co., New York.

NABET NAMED
For WERC, WWOL
TECHNICAL employees of WERC Erie, Pa., voted 5-0 Sept. 14 in favor of a union shop provision, NABET's Buffalo headquarters reported last week. Station is licensed to Presque Isle Broadcasting Co. Contract covering employees had been signed by the company and union June 5.

NABET also reported the National Labor Relations Board officially has certified the union to act as collective bargaining representative for technical workers at WWOL Buffalo. The CIO union was certified by the board Sept. 12, according to Timothy J. O'Sullivan, national representative for NABET.

MBB spotlighting its "children's bloc" of adventure broadcasts, Mon.-Fri., 5-6 p.m., through series of four documentary programs Heroes of the West, on Sat., 11:30-12 noon, during September.

"For those who demand...the highest standard of fidelity and sensitivity..."

Ray Block
Orchestra Conductor

Ray Block
Orchestra Conductor

"I have used the Permo flux Headphones on many of my programs. This has given me an opportunity to test them thoroughly before reporting on their performance."

I now can say that the Permo flux High Fidelity Dynamic Headphones exceed in every way any other phones I have ever used. We, in the music profession, who have to insist upon perfection, are perhaps more critical than other users and the equipment we require must be the best. For those reasons, I would recommend the Permo flux earphones to any one who demands the highest standard of fidelity and sensitivity from such equipment."

Unsurpassed for Broadcasting, Television and Recording Uses!
New developments in the Permo flux Dynamic Headphone design make possible the use of these units in applications hitherto not covered in the electronic field. Flat frequency response of from 100 to 7000 is assured in the Permo flux High Fidelity Dynamic series and up to 4000 in the standard series. Permo flux offers the finest headphones made for broadcast, television and recording uses as well as monitoring, audio metric work and auditory training.

Send today for the new Permo flux catalog J103 for the latest information on Permo flux's new 'Champion' line of Speakers and Dynamic Headphones.
WICH Joins LBS
AFTER five years as an independent, WICH Norwich, Conn., announced last week that as of Oct. 1 it will be a fulltime Liberty Broadcasting System affiliate. Announcement was made during a special half-hour broadcast which recounted the station's history. John Deme, president and general manager of WICH, said that a 360-foot half-wave tower will be installed next year to enable LBS to reach eastern Connecticut's major markets.}

DONALD F. WHITMAN, producer-director and assistant operations manager WJBK-TV Detroit, appointed program director KGW Portland, Ore.

GERALD COHEN appointed director of merchandising, promotion and publicity WDBY Minneapolis.

DARRIEL E. ROSS, stage supervisor ABC-TV Hollywood, named production manager KECA-TV Hollywood.

DICK WINTERS, publicity director WINS New York, named production manager.

MAX JACOBSON named studio supervisor in NBC-TV technical operations. HERBERT DECOHUT appointed kinescope recording supervisor.

JOHN SCHALLER appointed TV training supervisor.

HUGH WHITLOCK and ROBERT SNYDER named to writing staff CBS-TV Frank Sinatra Show.

MARY MANGAN appointed assistant to ED STEVENS, promotion-publicity director WERE Cleveland.

CLAUDS H. BLACKWOOD, CFN Edmonton, Alberta, named staff announcer KEX Portland, Ore.

JANET DRESHER LYON, women's program director and director of continuity KHMO Hannibal, Mo., to continuity staff KEX Portland, Ore.

BOB BACON announced to announcing staff WDRC Hartford.

NORMA JAMES to transcription department PAW Louis.

WALT MCGOWAN, staff announcer WCCC Hartford, and JAN CUMISKEY, were to be married Sept. 22.

BOB CUMISKEY, announcing staff WCCC Hartford, and Gay Jabs, married.

PERRY C. CHILDERS Jr., announcer-engineer and salesman WEAW Greer, S. C., father of boy, Steven Harrison.

BENJAMIN DRAPIER, California Academy of Sciences, named executive producer of Academy's award-winning Science in Action on KGO-TV San Francisco.

JAN ANDREE, announcing staff WWAW Pittsburgh, resigns. No future plans have been announced.

DALE HARPER rejoins CBS Hollywood production staff after year's military leave.

JACK WILLIS, announcer KPGP Flagstaff, Ariz., father of girl, Sarah Elizabeth.

DEALTON G. NEHER, announcing staff WIBA Madison, Wis., appointed radio program coordinator for Wisconsin State Radio Council's network.

DON THOMPSON, program operations supervisor KNBB (TV) Hollywood, returns to work following recuperation from surgery.

JACK KUNHEY, production manager WNEW New York, appointed program director WLIB New York.

MARK SHEELEY, morning man WEBN Duluth, to KSJO San Jose, Calif., on AM-TV New York, as trade news editor succeeding WALTER V. BENNETT, Jr., who resigned to join public relations department polyester fiber Co., N. Y.

BERT DUNNE, author and visual education picture producer, to Don Lee Television, Los Angeles, as sports consultant. He will produce his own show Sports Whirlpool on network's KJH-TV.

JOHNNY (Blood) McNALLY, former "All-Pro" football player, broadcasting prediction and football highlights on WJON St. Cloud, Minn.

HAL PARTLOW, assistant supervisor advertising and promotion KNBC San Francisco, to station's news department as staff writer. He succeeds RAYMOND V. JOHNSON, who has joined staff of Radio Network, ED DUNBAR, KNBC guide staff succeeds Mr. Partlow in advertising and promotion.

WILLIAM SHEEHAN, announcer WDRC Hartford, Conn., father of daughter, Linda. Mrs. Sheehan is former ROSEMARY MANSWORTH, secretary at WDRC.

MARY LILLY announced continuity writer WTMA Charleston, S. C.

BEN FEINER Jr., executive producer CBS-TV Hollywood, and Wilhelmina lived, married Sept. 20 at Westport, Conn.

HOWARD S. KEFFE, promotion manager WSPR Springfield, Mass., appointed to special city committee to plan observance of 100th anniversary of Springfield's incorporation.

JANETTE ROSENFIELD, assistant to publicity director KLAC-TV Los Angeles appointed Don S. Goldberg, married Sept. 9. ROBERT PETKIN, producer KLAC-TV and CELIA KATZ, producer GNP Productions, married Sept. 13.

STAN CHAMBERS, personality ETLA (TV) Los Angeles, father of daughter, Sept. 12.

NANCY HUBBARD, graduate of Ohio Wesleyan U., appointed record librarian WMU Cleveand.

JUSS COGLIN, emcee KRON-TV San Francisco, father of daughter, Jill.

KENNY McEVOY, creator of "Dixie Dixie" and "KOTV-PRO" football player, namedRecord McKEPER, singer-pianist, Tues. (Sept. 25) start twice weekly 15 minute music-comedy show Ronnie and Reenie on KTV (TV) Los Angeles.

NORA DEE, film department WGN-TV Chicago, and William Murphy, were to be married Sept. 22.

DON THOMPSON, program operations supervisor KNBH (TV) Hollywood, announcing following recent emergency operation.

In This Two TV Station Market Served by Four TV Networks

24.2% more local advertisers bought time on Radio Station WOC, July 1, 1950-June 30, 1951, than in any previous 12-month period . . .

... local advertisers spent more money for time on WOC during this period, than in any similar 12-months . . .

Men who buy advertising at the local level . . . the cash register level . . . know what jingles up those black-ink figures on their sales reports. Take your cue from the 215 local advertisers who use WOC. Buy at their cash register level—you'll buy WOC and you'll find your Quint-City sales skyrocketing.

Basic NBC Affiliate 5000 W-1420 Kc.

WOC DAVENPORT, IOWA

WOC DAVENPORT, IOWA

Basic NBC Affiliate 5000 W-1420 Kc.

WOC DAVENPORT, IOWA
Erskine Johnson's "HOLLYWOOD REEL" • Movie Fan Magazine on Film •

52 timely glamor-packed 12-minute films, featuring the real lives of Motion Picture personalities


RCA Color Evokes Favorable Comment

Page 69

Latest Set Count By Markets

Page 74

Further Report On Foreign TV

Page 83

MR. TELEVISION TIMEBUYER:

Having trouble clearing time for your announcements?

Try this solution: Use a quarter-hour film program to do a better selling job at practically the same cost!

To be specific: Buy Erskine Johnson's "HOLLYWOOD REEL"! This tested quarter-hour program is crowded with screen, stage, radio and television personalities; is produced exclusively for TV.

Most TV stations can find time for good quarter-hour filmed shows because...

They are easy to schedule. There are more good quarter-hours than desirable one-minute availabilities.

They uphold local programming quality. They net the station more money.

Advertisers should buy filmed programs because...

They may preview the program they sponsor. They gain in prestige by providing entertainment. They benefit by better sponsor identification.

Let us tell you more about it.

Paramount Television Productions, Inc.

1501 Broadway, New York 18 • Bryant 9-8700

A SERVICE OF THE PARAMOUNT TV NETWORK
Los Angeles TV Headliner!

"Bill Stulla's Parlor Party"

Gets 33,362 Mail-Count "Rating" in 10 Weeks!

Looking for a five-a-week daytime audience TV participation show to move your product in the booming Los Angeles market?

Look no further. This is it! Here's a variety program packed with action: music, entertainment, games, fun. Primary appeal is to the housewife. But there's also a tremendous audience of children and men.

It's "Bill Stulla's Parlor Party" on KNBH (Monday thru Friday, 2-3 P.M.).

Proof of popularity? Plenty! During the 10-week period ending July 16, this popular daytime variety program received 33,362 pieces of mail from viewers!

Yes, Bill Stulla has the viewers...the customers you want to reach in Los Angeles with your sales story. Spots are available on this "high audience-rated" fun show. Contact KNBH, Hollywood, or your nearest NBC Spot Sales Office for complete information regarding "Bill Stulla's Parlor Party."

To Sell the Buying Millions in America's 2nd Largest TV Market

Page 66 • September 24, 1951
HOPE for an early solution to confusion over the color television situation was held out last week by Chromatic Television Labs. after the affiliate of Paramount Pictures Corp. staged a 'private' showing of its new tri-color picture tube.

The direct-view tube was said to produce either black-and-white or color pictures for any size screen and to work with any color system after relatively minor adaptations. It was claimed the tube, which will lent itself easily and quickly to mass production which will put it in a price range only slightly higher than current monochrome tubes.

Paramount officials on Thursday said no one outside the official Paramount-Chromatic family had seen the tube, except William L. Lawrence, of the New York Times, a personal friend of the inventor.

On Friday, however, a Wall Street Journal reporter wrote that he had seen a demonstration Thursday morning, and after publication of that report a Paramount official modified his statement to say that "some" general news people had seen the tube in action.

The Wall Street Journal reporter wrote that the "color reproduced with the Paramount tube was not as good as that shown by either CBS or RCA." He reported that it was in showing commercial products that the Chromatic "color deficiencies were most evident." He said flesh tints were unnatural, that some colors were "washed out" and in some instances the picture was blurred.

CBS, RCA Show Interest

On the strength of much more favorable reports appearing a day earlier in the New York Times, the tube caught the interest of both CBS and RCA.

Officials of CBS, whose commercially approved and operating color system is non-compatible, expressed great hope the tube will be "all that they say it is."

Spokesmen for RCA, which is currently field-testing its rival compatible system, expressed the view that most if not development by Dr. Ernest O. Lawrence, a Nobel Prize winner, who developed the chromatic tube, merits careful examining.

Commercial production will start immediately at Chromatic's newly acquired Connecticut plant in sufficient quantity to be available for public demonstrations in a matter of weeks, officials said.

Day after the tube was demonstrated, Paramount Pictures stock jumped $6 with the turnover of 63,000 shares, making it the most active stock on the New York exchange Thursday.

Color reproduction by the tube, which will be demonstrated for the press shortly, was described as having "a lifelike fidelity without any apparent intrusion".

Dr. Lawrence is a professor at the U. of California. He won the Nobel Prize in physics for his invention of the cyclotron and also is considered one of the world's outstanding atomic scientists.

'Ease of Manufacture'

"The unusual thing about the Lawrence cathode ray color tube," Paul Raibourn, vice president of Paramount Pictures Corp., said, "is its ease of manufacture due to the fact that there is a factor of safety of about 10 in the placing of the electrons where they should go. There is no masking so that it is highly efficient in its use of electron energy. It works beautifully."

Mr. Lawrence, New York Times

science writer who won the Pulitzer Prize for his reports of atomic tests, described the tube as follows:

"The tube promises to settle the controversy that has been raging between rival television manufacturers, as it can be adapted at no great cost to receive both CBS (mechanical) and RCA (electronic) color programs, as well as programs in black and white. To receive CBS programs in color all that would be needed, in addition to the Lawrence color tube, is an adapter, to be switched on by the scanning rates of the pictures from 60 to 144 second and third electronic tubes. It could be also adjusted to other scanning speeds."

"The tube consists of the conventional metal envelope and single electron gun. Inside it, within half an inch of the curved viewing screen, is a color viewing glass plate, lined alternately with many phosphor lines in blue, green, and red. Connected to this plate is a wire grid consisting of multiple electronic lenses. This grid is electronically registered with the phosphor color strips."

"The wire grid is a simple electronic lens that serves to deflect electrons to the right color strips on the glass color viewing plate, at a rate equal to the color switching rate of the transmission. It can be adapted to any system of color transmission, being able to follow any color system or black and white system.

"The electronic lens swings the electron beam alternately on the different color strips on the glass viewing screen by shifting the polarity of the wires in step with the color switching frequency." The Lawrence tube was described as having many potential military uses. By adding color to radar screens, it could provide a third dimension to the system that would identify enemy planes and installations whether camouflaged or not.

Third Tube Design

Model demonstrated last week was made by Chromatic Labs. at Diablo, Calif., and is the third design of Dr. Lawrence's idea.

"It is our belief," Barney Balaban, president of Paramount Pictures, said, "that this . . . has fulfilled the hopes had by the FCC in its report adopting the CBS system of color transmission that 'a successful tri-color direct-view tube' can be developed." He added that Paramount is

(Continued on page 101)

PHONEVISION

ZENITH RADIO Corp. will ask the FCC this week to commercialize its Phonevision system of subscription TV.

The petition asking the FCC to approve the scrambled picture-telephone line fee system will come almost 6 months after Zenith carried out its 90-day, 300-family test in Chicago [BROADCASTING • TELECASTING, Jan. 22 et seq.]. The January-March test used some 75 feature movies of 1948-50 vintage, furnished by major Hollywood producers.

Zenith Technique

The Zenith system works this way: pictures are sent over regular TV channel with one of its elements missing. This results in a scrambled picture at the ordinary receiver. However, if the receiver has been adjusted, it calls the telephone operator and orders the program. The missing element is then sent over the telephone line to the subscriber's set and a clear picture results.

Subscribers would be charged for the service on their regular telephone bills. A charge of $1 for each program was made during the Chicago test.

The potential of the system is based on the premise that sponsored TV, a la radio, cannot bring to the viewer first run movies, top sports events, hit Broadway shows, etc. TV fans would be exultant, say Phonevision proponents.

Other subscription TV systems are Skiatron Corp.'s Subvision and Paramount Pictures Corp.'s Telecenter. RCA has also announced that it is working on a subscription system. All of these work without telephone lines, according to their announcements.

Skiatron's system was given a technical test via WOR-TV New York last year [BROADCASTING • TELECASTING, Nov. 27, 1950]. It works on a coded-card principle.

Paramount's system works with a coin-operated box attached to the TV set. It was described fully early this month when the film company asked for permission to test it out over KTLA (TV) Los Angeles [BROADCASTING • TELECASTING, Sept. 3].

"Confidential" Reply

In answer to the FCC's request for more information, Paramount replied in a "confidential" letter giving as yet unpatented details. It asked for a six-month test and, declared that six sets, in Paramount executives' homes would be used.

Zenith first asked the FCC for permission to test its Phonevision system in 1949 [BROADCASTING • TELECASTING, Aug. 8, 1949]. The

(Continued on page 101)
**On the dotted line......**


**FIRST National Bank of Nashville, Tenn., has signed 52-week contract for WSM-TV Nashville’s Movietime series. At signing were (I to r) Hi Bramham, WSM-TV sls. mgr.; Charles Wetterau, adv. v. p. for bank, and Red Goodwin, v. p., C. P. Clark ad agency.**

**KOPPERS Co., industrial firm, has begun first series of TV ad campaigns via WDTV (TV) Pittsburgh. At signing were (I to r) Don Menard, WDTV acc. exec.; Ralph Winslaw of Koppers; H. Jeff Forbes, radio-TV dir., W. Craig Chambers Inc., ad agency, and Harold Lund, WDTV mgr.**

**IN New York to iron out details of Westinghouse-sponsored NCAA grid game telecasts are (I to r) John M. McKibbin, Westinghouse v. p.; George Ketchum, pres., Ketchum, MacLeod & Grove, Pittsburgh, and Bob Hall, Yale athletic dir. and member NCAA TV committee.**

**FOR Knickerbocker Beer, Frederick M. Linder, president, Jacob Ruppert Brewing Co., signs for TV show, Candid Canvass, Mon.-Wed.-Fri. on WJZ-TV New York. Larry D. Milligan, Milton Bloo Agency, congratulates him, while Joseph Taylor II, Ruppert ad mgr., smiles agreement.**


**WLAV-TV SALE**

**FCC Grants; Two Bids Filed**

MILLION-dollar sale of WLAV-TV Grand Rapids was approved by the FCC last week. Founder of the station, Leonard Versluis, sold to WFBM-AM-TV Indianapolis principals for $1,382,068. [CLOSED CIRCUIT, May 12].

Buyers are Harry M. Bittner and family, who also own WOOD Grand Rapids, WEOA Evansville, Ind. and 50% of WFDF Flint, Mich.

The TV station's call letters will be changed to WOOD-TV. Grand Rapids already has the FCC's blessing, and is interconnected with Chicago through a privately owned three-hop intercity microwave relay. The station operates on Channel 7.

Mr. Versluis retains WLAV (AM), which began in 1940.

Two requests for new TV stations were filed with the FCC last week. WRTN-AM-FM Huntington asked for Channel 13 there and estimates construction cost at more than $300,000. Effective radiated power requested is 58.3 kw and antenna height is 402 feet.

In Eureka, Calif., the Redwood Broadcasting Co. filed for a station on Channel 3 with 17.1 kw. Redwood is licensee of KIEM and KRED (FM) Eureka. Construction cost is estimated at $55,284. Antenna is 92 ft. above average terrain. [For further details on new bids, see FCC ROUNDUP, page 99].

**VACATION PROVISION**

**Film Council Continues**

TELEVISION film companies and independent motion picture producers last week were to be notified by the Hollywood AFL Film Council that in the future, unless otherwise agreed, they must pay the council ales of 4% of base wages as vacation allowance, currently provided for in basic contract agreement.

In addition, continuing in its attempt to halt further NABET injunctions in the motion picture distribution and theater business, the council announced that the Art Directors Guild had given support to its "stop-NABET" resolution. [BROADCASTING • TELECASTING, Aug. 27, 20]. The council reportedly expects similar action by independent Screen Writers Guild and Screen Directors Guild.

**Doeskin Adds Eight**

DOESKIN PRODUCTS Inc., N. Y., will sponsor a kinescoped version of its live Elise Salutes the Stars, starring Eloise McElhone, on WPIX (TV) New York, Thursday, 2:15-3:00 p.m., on the following eight stations: WABD (TV) New York; WBKB (TV) Chicago; WBZ-TV Boston; WXEL (TV) Cleveland; WCPO-TV Cincinnati; KTTV (TV) Los Angeles; WAAAM (TV) Baltimore; and KSD-TV St. Louis. A 52-week contract was placed on all the stations by Federal Adv., New York.

**Big Draw**

THOSE who blame television for everything might go so far as to take an experience of WSAZ-TV Huntington, W. Va., as evidence that TV is robbing radio of listeners even in non-TV markets. The station reports a man in Oak Ridge, Tenn., some 200 miles away, wrote to ask whether WSAZ-TV will carry the World Series. If so, he said, he'll visit Huntington to make sure he sees it.

**ILL. U. TV POLICY**

**Committee to Study**

SPECIAL committee to study and formulate an overall television policy for the U. of Illinois was chosen Wednesday at the regular monthly meeting of the board of trustees in Chicago. Park Livingston, Chicago, board president and vice president of Dean Milk Co., asked to serve on the policy committee.

Illinois Broadcasters Assn. has gone on record to oppose construction of a state-owned, tax-supported network of the U. of Illinois. The school was given a TV transmitter by General Electric and has a 50 kw FM transmitter and tower which it bought from WMC-TV Milwaukee when that station went off the air. WIU-AM is located at Allerton Park, 25 miles from Urbana, from which TV transmissions also would emanate.

At the board meeting, Vern Nickell, state superintendent of public schools and ex-officio board member, suggested an operating agreement with a commercial station to cover downstate areas. The committee plans to work with commercial telecasters and radio-TV men at the university and its Institute of Communications Research.

The university operates WILL-AM Urbana, a 5 kw Daytimer on the air since 1922.

**WXEL (TV) EXPANDS**

**Station Buys Theatre**

WXEL (TV) Cleveland has acquired a theatre formerly known as the Esquire Theatre in downtown Cleveland.

Franklin Snyder, WXEL manager, announced that conversion of the theatre into a video studio-theatre would begin immediately and that occupancy is possible by early November. When converted, there will be a 44x30' stage, seating capacity for 450 persons, a studio control room and the latest in film projection equipment, he said.

**WJAC-TV Names Katz**

WJAC-TV Johnstown, Pa., has named the Katz Agency, New York, as national representative, effective Sept. 26.

**BROADCASTING • TELECASTING**
RCA COLOR LAUDED

RCA COLOR TV system was successfully transmitted over AT&T coaxial and microwave links between New York and Washington Sept. 20. So impressed was Brig. Gen. David Sarnoff, RCA board chairman, that he asked that the New York color tests be extended to Washington.

*RCA Victor release last week.

Service executives saw a studio program and a remote pickup during the demonstration on three tri-color tube sets—one 21-in., others 16-in. The same program was shown on two 16-in. black-and-white sets.

At one point the studio program switched to black and white solely and all receivers were said to have shown the same quality mono-color picture.

E. C. Cahill, president of RCA Service Co., told the guests: "We were never more certain than we are now that a compatible, all-electronic color television system is in the public interest. . . ."

Some of the laboratory comments reported by RCA Victor were as follows:

Mort Farr, president of the National Appliance and Radio Dealers' Assn., said: "We are not ready to accept the RCA's promises of color demonstrations, RCA and color is a dirty word."

Add New Dimension

The network tests will add a new dimension to demonstrations of RCA's composite color system which has been held regularly in New York.

This is the first time RCA's new, improved system was sent through the coaxial cable between cities. Earlier version, which the FCC turned down in its color TV decision, also had been "networked." Meanwhile, the "composite" compatible color system developed by the National Television System Committee is approaching the full-scale field testing phase, it was reported last week following a Sept. 18 meeting.

The meeting was held in New York, reviewed the progress of the various participating companies, coordinated future planning. It showed, said one participant, that "we're getting closer to full-scale field tests." He said he thought the tests would be conducted over a one-mile path, "before the fall is over."

At an RTMA committee and board meeting in New York later last week, field testing of the color system was said to be almost immediately ready. It should be sufficiently advanced by Jan. 1 to permit a request to be filed with the FCC for a demonstration of the compatible system, RTMA reported. Whether NTSC, RCA or some other company would file the request was not indicated.

Many Take Part

Companies expected to participate in the broadcast tests include RCA, Philco, DuMont, General Electric, Zenith, among others.

Dr. W. R. G. Baker, vice president and general manager of GE's Electronics Division, presided over the meeting. Mr. Baker, chairman of the NTSC TV service executives like RCA color.

That is apparent from the remarks they made after attending a color television conference held last week at the RCA Service Co. in New York a fortnight ago, as quoted in an article in Broadcasting: Telecasting.

CBS HAS RENEWED its counter attack on the color front.

Mr. Murphy, president of the network's Laboratories Division, took the offensive Sept. 18 by castigating the color TV promises of the National Television System Committee as well as RCA in a luncheon talk to the Washington (D. C.) Ad Club.

He implied that nothing would come of NTSC's or RCA's promises of color TV in about two years.

"The same people made the same promises during the 1947 color hearing and also in the 1949-50 hearings," he asserted, "but they have not yet come up with a compatible system."

"Often promised, but never shown," were his words commenting on RCA's color promises. "That is its fault and expected of a compatible system.""n

One of the reasons why he doubts the outcome of the current NTSC and RCA tests and demonstrations is that equipment compatible with a compatible system is too complicated, he said.

Even if such a system were developed, it would be two years beyond what is now possible," said Mr. Murphy. "That must be determined according to the requirements of the compatible systems, he said. Actually it would be longer than that."

Mr. Murphy later told reporters that his report of a two-year delay was based on a statement made by Brig. Gen. David Sarnoff, RCA chairman, at the first technical clinic for manufacturers on RCA's tri-color tube held last June.

CBS SYSTEM

Murphy Hits RCA, NTSC

Robert Clausion (left), Chicago sales representative for United Television Programs Inc., shakes hands with Pete De Met, of De Met Pontiac Inc., after Mr. De Met signed for an additional 26 weeks of the program, Royal Playhouse. The program, 11 p.m. to midnight Sunday over WNBQ (TV) Chicago, uses two half-hour UTP films. Mr. De Met said that 75% of his car-hour are attributable to the TV program.

Radio Technicians Guild of Boston

"It's beyond imagination. I didn't believe color TV could be this good."
INTO THE BLACK

DESPITE increased operating expenses, a majority of TV stations will operate in the black for the year 1951, NARTB District 9 delegates were told Tuesday by Richard P. Doherty, NARTB employee-employer relations director, at their annual meeting held at Highland Park, Ill. (See story page 93).

This compares with red-ink operation for two-thirds of the TV stations in 1950, Mr. Doherty said, on the basis of a special study conducted by his department in collaboration with the Research Dept.

An average increase of 60% in station revenues occurred in 1950, compared to 1949, Mr. Doherty said. Operating expenses showed a $50,000 increase from 1949 to 1950, with 72% of total operating revenue to 329%, with a third of the stations having expenses 50% above revenue.

Average revenue per station in 1950 was $441,000, with average operating expense running $532,000. This means the average operating expenses for stations in 1950 was 121% of revenue compared to 60% in 1950.

More direct way of establishing such policy would be the immediate lifting of the UHF freeze.'

WHUM's application was filed Aug. 15. It lists $65,000 construction costs and $50,000 yearly operating costs. It plans to use a 12-kw UHF General Electric transmitting from a 1,000-foot antenna site the same as that proposed pre-freeze for WHUM's commercial VHF station, petition alleges. Both stations went through a hearing for single Channel 5 in Reading in May and August of 1948, but the freeze was inaugurated before a decision was reached. Now the FCC proposes Channels 56 and 61 there.

FIRST SIGNS of unrest have begun to appear in the filings on the FCC's allocation plan.

In two instances oral hearings have been requested.

1. From Cornell U.'s WHCU Ithaca and the State of New Jersey.

Under the "paper" allocations hearing procedure, parties have the right to ask for an oral hearing. But the FCC retained the right to deny those requests unless "good and sufficient" reasons are given.

Cornell stated that the "unique" nature of its position in the central New York region could not adequately be presented through a paper presentation. It is seeking the assignment of Channel 3 to Ithaca.

New Jersey cited that it is the only one of the 48 states with no channels reserved for educational TV.

An interesting legal argument was advanced by WJR Detroit, which went through a competitive hearing in 1948 for Channel 6.

The FCC's plan contemplates the removal of that channel from Detroit, leaving no VHF channel available for new applicants. The three channels would be Channel 5.

In its filing, WJR "reserves the right to question the legality of

Protests Bring Renewal

WHEN one of the officials of Belk Dept. Store chain in Charlotte, N. C. was inducted, then sent to Korea, he forgot to set up a budget to continue sponsorship of Gene Autry’s Flying A series. When the 26-week contract with WBTV (TV) Charlotte ended, the show went off the air. But the next two weeks brought more than 3,700 letters of protest. An emergency fund was appropriated by Belks and the show is back on WBTV for another 26 weeks.

Gene Autry, who is a retired general, is affiliated with S. Johnson, of the Walter J. Klein Adv. Agency, Charlotte.

Crosley Color Plea

PLEA for permission to telecast all systems of color TV during program hours was made last week to the FCC by Crosley Broadcasting Corp.'s WLWT (TV) Cincinnati.

It asked that authority for experimental operation be granted earlier this month [BROADCASTING * TELECASTING, Sept. 10], be modified to permit the official CB system and to the NTSC and RCA systems to be broadcast during its 7:30-1:30 a.m. broadcast day in order to judge public reaction. The experimental grant specifically forbade telecasts of other than official color system during program hours. Same request with WPFT (TV) Philadelphia few months ago was denied.

The visual medium would be a terrific reason for residential in this country and their lack of assimilation, Booth said.

Educators' continued seriousness regarding TV was exemplified last week by the U of Southern Illinois, Carbondale, Ill.

FCC proposes no VHF channel for Carbondale. The school asks for Channel 10 in order to cover the 31 coal-mining counties of southern Illinois.

Within 50 miles of Carbondale, the university said, are 450,000 people; within 75 miles there are 750,000 people.

The university plans to spend $267,100 on station construction, the report indicated, with another $150,000 for a building. Yearly operating costs are estimated at $189,000. School's biennial budget is $8,220,000.

DuMont does not contemplate answering the host of oppositions to its plan, it said last week. It pointed out that the DuMont plan goes "in the opposite" opposition than did the FCC plan.

"DuMont . . . is not especially concerned with the assignment of a specific channel to any particular community," the chain said, "it is interested only in the adoption of an efficient, nationwide plan."
DO YOU WANT 90,581 (OR 58,560) TV HOMES IN WESTERN MICHIGAN AND NORTHERN INDIANA?

There are two television stations serving the 24-county area of Western Michigan and Northern Indiana: WKZO-TV, Channel 3 and Station “B”. The respective transmitters are located 25 miles apart. There is an approximate coverage duplication of 40% in the high intensity area.

When two stations serve substantially the same area, it becomes important to determine who covers what, and how much. Under these circumstances, the MV contour method is an outmoded device. Most people in the business agree that BMB developed the only satisfactory yardstick to determine circulation in radio. That method, we believe, is the only solution to audience measurement in TV.

During May and June, Jay & Graham Research, Inc. conducted a Videodex diary study using the BMB method covering television homes in 18 Western Michigan and 6 Northern Indiana counties. Fifty or more diaries were tabulated in every county except one; one hundred and twenty-five were distributed in Kent County (Grand Rapids). The result was a smashing proof of the WKZO-TV audience area showing all counties wherein 15% or more television families view WKZO-TV at least 6 nighttime hours a week.

The chart at the right shows the results: 90,581 TV families in the 24-county area view WKZO-TV; 58,560 families view Station “B”. Thus WKZO-TV delivers 32,021, or 54.7%, more Western Michigan and Northern Indiana television homes than Station “B”!

This Videodex Survey, using the time-tested BMB technique, is a must for anyone interested in television. Write direct or ask Avery-Knode! for your free copy, today!

---

**TV set figures supplied by dealers and distributors as compiled by Fetzer Broadcasting Company and confirmed by Jay & Graham Research, Inc., who maintains access to the warranty cards showing delivery of television sets by major manufacturers.**

**Measures less than 5%. In three counties, Michigan television Station “C” showed viewing greater than 5%; however, since its degree of penetration was of little value to the pertinence of this study, detailed figures were not included.**

---

**videodex report**

**Percent of Viewing in TV Homes Western Michigan and Northern Indiana**

<table>
<thead>
<tr>
<th>County</th>
<th>TV Families*</th>
<th>WKZO-TV Nighttime Audience</th>
<th>Station “B” Nighttime Audience</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Families</td>
<td>%</td>
<td>Families</td>
</tr>
<tr>
<td>MICHIGAN</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Allegan</td>
<td>6,594</td>
<td>50.7</td>
<td>4,055</td>
</tr>
<tr>
<td>Barry</td>
<td>3,512</td>
<td>73.0</td>
<td>2,353</td>
</tr>
<tr>
<td>Berrien</td>
<td>8,231</td>
<td>45.8</td>
<td>**</td>
</tr>
<tr>
<td>Branch</td>
<td>2,064</td>
<td>68.1</td>
<td>**</td>
</tr>
<tr>
<td>Calhoun</td>
<td>15,504</td>
<td>82.6</td>
<td>915</td>
</tr>
<tr>
<td>Cass</td>
<td>3,264</td>
<td>75.5</td>
<td>398</td>
</tr>
<tr>
<td>Eaton</td>
<td>5,290</td>
<td>63.0</td>
<td>1,058</td>
</tr>
<tr>
<td>Hillsdale</td>
<td>1,984</td>
<td>72.4</td>
<td>**</td>
</tr>
<tr>
<td>Ionia</td>
<td>5,813</td>
<td>36.7</td>
<td>2,534</td>
</tr>
<tr>
<td>Jackson</td>
<td>8,690</td>
<td>17.6</td>
<td>**</td>
</tr>
<tr>
<td>Kalamazoo</td>
<td>16,473</td>
<td>77.3</td>
<td>972</td>
</tr>
<tr>
<td>Kent</td>
<td>36,385</td>
<td>37.3</td>
<td>27,121</td>
</tr>
<tr>
<td>Montcalm</td>
<td>3,917</td>
<td>41.0</td>
<td>2,648</td>
</tr>
<tr>
<td>Muskegon</td>
<td>12,340</td>
<td>48.6</td>
<td>7,008</td>
</tr>
<tr>
<td>Newaygo</td>
<td>2,845</td>
<td>33.9</td>
<td>1,798</td>
</tr>
<tr>
<td>Ottawa</td>
<td>7,940</td>
<td>62.5</td>
<td>5,360</td>
</tr>
<tr>
<td>St. Joseph</td>
<td>3,367</td>
<td>71.0</td>
<td>**</td>
</tr>
<tr>
<td>Van Buren</td>
<td>4,916</td>
<td>56.4</td>
<td>2,143</td>
</tr>
<tr>
<td></td>
<td>TOTAL</td>
<td>167,584</td>
<td>90,581</td>
</tr>
</tbody>
</table>

---

**All three owned and operated by Fetzer Broadcasting Company AVERY-KNODEL, INC., EXCLUSIVE NATIONAL REPRESENTATIVES**
WHILE TV networks released a list of shows thus far scheduled for coast-to-coast transmission starting late this month, the first entertainment program to be broadcast on transcontinental television was slated yesterday (Sunday) to consist of parts of CBS-TV’s 12-hour Crusade for Freedom rally and to be repeated on stations intermittently from noon until after midnight. The cross-country hookup will not be used again until regular programming is introduced.

First use of the cable in an east-to-west direction, the CBS program was to be hosted by Ed Sullivan operating from his own Toast of The Town stage as well as from a special “marathon” studio—with top artists, celebrities, and dignitaries throughout the country making appearances to plead for Crusade contributions.

Additional places for public support of the Crusade for Freedom were aired, through cooperation of sponsoring advertisers, on all NBC-TV programs carried by the network yesterday.

DuMont Television Network has no immediate plans for participation in the coast-to-coast relay, with the exception of the East-West All-Star Football Game which will be carried transcontinentally by DuMont this fall.

Meanwhile, programs thus far scheduled for coast-to-coast television after Sept. 28 were listed as follows:

SATURDAY, SEPT. 29
8-9 p.m. EST—NBC: “All Star Revue” (Kellogg Co., Sno-Cone and Pet Milk, participating sponsors) from N. Y.
9-9:30 p.m. EST—NBC: “Your Show of Shows” (General Motors Corp., participating sponsor) from N. Y.
10-11 p.m. EST—NBC: “Your Hit Parade” (American Tobacco Co., Lucky Strike) from N. Y.
11:30 p.m. EST—CBS: “Bear Seal” (Gillette Safety Razor Co.) from N. Y.
SUNDAY, SEPT. 30
7-7:30 p.m. EST—ABC: “Paul Whitehead Goodyear Revue” (Goodyear Tire & Rubber Co.) from N. Y.
7:30-8 p.m. EST—CBS: “This Is Show Business” (Colgate-Palmolive-Peet Co.) from Hollywood.
8-8:30 p.m. EST—NBC: “Colgate Comedy Hour” (Colgate-Palmolive-Peet Co.) from Hollywood.
8-9 p.m. EST—CBS: “Fred Waring Show” (General Electric) from N. Y.
9-10 p.m. EST—CBS: “Playhouse of Stars” (Lever Bros.) from Hollywood.
9-10 p.m. EST—NBC: “Your Hit Parade” (American Tobacco Co., Lucky Strike) from N. Y.
10-11 p.m. EST—CBS: “Paul Whitehead Goodyear Revue” (Goodyear Tire & Rubber Co.) from Hollywood.

SYLVANIA CASE
Closes With FCC Grant

FCC’s grant of Sylvania Electric’s application for an experimental TV station in Emporium, Pa. last week wrote “finis” to the first case of an “illegal” TV station [BROADCASTING, Oct. 23, 1950].

A year ago, FCC charged Sylvania with operating an illegal TV station when it discovered a station rebroadcasting programs from WJAC-TV Johnstown, Pa. The station operated for about three weeks before signing off by order of FCC. The Commission took the case to court where Sylvania pleaded guilty to an unintentional violation of the Communications Act and was fined $2,500.

Sylvania’s experimental station will broadcast on Channel 7 and in two bands of the UHF (600-540 mc and 870-980 mc) with powers of 15, 25 and 100 w. Estimated cost of the station is $15,500.

SEG Warns Producers

ALLEGED increase in number of Screen Extras Guild contract violations by television film producers last week brought a warning to producers by the guild that further contract violations “would not be tolerated.” Concurrently SEG members were notified that they must inform the guild office of any contract violations coming to their attention.

Mr. Ellin (r) wins approval for his international block party from Lient. Comdr. H. A. Blanet (l), assistant officer in charge of Navy recruiting in Baltimore, and Gov. Theodore R. McKelldin. "Block Party Baltimore to Itay"

INTERNATIONAL block party of good neighborliness — involving Baltimore, U. S. A., on the giving end and Lenghorn, Italy, on the receiving end—is what WMAR-TOV personality Marvin Ellin will be conducting a month hence.

Because of his weekly Block Party on WMAR-TV, Mr. Ellin and his six sponsors plan to distribute free packages to some 1,500 poor families in Lenghorn. Their names have been provided by the Italian government.

Mr. Ellin will make the deliveries personally, thanks to air transportation to be provided by the U. S. Navy in recognition of Block Party’s promotion of recruiting.

Winners of the Block Party contests are permitted to name a block in Baltimore to which the program sponsors distribute samples of their wares and an Italian-born listener picked Lenghorn, however.

A year ago another listener picked a block in Vienna’s Russian sector but communist authorities refused to permit delivery.
Thanks, everyone —

everyone who wrote, or said, or thought nice things about

KPIX production of the Japanese Peace Conference

KPIX, San Francisco's pioneer television station, is happily rewarded for its work as the station selected to engineer and produce the entire Japanese Peace Conference in San Francisco for all stations and networks by words of praise, both direct and indirect.

To every newspaper and magazine critic, to every commentator, to the writers of thousands of words of praise in letters from contemporaries and listeners, and very especially to the millions whose enthusiasm we could not hear but could feel so distinctly, KPIX expresses here its genuine and humble appreciation.

Thanks, too, to all those who made possible the wonderful reality of transcontinental television. KPIX is proud to have been the key station in a thrilling achievement that foretells tremendous things for the days and years to come.

Wesley I. Dumm
President

Philip G. Lasky
Vice President & General Manager

KPIX

MARK HOPKINS HOTEL San Francisco

represented by The Katz Agency
PRODUCTION of television sets will drop about 30% this year compared with 1950, but sales of new sets and those in warehouses will increase because of relaxed credit controls, lowered prices, rising consumer income and coast-to-coast programming.

This prediction last week of Television Share Management Corp., Chicago investment advisor of Television-Electronics Fund Inc. Company researchers concluded the total production will be 5,300,000 units this year, contrasted with a 1950 volume of 7,600,000. The top 10 manufacturers are expected to produce 71% of the total industry output, or 3,780,000 sets. The percentage was about the same last year, when the leading 10 set makers produced 6,387,000 units.

RCA Will Lead

Of the top 10, RCA again will lead the field, TVAShare Management predicts, with 700,000 units this year. It produced 960,000 units last year; both years producing about 13% of the industry total.

Admiral and Philco are tied for second again this year, the report estimates, with 625,000 units each, contrasted with 876,000 each in 1950. Third place is shared by Emerson, General Electric and Motorola, with 400,000 units in 1951 compared with last year's totals of 550,000, 425,000 and 660,000, respectively.

The investment concern envisages a shortage of sets for dealers early next year because of the shortage of essential materials such as copper, nickel, aluminum and cobalt, which will result in curtailed production. Military equipment orders, however, will pick up the civilian business slack, the company predicts.

Supplies in '52

Peak of military production will have passed by late 1952, the management company believes, and critical materials will then be in good supply.

Complete 1950 totals and 1951 estimates for the top 10 set makers, 1951

<table>
<thead>
<tr>
<th>City</th>
<th>Outlets on Air</th>
<th>Sets in Area</th>
</tr>
</thead>
<tbody>
<tr>
<td>Albuquerque</td>
<td>KOB-TV</td>
<td>9,450</td>
</tr>
<tr>
<td>Ames</td>
<td>WAGA-TV</td>
<td>85,164</td>
</tr>
<tr>
<td>Atlanta</td>
<td>WAGA-TV, WSB-TV</td>
<td>115,000</td>
</tr>
<tr>
<td>Baltimore</td>
<td>WMBF, WTVN,TVM</td>
<td>213,987</td>
</tr>
<tr>
<td>Binghamton</td>
<td>WBNB-TV</td>
<td>120,000</td>
</tr>
<tr>
<td>Birmingham</td>
<td>WBTU, WBRC-TV</td>
<td>100,000</td>
</tr>
<tr>
<td>Bloomington</td>
<td>WITF, WNBG-TV</td>
<td>81,000</td>
</tr>
<tr>
<td>Boston</td>
<td>WAGA-TV, WSB-TV</td>
<td>35,992</td>
</tr>
<tr>
<td>Buffalo</td>
<td>WENF, WNBG-TV</td>
<td>39,000</td>
</tr>
<tr>
<td>Charleston</td>
<td>WSMN, WMLN-TV, WGNB</td>
<td>49,793</td>
</tr>
<tr>
<td>Chicago</td>
<td>WBBZ, WENR-TV, WGNB, WENB-TV</td>
<td>94,793</td>
</tr>
<tr>
<td>Cincinnati</td>
<td>WGRE, WKEC-TV, WTVN, WLTV</td>
<td>350,000</td>
</tr>
<tr>
<td>Columbus</td>
<td>WCNV, WLEA</td>
<td>49,238</td>
</tr>
<tr>
<td>Dallas</td>
<td>W9SF, W9TV, WCLW, WTVN</td>
<td>239,000</td>
</tr>
<tr>
<td>Ft. Worth</td>
<td>KRLD, WFAA-TV, WAAP-TV</td>
<td>129,564</td>
</tr>
<tr>
<td>Dayton</td>
<td>WCRT, WTVN, WXYZ-TV</td>
<td>210,000</td>
</tr>
<tr>
<td>Detroit</td>
<td>WJBX, WVII, WWJ-TV, WXYZ-TV</td>
<td>611,646</td>
</tr>
<tr>
<td>Erie</td>
<td>WJKS, WOIT</td>
<td>71,576</td>
</tr>
<tr>
<td>Ft. Worth</td>
<td>WAPA, WBAP-TV, KRLD-TX, W9EF, WTVN</td>
<td>129,564</td>
</tr>
<tr>
<td>Grand Rapids</td>
<td>KPLD, W9TV, WTVN</td>
<td>39,389</td>
</tr>
<tr>
<td>Hobart</td>
<td>WATF, WTVN</td>
<td>146,181</td>
</tr>
<tr>
<td>Houston</td>
<td>WTVN, KERC</td>
<td>73,649</td>
</tr>
<tr>
<td>Huntington</td>
<td>WEAF, W9Jean</td>
<td>84,129</td>
</tr>
<tr>
<td>Charlotte</td>
<td>WSAZ, WCFL</td>
<td>401,019</td>
</tr>
<tr>
<td>Indianapolis</td>
<td>WNFN, W9TV</td>
<td>300,000</td>
</tr>
<tr>
<td>Jacksonville</td>
<td>WJXR, WTVN</td>
<td>36,150</td>
</tr>
<tr>
<td>Johnstown</td>
<td>KTVN, WTVN</td>
<td>108,700</td>
</tr>
<tr>
<td>Kansas City</td>
<td>WDAK, WTVN, WAAP-TV</td>
<td>123,784</td>
</tr>
<tr>
<td>Lebanon</td>
<td>WETZ, WTOV</td>
<td>148,250</td>
</tr>
<tr>
<td>Lansing</td>
<td>WJIM, WITV</td>
<td>55,000</td>
</tr>
<tr>
<td>Los Angeles</td>
<td>KRLA, KTVL, KLAC-TV, KNBH</td>
<td>103,000</td>
</tr>
</tbody>
</table>

Total Markets on Air 63 Total Stations on Air 107 Estimated Sets in Use 13,483,000

Editor's Note: Totals for each market represent estimated sets within television area. Where coverage areas overlap set counts may be partially duplicated. Sources of set estimates are based on data from dealers, distributors, TV circulation committees, electric companies and manufacturers. Since many are compiled monthly, some may remain unchanged in successive summaries. Total sets in all areas are necessarily approximate.
The "Children's Workshop" is something unusual in public service programs. Designed on the theory that busy minds and hands at 6 prevent delinquency at 16, this show has not only won a distinct place in the heart of our community for itself—but also for the Borden Company, its sponsor. Yes, its sponsor! Here's proof that public service shows, conceived to fit the aspirations of a community, can be sponsored and still be in the public service.

Conceived by Mrs. Winifred Naas, the "Workshop Lady," this program is built to develop character in the young television viewers in this community. It consists of a period called "Manners—or Living With Others"—a period of creative arts and crafts—a question period.

with telephone answers—and a play and acting project. No children appear in the commercials. The Workshop Lady regularly answers hundreds of weekly requests for creative crafts direction sheets, and answers over 150 personal letters a week—half of them from adults! And the Borden Company, expanding a trial period of 4 weeks indefinitely, reports increased sales and widened markets through their host of new friends.

It's a privilege to be associated with another good citizen in this program dedicated to better youthful citizenship. As a locally-owned, locally-operated station, we take special interest in programs designed to make our community a better place to live. Judging by both mail response and surveys, Dayton reciprocates those efforts in its viewing preferences... WHIO-TV is represented nationally by the George P. Hollingbery Company.

"We feel this is an excellent program for children," writes Michael Solomon, Assistant Superintendent, Division of Recreation, City of Dayton, "and are especially grateful to Mrs. Naas for the opportunity she has given us this summer to publicize events on playgrounds of special interest to children."

"EXAMPLE—Pulse August survey shows that 8 out of top 10 televised shows were aired via WHIO-TV."
Broadcasting

Telestatus
(Continued from page 74)
that prices may be boosted, they said.
Small in size but fast-moving in sales is Muntz TV Inc., according to a Sept. 15 announcement by President Earl Muntz. He said company had sold 12,000 sets in August, compared with 7,000 same 1950 month. More than 2,000 sets were sold the weekend of Sept. 8-9, he said.

Muntz Schedule
In view of indications of a sustained demand, Muntz will continue to produce 11-12,000 sets a month, Mr. Muntz said.
New Muntz 23-in. set at $349.95 is scheduled to go into regular production Oct. 1, he announced, with schedule of 500 sets for the first month.
Another small TV manufacturer reported that the first nine months of its 1951 fiscal year were the largest in its history. Net worth as of July 31, according to an unaudited figure, was $389,605, reported Harry Kaye, president of Kaye-Haibert Corp., Los Angeles. This compares with May 31, 1950 net worth of $212,783, and Sept. 30, 1949 net worth for that full fiscal year of $89,454.

WCAU-TV Issues
Rate Card No. 7
WCAU-TV Philadelphia has announced Rate Card No. 7, effective Sept. 16.
Robert M. McGredy, sales manager, disclosed a new basic, Class A hour rate of $1,500, with one-minute announcements at $300. Current advertisers will continue under Rate Card No. 6 until March 16, 1952, Mr. McGredy added.

Godfrey Leads
Nielsen August Report
ARTHUR GODFREY won both first and last places in Nielsen national ratings for the top 10 TV shows during two weeks ending Aug. 25. The Nielsen report, released last week, follows:

PER CENT OF TV HOMES REACHED IN PROGRAM STATION AREAS

<table>
<thead>
<tr>
<th>PROGRAM</th>
<th>HOMES (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Arthur Godfrey's Friends (WGN)</td>
<td>32.1</td>
</tr>
<tr>
<td>Big Time</td>
<td>31.4</td>
</tr>
<tr>
<td>Jack Paar</td>
<td>31.2</td>
</tr>
<tr>
<td>WOR</td>
<td>31.2</td>
</tr>
<tr>
<td>Toast of the Town</td>
<td>31.0</td>
</tr>
<tr>
<td>Kraft Television Theatre</td>
<td>30.9</td>
</tr>
<tr>
<td>Bouquet of TV</td>
<td>29.7</td>
</tr>
<tr>
<td>Rocket Squad</td>
<td>28.5</td>
</tr>
<tr>
<td>Philco TV Playhouse</td>
<td>27.7</td>
</tr>
<tr>
<td>Arthur Godfrey's Friends (WGN)</td>
<td>26.8</td>
</tr>
</tbody>
</table>

*The Nielsen "percent of homes reached" gives a relative measure of the audience obtained by each program in the particular station area. It was computed from Nielsen's sample of TV homes in those stations areas able to view the telecast being taken at an average of 100%.

Copyright 1951 by A. C. Nielsen Co.

Survey
Shows
212,940 RADIO HOMES
31,072 TV HOMES
AND BUSINESSES

NOT "178,498 RADIO HOMES" NOT "OVER 83,000 TV HOMES"
as claimed by Tulsa's TV Station

In an independent survey by Leslie Brooks & Associates, Research Consultants of Tulsa, Oklahoma, it was found that the Tulsa TV area, defined as the 1.15 MV area of Tulsa's single Television Station, has 212,940 radio homes and 31,072 Television Homes and Businesses as of July, 1951. This is in contrast to the Tulsa Television Station's claims in literature and in advertising of "178,498 radio homes" and "over 83,000 television sets" in the area. The survey was conducted in Tulsa and in 40 towns in the Tulsa TV area. A 3,416 family sample was made, statistically valid within two percent.

$1,000 REWARD!
Associated Tulsa Broadcasters have posted $1,000, with the First National Bank and Trust Company of Tulsa to be given to the first person proving the Brooks survey is not within 5 per cent of accuracy, as of date made.

Truman Tops
Sept. Trendex

CBS's Man Against Crime led the top 10 Trendex Ratings for sponsored television shows for the week of Sept. 1-7, but President Truman's address to the Japanese treaty conference won the highest single rating (50.1), according to a list released last week covering 20 cities. The top 10:

<table>
<thead>
<tr>
<th>PROGRAM</th>
<th>RATING</th>
</tr>
</thead>
<tbody>
<tr>
<td>Man Against Crime (CBS)</td>
<td>50.1</td>
</tr>
<tr>
<td>Godfrey's Talent Scouts (CBS)</td>
<td>31.5</td>
</tr>
<tr>
<td>Fireside Theatre (NBC)</td>
<td>31.4</td>
</tr>
<tr>
<td>Video Theatre (CBS)</td>
<td>31.1</td>
</tr>
<tr>
<td>Arthur Godfrey's Friends (CBS)</td>
<td>29.9</td>
</tr>
<tr>
<td>Danger (CBS)</td>
<td>28.8</td>
</tr>
<tr>
<td>Big Story (NBC)</td>
<td>26.8</td>
</tr>
<tr>
<td>TV Theatre (Knuf) (NBC)</td>
<td>26.0</td>
</tr>
<tr>
<td>The Web (CBS)</td>
<td>25.5</td>
</tr>
<tr>
<td>10 Suspense (CBS)</td>
<td>25.3</td>
</tr>
</tbody>
</table>

Special event: President Truman, Sept. 4

Japanese Treaty Conf. 50.1
(Above figures are based on live broadcast during week of Sept. 1-7.)

VIDEO THREAT
Making Movies Better

MOVIE industry isn't worried about "inroads" of television, according to Dore Schary, MGM vice president in charge of production.

He told Los Angeles ad club members Tuesday that the film industry hasn't adopted an "ostrich-like" attitude toward video, but has viewed it sensibly.

"If TV is our rival," he said, "then we are meeting the challenge in the only sensible way by making a better product that is beginning to do better business than ever before."

A challenge set up by television was attributed by Adolph Zukor, board chairman, Paramount Pictures Corp., for the vast number of upcoming quality movies.

In Hollywood in mid-September to screen Paramount's new product, Mr. Zukor at a press conference gave the competition of video as responsible for "making us better than in the past."
FILLING THE GAP...
(As seen in Look Magazine's Sept. 25th issue)
APPEARING ALSO ON OUR FIRST PROGRAM

A SMART NEW WOMAN'S SHOW

Here is the only comprehensive spot-news fashion program available on television film.

Fashion Previews is a weekly 12 minute spot-news fashion program, filmed in cooperation with leading women’s magazines and starring America’s top fashion designers. A program of immediate and compelling interest . . . informative, authoritative and entertaining . . . a natural for any advertiser who wishes to influence a woman’s audience . . . Appliance Dealers, Jewelers, Furniture Dealers, Super Markets, Shoe Stores, Cosmetics, etc.

The commentary and interviews are handled by Frances McGuire . . . well known fashion expert, and features each week such personalities as PAULINE TRIGERE, LILLY DACHE, CEIL CHAPMAN, JACQUES FATH, NORMAN NORELL, SALLY VICTOR, TINA LESER and many others.

Among UTP important recent releases are:
Old American Barn Dance • Royal Playhouse
Rebound • Chimps • Sleepy Joe • and others

Exclusive distributors for
Bing Crosby Enterprises
Kling Studios

Write, wire or phone for availabilities for your market. Immediate starting date.

UNITED TELEVISION PROGRAMS, inc.

360 N. Michigan Avenue
Chicago, Illinois
CE 6-0041

444 Madison Ave.
New York, N. Y.
PL 3-4620

140 No. LaBrea
Hollywood, Calif.
WE 8-9181
SELF-IMPOSED restraint was called for, whether television is allowed in or out of court, by a panel discussing “the responsibility of the press, radio and television for fair criminal trials” at the American Bar Ass’n meeting in New York last week.

Panel members included Newsman Marquita Childs; Jack Gould, radio-TV editor of the New York Times; Rudolph Halley, former counsel to the Kefauver Committee, and Simon H. Rifkind, former U. S. District Judge.

They centered their talks upon television and showed marked disagreement.

Childs Shows Concern

Mr. Childs showed concern over admitting the medium into the courts. Admitting that the Kefauver hearings had brought a “great moral issue” before the public, he decried the “sensationalism” involved.

Mr. Childs contended that TV provided an incentive for the prosecutor to “go all out,” which he termed a deplorable result “in view of a recent tendency to select or promote judges on the basis of prominence they have received in some particular prosecution or trial.”

Questioning the propriety of TV lights and noise in the courtroom, Mr. Childs wondered about the selectivity of TV coverage and how it would be possible to obtain a fair, free, and full presentation of proceedings with the medium limited by strict time schedules.

Arguing that television “is an extension of journalism” that should be allowed access at all trials—not just criminal proceedings—Mr. Gould said the primary problem to achieve balance between two sets of rights: The right of fair trial and the right of free coverage by information media.

He explained television can be an unobtrusive member to the court, not requiring the Kleig lights necessary for newsmen nor making the noise that film cameras do.

Television, he said, is not the “mass jury” that President Truman has labelled it, but the opposite, since TV audiences, rather than collected in a group, are dispersed among their own homes.

The status of television and economy of its programming require extensive commercial scheduling. This will make four-to-five day coverage of any court proceeding an expensive and therefore unusual event, he said.

Telecasting trials, hearings and investigations thus will have to be accomplished for the greater part through kinescopes, which will allow for the same editorial discretion now used by newsmen producers in selecting the parts representative of the whole.

“Are the problems of television,” Mr. Gould queried, “really new or recurrences of old ones? If there are faults in publicizing judicial procedures, it may be the faults of man—not of a mechanical invention.”

Mr. Halley felt the question of television really reverts to the one of public education. Reminding the group that technical civilization has progressed far beyond individual thinking, Mr. Halley said that if TV is not the answer to the problem of mass information, it is at least the hope.

“Don’t be frightened of the main subject [TV],” he warned, “but learn how to use it.”

Medium Commended

Commending television for its excellent development to date in offering program choices that radio has not provided, the lawyer cited TV as a “merciless eye” for reporting to the public. Rather than allowing sensationalism and depriving of individual witness’ rights, television at the Kefauver hearings acted as a deterrent on the committee, he said.

“Browbeating can’t occur in a court when the public can see and decide for itself,” he observed.

The same is true for coverage of legislative activity, he urged. Rather than encouraging sensationalism because television discoursed it by exposing it.

Judge Rifkind seized upon the responsibility of the media, saying that if the radio, television and press are larger with louder voices and greater reaches, they might also have greater responsibility. Thus he considered what the media should not do lest it interfere with the due process of law.

Truth Can Hurt

Pointing out there are times when truth can be an impediment to justice if that truth is irrelevant, immaterial, or inflammatory, he said such a case becomes so celebrated that the jury is exposed to information, influence and opinion of a non-legal kind.

“If you have the right to publish, you also have a right to refrain from publishing,” he advised.

The bar and public information media should try to find a common ground, Judge Rifkind said, so that the rights of free information and free trial can coexist.

He reminded the lawyers that whereas litigants have the right to a non-secret trial, the public—and its representatives—has no right to enter the trial.

“The court is not an educational institution, but a place of business. The question is, ‘Will television bring a fairer trial?’ I’d not give a minute’s thought to the rights to cover that trial.’

The panel discussion was taped by WFDR New York for broadcast Friday, 9-11:15 p.m. (EDT.).

CONNIE DESMOND was assigned by CBS-TV last week to work as principal broadcaster for network’s football colorcasts this fall.

At least 11 stations have been lined up to carry the colorcasts, though some plan to use them only on closed-circuit basis. Capital City kickoffs was given Kieran’s Kaleidoscope TV film series on opening day by WMAL-TV Washington. At Statler luncheon were (1 to r): William Green, radio-TV director, and William Doors, account executive, Lewis Edwin Ryan agency, Paul Most, president, Interstate Film Productions; John Kieran; Arthur Lee Thompson, president of sponsoring Thompson’s Dairy, and Ben Baylor, WMAL-TV assistant manager. Educational films will be made available to schools after each episode has been telecast.
NEVER before have so many revolutionary new ideas been combined so successfully in one 16mm projector.

Designed for continuous trouble-free performance . . . used for more than a year in leading key network studios . . . the Eastman 16mm Model 250 is giving an amazing account of itself . . .

- Precise sprocket-type geneva pulldown assures exceptional film steadiness . . .
- Exclusive feature makes possible "still-frame" operation—permits commentary from "frozen" frame . . .
- Simple, convenient control system includes remote control, gives maximum over-all operating efficiency . . .
- Advanced optical and electronic engineering makes possible unparalleled sound reproduction . . .
- Improved tungsten illumination—plus "Lumenized" Kodak Projection Ektar Lenses—provide unusual mosaic screen image brilliance.

Write today for detailed information on specifications, prices, and delivery.

Available upon request: "Theater Quality 16mm Projection." This 16-page book describes features of Eastman Projector, gives much valuable projection information. Write for your copy today.
Cost Formula
(Continued from page 28)
termed the Caphart formula “unworkable.” Sen. Caphart, in turn, said nobody except persons “who are losing money” could apply for relief.

The National Assn. of Manufacturers got into the act Wednesday. It warned Congress that the administration substitute not only would end the national defense, but also would contribute nothing constructive to the anti-inflation fight.

“The Caphart amendment, if fairly interpreted and put into regulatory form, would have a stabilizing effect in that it would end some of the uncertainty which has plagued manufacturers in regard to their price ceilings,” NAM held. It “spells out definitely what are allowable costs and gives industry a reasonable assurance that the rules of the game will not be changed by a government agency.”

Additionally, it charged, the administration proposal would “likely be administered in a manner which would not permit industry to recoup all legitimate costs increases,” and give “broad discretionary power to OPS.”

Draws Sharp Protests
The original OPS Ceiling Price Regulation 22, to which the Caphart formula was to be applied, had drawn sharp protests from the industry which feared that ad budgets might be pared in many instances because of early price ceilings. The Caphart plan had allayed those fears on the basis that not only would advertising be considered an allowable cost in figuring new prices but also that a serious threat to all media had been thwarted.

James D. Shouse, vice president of Fayco Corp. and board chairman of Crosley Broadcasting Corp. had been a pioneer in the early fight [Broadcasting • Telecasting, Aug. 8, June 11, May 28].

The exemption set aside for advertising agencies contained a list of 22 different services which, according to OPS “have little effect on the cost of living or which cannot practically be controlled.”

Also included were managers of actors, actresses and athletes, clubs or associations organized and operated “exclusively” for social, recreation and other non-profit purposes, and “labor relations counsel-
ers.”

In exempting them from price control, OPS explained:

Advertising agency services and services rendered by managers for actors, actresses and athletes and by labor counsellors involve the interaction of many factors, such as varying market conditions and demands, time element, individual fee negotiation and industry advertising agency special talent and subject matter incident thereto, which render such services not practically amenable to regulation.

In another move OPS amended Ceiling Price Regulation 22 governing methods for calculating the increased cost of materials.

EXCESS PROFITS
Hill Committee Urges ‘Special Relief’

“SPECIAL RELIEF” from excess profits tax burdens should be granted the radio-TV industry which has been “doubly penalized” in sustaining large losses during development of the television medium.

This conviction was spelled out in a report by the Senate Finance Committee last Tuesday and sent to the floor for proposal to a bill [Broadcasting • Telecasting, Sept. 17].

Despite the victory looming on the horizon for radio broadcasters engaged in TV, there were storm warnings that the committee proposal was headed for strong opposition from administration stalwarts late Thursday.

Joining in the fight was President Truman, who complained that the proposed measure would impair the effectiveness of the income and profits structure and “give certain corporations unwarranted relief from excess profits taxes.”

A less substantial victory appeared in the effort for television-only operators who would be required to use the radio-TV rate of return for the period 1946-1949.

Combined radio-TV broadcasters would be able to use their own earnings or the industry rate for tax computation purposes, with an advantage accruing through utilization of the formula in the case of longer established broadcasters.

The committee explained the working of the new formulas in this fashion:

The bill grants corporations which, during the base period, derived part of their gross income from TV and radio broadcasting an alternative method of figuring their average earnings base period net income for excess profits purposes. They are given two and alternative methods of computing a rate of return for the base period (1946-49) and are permitted to apply to their total assets at the end of the base period “whichever rate of return results in the lower tax.”

The second alternative method is computed by eliminating from the corporation’s own income during 1946-1949 its TV income and by eliminating from its assets those used in TV. The rate of return on the radio business is reached by dividing its income (excluding TV income and losses) by assets used other than those used in TV.

The second optional method permitted to radio-TV broadcasters in computing the rate of return is to use the industry rate of return from 1946 to 1949.

“The above method of determin-

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Broadcasting • Telecasting

1321 S. Wabash Ave. Chicago

Filmanck Studios
3 Second Spots
with Audio as low as $5.00

Write for details! Let us quote on your next film.

Thirty -three years of producing film messages have given us the know-how to put selling punch into TV film spots and yet keep costs down.
Features!

that's why Zenith is America's most demonstrable Television!

Need a magic formula for higher turnover? Zenith has it! No mystic words, no Aladdin's Lamp. Just a big, strong, sales-winning combination of more features and better features...a combination prospects can't seem to resist!

Featured here—two of the hottest models in television today. Packed with Zenith features, Zenith quality...yet priced so low they spell top value to customers...top turnover for you. Cash in now on Zenith...America's most demonstrable television!

**Check these...Use these...and you're sure to SELL!**

- **Built-In Provision for UHF**—Zenith sets can be made ready to receive new UHF stations in just 15 minutes...no costly external converters to buy!
- **Sensitized "Super-Range" Chassis**—"reaches out" to pull in weak signals. Minimizes "snow" and other picture faults—especially in fringe areas.
- **Gated Automatic Gain Control**—tiny electronic gate admits picture signal for 15 millionths of a second—then closes to lock out interference.
- **One-Knob Automatic Tuning**—on VHF now...and on proposed new UHF stations after adding UHF tuner strip-precise...no adjustments required!
- **"Gated Beam" Sound and Picture Stabilizer Tubes**—screen out sound interference. Assure steady, clear reception of both picture and sound.
- **"Glares-Ban" Blaxide "Black" Tube**—for pictures almost unbelievably clear and "real." Brings out full rich color—permits viewing in a lighted room—as doctors recommend.

The Burke

18th Century cabinetry at its tasteful best, interpreted in rich Mahogany veneers and selected hardwoods. With Zenith 17-inch rectangular tube. Model H2052R.

The Marlowe

Get ready for sales...when you feature the Marlowe! A compactly modern table model covered with functional Mahogany Pyroxylin. 17-inch rectangular Blaxide "Black" picture tube. Model H2059R.

The quality built into every Zenith is positive assurance that Zenith profits are profits you can keep. No extra service, rebates, and other costly attempts to pacify customers.

**ZENITH RADIO CORPORATION, CHICAGO 39, ILLINOIS**

Also Makers of Fine Hearing Aids
FILMING fate for ABC's Life with Linkletter television program was temporarily settled last week when Maxwell Shane Inc. and IATSE signed a basic agreement for filming that show at any given place. The contract covers all classifications employed in show's filming.

Original plans to film the program at the ABC Television Center were stymied when NABET prevented John Guedel Productions, show packager, from bringing the IATSE camera crew into ABC. NABET, holding a contract with ABC, claimed the presence of members of IATSE, with whom NABET is feuding, would create "unsafe" conditions for IATSE members. A national NABET strike was threatened if attempts to use IATSE men persisted.

As a temporary solution, Mr. Guedel had the first two Linkletter programs Vitapix recorded at ABC using NABET crews. Two additional shows were filmed by IAP crews at outside studios.

Each show this year is costing its sponsor, Green Giant Co., about $15,000, triple the amount of last year when the program was live from Hollywood and Vitapix recorded for other ABC stations.

A similar union snag was hit at NBC with filming of Groucho Marx You Bet Your Life show and pilot of the O'Keefe Who's Yr Want To Be? Mark show being filmed by Filmcraft was later allowed to be produced at NBC according to previous contract that still had 7 weeks to run. The latter is filmed by the same firm at outside studio indications that the Screen Actors Guild negotiations will major motion picture producers fit a new basic contract for actors would be a drawn-out process with given as the guild negotiation committee last week opened talks with the labor committee of Asn. Motion Picture Producers [BROA-CARTING • TELECASTING, Sept. 17] AMPP represents eight major film producers.

Guild demands include banbhi from TV the use all theatrical film makers, Aug. 1, 1951.

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MAGAZINE covers will come to life on TV in Fashion Previews, placed on the market last week by UNITED TELEVISION Programs, New York. The weekly 12-minute film will feature covers and contents of nationally famous fashion magazines. In addition, each week's show will include an interview with one of the top-ranking designers who shape national styles. Magazines participating are Brides, Charm, Living for Young Homemakers, Look, Mademoiselle, McCall's, Parents, Quick, Seventeen, Today's Woman, and Woman's Home Companion. Designers signed for first 15 weeks include Cecil Chapman, Jacques Fath, Tina Leser, Lilly Dache and Sally Victor. Interviews and descriptions will be handled by Frances McGuire, fashion expert and radio-TV commentator. Washington Irving's legend of Rip Van Winkle has been revived for educational film purposes by the National Assn. of Manufacturers. Their hero, "Kip" V. Winkle, sleeps soundly from 1917 to 1951. He awakes with a start to discover that his modest inheritance, which he had dreamed about for 12 long years, has been "considerably diminished in value." Narrator Don Ameche is on hand to make appropriate observations and encourage viewers to fight inflation by saving and borrowing and a balanced budget and other NAM gestures. Film is free to TV stations and community groups from NAM Motion Picture Dept., 1449th St., New York 20.

Rider will continue to j along before FLYING A Productions' cameras in Hollywood. CBS TV has exercised its option for

(Continued on page 98)
FOREIGN TV

PROGRESS report on foreign television, comprising line and frame statistics, transmitter power and number of receivers for each country, has been completed by the Dept. of Commerce.

The survey covers existing and potential stations in the Western Hemisphere, Europe and Africa. It appeared in the Sept. 17 issue of Foreign Commerce Weekly and is a followup to the department's

ROGERS SUIT

May Set Precedent in TV PAR-REACHING precedent in which a film star could prohibit unauthorized use of his old motion pictures on television may result from Actor Roy Rogers' suit against Republic Pictures underway in U. S. District Court, Los Angeles.

The cowboy star is seeking to prevent the studio from selling or leasing his old theatrical pictures to TV stations. He received a temporary injunction against Republic last July pending court determination of the case.

Mr. Rogers argues, through his attorney, Frederick Sturdy, that he holds commercial rights to his name and his horse, Trigger, which cannot be used without prior consent. He contends that his name on a Republic picture, when offered to TV sponsors, would automatically lend its use for advertising purposes. Mr. Sturdy is a member of the legal firm of Gibson, Dunn and Crutcher.

The studio, represented by Herman Selvin of Loeb & Loeb, maintains that it controls all rights to Mr. Rogers' pictures and can use them in any manner, including distribution for exhibition on TV and other mediums.

The king of the horse operas has concluded a contract with General Foods Corp., which bought his radio-TV services for live and taped presentation on NBC and other GP programs. Fact is subject to cancellation, however, if his old films are released for TV showing (Broadcasting * Telecasting, Sept. 17).

Mr. Rogers was under contract to Republic for 13 years and reportedly severed his association when the studio opposed his wish to enter TV, a desire which led to the General Foods contract.

The case is being heard by Judge Pierson M. Hall. Presentation of arguments is expected to extend over a number of days with TV and motion picture industries watching with keen interest. Trial started within the past fortnight. Authorities point out that the case involves a legal issue not heretofore broached by the courts and one upon which the whole future of motion pictures on TV will hinge.

More Commerce Dept. Data

Argentina's first video outlet is expected to go on the air in Buenos Aires sometime this fall, utilizing the 625-line system with 5 kw. Effective radiated power actually may be close to 40 kw through use of an 8-bay triangular loop antenna, according to the survey.

Brazil currently has two stations (PRF3 Sao Paulo and Tupi Rio de Janeiro, with 525 and 625-line systems, respectively, and plans two other outlets, at Belo Horizonte and Porto Alegro. Cuba also has two (CMUR and CMQ Havana) operating with 525 lines. A network is under construction for completion by the end of 1951. Elsewhere in South America, it was reported that Bogota will have a TV station. A contract for equipment has been awarded to two British firms by the municipality of Bogota. The Marconi Co. will supply a transmitter and complete studio center, while E. K. Cole will furnish receivers, to be rented at the outset to the public.

Others Without Plans

TV transmission is not contemplated at present for Bolivia, Chile and Haiti. Guatemala's plans are merely "in the talking stage." The Chilean government recently refused foreign exchange to import equipment. "No plans" pending for Panama, Paraguay, and Surinam, and "no development is expected for two years" in Venezuela.

In Mexico, two outlets—XHTV and XHWT Mexico City—are now in operation using 525 lines, with another station (XELD Matamoros) starting operations Sept. 1. The Mexican government, it was noted here, requires all TV receivers entering Mexico to be "non-synchronous." Construction permits have been granted for 11 additional stations.

In Peru, a Lima radio company reportedly is interested in establishing TV but has taken no action. A video outlet is planned for Montevideo, Uruguay. In this instance, purchase of TV equipment from U. S. British and other sources will hinge, it was said, on technical studies compiled by engineers of the Servicio Oficial de Difusión Radio Electica. Operation is expected by the end of next year.

A private company formed in 1949, with the view of building a TV station, is temporarily withholding action while it observes the installation of equipment.

Swinging northward, the Com-

(Continued on page 88)

Here's a Story
That Curled a Lot of People's Hair!

... A manufacturer of hair curlers advertised their product exclusively on a WGN-TV morning program for just two weeks. * Sales for this period amounted to $40,000... not including repeat orders.

P.S. The program is available for minute announcements ... live or film. Call your WGN-TV representative today.

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WGN TV

CHANNEL 9 · CHICAGO

The Chicago Tribune Television Station
FRANK J. ELSNER
FRANK J. ELSNER, 76-year-old chief electrician at NBC's Center Theatre, Burbank, died of a heart attack at his work Sunday, Sept. 15, during the telecast of The Colgate Comedy Hour, 8-9 p.m. (EDT). The four electricians who had been working with Mr. Elsner continued their operation of the show's lighting without missing a cue. Chief electrician at the theatre since 1932, Mr. Elsner lived in New York and is survived by a daughter and a niece.

THEY PROMOTE
Boosts TV Business
IN THE FIRST of a series of newspaper ads entitled "How to select an advertising agency in these days of TV," William Esty & Co., New York, assured last week that "... among all agencies, William Esty Co. is currently placing more network television commercials and has had more experience... than any other agency in the business.

William Esty & Co. is currently telecasting 88 programs weekly for its inclusion in the series of full-page newspaper ads will run in the Herald Tribune, New York Times and Wall Street Journal. The first ad concluded with an invitation to advertisers to write in or phone for the special TV presentation.

FRANCE'S PICTURES
France's television program "France Soir," presented Sept. 13-18 under French government sponsorship, drew "high, unanimous praise from all quarters of French public opinion," they reported. They were handled by a team of technicians and producers under Dr. Goldmark, CBS Labs Division vice president in charge of engineering research and development.

CBS-TV said France Soir, the country's largest newspaper, devoted full-column reports to the showings and called them "brilliant," and that Paris Presses called the demonstration "fully convincing" and quoted France's television director-general, Waldimir Porche, as saying the CBS system is "perfectly adaptable to French black-and-white television." Le Parisien Libre was quoted as saying the pictures were definitely superior to movie color.

U. OF C. BASKETBALL
Scheduled on KJH-TV
KJH-TV Los Angeles paid $35,000 for exclusive television rights to 21 home basketball games of the U. of Southern California Trojans and the U. of California at Los Angeles Bruins for the 1951-1952 season. Both Pacific Coast Conference and non-conference schedules will be telecast.

In the event either team reaches the playoffs, these games will be televised also either from Los Angeles or permanent studio relay from San Francisco.

First game gets underway Dec. 7 with the schedule continuing through March 1.

George Whitney, vice president in charge of Sportvision Inc., owner of the games, consummated the agreement.

In addition to telecasting the USC-UCLA games, KJH-TV also will carry telecasts of the World Series and last week started televising the Western Division of the All American League and junior college football games. Latter series is sponsored by Hoffman Radio Corp., Los Angeles. KJH-TV Los Angeles also will carry the World Series telecasts locally for NBC, which recently purchased the rights from Gillette Razor Corp.

KJH-TV coverage of the Series was arranged in accordance with a residual clause in the Mutual-Gillette radio contract providing telecast rights to Mutual stockholders in cities which show the Series be telecast. Other cities besides Los Angeles include New York, Chicago and Boston.

SMOTE MEET
Set Oct. 15-19 on Coast
ENGINEERING and technical developments in TV production, theatrical televising and color will be among subjects discussed and demonstrated at the 70th semi-annual convention of the Society of Motion Picture and Television Engineers to be held at the Hollywood (Calif.) Roosevelt Hotel Oct. 15-19.

A demonstration of color television at one of the local studios is on the schedule for Oct. 16. Awards for outstanding scientific and engineering achievements are to be made at a dinner banquet Oct. 17. A total of 11 technical sessions will be held during the five-day close.
CIVIL DEFENSE

FIRST USE of theatre TV for the training of civilian defense workers has been termed "highly encouraging" by officials of the Federal Civil Defense Administration.

The initial closed circuit demonstration took place Sept. 15 and covered 11,000 volunteers in Washington, Baltimore, Philadelphia and New York [BROADCASTING • TELECASTING, Sept. 10].

Exactly what form the regular use of a theatre TV FCDA network will take has not been determined. Correlation of answers to a questionnaire distributed to all civilian defense workers in theatres during the test has to be done before the next step is planned.

The program consisted of live and film demonstrations. Highlight of the test was a question and answer session between members of the audiences in the four cities and a panel of FCDA officials in Washington.

Gunnar Baek, ABC Washington commentator, was chairman of the experiment. The program was produced by Harold Azine and Alvin Lapin, chief and assistant chief, respectively, of the FCDA TV Branch. WMAL-TV Washington originated the program.

The program was fed via AT&T lines to RKO Keith Theatre, Washington; Loew's Century, Baltimore; Warner's Stanley, Philadelphia; Paramount Theatre, New York. Theatres were donated.

Abbreviated version of the show was repeated for New York when lack of film stock kept the Paramount Theatre screen dark during the original run. Paramount Theatre uses an intermediate system of theatre TV — pictures on kinescope are recorded on film, then run through a regular movie projector less than 30 seconds after they appear on the TV tube.

Points in favor of this "20th century classroom" medium, as cited by FCDA officials, are these:

1. It gives everyone participating, either as spectators or performers, a feeling of immediacy and a psychological lift at being part of large group.
2. It has great possibilities for emergency use.
3. It permits the shewing of latest defense measures and policies.
4. It gives participants sense of intimacy with top people in their own community and in other communities — as well as nationally.
5. In permits questions from "grass roots" workers and instantaneous answers from top level policy makers.
6. It is ideal for the dissemination of semi-confidential information.

During World War II, TV was used on an intermittent basis. But it only reached small groups viewing small screen sets.

Floating Action! for all TV Cameras

"BALANCED" TV TRIPOD

This tripod was engineered and designed expressly to meet all video camera requirements.

Previous concepts of gyro and friction type design have been discarded to achieve absolute balance, effortless operation, super-smooth tilt and pan action, dependability, ruggedness and efficiency.

Below:

3 wheel portable dolly with balanced TV Tripod mounted.

Complete 360° pan without ragged or jerky movement is accomplished with effortless control. It is impossible to get anything but perfectly smooth pan and tilt action with the "BALANCED" TV Tripod.

Quick-release pan handle adjustment locks into position desired by operator with no "play" between pan handle and tripod head. Tripod head mechanism is rustproof, completely enclosed, never requires adjustments, cleaning or lubrication. Built in spirit level. Telescoping extension pan handle.

Write for further particulars

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BIG NEW 'VOICES'
Planned by State Dept.

PLANS for construction of a $5 million Voice of America station on the West Coast, earmarked as one of the two largest and most powerful in the world, were revealed a fortnight ago by the Dept. of State.

The project will be built near Aberdeen, Wash., to beam programs to Asia. Electronics engineers have been testing various sites on the West Coast since last June. A similar station is to be constructed in North Carolina where engineers have been canvassing land tracts. This outlet will transmit programs to Europe, with the prime objective of piercing Soviet Russia and Iron Curtain countries.

Plans for the stations were announced by Thurman L. Bernard, chief of the State Dept.'s information and educational exchange office. He said the department is negotiating for land.

According to early estimates, 25 million will be required to operate the new West Coast outlet. Perhaps as many as 100 will eventually staff the facility, to include a two-story transmitter building.

First Bernard Shaw property said to be cleared for TV will be "Cahsh Byron's Profession" to be presented on your Lucky Strike Theatre on NBC TV, Mon., Nov. 19.

NOW

5000 watts
580 k.c.

The key station of the Keystone state

Harrisburg, Pa.

NARCOTICS LAW IMPLEMENTED

Gov. Langlie (seated), signs the Uniform Narcotic Drug Act. Standing (l to r) are Mr. Foster, Carl Downing, executive secretary, WSAB, and Mr. Olsen.

AT A SESSION of the Washington state legislature summoned to deal with budgetary problems only, a drive spearheaded by KIRO Seattle resulted in passage of Washington's version of the Uniform Narcotic Drug Act.

Carrying an emergency clause, the measure becomes effective Oct. 1. Washington is the 45th state to adopt the model law recommended by Sen. Estes Kefauver (D-Tenn.) when chairman of the Senate Crime Investigating Committee.

Carroll Foster, KIRO public affairs director, traced developments of the station's drive thus:

Last January, before the narcotics problem became a nationwide discussion, KIRO began a quiet investigation of addiction among juveniles. KIRO's first conclusion: Seattle is vulnerable.

Ryan Series Causes Reaction

When the Kefauver Committee's findings reached public attention, KIRO had accumulated an impressive array of facts, thanks largely to Milo Ryan, U. of Washington radio journalism professor, who served during the summer in KIRO's department of public affairs. Prof. Ryan wrote and produced the radio series which ultimately stirred public action.

KIRO's public presentations were three-half-hour documentary programs, plus a series of special interviews with authorities. There was immediate public response to the station's first issue of the series, aired July 30.

Although the legislature was not scheduled to reconvene until January 1952, it was called into special session to cope with revenue problems.

As response to the KIRO broadcasts swelled, parallel measures were introduced into both house and senate. The bill went through the house with small opposition and passed the senate unanimously. On Sept. 10, Gov. Arthur B. Langlie affixed his signature.

A wrap-up program, File Number Five—Report 5, was slated Sept. 17, on which local and state law enforcement officers were to evaluate the law and take stock of next steps.

The police chief, for example, wants better-paid, better-trained men. KIRO will back his efforts.

In a special state-wide report Sept. 5, Tom Olsen, chairman of the legislative committee for the Washington State Assn. of Broadcasters, told WSAB members:

Experienced legislators were all in sympathy with the cause, but explained to a KIRO representative that this special session was to take up only appropriation and taxation problems. They indicated it was all but useless to introduce a bill.

But a bill was introduced, the station beating the drums, and never have representatives and senators been swamped under such a deluge of mail, telegrams and phone calls. We think KIRO's splendid handling of this, with the results obtained, added a lot to the prestige of our industry.

GATES QUINCY, ILLINOIS

Your ONE SOURCE Supply for ALL Broadcasting Equipment NEEDS

THESE OFFICES TO SERVE YOU

QUINCY, ILL. TEL. 8202
HOUSTON, TEXAS TEL. ATWOOD 8536
WASHINGTON, D. C. TEL. METROPOLITAN 0522
MONTREAL, QUE. TEL. ATLANTIC 9441
NEW YORK CITY TEL. MURRAY HILL 9-0200
FOOTBALL

ATLANTIC Refining Co.'s most extensive football coverage in 16 years was announced last week by Richard Borden, firm advertising manager.

At the same time further reports of football negotiations indicated the 1951 season will chalk up a new high in sponsorship.

Mr. Borden also said Atlantic would not telecast college football and had previously released schools from TV options in order to cooperate with the NCAA experimental plan [Broadcasting & Telecasting, Sept. 10]. Atlantic, however, will telecast 10 league games of the professional Cleveland Browns and five road games of both of Philadelphia Eagles and Pittsburgh Steelers.

A system of regional networks as been set up to cover 119 colleges, 39 high schools and the 51 professional games, using a total of 101 stations.

Schedule runs Sept. 21 through Dec. 7 and requires approximately 6 announcers. Entire radio and TV program is directed by N. W. Ayer & Son, New York.

Tide Water Associated Oil Co., Jan Francisco, has completed negotiations for live and delayed telecasts of U. of California and Stanford games during the 1951 season, according to P. E. Allen, vice president of Tide Water. KGO-TV Jan Francisco will carry the telecasts.

At a special gridiron gathering of the San Francisco Advertising Club last Wednesday, Harold R. Neal, manager of advertising and promotion for Tide Water, outlined the company's radio schedule for more than 80 games on over 125 stations in 23 Pacific states. Tide Water agency is Buchanan & Co.

Westinghouse Electric Corp. last week announced it will sponsor a coast-to-coast telecast of the Notre Dame University of Southern California game, Dec. 1, over NBC.

"Live television of this annual football classic marks the first time in television history that midwestern and eastern audiences will see the game as it is being played," J. M. McKinney, Westinghouse vice president in charge of consumer products, said. "It should be emphasized, however, that the game is not a part of the NCAA-controlled program which ends Nov. 24," he added.

Westinghouse's 19-game NCAA schedule starts Sept. 29 over NBC-TV.

Other football negotiations last week included:

CBS-TV over WMBW-TV Baltimore and WTOP-TV Washington will carry the telecast of armed forces football games on 10 Saturdays through Nov. 24. Teams will be seen from the army, marines, air force and navy.

In addition, CBS will telecast film of top college and U. S. military academies Saturday games on the day after the game on nine Sundays starting Sept. 30. These games will go out over the network.

DeSoto-Plymouth Dealers of Greater Cleveland has arranged with WTAM Cleveland to sponsor the full schedule of Ohio State U., according to John McCormick, NBC general manager in Cleveland.

Ohio State football has been bought by General Electric Supply Corp. of Cincinnati for WSAI Cincinnati. Sponsor also has purchased MBS' Game of the Week on WONE Dayton. Rob-}

ert Acomb Inc, Cincinnati is agency.

WORD and WDXY (FM) Spartanburg, S. C., will carry college and professional games throughout the season, Walter Brown, station's president, said last week. The Atlantic Refining schedule will be broadcast, along with Washington Redskins professional contests. Supplemental games of Wofford College and other top regional titles will be sponsored by the local Coca-Cola Bottling Co., Aug. W. Smith Co. and Cudd & Coan Insurance Co.

The Philadelphia Inquirer will sponsor all nine games of the U. of Pennsylvania on WPIL, Philadelphia, to promote the paper's Sunday features.

KWJ Pocatello, Idaho, will carry the full schedule of Idaho State College under sponsorship of Sinclair Refining Co. and local dealers. Sinclair also bought eight local high school games.

WCOP Boston has arranged to carry all home-and-away games of Boston U.

WWBW Pittsburgh, in addition to broadcasts of the Steelers' pro games, has joined the Irish Network to air seven Notre Dame contests plus one other game on Notre Dame's Oct. 5 open date. Broadcasts will be sponsored by The Televising Corp. of Pittsburgh (for Phlco TV), and the Union Fruit Auction Co.

CBS BIRTHDAY

Has 24th Sept. 18

CBS was 24 years old Tuesday. When the network was started by the Columbia Phonograph Co. Sept. 18, 1927, it scheduled 10 broadcast hours a week over 16 affiliated stations. Marking the anniversary, CBS spokesmen noted last week that CBS today is on the air 15 hours a day and its affiliated stations have increased to about 400 stations.

First CBS program was The King's Hesmanch, an American opera by Deems Taylor and Edna St. Vincent Millay, with Metropolitan Opera stars singing the lead roles. In addition to CBS stations, an additional 50 outlets carried the first show as a special event. Broadcast from the New York studio of WOR, the opera was to begin at 9 p.m., but was delayed 10 minutes until storm damage to wires in the West was repaired.

Leslie White

LESLEY W. WHITE, 35, account executive with Western Adv. Agency, Chicago, died Sept. 4 at Billings Hospital, Chicago. A graduate of the U. of Illinois, Mr. White was with Western 12 years. Surviving are his widow, Mrs. Elaine White; his parents, Mr. and Mrs. Edward White, and a sister, Miss Lois Mendleson. Burial was in Arlington National Cemetery.
Gambling Data
(Continued from page 87)
favored a ban on transmission of data before, during and after the event.
"Unless the transmission of that information is banned," Mr. Coy told the committee, "we have doubts that any legislation of this sort will effectively accomplish its purpose." He suggested this model amendment:
(b) "Gambling information" is information pertaining to any horse or dog racing event or contest and (1) means the scratches, jockey charges, weights, or probable winners, in such events or contests, and (2) is transmitted prior to the transmission of a truthful broadcast announcement that such event or contest has actually started, or (b) pertaining to any sporting event or contest, including horse or dog racing events or contests, and means bets or wagers, betting odds, changes in the betting odds, or prices paid in such event or contest.

Chairman Coy said he could not conceive that measures other than those approved by Justice Dept.—the FCC plan and Johnson proposal—invade the jurisdiction of the states. The department, he noted, had opposed the new Johnson bill but had not objected to another measure (S 1624) which would extend the criminal law against broadcasting of lottery information to include "gambling enterprises." It also would make it unlawful to transmit bets or wagers by radio, telegraph, telephone, etc. The prohibition against transmission of gambling information in interstate commerce runs through all the bills, he observed.

Raymond Whearty, of the Justice Dept.'s Criminal Division, testified that his agency supports the object of S 1624 "but again questions the role of the federal government in something that is usually a local matter." In the licensing bill, it was introduced by members of the Senate Crime Investigating Committee.

Coy Explains FCC Stand
"The FCC believes that it is necessary to stamp out the interstate transmission of all information publicized for gambling before and after events that support [S 2116], any legislation should include all betting data to stamp out gambling," Mr. Coy insisted.

Mr. Coy also pointed out that the issuance of licenses would give an "aura of respectability" to holders, and that the whole history of legislation has been to bulkwerk that conviction.

"While writing in his written comments to Sen. Johncock on anti-gambling legislation, the FCC Chairman also had warned that this bill, if enacted, could be interpreted as an attempt to alter the local law, but not have the authority at present to prevent stations from broadcasting such information [BROADCASTING • TELECASTING, Aug. 27].

Chairman Coy therefore proposed only briefly on the anti-crime bills and the committee indicated it may recall him before the end of the hearing. But his complete statement in the course of his testimony today, outlined the Commission's position more fully. Mr. Coy was accompanied by Ben Cottone, FCC general counsel.

In his prepared statement, the FCC Chairman noted the licensing bill provides that the Commission shall issue the license "if the applicant proves that information to be disseminated will not be used primarily to facilitate violations of state laws," unless it finds that the public "will not be served by a grant or unless [it] finds that the applicants or its officers, directors of principals of the company are not of good moral character."

On the other hand, he noted, the Commission proposal (which would make it on federal crime to transmit gambling information, including prices paid, by radio, TV and other facilities) "would strike at the very heart of interstate gambling activities" and pointed to a regulation essential to those operations.

The argument that a complete ban on transmission of betting odd and prices paid would "be an unrestricted freedom of the press and radio" (particularly it states which allow pari-mutuel betting) is "entirely specious," Chairman Coy asserted.

Doesn't Restrict Freedom
"We are not aware of any situation in which this type of information can be broadcast except gambling," he added.

He continued:

It should also be pointed out the publication in newspapers an transmission over the radio stations of betting odds and prices paid ca be of direct use in illegal gambling activities. In the course of forms held before the Commission it has been clearly shown that in some instances illegal gamblers have used horse and racing betting in order to broadcast by certain radio stations, carrying out their activities, and the other sources of information were cut off it is certain that the broadcasting of this information would be extremely valuable to them.

The case of sporting events other than horse and dog racing it is cies that large scale gambling activities can be carried on the gambler can receive the betting odds and the rates by paid by the newspapers and radio stations. For wit respect to these other sporting events the gambling industry of some crucial importance in horse and dog racing, it is a negligible factor.

On the basis of these facts the Commit commission believes that it is important

BENTON PLAN

THE BENTON plan to establish a National Citizens Advisory Board to oversee radio and television programming via a levy from J. R. Livesay, president and general manager WLWH-AM-FM-Matton, Ill., BROADCASTING • TELECASTING learned last week.

Mr. Livesay, writing to Sens. William Proxmire (D-Wis.) and John Culver (Iowa), said the establishment of the commission would be an important step in the right direction.

Bentons letter is as follows:

Mr. Livesay noted that radio this year will be a very busy one, with many educational programs now being broadcast throughout the U.S. as a public service.

Mr. Livesay, also president of the Illinois Broadcasters Assn., reminded the lawmakers that they must consider what the majority of radio and TV listeners want before making such an "important decision."

Livesay wrote the Senators as follows:

The Constitution of the United States guarantees the citizens the right of freedom of the press. Radio and television is new and modern form of media of mass communication which has grown up under the American free enterprise system.

The American people asked to have an advisory group to tell them how the TV programs they see. Have the TV broadcasters asked to set up a governmental advisory board to improve TV pro-

WLBH's Livesay Attacks

Livesay attacks on the Illinois Broadcasters Assn. and the National Citizens Advisory Board.

In his remarks, Mr. Livesay said that any legislation should include all betting data to stamp out gambling.

Mr. Livesay noted that the proposed amendment to the bill would allow the FCC to license those stations that meet certain criteria.

Mr. Livesay noted his support for the FCC's position on gambling and the need to protect the public interest.

Mr. Livesay emphasized the importance of the Citizens Commission in providing a balance between the public interest and the rights of the broadcasters.

Mr. Livesay stated that the Citizens Commission should have the power to oversee and regulate the broadcasting of educational programs and information.

Mr. Livesay asked the Senators to consider the need for a Citizens Commission and support the legislation to establish it.

Mr. Livesay ended his letter by expressing his appreciation for the Senators' consideration of the proposed legislation.

Mr. Livesay's letter was sent to the Senate Commerce Committee and the FCC.

Mr. Livesay's letter was widely distributed and submitted as a copy of the ones sent to the other legislators.

CARTER M. PARHAM, President
Represented by BRANHAM

Page 88 * September 24, 1951

CHNS
The Shortest Route
To Results in
This Area Is Via
HALIFAX
NOVA SCOTIA
Maritimes Bus/Station Contact
JOS. WEED & CO.
350 Madison Ave, New York
5000 WATTS NOW!
that any restrictions which Congress imposes upon the interstate transmission of ‘gambling information’ should be an absolute one. And for the same reason we believe that the licensing procedure set forth in S. 1563, which purports to exempt from its provisions information transmitted for publication in newspapers of general circulation and over radio stations, would be completely ineffective in any case to stop the widespread gambling that exists in connection with sports other than horse and dog races.

“. . . Even if Congress determines that an exemption for newspapers and radio stations must be retained in the legislation,” Chairman Coyle said, “this provision should be included within the framework of an outright prohibition that includes criminal sanctions.”

Other Objections Raised

Mr. Coy also raised other objections to the licensing bill: (1) It does not attempt to define the “newspapers of general circulation” for which the publication of gambling data is intended; (2) the Commission would be required to investigate every case involving a proposed licensed distributor of information; (3) long periods of time would be required to complete the complicated process, hearings and court litigation, during which gambling services would continue to operate.

Additionally, Mr. Coy quoted excerpts from the Senate Commerce Committee’s own report last year holding that any prohibition should “extend equally to all” and that discrimination would be involved in banning transmission by the racing wire services and permitting it by press associations and publications.

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IT'S CHRISTMAS FOR PI's

Deals Start Hitting Stations

RING out the bells. Dust off the holly. Christmas time is here again—in the per inquiry business, at least.

Flying Toys, Box 1176, Cincinnati, over the signature of Thurston Moore, is circulating stations with a PI gimmick having an inspired background.

"As former secretary for Scrapbook Publishers and editor of the Hillbilly Scrapbooks," he writes, "I gained experience in the mail-order business and after resigning that position I set out to design a toy for the Christmas season that would outsell everything else near its price... and that toy is the Flying Jet Squadron... the toy sensation of '51 for radio and TV..."

"We promise you, even if you are one of the very few to not sell it after you see it, you'll have lots of fun watching the colorful, whirling Flying Jet Squadron."

Mr. Moore writes that the squadron sells for $1.35, with 60 cents going to the station for every order. A colored circular depicts the toy.

Then there's Glo-Kitty. This "sensational new toy" has been radio tested four weeks in three markets "with amazing results," according to a letter sent by Arnold Kaufman, manager of Algonquin Service Co., 10 Kenmore St., Boston.

Glo-Kitty glows because of its "harmless inside stuffing," according to the commercial copy. What's more, "it even glows under water" and will help the children overcome the fear of the dark." Glo-Kitty pays the station 35 cents on the dollar. "We and the manufacturer make a dime," it is explained.

Carr Liggett Adv. Inc., NBC Bldg., Cleveland, has written stations it wants to expand its list of stations with which it does per inquiry business. James C. Smith writes that the 30-year-old agency is a member of the American Assn. of Advertising Agencies.

"A client of Carr Liggett, it is explained, "has established a good solid reputation in the field and we hope to help them." The agency says it must approve every P. I. item and be satisfied with stock availability and delivery service. Most of the items pay the station 40%, less agency commission, according to the letter.

Kraft Letter


"As you probably know, returns on this account throughout the country are very good," according to the letter. Predicting fall business will be the heaviest since 1942, he added, "So, if you will work with us, I believe we can dig up some very substantial billings."

Many stations carrying business for the agency have written BROADCASTING * TELECASTING from time to time protesting, for example, its use of four five-minute periods daily (24 per week) at the two-hour rate. Upcoming in its fall line are Mt. Baker Bulb Co. tulips, a rat killer, a cosmetic, a toy and a story book.

Thread Winders Division of Assembled Units Inc., Bridgeport, Conn., is offering stations 50 cents per order for a "Magic Match" thread assortment. The listener is asked to send the station $1.50, with the station sending $1 for each order.

FCC Composite Week

COMPOSITE WEEK of 1951 for AM, FM and TV stations' program log reporting was announced by the FCC last week. The dates are used in conjunction with 1952 license renewal applications. Dates are: Dec. 17, 1950; Jan. 16, March 4, April 28, June 14, July 5, Sept. 15, all 1951. Last May the FCC set up a geographic basis for license expiration dates [BROADCASTING * TELECASTING, May 21]. In television, 78 of the 97 licenses expire in February 1952.

FRED LYNDS, CKCW Moncton, New Brunswick, gave his first New York lobster party Sept. 12 for timebuyers who handle Canadian business. Among those who enjoyed the Canadian lobster and Canadian beer were (f to r) Helen Thomas, Street & Finney; Mr. Lynds; Ben Pollet, William von Zehna Co.; Adam J. Young Jr., of agency bearing his name.

SKOURAS VIEW

Theatre TV Success

SUCCESS of the theatre-television demonstration in boxing match between Sugar Ray Robinson and Randy Turpin "confirms our belief in our plans for large screen television," Charles P. Skouras, president of National Theatres and Fox West Coast Theatres, declared following the title fight, Sept. 12.

"We are now working on the installation of the new Swiss Eideo- scope television equipment which will be shown for the first time in Switzerland late this month," he said. "This is the system which we hope to have carrying programs to our network of our theatres some time soon."

He said company officials will fly to Switzerland to view the demonstration.

LOS ANGELES advertising agency men received their orchids in literal fashion from KALI Pasadena early this month in lieu between station and Bilmore Florists. Hawaiian orchids were hand-delivered to promotion list with short note from Aubrey Ison, station manager.

FRIENDS

"To make a friend, you must be one." Twenty years of service to farmers in Kansas and adjoining states have made us their friend.
MAIL MAP

WBBM Chicago sending advertisers four-page brochure with front over showcasing dozens of postmarks from various cities, with station niki and “Paul Gibson” superimposed on postmarks. Inside describes Paul Gibson Programs, cites statistics indicating large, responsive audience and shows map indicating mail summary, outline which is profile view of Mr. nading mail summary outline Gibson, on black background. Back over gives table of coverage density by state and county as well as explanation of how mail map study was made.

TRAVEL THEME

WSB Atlanta, Platter Party, mo’ed by Bob Watson, disc jockey, twice weekly airing quarter-hour tapes recorded by disc jockeys throughout the country incorporating record introductions, resumes of music interest in their territories and information on their cities.

‘OP DISC JOCKEY

WHK Cleveland, sending trade and advertisers brochure based on disc jockey Bill Gordon. Piece gives latory and present doings of station’s top disc jockey. It also has pictures and reprints that have appeared in many newspapers and publications. Along with list of wards he has received and reports in his sales results.

EDUCATORS LEARN

VRVA Richmond, Va., in cooperation with local Chamber of Commerce, business concerns and industries, enticed nearly 1,000 Richmond public school teachers in “Business-Education Day.” Group of 10 teachers visited station to learn first hand how to operate radio station. C. T. Lucy, station general manager, and five department heads addressed group. Educators later observed broadcasts.

FOOTBALL PROGRAMS

WESTINGHOUSE Electric Corp., on behalf of its sponsorship of 19 NCAA college football games to be televised this fall on NBC TV outlets, distributed two-million 52-page handbooks on football. Booklet contains variety of facts about teams, records, and football in general.

FAIR COVERAGE

WSYR - AM - TV Syracuse, WBHC Canton, Ohio, and WMRN Marion, Ohio, reported last week on their local fair coverages. WSYR produced popular radio show The Jim Deline Gang on radio and TV direct from New York State Fair so crowd could see how show looked on TV. Station used three TV sets at WSYR-Easo exhibit. WSYR reports that crowd jammed to exhibit to see show. W H B C contracted perma-stone studio in heart of midway at Stark County Fair for handling broadcasts direct from fair. Station carried audience participation and quiz shows from studio. Extra feature was score board giving up-to-date baseball scores. Station also gave running description of fair harness race. WMRN carried coverage of Marion County Fair for 11th year. Women’s editor, Madge Cooper, did narrations of fashion parade and talent show direct from fair tent-studio. Station reports 300 fair-goers attended each show.

AIDS SALVATION ARMY

WCOO Boston turned over its broadcasting facilities Sept. 11 to annual fund-raising kick-off of Salvation Army. All station personalities participated.

FOREST FESTIVAL

KTRF Lufkin, Tex., today (Monday) begins week special programs celebrating Forest Festival Week, including broadcast of pageants. Station has built studios on Forest Festival grounds and plans to air numerous broadcasts from site.

KJTV Los Angeles, Teen-Age Trials, Weds., 9:30-10 p.m. (PST). Guest jurist representing member of legal profession and panel of four teen-agers hear problems of two other selected teen-agers weekly. Jurist will summarize each problem and offer advice on it. Joseph Mansfield, director, Mutual-Dom Lee Family Theater is program moderator.

SALUTE NEWSPAPERS

CROSLEY Broadcasting Corp.’s stations, both AM and TV, in Cincinnati, Dayton and Columbus, are joining in observance of National Newspaper Week, Oct. 1 to 8. Ten programs will pay tribute to both industry and outstanding newspaper individuals.

TELEPHONE QUIZ

WBKB (TV) Chicago, thrice weekly from 4 to 4:15 p.m., to air Who’s Talking, telephone quiz show, with debut today (Monday). Viewers will see masked photos of celebrities and hear personalities give series of transcribed poetic clues about themselves; first viewer to correctly identify celebrity wins prizes each day. Program produced by Hal Tate, Chicago program package firm.

SUPERMARKET

KYA San Francisco, KYA King’s Club, Mon. through Fri. 6-9 a.m., King’s Super Market. Jay Snyder presides as king over three-hour pot luck of variety entertainment broadcast direct from sponsoring supermarket. Program includes; in addition to recorded music, chatter, weather and news spots: bell-ringing food specials, free breakfasts, giveaways, food sampling, community singing and, from 8 to 9 a.m., audience participation contests and entertainment. Program is produced by agency, Elliott, Daly & Sherman, S.F.

TAXICAB SIGNS

WITH Baltimore arranged with four taxicab companies, totaling more than 1,100 cabs, to have bumper signs with the station’s call letters and time of Red Cross Show, producing program for Red Cross which solicits voluntary blood donors on air. Station claims it is first time in city that taxicabs all promoted one program on one station.

NATIONAL NIGHTMARE

CBS Radio last Thursday began first of a weekly series of three programs, 8:30 EST, titled The Nation’s Nightmare. Network bought full page advertisements in various newspapers headlined “Living off the main line” and showing drawing of boy injecting dope into his veins. Copy describes programs; says network recorded voices “so that you could hear them. On the theory that if you heard them, you just might remember them the next time you voted for a mayor or an assemblyman, a judge or a district attorney... That’s the wonderful thing about radio—it brings you voices you could never hear otherwise.”

RELIGIOUS SHOW

KTAL (TV) Los Angeles, In God We Trust, Sunday. Hour weekly public service program, representing three major religious groups. Program will emanate each week from different representative churches of Catholic and Protestant groups, with Jewish religious groups originating from KTAL studios. Station working with steering committee representing leaders of various faiths for presentation of programs.

Further ideas or samples of the promotion items mentioned on this page are available by writing to the individual companies.
Foreign TV
(Continued from page 8)
merce Dept. notes that Canada plans completion of two TV stations—one in Montreal by July 1962 and another in Toronto by March 1962. They would operate with the 625-line system in an area that now boasts some 1,350,000 receiv...
DISTRICT 9 MEETS

NARTB must fight with all its ability to meet efforts of educational radio and TV interests to usurp the domain of commercial broadcasters and telecasters. NARTB District 9 delegates declared unanimously at their annual convention.

Meeting Monday-Tuesday at Moines-on-the-Lake Hotel, Highland Park, Ill., the delegates adopted resolutions condemning the Benton bill, and efforts of the Joint Committee on Educational Television to curtail commercial radio and TV (see NEWS story this issue). The Benton bills, broadcasters alleged, "lead inevitably to deepened government control and program censorship, and strike at the inalienable right of American free enterprise and free speech."

They urged "devotion of all possible effort by NARTB and its member groups to opposing passage of the bill."

NARTB President Harold E. Ellows, who reported to Wisconsin and Illinois members for the first time since his assumption of office in April, termed the proposed legislation by William Benton (Conn.) "the most severe challenge we've had in the history of radio."

Ralph Hardy, NARTB director of government relations, described the bill and its resolution as "the most serious piece of legislation it on the Hill since radio's inception."

The bill and resolution provide for a lengthy investigation of the dustry, more consideration for educational aspects of broad- casting, investigation into subscription broadcasting and finding means to finance a National Ad- sory Board on Radio and Television.

They were discussed from the floor by station executives during panel sessions on Monday and Tuesday. The panel was con- ducted by Mr. Fellows; Richard P. Oehrer, director of employee-employee relations for NARTB; Lesson Johnson, WHBF-AM-TV Rock Island, Ill., and Merrill Lindsay of WSOY Decatur, director of ARTB's ninth district.

Reverting to the question of educational TV, Charles Caley, WBDB Chicago, Ill., said the main problem is "children due to the long list of broadcast announcers existing in most areas and inasmuch as they're talking out of both sides of their mouths."

He charged educators are "tending toward half-commercial and half-commercial viewpoints." He reported one state school reclassified its status in a petition to change TV allocation from non-commercial to non-profit. This would enable the station to sell time and turn profits back into the operation, thus putting it into direct competition with commercial telecasters, he noted.

"Greatest Threat"

"This is the greatest threat the industry ever had," Mr. Caley as- terred. He envisioned the situation as one of national concern because stations operated by educational institutions plan extensive exchange of programs to cut down on costs and therefore would have large coverage areas.

Referring to precedents reportedly set by FCC, Mr. Hardy said a TV station licensed as a non-commercial operation could "probably just send a letter to FCC saying it was going to be introduced on commercial TV" and continue broad- casting on that basis. He said the precedent was set in one case involving an FM station which he knew about.

Mr. Hardy, in his outline of the Benton proposals as one of 54 pieces of legislation affecting the industry to be introduced on Capitol Hill since January, said investiga- tions of the advisory board as outlined would call for examination of every license and performance on the local level and would cost an "astronomical" figure.

"It would make the FCC look like a sick pup when it came to size," he predicted.

Mr. Hardy further charged that if the Benton bills were passed "the foot would be in the door and the body would follow" when it came to recommendations before Congress. He said this would amount ultimately to censorship of program- ming.

Mr. Fellows termed the move an "absolute threat to the present system of broadcasting," and if it comes to a showdown we solicit unanimous protest from the members.

The Resolutions Committee, in addition to adopting the "sense of the meeting" in recommending NARTB opposition to the Benton legislative suggestions, leveled a blast at the Joint Committee on Educational Television, which has been subsidized by the Ford Foun- dation with a $90,000 grant.

"Viewing with grave concern" JCT's effort to reserve channels for TV use by "tax-supported in- stitutions," committee pointed out that radio and TV "have made an enviable record in the fields of public service and education and advertising, and remain willing and prepared to continue to render such service." The resolutions group urged NARTB "to take all possible steps to oppose the group" and solicited members to give their "full support and cooperation." Television preoccupied most of the 64 station men in attendance, although few are activity engaged in the medium now.

One who is, Les Johnson, WHBF-AM-TV Rock Island, quipped the TV panel during the question and answer period about ASCAP-television negotiations and the Per Program All Industry Committee, charging the final decision will affect AM as well as TV. He asked the trade association to take a position in the matter. Presi- dent Fellows replied, "we realize how serious the situation is and will take a definite stand."

Negotiations were broken off and ASCAP filed an appeal in New York petitioning that the earlier ASCAP consent decree be set aside. Th e resolutions Committee, again following the lead from the floor, petitioned NARTB "to take

managers

MANAGERIAL position open

250 watt, fulltime, AM-FM, ABC affiliate, newspaper owned.

WHBS, Huntsville, Alabama

Please contact Henry P. Johnston, WSGN, Birmingham, Alabama for further details.
embracing a sum of $229,000 for a "television studio."

ABC San Francisco was allowed to commence construction totaling $600,000 for an "additional radio and television studio."

Construction involving less than the prescribed amount of steel—two tons of steel, 200 pounds of copper and no alloy steel, stainless steel or aluminum—did not require government sanction. The NPA, however, notified the following operators they could proceed:


WFYC Inc. (WFYC Alma, Mich.)—"no value shown." Notification sent Aug. 29.

Conant Broadcasting Co., Inc. (WBL Medford, Mass.)—$15,000 for "radio station." Notification was sent Aug. 14. "Station will operate on 1540 kc with 250 w daytime."

Others Approved

Other received approval for more than specified amounts.

WFIL-AM-TV Philadelphia (Triangle Publications Inc.) got permission to go ahead with construction on "radio and TV facilities" with evaluation placed at $305,600.

WKOK Sunbury, Pa. (Sunbury Broadcasting Corp.) will start work on a "steel radio tower," at an amount placed at $18,450. Elsewhere in Pennsylvania, Eastern Radio Corp. (WHUM Reading) asked and received authority to begin construction on a "television tower" near Sunbury, Pa. at an estimated cost of $125,000.

WMPA Aberdeen, S. D., which already has an FCC construction permit, will build "broadcasting station facilities." Cost was estimated at $17,784. Station will operate on 1240 kc with 250 w.

Air Mart Corp. (WOKE Oak Ridge, Tenn.) will spend approximately $5,300 for a new "radio station" licensed on 1450 kc with 1 kw daytime. Approval was granted Aug. 9.

John T. Griffin, president of KUAM-AM-FM Oklahoma City and applicant for the TV station there, notified he could construct "radio and television studios" valued at $216,000. Bid was approved Aug. 13.

John H. Poole, licensee of KM2XAZ, an experimental UHF TV station, was given government authorization to launch construction attendant to transfer of transmitters from Long Beach, Calif., to Mount Wilson, Calif. A sum of $24,879 for a "UHF television station" was noted in an approval dated Aug. 26. Station is licensed to Pacific Video Pioneers.
September 18 Applications...

**ACCEPTED FOR FILING**

**AM-950 kc**

KXPN Arresta, N. M.—CP to change from 1490 kc 500 w untl. to 990 kc 1 kw.

KFZ 260 w, change antenna system and type transmitter.

**Modification of CP**

KZBC-FM Des Moines, lowa.—Mod. CP for new FM station for extension of completion date.

WWDL-FM Buffalo, N. Y.—Same.

WBZ-TV Boston, Mass.—Mod. CP for new TV station to change ERP from 14.3 kw to 7.13 kw; from 15.6 kw to 7.13 kw, change antenna system.

WATF-TV Newark, N. J.—Mod. CP for new TV station for extension of completion date.

**License Renewal**

Following stations request renewal of license: KBOB Brawley, Calif.; KGB San Bernardino, Calif.; KFYA San Francisco, Calif.; KELF Jennings, La.; KVVM Colorado City, Tex.; WDDC Chat-

**APPLICATION RETURNED**

WCAZ Cartersville, Ga.—RETURNED application for transfer of control.

Dallas, Houston and San Antonio, Tex.—RETURNED application for three UHF TV stations filed by UHF Television Co., at request of attorney.

**APPLICATIONS DISMISSED**

WHL Hammond, Ind.—DISMISSED application for CP to change from 720 kc to 1400 kc.

Mindem, La.—DISMISSED application for CP to new AM station filed by Thomas E. Todd on 1200 kc 100 w untl.

WAFP McComb, Miss.—DISMISSED application for CP to change from 1610 kc to 1600 kc.

**September 19 Decisions...**

**BY THE COMMISSION EN BANC**

For hearing in Washington on Nov. 2 application to change facilities from 1050 kc to 1060 kc higher into operation from D to U, using 1 kw D 236 w N, and install DA-N.

**Silence Extended**

WLOU Louisville, Ky.—Grant extended silence period for WLOU for 60 days from Sept. 14.

**Issues Enlarged**

KCO El Centro, Calif., and Desert Radio & Telecasting Co., Palm Springs, Calif.—Grant. PETITION of KCO to enlarge issues in order of Sept. 1, designated for hearing application of Desert Radio and issue was amended to include the following: "...and the type of character of the program service which would be to such areas and populations." On own motion, FCC further ordered that issue 4 be amended to include the following: "...and the type and character of the program service which would be to such areas and populations." On own motion, FCC further ordered that issue 4 be amended to include the following: "...and the type and character of the program service which would be to such areas and populations." On own motion, FCC further ordered that issue 4 be amended to include the following: 

**September 19 Applications...**

**ACCEPTED FOR FILING**

Modification of CP

WTOC-FM Savannah, Ga.—Mod. CP (Continued on page 95)

September 24, 1951 • Page 95
Help Wanted

Pacific northwest station increasing program need additional staff: Experienced and ambitious program operator with accent on announcing, $300.00 per month plus liberal commissions and bonuses. Address: Box 71L, BROADCASTING.

All transcriptions, photos, and sales materials are paid at owner’s risk. Broadcasting expressly repudiates any liability or responsibility for their custody or return.

Help Wanted (Cont’d)

Active, progressive CBS affiliate in West Texas needs experienced announcer who is willing to work. Send disc and list of references. First letter: Box 9485, BROADCASTING.

News director- announcer. Central Pennsylvania CBS, Good starting salary, advancement, excellent working conditions. Must have experience as disc announcer. Send resume and pictures. Box 11L, BROADCASTING.

Top west coast announcer to work with coast’s first disc shows. Contact Desi Ward, S.E., ABC of Santa Barbara, 955 K., Santa Barbara.

Chief engineer, Colorado local. Want experienced man who knows how to save money for employers, utilize long hours more efficiently. Send resume and references to Desi Ward, S.E., ABC of Santa Barbara.

No charge for blind box number. Sand box replies to BROADCASTING, 570 National Press Bldg., Washington 4, D.C.

All classifications, photos, and sales materials are paid at owner’s risk. Broadcasting expressly repudiates any liability or responsibility for their custody or return.

Help Wanted


Manager, 250 watt network station east coast. Location Jonesville, N. C. Opportunity to establish himself in rapidly growing network. Salary and commissions plus liberal change in location. College graduate desired. Applicants for all positions must have good opportunity for advancement. Box 9500K, BROADCASTING.

TRT.

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TRT.
Situations Wanted (Cont'd)

Excellent staff man available news and Mf. Has had 5 years experience. Radio is my profession. Box 98K, BROADCASTING.

Announcer, good staff man. Top experience in FM, TV. Excellent. With 5 years experience. Radio is my profession. Box 98K, BROADCASTING.

Situations Wanted (Cont'd)

Continuity writer-soldier selling copy, is versatile and allied with radio and allied media. No experience. Box 12L, BROADCASTING.


Top radio news writer now with wire service wants job on midwest station. MC's, copywriter, editor. Excellent references. Box 24L, BROADCASTING.

Help Wanted

Excellent Opportunities Exist in NORTH CAROLINA RADIO STATIONS

Reputable Radio Men & Women (Technical & Non Technical) AM - FM - TV

Write Today for Application

NORTH CAROLINA

ASSN. OF BROACasters

Box 1140

Southern Pines, N. C.

Television

Announcers

One of the nation's top television announcers now available. He has more than 10 years experience in announcing, newscasts, commercials, etc. box 98K, BROADCASTING-TELECASTING.

Production-Programming, Others

Television cameraman and photographer. Commercial, advertising, and publicity. Age 46, married. Excellent references. Box 89K, BROADCASTING - TELECASTING.

For Sale

Stations

Excellent 250 watt fulltime station in growing east coast city of 15,000. Good studio, equipment and building with five acres of land right outside town. Owner has interest of $49,500 with not to exceed $25,000 cash. Box 2L, BROADCASTING.

Equipt., etc.

GE 5 kw FM transmitter and monitor. Box 17L, BROADCASTING.

Channel two or three RCA TP3A three bay Bat Wing antenna immediate delivery. Box 98K, BROADCASTING.

Brand new Magnecord PT-43 recorder with amplifier and mixer. Slightly used, price $500. Magnecord P-ED1 with 8 track amplifier, $400. Box 98K, BROADCASTING.

For Sale

Equipment, etc.

Who wants to work? Midwest small market station needs chief. You can be virtually your own boss if you can take over technical department. I don't care how much or how little experience you've had; if you know about the cars and radios and transmitters and such, can get along with others, you're our boy. Some board work. 50 or more hours some weeks. Write or wire at once. Don't overstate your case; if you can't handle don't bother. Also can use one operator. Give complete details with pay minimum. Box 979K, BROADCASTING.

Television Transmitter

New -- Never Used In Original Crates

RCA TTSA 5 kw -- VHF

Available Immediately

Box 698K

BROADCASTING - TELECASTING

(Killed) 6 page TV sales folder.
NEED AN ENGINEER?

- need an engineer
- looking for a job
- equipment for sale
- want to buy a station

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, 10¢ per word ($1.00 minimum).
Help wanted, 20¢ per word ($2.00 minimum).
All other classifications 25¢ per word ($4.00 minimum).
Display ads, $12.00 per inch.

Please address all correspondence to Classified Advertising Dept., Broadcasting, 870 National Press Bldg., Washington 4, D. C.
Broadcasting

Boston

30th Anniversary

Boston Outlet Recalls Active History

WBZ, Boston, 30 years old last week, observed the historic event quietly by reminding that on Sept. 9, 1921, Boston became the second station in the world to offer a regular scheduled program service and the rst station in New England. Its sister station, KEDK Pittsburgh, started regular service Nov. 2, 1920.

Claims Many Firsts

WBZ boasts of many firsts in the history of broadcasting, particularly in the public service field. WBZA joined WBZ on Nov. 12, 1924, as a Boston outlet and the two stations were synchronized on the same wavelength in 1927. This synchronization remains in effect though the stations switched locates in 1939. Since 1928, the company has been committed facilities moving to Boston and WBZB to Springfield.

WBZ, now a 50 kw NBC outlet, teamed with WJZ New York in 1928 and formally joined the NBC Blue Network Jan. 1, 1927. It joined the Red Network in 1942. The station moved June 20, 1948, to the modern Radio & Television Center, a 10-acre tract three miles from the center of Boston. This plant houses all studios and offices of WBZ, WBZ-FM, WBZ-TV and WBOS, shortwave outlet.

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When's BMI Up Years

Another BMI "Pin Up" Hit—Published by Werner

CASTLE ROCK

On Records: Johnny Hodges—Mer. 2844; Ralph Marterie—Mer 5658; Dave Barthoou—Cap. 1716; Frank Sinatra—Col. 39527; Fontane Sisters—Col. 62413; Four Deep Tones—Coral 60561; Sy Oliver—Dec. 27178.

*Non-exclusive BMI vocal.
RTMA Sports Plan
(Continued from page 27)
and was officially described only as a request that "the whole question of how to increase the telecasting of major sports events" be studied.

But meaning and motivation appeared clear to competitive makers. Set makers are sensitive to the rising wave of complaints from set owners who feel they have been deprived of coverage to which they are entitled whenever television acquired exclusive rights to serve its own, paying audiences. On one occasion a group of manufacturers banded together to acquire flight-cast rights.

The request for a study of the sports-casting question was directed to the Sports Broadcasting Committee under J. B. Elliott, of RCA, which in addition to manufacturing home sets and owning a TV network also makes television equipment. Other members are A. A. Brauman, General Electric; H. L. Hoffman of Hoffman Radio Corp.; John F. Gilligan of Philco Corp.; William H. Kelley of Motorola; Walter L. Stickel of Allen B. DuMont Labs., and C. True of Zenith Radio Corp.

Sees No Panacea
In the small business conference Tuesday, A. D. Plamondon Jr., president of Indiana Steel Products Co. and chairman of the Small Business Survey Committee, emphasized that the clearing house to help bring together prime and sub-contractors on handling of government contracts will augment present activities in that direction but will be no panacea.

It was stressed that civilian production will be curtailed even further.

President McDaniel reported that the defense department is currently at work on a regulation to serve as a guide as to what cost items are permissible in federal contracts, including fees or costs of selling to the government. Manufacturers, he was reported, would be permitted to engage legitimate representa-

atives on a commission basis for government sales, but that influence-peddler or so-called five-center would be excluded.

The committee agreed to the following definition of "small business" in the electronic industry: "A business independently owned and operated, employing not more than 750 persons and not a subsidiary of a company employing more than 750 persons." A recent survey, it was reported, showed that 72% of RTMA's member companies qualify as "small business."

Named to the Tube Division's Committee on Critical Materials, with the addition as a liaison with NPA, were: E. P. Garretson, of Tung-Sol Lamp Works; Berkeley Davis, GE; E. R. Carroll, Hytron Radio & Electronic Co.; W. E. Bahls, RCA Victor Division, and E. P. Martin, Sylvania Electric Products. Appointments were made by R. E. Carlson, chairman of the Tube Division.

Among membership solicitation activities scheduled were:

The RTMA Transmitter Division has scheduled a general membership meeting, to be held Nov. 1 at the Wardman Park Hotel in Washington, at which government and industry officials will discuss mutual problems. In addition it was pointed out that the Promotion Committee, under J. J. Kahn, of Standard Transformer Corp., is developing plans to get across more clearly to RTMA members and the industry generally the story of the organization's objectives and activities.

With set servicing problems expected to mount appreciably with the opening of UHF broadcasting, more extensive colorcasting, the Service Committee reported it is completing work on a suggested course for the training of technicians in trade and vocational schools.

The recently established RTMA Amateur Radio Activities Section, holding its initial meeting Tuesday, worked on plans for more intensive promotion on behalf of amateur operators and their activities.

STATION SALES
Six Will Seek FCC Approval

FIVE AM stations and one FM outlet were reported sold last week, subject to FCC approval.

Lee Hats' President James B. Lee has bought a 76% interest in WLAD Danbury, Conn. He is paying $30,000 for the interests of Robert J. and Angeline Kohn. Los Angeles is not feasible or practical from a financial standpoint at this time."

Applications for transfer had been filed with FCC for four of the AM sales reported as of last Thursday. These included sale of KOME Tulsa, Okla., to John Brown U. of Siloam Springs, Ark., licensee of KJDA-AM-FM there, for $200,000. [At Deadline, Aug. 27.]

Would Buy WKAI
Four individuals filed for permission to buy WKAI Macomb, Ill., for $35,000 from James C. and Dorothy Bailey, and Lyle B. Landis. Prospective owners are W. E. Schons, outdoor advertising sales executive; Dr. E. Schons, physician; T. L. Cook, retailer, and C. S. Harris, part-owner of B. W. Harr Co., clothing manufacturer.

One-half interest in KXIT Darty, Tex., was bought by Kenneth B. Bishop from Ed Bishop for $30,000. Kenneth Bishop has been general manager of the station since its grant. Other partner, Bali Bishop, retains his 50%.

Two station employees and an area have applied to buy KDE Decorah, Iowa, from the Dubuque Telegraph Herald for $15,000. Program Director Verne Koenig and Mrs. Peebles, licensee of KJIM-FM Decorah, own 46.54%, Attorney Frank Miller holds 8.33%.

Seven station sales were approved by the FCC last week. They were WWPG-AM-FM Palm Beach Fla.; KCJX Junction City, Kan; Kanesville-KWB-AM Kanesville, Iowa; KQTR-AM-FM Kingsville, Tex.; WCTW (FM) New Castle, Ind.; KOLT Scottsburg, Neb., and WSHI Fenton, Ohio. [Details in FCC Roundup, page 99]
DELEGATES AT NARTB District 9 meeting included (1 to 6): Oliver Keller, WTXA Springfield; Hugh Boice Jr., WEMP Milwaukee; Merrill Lindsay, WSOW Decatur, District 9 director, and Roy Livesay, WLBI Mattoon, president, Illinois Broadcast Assn.

Lawrence Tri-Color Tube

(Continued from page 67)

profound to have been associated in the development of the tube with such scientists as Dr. Lawrence; Dr. J. R. Pierce, nuclear physicist and inventor of the ground-control approach aircraft navigation system; Dr. Edward McMihan, nuclear physicist and co-discoverer of plutonium; and Dr. Andrew Longacre, who was responsible for much of the early development work in radar.

Mr. Baabah continued, "the Lawrence-Paramount tube is the simple answer to the color television problem about which there has been so much public discussion and confusion.

"A unique feature of the tube is its ready adaptability for mass production on an economical basis that will bring color television within the means of the millions, rather than a few. In hastening the achievement of color television as a technical and practical possibility, we have had in mind that Paramount can perform a constructive public service."

"With the broad acceptance of color, new horizons are open for enhanced entertainment and the broadcasting of better quality programs of educational and cultural value. Color represents a new and glamorous "third" dimension for television."

After seeing the tube in operation, Adolph Zukor, pioneer in the development of motion pictures, was quoted as saying: "I am just as excited about the possibilities of color television as I was in the early days of motion pictures."

MINNESOTA Mining & Mfg. (Scott Brand cellophone tape) moved its Juvenile TV show from 8:30-9 p.m. on NBC-TV to Sun. afternoon, 3:30-4 p.m. on same network.

PHONIE

(Continued from page 67)

FCC set the request for hearing [BROADCASTING * TELECASTING, Dec. 12, 1949]. The issues indicated that the Commission had doubts about the legality of subscription TV as a broadcast service; whether it should not be considered a common carrier service, etc.

Early in 1950, Zenith in a plea for reconsideration asked that it be allowed to run the tests before having to justify the system. The Commission gave Zenith that permission and the tests commenced in January 1951.

Results of a study of the reactions of the 300 families that participated in the Chicago tests, by the National Opinion Research Council of the U. of Chicago, will not accompany the petition for commercialization. It is expected that that study will be available in 30 days or so.

All the issues propounded by the FCC in 1949 "due to the then proposed demonstration, they give some idea of the Commission's thinking on the subject of subscription TV. The 1949 issues were as follows:

1. Full information concerning the technical aspects and operations of petitioner's system of Phonievision.
2. Full information concerning the nature of the proposed experimental operations, including:
   (a) The objectives of and necessity for such experimental operations;
   (b) Transmitting and receiving facilities and services to be employed;
   (c) Telephone company facilities and services to be employed;
   (d) Maximum, minimum and weighted interchange of subscribers from the central Phonievision control switchboard;
   (e) Charges to be collected from test subscribers and the basis upon which such charges were determined;
   (f) Contractual or other arrangements between petitioner and TECO* on the one hand, and test subscribers, persons supplying program material, and the Illinois Bell Telephone Co. on the other hand.
3. Full information concerning the contemplated non-technical aspects of Phonievision operations, if authorized on a regular basis, including the relationship of petitioner and TECO* to each other and to stations transmitting Phonievision, subscribers, persons supplying program material, and telephone companies.
4. Whether under the Communications Act of 1934, as amended, Phonievision, if authorized by the Commission, should be classified as a "broadcast" service, a "common carrier" service, or some other service classification.
5. Whether the conduct of the proposed experimental operation on the requested frequency band (94 to 60 mc) would be consistent with the Commission's Rules and Regulations, the Communications Act of 1934, as amended, and existing treaties; and whether the experiment could not be conducted effectively on frequencies available under the Commission's Rules and Regulations for experimental operations looking toward the development of a new service.
6. In the light of the evidence adduced on the foregoing issues, to determine whether a grant of the petition would serve the public interest, convenience and necessity.

*Broadcasting Entertainment Co. Inc., organized by Zenith officers and stockholders, which would have exclusive right to develop and arrange programs and fees for the service.
WATERBURY SCHOOL BOARD OPPOSES TV PROJECT

HIGH construction and operating costs preclude erection of educational TV station in Waterbury, Conn., local school board ruled in response to request of Connecticut State Board of Education for educational TV channel in city. State group also has asked earmarking of education TV funds (Bridgeport, Hartford, Norwich) and at U. of Connecticut, Storrs.

Waterbury board said TV station would impose "burdensome financial obligation" on department, "already pressured to meet financial requirements of an expanding school population." Board added that existing radio stations in Waterbury "have been generous in making their facilities available" to board and students. It believes "a commercial TV station would make available its facilities without cost." Board has no intention to start station, has no funds, and doesn't want channel "since it said for its use said, estimating it would take investment of about $500,000 plus operating costs.

HEDGES WARNS RADIO MUST BE MORE FLEXIBLE

RADIO is "more all-inclusive than any other advertising medium" but faces "revolution" in which it "must learn to roll with punches and to become flexible and adaptable if it is to have a prosperous future," William S. Hedges, NBC vice president in charge of integrated services, told BMM program clinic at Rochester. He said spot radio business is increasing, with network radio as strong as in 1940s and above last half of 1956, with slight variation. Relying on Ann. of National Advertisers' third study of radio time values [BROADCASTING • TELECASTING, Sept. 18, p. 14], he said significant changes in the economic conditions affecting radio are taking place. The one medium which has been ultra-conservative in rate adjustments was selected as the target of ANA. I am still waiting for the publication of an ANA book entitled, "Newspaper Rates Must Be Re-duced," in which the editor of the ANA, William S. Hedges, NBC vice president in charge of integrated services, told BMM program clinic at Rochester. He said spot radio business is increasing, with network radio as strong as in 1940s and above last half of 1956, with slight variation.

BOUT IN 13 CITIES

SADDLER-PEP featherweight championship bout [BROADCASTING • TELECASTING, Aug. 27] at New York's Polo Grounds Wednesday will be carried exclusively by 17 theatres in 13 cities [Theatre Network Television Inc. announced yesterday (Sunday). Limited to areas outside New York, bout represents largest theatre TV coverage to date. New cities added to hookup are Minneapolis, Detroit, and Binghamton, N. Y., and new theatre has been equipped in Pittsburgh.

WHITLEY JOINS BLAIR

EDWARD WHITLEY named account executive for John Blair & Co., New York station representatives which joined Blair after serving with Sullivan, Stauffer, Colwell & Bayles as timebuyer.

FCC APPROVES SALE OF WSBS-TV ATLANTA

FINAL APPROVAL of sale of WSBS-TV Atlanta Channel 8 facilities from Atlanta Newspapers Inc. to Broadcasting Inc. issued by FCC late Friday. Initial authorization last month had been stayed twice after U. of Georgia's WGST and Channel 13, TV applicants for Atlanta, filed petitions for reconsideration of Commission's action alleging hidden stock ownership, other legal irregularities [BROADCASTING • TELECASTING, Aug. 19, et seq.].

Both WGST and Mr. Rivers alleged Joseph L. Morris was stockholder in Broadcasting Inc. and Atlanta Newspapers Inc., had not re- ported it. The FCC in last week found Mr. Morris had owned 0.1% non-voting stock in Atlanta Newspapers, had sold it when informed it might be considered violation by FCC."... We do not find that the delinequencies warrant the treatment of the matter in vio- lation of the fact that the failure to report was based on an inadvertence and a lack of understanding," the FCC order read.

Allegations thus there was "community of interest" between Atlanta Newspapers and Broadcasting Inc. because some Robinson-Humphrey Inc. stockholders owned stock in Atlanta Newspapers and others in Broadcasting Inc. were dismissed by FCC as being "particularly vague and indefinite."

Robinson-Humphrey Inc. is investment banking firm which handled some financial arrangements of purchase. Other points dismissed by Commission on legal grounds, including assumption on part of WGST and Mr. Rivers that they had right as TV applicants to hearing for Channel 8. Comrs. Coy, Hyde and Henmook did not participate. Comr. Hyde is on vacation.

HIGGINS, DIGNAM RESIGN

RESIGNATIONS of Hugh M. Higgins, director of BAB, and William Dignam, director of Broadcasting Bureau, on last Friday announced by BAB for effective Oct. 15. Mr. Higgins, former vice president and general manager of WMAA Marietta, Ohio, and before that with NAB, became interim director of BAB last August. Mr. Dignam joined BAB in March after serving as administrative assistant to president of Alfred Politz Research Inc., New York.

THREE JOIN INTERMOUNTAIN

AFFILIATION of KIPI Idaho Falls, KLWM Pocatello and KLIX Twin Falls, all in Idaho, with Intermountain Network, effective Oct. 1, announced Friday by George C. Hatch, network president, and group represented nationally by Avery-Knodel Inc. Thirty-nine Intermountain stations also available with Coast Don Lee Network. New affiliates retain ABC affiliation.

WOR-TV NAMES MARLOWE

HARVEY MARLOWE named program manager WOR-TV New York, effective today (Monday). Producer-director at WOR-TV since 1949, formerly program manager for WPIX (TV) New York and before exec-utive producer for ABC Television Network.

BAM COVERAGE STUDY URGED BY DISTRICT 11

CALL for thorough inquiry into audience measurement situation sounded Friday b NARTB District 11, meeting at Radisson Hotel, Minneapolis.

Noting increased interest in coverage-ratio nix, the group urged Congressmen empanel ing Broadcasting Audience Measurement Inc. to its efforts to arrive at satisfactory uniform measurement system and urged it to continue efforts (see research-measurement stories par 20).

District joined four previous NARTB areas in opposing Benton legislation. Proposal analyze impact of FM and demand for sets means of test market studies received endorse- ment. Aged by other development intend- ing to undermine industry's economic sta- bility condemned by delegators. Other resolu- tions endorsed NARTB President Harold L. Fellows, WBBM Chicago, and other officers; approved BMM clinics; lauded Broad- cast Advertising Bureau and pledged support to civil defense activities.

Harry W. Linder, KWLM Willmar, Minn, director, presided at two-day session attended by 90 delegates. He named resol- tions committee consisting of John F. Meaghe KYSM Mankato, chairman; Lee Whitin KEYD Minneapolis; Orville Burds, KDI Dickinson, N. D.; Ray Eppel; KORN Mitchel- l S. D.

Speakers included Roy Harlow, BMI; Ralph W. Hardy, Mr. Fellows and Richard L. Davis, president of KUGA Minneapolis; Robert L. Tingle WNXA Yankton; Jack Dunn, WDAY Fargo S. S. Fantle, WKLO Sioux Falls; Harry Lyett, WEAU Eau Claire; Olin S. Ransil KAL Duluth; F. E. Fitzsimonds, KFY Bismarck, and Harry Peck, WDMG Min- neapolis.

BAB panel included Tom Barnes, WDA' chairman; Don Sullivan, WNN; Rob Ekstrom, WTN; Marvin Marget, KVO Minneapolis; Jack Lynch, KWLM; Pa Gussner, KGCU Mandan, N. D.

BASEBALL GROUP NAMED

SUBCOMMITTEE of NARTB Baseball Com mittee named Friday to conduct study of impact of broadcasting and TV on baseball ga- along with other aspects of situation. Name to subcommittee by NARTB President Harol E. Fellows were Harry McTigue, WNN New York, and William B. McGrath, WHDH Boston.

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WJR—the Great Voice of the Great Lakes