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The Newsweekly
of Radio and Television.
20th Year
5.00 Annually
cents weekly

IN THE FIVE-POINT SYSTEM OF PROGRAMMING EVALUATION—

No. 4

Public Service

IN IOWA, WHO IS THE
PREFERRED PUBLIC SERVICE STATION

Ever since the birth of radio, our wisest leaders have recognized its potentialities and responsibilities to the public welfare. They have understood sound Public Service, far from being mere restraint or "tax" on the advertiser, is best justification for extending "life insurance" for building community esteem and confidence of the nation. Station WHO has always put Public Service at the top of its programming activities. Not second or third or tenth. First. WHO is the spark plug for dozens of public-service projects which regularly enlist the hearts, minds, pocketbooks and work of millions of citizens in Iowa Plus.

For instance: Our European Relief program, carried almost daily on our air for several years, has sent many tons of food and clothing (over 64,000 parcels, by one conservative estimate) to needy Europeans. One typical listener recently reported shipments of 5,000 lbs. forwarded us such grateful listener responses as: "With all our heart we thank you again and again for your true friendship and we pray the Great God might always beware you from all what is terrible"—etc., etc.

Another for instance: Our Annual Corn Belt Plowing Match and Soil Conservation Day has drawn up to 100,000 farmers per year, to witness newest agricultural developments. Of one such recent Day, the Chief of the U. S. Soil Conservation Service said "This is perhaps the most important thing that has taken place on American farm lands for 350 years"...

More for instance: Every day of the week, WHO carries at least one hour of Public Service programs, including "The Billboard" (a highly popular and effective program exclusively devoted to special appeals)—"Veterans' Forum" (in which veterans' problems are discussed and solved)—"Flight Lines" (in which the Director of the Iowa Aeronautics Commission speaks)—"Iowa Roundtable" (forums and panels conducted by civic leaders)—"Governor Beardley Hour" (our State's First Executive)—"Country Home" (a program for farm women)—"Highways to Safety"—"National Guard Show," "News and Views About Religion," and hosts of others, including a half dozen church services. All of these are sponsored by WHO only!

This is Point Four in the Five Point System of Programming Evaluation, which helps explain WHO's outstanding position as a public facility and as an advertising medium, in Iowa Plus. We suggest your consideration of this and the other four points as vital factors in time-buying.
EARLY EVENING THEATRE... sure-fire feature films for spot advertisers... Louisville's only across-the-board movies... high sets in use because most Louisville factories and plants change their shifts between 3:00 and 4:00 p.m. (according to the Department of Economic Security) and schools let out early... top family audiences in class B time. See your Petry man.

More than twice the power of Louisville's second station

Basic CBS interconnected Affiliate

serving a market of 100,000 television homes.

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

REPRESENTED NATIONALLY BY EDWARD PETRY AND CO.  •  ASSOCIATED WITH THE COURIER-JOURNAL & LOUISVILLE TIMES
you can do a lot better on the inside . . .

When you use WTRY in the Albany-Troy-Schenectady market you're warmly welcomed by the whole family—the WTRY family, largest audience in the market morning, afternoon, and evening. You're not on the outside looking in.

Station B, failing to deliver the WTRY size audience in the market, boasts outside coverage at twice WTRY rates. But you know you can do a lot better on the inside with WTRY.

WTRY

The CBS Radio Network
5000 Watts at 980 KC
REPRESENTED BY HEADLEY-REED
BROADCASTING

TELECASTING

Closed Circuit

IS PRESIDENT TRUMAN'S "security" order to federal agencies (see page 29) intended as preliminaries to resumption of full-fledged Office of Censorship? It's known in recent months key officials who served in World War II censorship have advised that recall to service is possible. President's directive last week may be part of Administration strategy to create a clamor for reactivation of censorship office as better solution to security question than agency-by-agency security review.

ABC, sweating out FCC action on its projected $25 million-plus merger with United Paramount, is confronted with prospects of new financing unless approval is forthcoming reasonably soon. With its leases in New York, Chicago, San Francisco and Los Angeles expiring in April 1952 (NBC is its landlord) it will require an estimated $5 million to $7.5 million for housing alone by that time.

NEW NATIONAL radio-advertiser merchandising premium plan will be announced this week by Radio Dollars Inc., sparked by Ben Strouse, WWDC Washington, and Howard Rudolph, WITH Baltimore. Franchisees will be offered as one station exclusive in each community. Idea envisages radio advertising giving out "radio dollars" with purchase of each of its products, redeemable in nationally-advertised premiums.

BECAUSE NBC is 100% owned by RCA, actual figures on network's revenues heretofore have never been made public but were integrated in overall RCA accounts. Current brochure titled, "RCA, What It Is—What It Does," breaks down these figures. In 1950 NBC did $92,373,000, or 15.8% of gross RCA revenue. In 1949 it did $72,867,000, or 18.3% of RCA's gross that year.

DESPITE GLOOMY reports on confirmation of FCC Comr. Frieda B. Hennek for New York Federal judgeship after opposition got in its teeth last week (see story page 31) there's still plenty of wise money around betting Miss Hennek will don judicial toga. At worst, it's thought, Senate might not act prior to mid-October adjournment, which then would leave way open for reappointment by President Truman and confirmation at next session.

AMERICAN TOBACCO Co. reportedly making plans for using Week of Tribute on CBS-TV six or more times during coming year, replacing telecasts of This Is Your Business (Sun., 7:30-8 p.m.) at five-week intervals beginning Nov. 4. Company sponsors Benny program regularly on CBS radio, Sun., 7-7:30 p.m. BBDO, N. Y. is agency.

WHEN CBS Television formally begins operation of its TV station in Los Angeles from new toehitter site on Mt. Wilson of Oct. 28 call letters will be switched from KXTV (for Thomas S. Lee) to KNXT, tying in with its (Continued on page 114)

Upcoming


Oct. 4-5: Kentucky Broadcasters Assn., Hotel Beecher, Somerset, Ky.

Oct. 4-6: District 14 NARTB Meeting, Hotel Utah, Salt Lake City, Utah.

Oct. 8-9: District 17 NARTB Meeting, Davenport Hotel, Spokane, Wash. (More Upcomings on page 30)

Business Briefly

HOOD RADIO-TV • Hood Rubber Co., Watertown, Mass., buying spot announcements in 41 radio markets starting Oct. 15 for 10 weeks for its farm division; also buying spot TV in seven major markets for women's division. Agency, McCann-Erickson, New York.

ARMY SPOT TEST • Headquarters, New York Military District, Organized Reserve Corps, U. S. Army, to Getchel & Richard, New York, for test radio spot campaign in 14 New York State markets (excluding New York City), scheduled to begin this week. Length of test depends on results. If successful, expansion is contemplated.


FELLOWS COMPLETES COMMITTEE ASSIGNMENTS

SECOND NARTB standing committee—AM—named Friday by President Harold E. Fellows, along with board committees covering by-laws, convention and membership. New committee follow:

AM Committee—Glen Shaw, KLX Oakland, chairman; T.K. Collins, Jr., president; W. C. Eastman, vice-president; Edgar Kobak, WTWA Thomson, Ga.; Harry W. Linden, KAGS Corpus Christi; C. C. deLattre, HKTU Austin; S. J. Hart, WLAC Nashville; R. A. Byrnes, WBOI Kokomo; Richard W. Hoffman, WRAF Atlanta; John Elmer, WCBN Baltimore; Simon R. Goldman, WTOJ Jamestown, N. Y.

Board—By-Laws—A. D. Willard Jr., WGAC Augusta, Ga.; chairman; Leonard Naps, WCAP Pittsburgh; W. D. Rogers Jr., KFYR (TV) San Antonio.

Board—Convention—James D. Shouse, WLW Cincinnati, chairman; Harold Wheeler, WSNB New Orleans; Merritt Liddle, WSOY Decatur, Ill.; George B. Storer, Fort Myers stations.

Board—Membership—Radio, active and associate: Calvin J. Smith, KPAC Los Angeles; Jack Todd, KAKE Wichita; Television, associate: Clair R. McCollum, WGC-LV Lancaster, Pa.; Paul Kulp, KTLA (TV) Los Angeles; Eugene S. Thomas, WOR-TV New York. (Television active membership committee comprises entire TV board.)

Y & R EXECUTIVE CHANGES

CHANGES in key personnel announced by Sigmund S. Larmon, president, Young & Rubicam, New York Walter K. Nield, vice president and general, named senior account supervisor on General Foods Corp. Frederick S. Sergenian, vice president and manager of art department, succeeds Mr. Nield. Replacing Mr. Sergenian is Walter P. Glenn, art supervisor.

BROADCASTING • Telecasting

Page 4 • October 1, 1951

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BROADCASTING • Telecasting

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Bulletin

JOSEPH E. BAUDINO, general manager of Westinghouse Radio Stations Inc., elected vice president and director. He succeeded Walter E. Benoit as general manager July 1 when latter was named general manager of parent Westinghouse Electric Corp. Air-Arm Division, Baltimore. Mr. Benoit resigned WRS vice presidency but was re-elected director. Mark W. Cressap Jr., vice president of parent firm and assistant to president, elected WRS director. E. C. Dehne, assistant secretary-treasurer of parent company, elected WRS assistant treasurer.

WALTER WINCHELL has signed lifetime contract with ABC, network disclosed Friday. It is understood he will continue to broadcast for present sponsor, Warner-Hudnut Co. He will serve as consultant to ABC in addition to duties as newscaster.

ASCAP WOULD PREJUDICE BMI VIDEO LICENSEES

ASCAP has served notice it intends to ask U. S. District Court Southern Districts of New York, to modify interim television fee to: 1, consider station income from spot adjacencies in per program rates, and 2, refuse per program licenses to stations that are BMI licensees. Society currently engaged in court battle with All-Industry Television Per Program Committee. ASCAP indicated its intent to examine some TV station owners.

MAINE GROUP PROTESTS TREASURY BOND TACTICS

MAINE Broadcasters Assn., sent strong protest to U. S. Treasury Secretary John W. Snyder and Portland office because of letter from Savings Bond Division asking stations "to join with other groups in sponsoring newspaper advertisements ... The local newspapers have ads and mats and will be pleased to show them to you."

Murphy Karpenter, WABI Bangor, on behalf of association, called Treasury issue "outrageously discriminatory." He reminded that radio has donated huge amounts of time and talent to bond sales and asked that Treasury issue similar letter asking retailers to purchase radio advertising.
May 19, 1951 was General Michaelis Day in Lancaster, Pennsylvania. The General, home from combat in Korea, is one of the county’s most famous sons. In Korea he commanded the 27th “Wolfhound” Regiment of the 25th Division. As its leader, he lead one of the fiercest bayonet charges in America’s military history. He was called home for re-assignment in Europe under General Eisenhower’s command.

General John H. Michaelis was accorded as fine a welcome as was ever seen in Lancaster. However, out of his hectically busy day he took time to appear before the cameras of WGAL-TV. Many thousands of people in the area saw and heard this distinguished American right in their own homes.

Operation: SPECIAL EVENT is a regular occurrence at WGAL-TV. It is just one out of many such events and programs telecast in the public interest.

WGAL-TV
LANCASTER, PENNSYLVANIA

Represented by
ROBERT MEEKER ASSOCIATES Chicago - San Francisco - New York - Los Angeles.
Markets

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 misinformed 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"

The XL Stations

312 W. Sprague, Spokane 4, Washington

Please send me your 'Proof of Putting' for TWO MARKETS IN THE NORTHWEST

Name
Business Address

City State

THE XL STATIONS DELIVER THE BIGGER MARKET

KXL KXLY KXLL KXLF
KXLJ KXLK KXLO

Eastern Sales Manager - Wythe Walker - New York
Western Sales Manager - Tracy Moore - Los Angeles

SERVING THE PACIFIC NORTHWEST

THE NEWSWEEKLY OF RADIO AND TELEVISION
Published Weekly by Broadcasting Publications, Inc.
Executive, Editorial, Advertising and Circulation Offices:
870 National Press Bldg.
Washington 4, D. C.
Telephone ME 1023

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WASHINGTON HEADQUARTERS

SOL TAISHOFF, Editor and Publisher

EDITORS: ELLA KING, Managing Editor; EDWIN H. JAMES, Senior Editor; J. Frank Beatty, Earl B. Abraham, Associate Editors; Fred Fitzgerald, Assistant Managing Editor; Dave Berlin, Assignment Editor; Lawrence Christopher, Technical Editor. STAFF: John H. Kearney, William D. McCarthy, John Osborn, Allen Riley, Keith Trapp, EDITORIAL ASSISTANT: Katherine A. Fisher, Pat Kowalsky, Jean D. Salsal; Gladys L. Hall, Secretary to the Publisher.

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CIRCULATION AND READERS' SERVICE: JOHN P. CONVERSE, Manager; Doris J. Buschung, Ruth W. Davis, Jean Gillette, Grace Schorn.

NEW YORK BUREAU

460 Madison Ave., Zone 22, Plaza 4-3465; EDITORIAL: Rufus Cramer, New York Editor; Florence Small, Agency Editor; Gretchen Groff, William Burch, Leslie Eckerson.

Brace Robertson, Senior Associate Editor.

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

CHICAGO BUREAU

360 N. Michigan Ave., Zone 1, Central 6-4212, William H. Shaw, Midwest Advertising Representatives; Jane Pinkerton, News Editor.

HOLLYWOOD-BUREAU

Taft Building, Hollywood and Vine Room 236, R. G. Kemple, Editor; David Gluckman, West Coast Manager; Arm August.

TORONTO: 417 Harbour Commission, Empire 4-0775, James Mentzer.

Broadcasting* Magazine was founded in 1931 by Broadcasting Publications Inc., using the title Broadcasting Magazine. The News Magazine of the Firth Estate Broadcast Advertising was acquired in 1932 and Broadcast Reporter in 1933.

* Reg. U. S. Patent Office

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Subscription Price: $7.00 Per Year, 25c Per Copy

BROADCASTING • Telecasting
The man who makes 5 steers out of four

That fifth steer, though, really isn't an extra steer. It's extra beef on the other four; beef that would never exist were it not for this man called a "feeder."

He buys cattle from ranchers—lean animals that have been grazing on the open range. Then he takes them to his "beef factory" and feeds them—fills out their frames with all the well-balanced feeds the animals can hold.

Months later, he sells them—200 to 500 pounds heavier than they would be if they had been left on the open range. Thus, the feeder, in effect, makes five steers out of every four he feeds—materially increases our national beef supply—helps make beef available during the months when range cattle are not coming to market.

But he takes a risk in doing this essential job. The kind of living his boarders enjoy costs the feeder plenty. And between the time he buys and sells, many things can happen to put his calculations in the red.

Fortunately, though, most feeders are optimists. And as long as they keep those beef critters eating, you'll continue to eat better, too!

American Meat Institute
Headquarters, Chicago • Members throughout the U. S.
name, same fine service...

New name, same fine service for radio stations, advertisers and their agencies! Now “Radio Sales”—for the past twenty years known as the foremost national spot representative in the broadcasting business—gets a new name: CBS RADIO SPOT SALES.

CBS RADIO SPOT SALES will concentrate exclusively on radio... representing 13 of the most sales-effective radio stations in the nation, each the audience leader in its own market.

- WCBS, New York — 50,000 watts
- WBBM, Chicago — 50,000 watts
- KNX, Los Angeles — 50,000 watts
- WCAU, Philadelphia — 50,000 watts
- WCCO, Minneapolis-St. Paul — 50,000 watts
- WEEI, Boston — 5,000 watts
- KMOX, St. Louis — 50,000 watts
- KCBS, San Francisco — 50,000 watts
- WBT, Charlotte — 50,000 watts
- WRVA, Richmond — 50,000 watts
- WTOP, Washington — 50,000 watts
- KSL, Salt Lake City — 50,000 watts
- WAPI, Birmingham — 5,000 watts
- CPN, Columbia Pacific Network

As before, for the best buys in spot radio, call Radio S—oops! call CBS RADIO SPOT SALES.

**NEW YORK** — Plaza 5-2000  
**CHICAGO** — Whitehall 4-6000  
**DETROIT** — Trinity 2-5500

**SAN FRANCISCO** — Yukon 2-7000  
**LOS ANGELES** — Hollywood 9-1212  
**MEMPHIS** — Memphis 37-8612
WE'RE BETTING ON FOOTBALL AGAIN

For ten consecutive years KOMA has broadcast the Oklahoma University football games, as we will do this year. No program in the world can outpull our football games in this market. But if any could, it would be such shows as Jack Benny, Red Skelton and the rest of the packed CBS Radio lineup. So add CBS, our football and 50,000 watts of promoted power and you'll see that the smart money is on KOMA again this fall.

J. J. Bernard
VP and General Manager

JAMES C. DOUGLAS appointed vice president and director of radio and TV, Erwin, Wasey & Co., L. A. He was coordinator of radio and TV for Colgate-Palmitive-Peet (see story page 54).

ALFRED STANFORD, vice president and director of advertising New York Herald-Tribune, to Benton & Bowles, N. Y., effective Oct. 1, as vice president and head of review plans board. Prior to his association with the newspaper Mr. Stanford was with Compton Adv. for 13 years.

WILLIAM E. CHAMBERS Jr., advertising manager National Sugar Refining Co., to Benton & Bowles, N. Y., as account executive for Post's Sugar Cereal, succeeding WILLIAM E. PALMER, who leaves agency Oct. 1 to join F. C. Ball Co., Muncie, Ind., as marketing director of consumer division.

Mr. Stanford
LUI S G. DILLION, executive vice president Foote, Cone & Belding International Corp., resigns. Future plans will be announced.

JOSEPH H. CARO, vice president and director Earl Ludgin & Co., Chicago, appointed vice president and member of plans board Weiss & Geller, Chicago.

GENE FROMHERZ, media director at Aubrey, Moore & Wallace, Chicago, has chalked up 18 years of radio experience, but is completely out-ran-ked in television by his wife. She is Dorothy Chaquette Fromherz, time-buyer at Foote, Cone & Belding, who had the title of the "most televised Girl in Kansas City" 16 years ago. Mr. Fromherz just barely knew what a scanning disc was in those days.

Since then he's added television as well as print media to his activities. Media director at Aubrey, Moore & Wallace since January, he formerly free-lanced as a radio script writer for almost five years, turning out shows for Grand Central Station, First Nighter, The Whistler and Curtain Time, among others. An accomplished radio playwright, he has had his work featured more than that of any other author in the Grinnell College anthology of radio plays.

Although he has always preferred comedy writing to straight drama or mystery, he found better markets for the latter and shelved his comedy ambitions temporarily. He is negotiating now with a broad way "angel" and producer for production of a dramatic fantasy which he wrote during his free-lancing stint.

Mr. Fromherz, who started out in the brokerage business on Chicago's LaSalle St. and was bounced into radio by the stock market crash, snared his first advertising job in 1933 with First United Broadcasters. He was hired after stepping himself in trade journals and convincing the company president he could bring in new business.

His first account was Willard Tablets and a later one Sterling Insurance grew rapidly in the new medium of radio.

He continued with account work, moving to J. Walter Thompson and Dan cer-Fitgerald Sam ple, both Chicago where he worked as time-buyer two and eight years, respectively. During his tenure at D-P-S th agency was in it soap opera heydey and Mr. Fromherz bought a flock of daytime shows for such clients as General Mills, Procter & Gambl and Falstaff Beer. At JWT he worked with clients such as Kraft Foods, Elgin Watch and Swiff His A-M-W accounts include International Harvester, Wayne Kni

Mr. FROMHERZ

BROADCASTING • Te lecastin

(Continued on page 14)
GIL BABBITT appointed director of radio and TV, Harry Feigenbaum Adv. Agency, Phila. He was with Korn Agency, same city as TV and radio director.

MURRAY BOLEN, producer-director, Benton & Bowles, working out of New York office for past year, returns to agency's Hollywood office, to direct NBC The Railroad Hour and Father Knows Best. He replaces FRAN VAN HARTESVELDT, resigned to devote time to writing.

EARL EBI, director of radio and TV, Warwick & Legler, L. A., rejoins J. Walter Thompson Co., Hollywood, as director of CBS Lux Radio Theatre. He replaces FRED MACAYE, resigned. Mr. Ebi was with J. Walter Thompson from 1943 to 1950 working out of both New York and Hollywood, as director on many major shows. Leaving there in 1950 as Hollywood TV director, he went into TV packaging, later joining W & L.

MICHAEL J. TURNER, group account manager G. M. Basford Co., N. Y., elected vice president.

HARRY A. EGBERT, copy and account executive Lavenson Bureau of Advertising, Phila., appointed radio and TV director.

LARRY AUBERBACH, TV director NBC Chicago, to television production Biow Agency, N. Y.

WRIGHT NODINE, merchandising director W. Earl Bothwell Adv., Hollywood, named vice president in charge West Coast operations. He replaces FRED JORDAN, resigned to join Richfield Oil Corp., L. A., as advertising and sales promotion manager.

GORDON MINTER, senior director KTLA (TV) Hollywood, to Leo Burnett Co., L. A., as film director.

FRANK NICKEL, George L. DeVille Co., Chicago, to H. W. Kastor & Sons, Chicago, as art director.

RICHARD L. HIRSCH has opened his own advertising agency in Chicago. He is former advertising manager of L. Fish Furniture Co., same city.

CUNNINGHAM & WALSH, N. Y., planning to move to larger offices at 260 Madison Ave., next year.

JOHN PARSONS, sales manager Hoffman Television L. A., opens new advertising agency under his name in San Francisco. Offices at 450 Sutter Street.

SHIRLEY GREY, assistant to sales service manager WDTV (TV) Pittsburgh, appointed traffic manager W. Craig Chambers Inc., Pittsburgh.


EUGENE N. WORRELL, staff Mt. Lebanon (Pa.) News, appointed assistant account executive Sykes Adv., Pittsburgh.

MOHAWK Adv. Co., Schenectady, moves to larger quarters at 151 Erie Blvd.

ALAN RHONE, supervisor of network film programming CBS Television, to J. Walter Thompson, N. Y., as staff director of radio-TV department.

LARRY SCHWARTZ, partner The Wexton Co., N. Y., appointed lecturer in sales promotion, City College, N. Y.

ALICE HOGAN appointed copywriter Eli Cohan Adv., Cincinnati.

O'NEIL, LARSON & McMAHON, Chicago, opens office in New York at 290 Madison Ave. to service east coast accounts. No manager has been named.

JOHN WILLOUGHBY, publicity director Needham, Louis & Brooby, Chicago, named managing director of agency's new subsidiary in Toronto, Needham, Louis & Brooby of Canada, Ltd. EDWARD W. S. WEED resigned from J. Walter Thompson, also Chicago, to work with Mr. Willoughby in handling Canadian accounts.

Industries throughout the world know "Karry Krane"—built in Peoria by HYSTER

Developed by HYSTER CO., "Karry Krane" lifts up to 10,000 lbs. This versatile product is doing a big job for factories, construction firms, and a host of other industries around the globe.

WMBD Dominates the Rich Peoriarea Market

WMBD's position is also OBVIOUSLY OUTSTANDING... the result of planning successfully—

PROGRAMMING... that backs the nation's No. 1 network with outstanding locally produced shows.

SALES... that are the result of that programming.

PROMOTION... that serves advertisers with special publicity and merchandising.

FACILITIES AND POWER... that blankets prosperous Peoriarea.

WMBD—the No. 1 Station in the Midwest's No. 1 Test Market.
Quick Answers

EDITOR:

... It was interesting to write you a letter on Friday and on Monday morning having an issue of Broadcasting on my desk which practically answered the questions I had asked you. . . .

J. S. Stolzoff
Foots, Cone & Belding

[EDITOR'S NOTE: Mr. Stolzoff’s questions dealt with radio and television economics. The answers he found were in “Trends for Fall” features in the Sept. 17 issue of Broadcasting • Telecasting.]

No Bargain

EDITOR:

Relative to your . . . article appearing on page 94, column 2, of the Sept. 14, issue of Broadcasting • Telecasting relative to the approval by NPA’s of the Air Mart Corp. application for a new station at Oak Ridge, the article seems to indicate that the cost of the new station is $3,300 when actually the cost was $17,661.75.

Our NPA authorization dated Aug. 9 covered $11,103.07 for equipment and $3,300 for remodeling. The rest of the equipment we already had on hand for which we did not need NPA authorization.

The only reason for advising you of these facts and asking that a correction be made is because Owen J. McReynolds, the head of the Gates Radio Co.’s East Coast office, has an interest in this station and there may be some who might think that Mr. McReynolds was able to build the entire station with new equipment for only $3,300.

Harry J. Daly, Esq.
Metropolitan Bank, Bldg.
Chicago

Optical Illusion

EDITOR:

Page 80 of your Sept. 17 issue carries a breakdown of television sets in foreign countries compiled by the Foreign Service Office of the Dept. of Commerce, Canada, which has no television stations in operation at present, is credited with the incredible total of 1,350,000 television sets.

This would be something in the order of one set for every four Canadian homes. The actual figure is somewhat in the neighborhood of 60,000. I know that Broadcasting • Telecasting, with its jealously guarded reputation for accuracy, will want to bring this correction to the attention of its readers, and there might be some profit in bringing it to the attention of the foreign service department of the Dept. of Commerce, which must be doing its northward viewing with magnified lenses.

T. J. Allard
General Manager
Canadian Assn. of Broadcasters
Ottawa

[EDITOR’S NOTE: An ambiguous report from the U. S. Embassy in Canada was wrongly interpreted by the Dept. of Commerce. Actual number of TV sets shipped to Canada, according to the radio-television Mfrs. Assn.: 58,216 as of last July 31.]

EDITOR:

FRANK PELLEGRINI’S STATEMENT IN SEPT. 17 ISSUE IS BY FAR BEST I HAVE SEEN ON THIS TOPICAL SUBJECT [comparable searches among all media].

LEE B. Wailes
V. P., Chp. of Operations
Ford Indus. Co.
Birmingham, Mich.

[EDITOR’S NOTE: Mr. Wailes may be assured that distribution has already been made. The Sept. 17 issue of Broadcasting • Telecasting, plus every other issue, was sent to nearly 16,000 subscribers and carried Mr. Pellegrini’s text in full.]

ROYAL REQUEST

WGAC’s Grant Visits King

HUGH G. GRANT, commentator on WGAC Augusta, Ga., spent several days in Washington a fortnight ago renewing an old friendship with exiled King Zog of Albania.

The king and Mr. Grant became close friends when Mr. Grant was U. S. Minister to Albania.

Mr. Grant left his microphone at the king’s request to join him in the nation’s capital for a few days. Mr. Grant has been asked by Radio Free Europe to prepare broadcasts to be beamed to Albanians.

A. D. Willard Jr., WGAC president and general manager, obtained Mr. Grant’s services in the station last January. Mr. Grant discusses national and international events nightly for WGAC.

He is familiar with many foreign lands cropping up in the news and is able to give listeners a personal slant.
WERE is the first station in Cleveland

MUSIC  NEWS  SPORTS

O. L. TAYLOR COMPANY
National Representatives

Hooper Radio Audience Index
Total Rated Time Periods
JULY—AUGUST 1951

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Sunday through Saturday
8:00 A.M.—10:30 P.M.

VITAL IN NORTHEASTERN OHIO
CLEVELAND, OHIO

5000 WATTS
1300 KC
milesstones

► FIFTH year of Sunoco 8-Star Extra news programs on NBC gets underway today (Monday) as nightly “newspaper of the air” continues under sponsorship of Sun Oil Co. In charge of news commentary, heard Monday through Friday at 6:45 p.m., are Albert L. Warner, foreign affairs editor; Ray Henle, editor-in-chief, and Ned Brooks, national affairs editor.

► Priscilla Fortescue celebrated her 10th anniversary of broadcasting over WEEI Boston Sept. 14. Most of the sponsors have been participating in her program during the entire decade. Miss Fortescue interviewed Mrs. Celia Wellman, mother of William Wellman, MGM director, who was Miss Fortescue’s first guest 10 years ago.

► Elder Lightfoot Solomon Michaux, the Negro “Happy Am 1” preacher, began the 21st year of his WCKY BIRTHDAY
Wilson Gives Awards

VETERAN broadcaster L. B. Wilson, president and general manager of WCKY Cincinnati, has set a policy of giving a $1,000 U. S. Defense Bond to every staff member who serves the station 20 years.

The policy was initiated on the station’s 22d birthday, Sept. 16, when Mr. Wilson presented three 20-year staff members with a $1,000 bond each. Receiving the awards were Charles H. Topmiller, station manager; Mrs. Jeanette Heine, traffic manager, and George H. Moore, sales manager.

Mr. Wilson obtained the original license for the station in 1929 and has been owner and operator for the past 22 years. In presenting the awards, Mr. Wilson reminisced about WCKY’s early days and of many personalities and events in the broadcasting business. Mr. Wilson recalled that he bought the first schedule of double-truck ads in Broadcasting shortly after the publication was established in 1921.

► Radio Church of God, Sept. 23. Elder Michaux began broadcasts of his church services in 1931 over WJSV (now WTOP) Washington. Program today is heard Sunday 7-8 a.m. on WTOP a CBS station, and 9:30-10 a.m. on MBS. On his anniversary broadcast, congratulatory messages were read from many notables, including Gen. and Mrs. Dwight D. Eisenhower.

► The Railroad Hour Oct. 1 begins its fourth year with a performance of Cole Porter’s “Jubilee” starring Gordon MacRae and Dorothy Kirsten.

► Lowell Thomas, CBS newscaster, celebrated his 25th anniversary of broadcasting last Saturday by inviting James Melton and his ball team to play opposite his own team, known as “The Nine Old Men.” Mr. Melton’s team was composed of members of his Ford TV show, while the nine old men included: Ed Eagan, Gene Tunney, Lanny Ross, Ed Murrow, Henry J. Taylor and others. Mr. Thomas’ newscasts, five times weekly on CBS are sponsored by P&G’s Ivory Soap.

On All Accounts
(Continued from page 10)

ting Mills, Williamson Candy Co., Ryerson Steel, Appleton Electric Co. and Moorman Manufacturing.

He and his wife, whom he married 12 years ago, compare notes on media morning and night, but keep a tight lid on secrets within their own agency. Their mutual confidante is Becky, a Springer Spaniel whose name was included in the purchase price.

Mr. and Mrs. Fromhert enjoy theatre-going, television, and mingle with many professionals at the Actor’s Club. Gene dislikes people who sneer at television programming and thinks there have been “wonderful strides in production in the past year.” Program fare now is “grown-up and amazingly adult,” in his opinion.

At the award ceremony are Mr. Topmiller, Mrs. Jeanette Heine, Mr. Wilson and Mr. Moore.

Page 14 • October 1, 1951
MUTUAL

The West Texas-New Mexico QUALITY GROUP

now affiliated with

THE INTERMOUNTAIN NETWORK

Represented By

Avery-KnodeI

INCORPORATED

NEW YORK
CHICAGO - LOS ANGELES
SAN FRANCISCO
DALLAS - ATLANTA

Concentrated coverage where the people live in

UTAH - MONTANA - WYOMING - IDAHO
COLORADO - NEVADA - NEW MEXICO - W. TEXAS
new business

Spot . . .


EMERSON DRUG Co., N. Y. (Bromo-Seltzer), preparing availabilities for day and evening radio spots in about six markets. Agency: BBDO, N. Y.

INTERWOVEN STOCKING Co., New Brunswick, N. J., planning national promotion of new products. Special kit for radio spots being sent to dealers.

G. N. COUGLAN & Co., West Orange, N. J. (Chimney Sweep Soot Destroyer), planning national campaign for product. Radio and TV will be used.

UNIVERSAL Co., High Point, N. C. (television tables and bases), planning TV spot campaign in several local markets. Details to be announced later. Agency: Corbin Adv., N. Y.

Network . . .


RHODES PHARMACAL Co., Cleveland, begins sponsorship of The Clock on ABC-TV Wed., 8:30 to 10 p.m. CT. Agency: O'Neil, Larson & McMahon, Chicago. Products have not been set.

JENE SALES Corp., Chicago (Jene home permanent, hand lotion), to sponsor The Paul Dixon Show, Thurs. on ABC-TV, 10-10:30 p.m. (EST), effective Sept. 27. Agency: Sherwin Robert Rodgers & Assoc., Chicago.

PROM HOME PERMANENT, Chicago, product of Gillette and Tonic Co., is sponsoring Grand Central Station on CBS Sat., 12-12:30 p.m. CDT. Agency: Foote, Cone & Belding, Chicago.

BLOCK DRUG Co., Jersey City, N. J. (Amm-i-dent tooth paste), sponsoring Crime with Father, Fri. 9-9:30 p.m., on ABC-TV, starting Oct. 5.

QUALITY IMPORTERS Inc., N. Y. (Welch's Wine) to sponsor Crusade in the Pacific documentary film series, on two key stations of ABC-TV. Series to begin on WJZ-TV New York, Tues., Oct. 30, 10-10:30 p.m. EST, and on KECA-TV Hollywood, Thurs., Nov. 1, 8:30-9 p.m. PST. Agency: Al Paul Lefton Co., N. Y.


Agency Appointments . . .

UTTER-McKINLEY, L. A. (mortuary), names Hixson & Jorgensen, L. A., to handle advertising. TV may be used.

PETER FOX BREWING Co., Chicago, names Fletcher D. Richards Co., Chicago, to handle advertising. Radio will be used.

KYRON FOUNDATION, Chicago (diary aid), names Simmonds & Simmonds, same city, to handle advertising. Radio and TV will be used.

ELECTRIC STEAM RADIATOR Corp., Paris, Ky., names O'Neill, Larson & McMahon, Chicago, to handle its advertising. Radio and TV will be used. WALTER ZIVI is account executive.

Coaching Makes Champs!

Continuing their successful ownership-management policy of WHIM, Providence, coaches Bob Engles and George Taylor are getting their new sprinter* off to a flying start...

1000 watts 1310 kilocycles

Represented Nationally by the Headley-Reed Company
feature of the week

GAS EXPLOSIONS and resultant fires in Brighton, fashionable Rochester suburb, which blew up 16 homes and damaged 25 others Sept. 21, gave radio and video stations an opportunity for quick, complete coverage and public service.

Rochester stations meeting the challenge were WHAM-AM-TV, WHEC, WARC, WRNY, WSAY and WVET.

Immediately following the blast, all stations threw equipment and personnel into the disaster area to gather first-hand stories from the injured, those who had lost their homes, witnesses of the explosions and fires, plus interviews with utility men brought in to cope with the emergency. Bulletins calling for volunteers from defense, policemen and firemen were aired.

WARC suggested to listeners they offer shelter for the dispossessed. Three station employees were on the phone nearly an hour taking names of persons offering space.

Mrs. David E. Kessler, wife of the WHAM news director, who lives in the neighborhood, phoned the station within two minutes after the blast occurred. Five WHAM reporters, two photographers and engineers were on the scene within an hour and began feeding running accounts as houses blew up and caught afire in rapid succession.

WHEN Buffalo monitored WHAM and relayed information to its listeners, it was reported. WSYR Syracuse had a direct line into WHAM and recorded WHAM newscasts. WENY Elmira and WGY Schenectady by long-distance phone recorded eye-witness accounts of Jack Ross, WHAM night news editor.

WHAM fed a summary to NBC for use by Morgan Beatty on News of the World. By coincidence, Lou Keller, of United Press radio, was visiting WHAM when the story broke. Mr. Keller fed reports to New York from the WHAM newsroom.

WHEC, because of the emergency, was permitted to broadcast direct from the disaster scene using telephone facilities instead of a microphone.

Persons in the area were without power so battery-operated portables and automobile radios were pressed into service by those anxious to know what was happening and what they were to do next.

WRNY’s news editor, W. Eccles Huff, fed on-the-spot announcements and bulletins to the station all afternoon, airing requests and instructions to persons in the stricken area to remain outside their homes and for outsiders to keep away from the scene.

WSAY discussed each demolished house with its owner and eye-witnesses. The station also broadcast emergency announcements.

The WVET newsroom sent a running story to United Press and the Mutual network newsrooms. It also sent eye-witness reports by telephone recording to MBS for network programs and to WEBR Buffalo.

strictly business

On the Date of a certain Yale-Penn-Princeton crew race, determination was etched on the faces of the Yale men as they prepared for their grueling task. That is, on all crewmen but one.

Theodore W. Griggs was assigned to the observation train because of injuries. With him on the train were radio and press representatives.

Unexpectedly, however, at a hectic point during the race, a harassed announcer stuck his microphone in young Griggs’ face and desperately exclaimed “Here, you broadcast the race.”

That was Mr. Griggs’ dynamic introduction to radio and he has had more than a passive interest

(Continued on page 52)
According to an independent survey made by students at North Dakota Agricultural College, 17 out of 18 families within a 90-mile radius of Fargo prefer WDAY to any other station. 3,969 farm families in the rich Red River Valley were asked “To what radio station does your family listen most?” 78.6% said WDAY, with the next station getting only 4.4%!

Fargo-Moorhead Hoopers credit WDAY with much the same overwhelming popularity “in town”. Despite the fact that the other three major networks are represented with local studios, WDAY consistently gets a 3-to-1 greater Share of Audience than all other Fargo-Moorhead stations combined!

WDAY is one of America’s great radio buys, serving one of America’s great farm markets. Write direct or ask Free & Peters for all the facts on WDAY and the rich Red River Valley!

WDAY • NBC • 970 Kilocycles • 5000 Watts
FREE & PETERS, Inc., Exclusive National Representatives
500 watts VHF (ERP range, 0.5 to 2 kw) This is a control-room set-up—complete with an RCA 500-watt transmitter, announce booth, and film facilities. The arrangement, and an RCA 5-bay Super Turnstile Antenna, provides up to 2 kw ERP—gets you on the air for minimum outlay.

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

"Tailored" transmitter plants

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

1 kw UHF (ERP range, 1 to 20 kw) For areas where UHF channels will be assigned, the "1 kw" and UHF antennas make it practical to start with a minimum investment. It offers interesting possibilities for areas up to 150,000 people—could prove popular in communities up to 1 million. Note network, film projection spots, station break facilities.
for any TV power up to 200 kW!

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

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

*Effective radiated power
This chart shows that KWKH led the Weekday-Afternoon Shreveport Hooper parade for March and April of 1949, 1950 and 1951!

Yes, and look at the margin of superiority. In 1949 KWKH got 6.7% more listeners than our nearest competition. By 1950 we were getting 55.2% more listeners. In 1951 we were 112.7% ahead of Station "B"—or fifteen times as great a "plurality" as in 1949!

But KWKH is 50,000 watts—gets 89% of its listeners outside Shreveport. BMB Report No. 2 gives KWKH a Daytime Audience of 303,230 families in 87 Louisiana, Arkansas and Texas counties. 64% of these families listen to KWKH "6 or 7 days weekly"!

What other facts would you like? Your Branham representative has them!

*latest available at press time
A REAPPRAISAL of the network rates of NBC Radio affiliates, followed by "appropriate adjustments," loomed as a possibility last week as the network's Basic Economic Committee convened to review what is described as the first fundamental re-evaluation of radio in a quarter-century. [BROADCASTING • TELECASTING, Sept. 24.]

Some affiliates' rates would be adjusted upward, some downward, some not at all if the plan is put into effect, it was reliably predict-
ed on the basis of early developments in the meeting, the com-
mittee was told.

Although the formula for adjustments was not revealed—and indeed apparently was yet to be fully determined as BROADCASTING • TELECASTING went to press—the plan which appeared most likely in the Thursday and Friday sessions was reported to use radio coverage rather than so-called TV inroads as a primary base, with TV among other factors to be taken into con-
sideration "further down the line."

Some affiliate representatives who have become conversant with the plan said they did not expect loud repercussions such as oc-
curred, for example, when NBC vainly undertook to force evening rate reductions upon radio affili-
ates in TV markets.

Some Boosts Seen

These executives expressed the view that some affiliates' network rates would be boosted, evening as well as daytime, but there was no public indication of what percent-
age would fall into this favored class.

It was not felt, as of Friday, that any change would be recom-
mended in the formula by which the network compensates affiliates for carrying network programs.

It was emphasized that the rate development was only a part of the network's and its committee's re-
appraisal of the radio picture, which is slated to be presented to NBC's Stations Planning and Ad-
visory Committee this week.

The fluid state of the study, in-
sofar as final conclusions and pro-
posals are concerned, was indicat-
ed by a high network official when he said the economic committee's sessions probably would continue over the weekend and that he doubted the final draft could be whipped into shape for presenta-
tion to SPAC before Tuesday.

The SPAC meeting opens today and probably will extend through Thursday, it was indicated—an-
other sign of the magnitude of the project.

Both network officials and affili-
ates' representatives on the eco-

nic committee are keeping rigid silence on the details of the study, patently determined to unveil it first to SPAC and then to affiliates generally. The possibility of some form of action by the network following SPAC's session was fore-
seen, however.

The study, by NBC's own state-
ments, is far-reaching. Among the subjects which have been specified are sales policies and methods, net-
work operations and programming, in addition to the rate question.

It is also known that NBC, not alone among the networks, feels that radio must conform to chang-
ing times.

William S. Hedges, NBC vice

president in charge of integrated services, voiced such views in a speech 10 days ago when he told a BMI program clinic at Rochester that "there can be no doubt that broadcasting is undergoing a revo-
lution" and that "radio must learn to roll with the punches and to be-
come flexible and adaptable if it is to have a prosperous future" [BROADCASTING • TELECASTING, Sept. 24.]

He also said: "The point I want to leave with you is that in changing times such as these, network radio cannot be frozen to old patterns of operations which were developed in a different advertising era. It must gear it-
self to new types of opportunities not only for its own preservation but for the preservation of other forms of broadcasting which are dependent on it."

Unless broadcasters reckon with the "significant changes" which are taking place "in the economic con-
ditions affecting radio," Mr. Hedges said, these changes "can prove fa-\ntal."

SPAC May Get Study Tuesday

THE BILL OF RIGHTS

Covers Radio, Court Holds

THE NATION'S COURTS last week recognized for the first time that 41 million American homes depend on radio as a basic source of news.

Thirty years after the birth of commercial broadcasting, an arm of the Judiciary—the New Jersey Superior Court—handed down a decision recognizing radio's parallel position with the press as a primary, and certainly the fastest means of reporting current history.

Coming on the eve of the 162d anniversary of the Constitution's Bill of Rights, the decision was the first to establish radio's right to report a governmental proceeding.

The unprecedented decision put into an official court order the claim made unsuccessfully for dec-
ares by broadcasters themselves—
that the Bill of Rights provisions protecting freedom of speech and the press also apply to broadcast-
ing, a mechanical development the writers of the Constitution could not foresee.

In holding that the Asbury Park (N. J.) city council had violated freedom of the press by refusing to allow broadcast of a tax hear-
ing, the court applied federal and state constitutional protection to broadcasting, and to television by inference.

Judge C. Thomas Schettino, working without precedent to guide him in a situation requiring im-
mediate action, handed down his historic ruling after hearing As-
bury Park Press and its affiliated station, WJLK, challenge the council's denial of broadcast privi-
leges as a denial of constitutional rights.

His decision, handed down late Monday, quickly aroused national interest and brought many letters and telegrams of congratula-
tion to Ernest Lass, general man-
ager of Asbury Park Press, and Thomas B. McTighe, station man-
ager. Among them were messages from NARTB Board Chairman Jus-
tin Miller, New Jersey Assn. of Broadasters and National Assn. of Radio News Directors.

Radio News

In essence Judge Schettino held that radio news broadcasting comes within the basic meaning of the press under the Bill of Rights.

The cause of action developed when the council called a Sept. 25 hearing on an ordinance imposing up to 3% luxury tax on lodging, amusements and beverages sold over a bar. This type of tax was authorized several years ago by the state as an aid to resort cities.

Asbury Park Press had favored the tax in its columns. The station had broadcast tax programs be-
cause of intense local interest in the subject.

The Tuesday afternoon hearing pickup was the first ever attempted by WJLK from the council chamber. By hearing time most of the council members and city officials had abandoned their hostility to the broadcast.

When the council hearing opened Tuesday afternoon, Mayor George A. Smock II awaited the on-the-air signal from Tom Birckhead, WJLK news director, and Frank Huber, chief engineer, seated in a corner. Abraham Frankel, city attorney, had asked station personnel not to run around the room asking names.

Two desk mikes were used, with one in the aisle. These picked up the entire proceedings. About 35 persons attended the hearing. WJLK reported most of the city tuned into the hearing broadcast. The hearing lasted a little over two hours.

The council voted 4-0 to adopt the tax resolution, which goes to a general election Nov. 6.

Legal forces were set in motion Sept. 21 when the Asbury Park Press and WJLK along with John J. McKeon Sr., local grocer acting as a citizen and taxpayer, asked the court to direct the city to show cause why the broadcast should not be permitted.

At the Monday argument in Free-
(Continued on page 8)
ANA SPOTLIGHT

Mr. Nunn

MORTICIAN'S ANNUAL CONVENTION

DENYING that the ANA had taken any action that could "properly" be construed as advertising pressure on radio rates, Association President Paul B. West issued a statement at a closed ANA business session Monday to explain the controversy with reports about the "Impact of Television on Radio Listening," which states that television and radio listening do not have the same effect. His topic was "How to Increase the Efficiency of TV Commercials."

In planning a commercial, he advised, that objectives be defined by considering (1) what brand name should be remembered, (2) what major ideas viewers should associate with each name, (3) which ideas should be believed, (4) what dominant over-all impression should be left with the viewer.

Robert Saukof, director of TV and radio for the Ford Foundation, explained the foundation's TV workshop, operating on a $1,200,000 grant. Stating his belief that "the two dynamic forces of business and government" deserve encouragement when they are working together, he explained that the workshop was a practical way to solve problems.

Programs dealing with one or more of the foundation's five areas will be filmed in advance and offered for commercial sponsorship on a non-profit basis.

Besides the 26-week radio series scheduled to start on CBS Radio in November, the group plans three separate half-hour TV series of 13 shows each.

Reporting on a survey of members' opinions on available magazine research, Henry Schachte, chairman of the magazine committee, confirmed "the long-felt need" for more and better magazine research.

A survey—with 153 answers from the 300 companies in the magazine group—showed that only 1% considered present information supplied by publishers themselves, plus "very reliable"; 67% found magazines' self-analyses "fairly reliable," 28% found them sometimes reliable and the remaining 4% thought them generally unreliable.

The needs in magazine research were cited as: (1) To find the total people a magazine reaches, (2) to find how many people—unduplicated—a combination of two or more publications meet, (3) to measure duplication for use in concentrated coverage, and (4) to find the basic characteristics of the audience of each magazine.

Reorganization of Advertising Research Foundation, New York, to allow membership for and participation by advertisers, agencies, and media, was revealed Wednesday by H. M. Warren, chairman.

The organization has expanded its cooperative research facilities so it can perform five major functions: (1) To supervise joint or cooperative research studies of general subscriber interest, (2) to review and appraise media research reports for subscribers, (3) to offer general advisory facilities to media subscribers, (4) to continue super-

(Continued on page 113)

MR. WEST

Says No Pressure on Radio Rates

WEST ANSWERS

Drawing by Sid Hix

"Gentlemen, I have sad news. Radio is very much alive!"

Mr. West

TELECASTING, Sept. 10.

Opinion that nighttime rates would require adjustment if advertisers were to continue to use radio was expressed individually by radio-using ANA members, polled as they had been in past surveys, Mr. West said. Their answers also confirmed the radio and television committee's judgment, he added, that there was need for data on listening trends.

The reports were inaugurated, Mr. West explained, after thorough consideration by the Radio and TV Steering Committee, in line with the association's traditional practice of supplying members with information on significant trends. He noted that the association had previously issued circulation and cost studies of other media, including the recent magazine studies, report on business situation in local and national newspaper rates, he pointed out. "The ANA," Mr. West affirmed, "is no less interested in the effect of television on the advertising audiences of magazines and newspapers, for example, than on that of radio. Evidence bearing on these trends has been called to [members'] attention . . . as it became available."

Use of the studies, Mr. West reiterated, is left entirely to member companies. The committee acknowledged that it had no legitimate concern with negotiations on radio rates, he explained, when it stated in the first report, "no individual advertiser or trade group should attempt to dictate to the radio stations and networks a formula for pricing radio airtime." ANA Vice President and General Counsel I. W. Diggles, followed and approved the legality as well as the business justification of this service at every stage, he added.

Construction of the report was

(Continued on page 113)
By DR. RAYMOND A. KEMPER

MORE people are listening to radio over more sets in more Louisville-market homes than ever before. And, in terms of comparative circulation, Louisville radio still leads its closest competing media by wide margins.

These conclusions are clearly drawn from the results of a market-area research, recently completed by Raymond A. Kemper Associates, which involved comprehensive personal interviews with the adult heads of 3,500 urban, town and farm families within the 60-miles-of-Louisville area.

When the statistical results were projected to cover the total population of approximately 315,700 families presently in the market-area, we found:

- 459,000 in-the-home radio sets
- 304,600 homes with one or more, in-the-home radio sets
- 150,000 homes with more than one in-the-home radio set
- 125,800 radio-equipped automobiles and trucks
- 132,700 homes with radio sets in adult's bedrooms
- 104,200 homes with radio sets in kitchens
- 25,700 homes with radio sets in children's bedrooms
- 399,900 radio sets in rooms (and cars) where newspaper and magazine reading is improbable
- 460,200 radio sets in rooms (and cars) where television is improbable

15,575,600 adult-hours of radio listening during the 7-day week

Though the research was sponsored by WAVE, local NBC affiliate, we were not interested in conducting a mere inter-station "popularity contest." We were not out to "prove" anything! Our client needed facts—circulation facts, program-interest and program-preference facts, facts about the audience attitudes toward present-day radio practices and policies, and so on—to guide in the formulation of future operational plans.

Interviewing, which was completed between June 1 and June 17 of this year, was restricted to a single adult respondent from each of the 3500 households in the sample. Only adult respondents were interviewed and, wherever possible, the male head of the family was contacted. The 30 male and female college-student interviewers (all of them paid members of the research staff) were thoroughly trained researchers with considerable survey experience.

The respondent was given no positive indication of the specific nature of the study, nor was he told the name of the radio station. The comprehensive question—schedule (which included questions relating to newspapers, magazines and television, as well as radio) was so designed as to de-emphasize the specific research purpose.

Obviously, many aspects of the comprehensive body of data collected in the course of the research are of specific interest to the sponsor alone and are not published here. Certainly, the findings, however, may be of interest to other broadcasters.

In general, we found that radio still gives the Louisville-market merchandiser much more mileage for his advertising dollar than had been generally supposed. For example, in each 1000-household segment of the Louisville market there are about:

- 1,250 in-the-home radio sets
- 978 homes with one, or more, in-the-home sets
- 400 radio-equipped cars and trucks
- 425 homes with sets in adult's bedrooms
- 312 homes with sets in children's bedrooms
- 985 radio sets in rooms and places where newspaper and magazine reading is improbable
- 1,475 radio sets in rooms and places where television is improbable

47,970 adult-hours spent in radio listening during a typical 7-day week.

Specifically, we needed answers to questions such as these:

- What is radio's circulation in today's Louisville market? How many market homes and automobiles are radio-equipped? With how many radio sets? Just how much time are Louisville-market adults now spending listening to radio?
- Circulation-wise, how are radio's competitors faring in this market?
- What is radio's future in this market, and how may programming best be 'tailored' to fit that future?
- The 3500-household 'probability sample'-selected from 128 urban, town and farm 'sampling areas'—was designed to truly represent the total population of families living within the 60-miles-of-Louisville territory.

To select the proportional farm-family segment of the sample, we first subdivided an up-to-date detailed map of the area by plotting three concentric circles at 15, 30, and 60-mile intervals from the center of urban Louisville. In turn, these circular segments were fractionated into quadrants, and 36 'sampling areas'—three from each of the 12 territorial segments—were selected. In each of these smaller sampling areas, a proportional number of bona fide farms were randomly selected.

Proportional numbers of households were chosen, at random, from each of the 52 small towns and villages of the surveyed area. The urban households were chosen, at random, from 40 neighborhood sampling areas—proportional to the size of the market and racial distributions in the population—of urban Louisville, Jeffersonville (Ind.), New Albany (Ind.), Indian Hills (Ky.), St. Matthews (Ky.) and Audubon Park (Ky.).

Practically everyone in the Louisville market is reached by radio!

Of the 3500 households in our sample, 97.8% have one or more in-the-home radio sets. We found:
- 96.1% of the URBAN homes are radio-equipped.
- 97.3% of the TOWN homes are radio-equipped.
- 96.1% of the FARM homes are radio-equipped.

And supplementing this comprehensive in-the-home coverage, we found that 40.5% of the Louisville families have at least one radio-equipped car or truck. Urban families, though they average fewer cars, have a higher proportion of their vehicles equipped with radio receivers. This analysis shows:
- 44% of the URBAN families have radio-equipped cars.
- 36% of the TOWN families have radio-equipped cars.
- 27% of the FARM families have radio-equipped cars.

We added to, as a matter of course, something of the comparable reach of the three major contenders for radio's title—newspapers, nationally-circulated magazines and television.

Of the 3500 households in the sample,
- 98% have one or more RADIO sets in their homes.
- 95% regularly receive one or more NEWSPAPERS.
- 78% regularly receive one or more MAGAZINES.
- 37% have TELEVISION sets.

When we considered the results in terms of the types of families, we found that the proportions-of-homes-reached was lower among TOWN and FARM households—lower, that is, except in the case of radio!

% OF URBAN HOMES REACHED BY VARIOUS MEDIA

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<td>Radio</td>
<td>98.3%</td>
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<td>Newspapers</td>
<td>98.2%</td>
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<tr>
<td>Magazines</td>
<td>84.7%</td>
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<td>Television</td>
<td>47.3%</td>
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% OF TOWN HOMES REACHED

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<tr>
<td>Radio</td>
<td>97.3%</td>
</tr>
<tr>
<td>Newspapers</td>
<td>98.1%</td>
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<tr>
<td>Magazines</td>
<td>66.1%</td>
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<tr>
<td>Television</td>
<td>22.4%</td>
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% OF FARM HOMES REACHED

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<tr>
<th>Media</th>
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<tr>
<td>Radio</td>
<td>96.1%</td>
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<tr>
<td>Newspapers</td>
<td>87.7%</td>
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<tr>
<td>Magazines</td>
<td>64.4%</td>
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<tr>
<td>Television</td>
<td>21.5%</td>
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And radio reaches those hard-to-reach...
EFFECT of the rate cuts for national radio network time introduced in July by CBS and NBC is evident in the table of gross time sales for August and January-August, this year and last, of the four nationwide networks released by Publishers Information Bureau for publication today (Monday). Combined network total for August 1951 is 6% below that for August 1950, while the eight-month combined gross for this year is down 2.2% from the 1950 level.

Individually, CBS gross time sales in August of this year were off 4.1% from August 1950 and NBC suffered a decline of 16.6% for ABC and MBS reductions were made as discounts on net and not in cuts in gross billings and therefore are not reflected in the PIB figures (see explanation below). For August August shows a decline of 5.2% from August of last year while Mutual shows an increase of 22%. PIB breakdown is shown in Table I.

Gross time sales for the previous seven months, January through July, were also tabulated by PIB (Table II).

Rate reductions put into effect July 1 by NBC and CBS—added to the normal let-down in radio

ZIV SHOWS IN N.Y.

WNBC Buys Four

SALE of exclusive New York rights to the Frederic W. Ziv Co.'s top four transcribed radio packages to NBC's WNBC New York was announced last week by the Ziv company.

The four properties are Bright Star; featuring Irene Dunne and Fred MacMurray; by Humphrey Bogart and Lauren Bacall; Favorite Story, with Ronald Colman and Guy Lombardo Show. The contracts are for 52 weeks.

Ted Cott, WNBC general manager, said acquisition of the four packages represents an important forward step in WNBC's development and makes top-budgeted shows available to local advertisers at "realistic prices."

Bold Venture already has been re-sold for WNBC to Omny Farms Co. Inc., to start Oct. 21 (see story page 44).

Negotiations for the properties were conducted by Mr. Cott for WNBC and by vice president Herbert Gordon for Ziv.

Strieffman Biscuit Co. of Cincinnati, subsidiary of United Biscuit Co. of America, has signed for 52 weeks of Bright Star. Firm will supplement its program schedule with Muray series over WBNY, Asheville, N. C.; WHIS Bluefield, N. C.; WMFD Wilmington, N. C.; WDJB Roanoke, Va.; and WWOD Lynchburg, Va.

<table>
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<th>TABLE I</th>
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<tbody>
<tr>
<td>NETWORK</td>
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</tr>
<tr>
<td>ABC</td>
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<td>CBS</td>
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Network billings when many sponsors take a summer hiatus for their programs — pulled the July gross time sales of the four nationwide radio networks down 21.1% from their June total, according to the PIB's compilation of advertisers' expenditures for radio network time.

Combined gross of the four networks was reported by PIB as totaling $11,738,585 in July, compared with $14,399,111 in June. While ABC and MBS also gave advertisers using their networks comparable savings in network time costs as of the same date, these cuts are not reflected in the PIB records as the ABC and Mutual reductions are made through discounts in net payments, while NBC's are based on gross changes in gross rates such as were made by CBS and NBC.

A special notice, repeated frequently throughout the PIB July report, reads: "According to the practice which PIB has followed for many years, the program values shown in the service are gross, based on network time or station rates currently in effect. Such a practice has necessarily been adopted since PIB totals are accumulated on a calendar year basis, while cash and frequency discounts are credited by * * *"
SARNOFF LOOKS AHEAD

On 45th Radio Year

BRIG. GEN. DAVID SARNOFF, RCA board chairman, last Thursday celebrated his completion of 45 years in radio by asking RCA researchers to consider new inventions before his 50th radio anniversary five years hence. Praising their past achievements, Gen. Sarnoff said: "The scientists have invented electronic circuits and amplifiers in radio, television and telephony. They have contributed immeasurably to the progress of science, to the welfare of the people."

Gen. Sarnoff pointed out, "The instantaneous recording of the actual television picture signals on tape would be more economical, save time in processing and would solve certain problems of distribution. Also, it would solve the national time-zone problem in telecasting. Any number of copies of such tapes could be made instantaneously and copies could be preserved for historic reference or other use."

The "Electronorraine," final request of the RCA chairman, was envisaged as a small, inexpensive home air conditioner that would fit any room and would operate noiselessly, without moving parts, by tubes or possibly through the action of electrons in solids.

Other messages were received from Frank B. Folsom, RCA president, now on a visit to Rome; Owen D. Young, first chairman of the Board of RCA; John T. Cahill, RCA director and general counsel, who was in Washington appearing before the Senate Judiciary Committee on the appointment of Fred B. Hen- nock, FCC Commissioner, to a Federal District Court Judgeship in New York.

DEFENSE ADS

O'Mahoney Protests Funds

AMERICAN advertising media, and particularly radio and television, are the major issue in the Senate Armed Services Committee. The controversy, however, has been centered in the wisdom of allowing the Department of Defense adequate monies to finance radio, TV and other media activities for the new fiscal year, which began last July 1.

Leading the attack was Sen. Joseph O'Mahoney (D-Wyo.), who protested the expenditure of nearly $1 million for three network radio programs slated to get underway this month. He planned to urge outright cuts in radio funds when the matter comes before a joint Senate-House conference committee momentarily.

Spokesmen for both the Army and Air Force indicated, however, that both branches will continue with their network radio plans in pursuit of a "vigorous recruitment program through voluntary means already authorized by Congress."

The view of the military traditionally has been that it would be wise for funds to be spent on the media which cooperate to the greatest extent in offering free time or space. Furthermore, spokesmen pointed out, the military has received "good returns" from money spent thus far on radio-TV.

Sen. O'Mahoney's concerted move over the past two weeks, born of a sudden inclination for economy, is directed primarily at radio and television. Allowing these funds, he told Broadcasting, "would not be an effective and efficient way of spending the taxpayers' money."

With respect to other media funds, the Senator said he would (Continued on page 38)
EXCESS PROFITS

**Tax Relief Defended By Senate Group**

**PROPONENTS** of excess profits tax "relief," backed up by radio and TV-conscious legislators, survived a series of Senate line bucks by administration stalwarts last week.

If the defending bloc can continue to withstand any last-minute attempts to get a higher tax rate and to knock out relief, broadcasters can hope the revenue bill will not be too cut-up in joint Senate-House conference.

The key bout for those who supported the relief formula, as reported by the Senate Finance Committee (Broadcasting • Telecasting, Sept. 24, 17), occurred last Tuesday. A fact sheet by Sen. Joseph C. O'Mahoney (D-Wyo.) failed that day in attempts to throw out a series of relief provisions for new businesses and others hardest by the Excess Profits Tax Act.

One of these provisions is a new relief formula written into the proposed revenue act by the Senate committee.

This section would permit radio-TV broadcasters to use their own earnings or the industry rate of return for computing their base period. The longer established broadcaster would benefit from the first method—that of using his firm's own earnings as a base.

The model bill (S 1961) that served as the basis for the committee's action was offered by Sen. J. Allen Frear (D-Dele). [Broadcasting • Telecasting, Aug. 6, July 30, 23].

**Humphrey's Support**

Unsuspected support for the radio-TV industry came from an administration stalwart, Sen. Hubert H. Humphrey (D-Minn.), and repeated criticism of the Senate Finance Committee bill.

Sen. Humphry came to the industry's defense during debate Sept. 21. Pointing out the television industry "did not really get started until within the past three or four years," the Senator said: "In that area I would surely recognize that one would have to adjust the base . . . because of its limited existence with the economic market."

He then outlined the "two favorable alternatives in computing its average earnings credit"—apply to the total radio-TV assets the radio assets alone or apply an industry rate of return alone on total of all assets.

Vote in the Senate defeating Sen. O'Mahoney's move to chuck out relief provisions was a steamrolling 70-to-15.

Captains of the defending forces were Sens. Walter F. George (D-Ga.), chairman of the finance group, and Eugene D. Millicent (R-Col.).

Sens. Millicent shared the spotlight for the administration group, which tried to boost the $6 billion revenue measure closer to President Truman's request for a $10 billion tax. Group with Sens. Paul H. Douglas (D-Ill.) and Herbert H. Lehman (D-N.Y.).

During debate, Sen. O'Mahoney said the country seemed to be getting Man who helped prod action on excess profits relief for TV broadcasters in Senate is Sen. Frear (D), who talks about his model bill with Bob Kelly, his administrative assistant.

* * *

**Radio Income**

The Senator said now that the business is profitable, "these companies find that they not only have no normal earnings credit . . . but even their normal base period income from radio broadcasting . . . during the base period has been reduced below the normal level by the base period television broadcasting losses."

Sen. O'Mahoney showed the Senate, in opening debate Sept. 21 on tax-relief provisions, a letter from the Treasury Dept. that attacked these sections. However, Sen. George reminded the Wyoming Senator that "Mr. Lynch does not make the policies of the Treasury Dept." (The letter was signed by Thomas J. Lynch, the Treasury's general counsel.)

It was predicted that with a tax speed-up in the Senate, the bill may go to joint Senate-House conference sometime this week.

1897 - Jack M. Draughon 1951

-JACK M. DRAUGHHON, manager and co-owner of WSIX-AM-FM Nashville, died Thursday morning after an extended illness. He was 54 years old and he had suffered two years from a heart ailment.

Mr. Draughon entered broadcasting over two decades ago with his younger brother, Louis. He was a nationally-known industry figure and had taken an active part in many of radio's important events.

The Draughons started WSIX in 1927 at Springfield, Tenn., about 25 miles from Nashville, as a sideline to their oil and tire business interests. They moved the local outlet to Nashville in 1937 and received a regional grant, 5 kw 980 kc, in 1941.

Jack Draughon had been confined to his bed much of the time since the summer of 1949, but had remained active in management of WSIX until recently. He lived on one of the Draughon farm properties outside Springfield. Before becoming bedfast he had commuted to the station in Nashville.

The Draughons had applied for TV some years ago but their application was caught in the FCC freeze. Louis Draughon has been in active charge of the station since his brother's condition became acute.

Funeral services were held Friday afternoon from the First Methodist Church of Springfield. Surviving are his widow, Nancy, and a daughter, Jacqueline.

Sen. Millikin summed up the TV broadcasters' plight, saying the question was "how to provide some kind of a constructive base to take care of that business and other new businesses that had no fair base period against which to relate their so-called excess profits."

Summary of the TV industry position was given on the Senate floor by Sen. George. He said it was "indispensable" that pioneering companies "suffered heavy losses" during the years 1946 through 1949.

"The fact that these losses would be suffered was clearly envisioned by these companies, but they had courage and foresight to see that television broadcasting would eventually become a profitable business," he said.

**CITRUS BUDGET**

**Radio-TV Portion Doubled**

**RADIO-TV** budget of the Florida citrus commission for the citrus season just getting under way will be more than doubled, it was learned today.

Figures were to be released generally in a radio interview yesterday between Ralph Henry, acting advertising manager for the citrus commission, and Jack Forshew, Lakeland, Fla., manager for J. Walter Thompson Co., commission agency.

The agency will place $2 million in consumer advertising during the upcoming season. Of this $565,000 is to be spent in radio and television as compared to $215,000 last year.

Local radio spots will be used on 43 stations in 32 markets. Video spots and participation shows will be used on 26 stations in 17 markets. All the markets are in the northeastern and central sections of the country.

Billboard spots to be used are Mears. Forshew and Harry was to take place during a 15-minute weekly public service feature entitled, *Citrus Mutual Calling*. The program was carried over 12 Florida radio stations in the citrus belt.

**TV Demonstrative**

"We've found this year that TV particularly gives us an opportunity to build-up, a five-story building in Florida citrus that makes a natural sale, we feel, and that is the ability of TV to take the product into the home and show a demonstration of the product in use," Mr. Forshew said.

"That's been a very costly operation with actual people before," he explained. "Now with TV we have the opportunity to do it. And all three citrus products lend themselves very well to have these home economics demonstrations. We found from testing in how to prepare tonight's meal or tomorrow's meal, do a wonderful job in showing how to prepare citrus in many delightful dishes."

**Coca-Cola Adds**

Also Considers TV

**Coca-Cola Co., New York,** through D'Arcy Adv. Co., New York, will sponsor an additional radio show and is contemplating adding another TV program to its present radio and TV schedule.

The new program in radio will feature Mario Lanza (summer replacement on the Edgar Bergen show) on Monday, 10:10 p.m., on NBC Network. Coca-Cola also will retain the Edgar Bergen-Charlie McCarthy Show on CBS Radio, Sunday, 8-8:30 p.m.

This week's bicentenni will be marked by the Andre Kostelanetz program and a decision is expected within a fortnight as to whether the soft drink firm will underwrite the show.
NEWS ‘SECURITY’

Curbs Ordered by President

Rules governing release of security information by all government departments, agencies, and employes, handed down Tuesday by President Truman, quickly drew protest from news media on the grounds that censorship would develop.

President Truman explained the action standardized the classification system now used in the Department of Defense. The action eliminated government officials against exercise of censorship and anticipated more, instead of less, government information will become available to the public.

Taking an opposite stand, the American Society of Newspaper Editors made public its reasons for objecting, based on a review of the information order last summer. This position was laid out in a letter sent July 10 to Joseph Short, White House Information Secetary.

Many capital newcomers expressed fear the standardized security system would cause government officials to assume censorship powers and to “clam up” when asked for information.

The Radio Correspondents Assn. is expected to take up the matter at its next meeting, scheduled for about a fortnight. Some newscasters voiced individual concern lest enforcement of the rules bring about a degree of censorship despite White House disclaimers.

Edward R. Murrow, on a regular CBS Radio newscast, said that the President’s order “means as much as the label in the store, ‘No return’”.

Late Thursday President Truman ordered the Office of Price Stabilization to kill a news ban by which OPS directed employes not to disclose news embarrassing to the agency. OPS Director Michael DiSalle was quoted as saying he knew nothing about the OPS order.

Associated Press Managing Editors’ Assn., meeting at San Francisco Wednesday, voiced alarm over the Presidential mandate. Kent Cooper, AP executive director, in referring to the order said, “I am really alarmed by what is being done to cover up mistakes in public office.”

James S. Pope, Louisville Courier-Journal managing editor and chairman of the ASNE’s freedom of information committee, joined James R. Wiggins, managing editor of the Washington Post, in urging that editors mobilize their efforts to meet the restrictions on information. “Many crimes have been committed in the name of security,” Mr. Wiggins reminded.

On Capitol Hill four Republican Senators criticized the information order. Sen. Francis Case (R-S. D.) asked newsmen to tell him of any attempt by federal agencies to suppress news.

Sen. George D. Aiken (R-Vt.) said he would be “very surprised” if the regulations to cover up mistakes. Sen. Owen Brewster (R-Me.) foresaw “an almost inevitable tendency to cover up mistakes” and Homar E. Ferguson (R-Mich.) feared the order would prevent “legitimate news from getting out of departments of the government.”

Back to Standard

ALL networks were slated to follow the calendar and switch back to standard time with opening programs yesterday (Sunday). Those having daylight saving time playback plans, calling for transcribed repeats one hour later than actual broadcasts, cancelled the operation after Saturday night signoffs.

interest arises only at the point where information is classified so as to deny public access.

We strongly oppose an executive order which formally designates each head of a government agency an authority to classify information as injurious to national security, without appeal or review. We feel that the net effect of this executive order would be to formalize the suppression of much news to which the public is entitled.

Signing the letter for ASNE were Alexander F. Jones, president; B. M. McKeelway, James S. Pope, Jack H. Lockhart and Walker Stone.

After being informed of the Tuesday order Mr. Jones, executive editor of the Syracuse Herald-Journal, said: “Any time you give a government department head authority to classify material as top secret on a security basis you are placing a

(Continued on page 98)

Danger Signals in the Name of Security . . . . . AN EDITORIAL

President Truman last week issued a directive which, however well intended, cannot result in anything but an inordinate number of exceptions to the rules among executives of the federal government as to what constitutes releasable news and what should be withheld on grounds of security.

The President told the agencies to adopt uniform safeguards to prevent valuable intelligence from leaking to enemies. But he left it up to each to make its own decisions about what to tell and what to keep to itself.

No working newspaper who has had experience with government agencies will venture to hope that this plan will achieve the President’s announced purpose of keeping secrets from our enemies on the one hand and keeping the U.S. public informed on the other.

Even if every government official dealing with this question makes an honest effort to be objective—a man without a heart we must forcibly point out—there will still be wide discrepancies in judgment among departments. The working newspaper may expect to encounter silence in one agency and garrulity in another.

Among all agencies, moreover, there will be an irremediable tendency to withhold information concerning which officials have the slightest doubt. An example of this sort of bureaucratic official stubbornness is the FCC classified as “restricted” a conference on defense planning to which every broadcaster in the U.S. was invited. Mind you, the “restricted” label applied to the calling of the meeting itself and not just to the details of the discussion.

A number of errors in judgment that are inevitable in the President’s system of secrecykeeping, there exists an opportunity, which some will see as an invitation, for government officials to use their discretion for the purpose of improving their own status. In the constant jockeying for position that goes on in Washington, Department Chief A might very well find it convenient to conceal news permanently or until its disclosure gave him a tactical advantage in whatever intramural vendetta he happened to be conducting against Department Chief B.

Now we do not mean to imply that there is no need to establish a system of preventing critical intelligence from reaching the enemy. Quite obviously, as long as the U.S. is confronted by a hostile alliance as big and as rich as the Soviet, the U.S. has top secrets it must keep.

But the system of protecting security must be orderly and must guarantee the disclosure to us of all information consistent with the nation’s welfare. The President’s system assures neither.

What is needed is a reactivation of the Office of Censorship that functioned during World War II.

We are aware that on the surface it may seem strange that this publication advocates the formation of any government agency in whose title the word “censorship” appears.

No trade magazine to our knowledge has campaigned more steadily against government control over information than this journal has. But when national security is involved, as it is today, and when an attempt to protect it is made in a form that virtually guarantees confusion and yet fails to put the censoring power in the hands of people who will use it with discretion.

An Office of Censorship should be recreated. Its chief should be a man of unassailable professional experience in news and should report directly to the President. His staff should be drawn from the better news brains in broadcast and the press.

Only at large, an organization is competent to reconcile the news media’s avidity for news and the government’s characteristic partiality to concealment. Byron Price, now deputy director general of UN, performed exemplary service during World War II as director of censorship, working voluntarily with press and radio without a single untoward incident.

An American newsman likes censorship. But neither does any responsible human like war or what passes for “peace” at this chaotic moment.

If censorship over government news must come, as we believe it must, it should be administered by people who understand its inherent evils as an attempt to perpetuate it or their administration beyond the limits of the present emergency.

October 1, 1951 • Page 29
KVER SOLD
SALE of KVER Albuquerque, N. M., for $80,000 to Mrs. Helen Price, Washington and Atlantic City, was reported last week. Transaction is subject to FCC approval.

Transfer applications were filed for WGAQ Gadsden, Ala.; WJHO Opelika, Ala.; KWRN Reno, Nev. FCC granted final approval to transfers of the following stations: KOLT Scottsbluff, Neb.; WREV-AM-FM Reidsville, N. C.; WHLN Hills Manage., New York, N. Y.; and others. (Details in FCC Round-up, page 111.)

KVER licensee, Westernair Inc., will sell the station to Mrs. Price and Bert Arnold, an active broadcaster. He has been with WPLA Tampa, WQAM Miami, WGR Buffalo, N. Y., and other stations. Blackburn-Hamilton Co. handled the KVER sale.

W. Curtis DeLamar, publisher of the Gadsden (Ala.) Times, filed to buy WGAQ there from General Newspapers Inc. for $46,000. He is applying through Gooss Broadcasting Co., a corporation owned 60% by him, 30% by his wife and 10% by his daughter.

Owners of WJHO Opelika, Ala., requested permission to sell one-fourth interest to Miles H. Ferguson, local business man, for $7,500 plus. Present partners are Yetta G. Samford, C. S. Shealy and Alleen M. Samford, executrix of the estate of Thomas D. Samford, Jr., deceased. The partnership does business as Opelika-Asbury Broadcasting Co.

A veteran broadcaster, Donald W. Reynolds, filed to purchase 50% interest in KFSA-AM-FM Fort Smith and KBRB Springfield, Ark. He also holds interest in TV affiliations for Tulsa, Oklahoma City, Las Vegas, Little Rock and Erie, Pa. He is part owner of KHBQ Odessa, KKNI Killeen, KE Wichita, Kan., and WIKK Erie.

Three Other Stations File for Transfer also with the Commission last week.

HAID TO WSFD
Succeeds Flanagan As Mgr.
APPOINTMENT of Allen D. Shealy, manager of WSAI Albuquerque, as manager of the company's WSPD-AM-FM-TV Detroit was announced last week. In his new post Mr. Haid succeeds E. Y. Flanagan, who died in late August. [BROADCASTING & TELECASTING, Sept. 3.]

Glen Jackson, program director of the WSPD properties, was named vice president and general manager of WMMN, the Fort Industry station at Fairmont, W. Va. J. Robert Kerns, manager of WMMN, goes to WSAI as vice president and managing director.

The changes were announced by Richard Jones, Fort Industry vice president in charge of the company's northern district. The new WSPD manager is a former manager of WMMN who moved into the WSAI management when Fort Industry acquired that station earlier this year.

Halley Speaks
RUDOLPH HALLEY, prosecutor of the former Kearns Committee and Liberal Party candidate for president of the New York City Council, will address the first luncheon meeting of the 1961-62 season of the Radio Executives Club of New York, Oct. 4, at the Waldorf-Astoria Hotel.


AD ALLOWSANCES
Proposal Preserves Power WATERED-DOWN minority proposal, which would preserve most of the administration's powers over allowable advertising costs, was contained in legislation marking time in the Senate last week.

The minority substitute was offered by Sen. Homer Capehart (R-Ind.), author of the original formula, and three GOP colleagues, and would permit the President to take a three-month drawal from the position they had taken earlier.

The new administration proposal was outlined in a report filed in the upper chamber last week. Authorities say it would restrict the number of manufacturers who could apply for price boosts under a "financial hardship" clause, and permit the President to set unrealistic ceilings for allowable advertising, selling, labor and other costs [BROADCASTING & TELECASTING, Sept. 24].

The new Capehart plan goes along with the administration pitch in these details, but sets aside exceptions which would:

(1) Permit the President through the Office of Price Stabilization to issue regulations within 60 days and mandate a complete review of all price levels.

(2) Employ a mandatory cutoff date of July 26 in allowance for sellers' increased costs in ceiling price levels.

(3) Make the manufacturer, processor, or industrial service establishment to apply for an increased price ceiling beyond July 26 if he is paying increased labor costs beyond that date.

The bill (S 2170) was reported last Monday by the Senate Banking & Currency Committee. The minority substitute (S 2155), introduced by Sen. Maynard, was also authored by Sens. John W. Bricker (R-Ohio), Everett Dirksen (R-Ill.) and Andrew F. Schoeppel (R-Kans.). The full committee earlier had adopted the administration plan, 9-4.

CBS BONUS
Add Three in Idaho
ADDITION of three new CBS radio-broadcasting affiliates in Idaho [CLOSED CIRCUITS, Sept. 17] was announced last week, effective today (Monday). They are: KID Idaho Falls, on 1560 kc with 5 kw day and 500 w night, owned by Idaho Radio Corp. with C. N. Layne as general manager; KEYY Pocatello, on 1240 kc with 250 w full-time, owned by Radio & Television Broadcasting Co. of Idaho with Clayton H. Sale as general manager, and KVKM Twin Falls, on 1450 kc with 250 w full-time, owned by Radio Sales Corp. with Arch H. Layne as general manager. KID and KEYY will be bonus to KSL, CBS radio affiliate in Salt Lake City, and KVKM will be bonus to KDSH Boise, Ida. Additions bring CBS Radio affiliates to 203.
HENNOCK POST

Hearings Resume Tomorrow

BEHIND closed doors, the Senate Judiciary Committee resumes hearings tomorrow (Tuesday) on the nomination of Frieda B. Hennoch to be a judge of the U.S. District Court, Southern District of New York.

Hearings were prolonged because of witness absence at one point, and by requests of legislative activity on the floor of the Senate.

The executive session was a departure for the committee which normally holds, such meetings, in the presence of the public and newsmen.

It consumed all day Thursday and was put over until tomorrow after two witnesses testified Friday.

According to a source close to the proceedings it was indicated that, if this material is not presented by Hennoch the proceedings would be put off for some months. Because of continued delays in committee, the proceeding has entered what is fast becoming the Senate rush to adjourn.

Chairman Pat McCarran (D-Nev.) virtually decreed secrecy on the proceedings Thursday by announcing he would not allow Miss Hennoch to the stand and that he doubted whether the transcript of the hearings would be made public.

However, it was understood that Miss Hennoch will volunteer testimony on her behalf. Sen. McCarran said the committee would permit her to testify. Miss Hennoch was present in the hearing room during the sessions. Thursday was her 47th birthday.

Witnesses for New York's legal groups led off among witnesses testifying in opposition to the nomination on grounds that Miss Hennoch lacks experience and is not qualified for a federal bench.

One who was testifying in support of Miss Hennoch's nomination thus far was John T. Cahill, RCA director and general counsel. Mr. Cahill, who is in New York's southern district, told newsmen he knew the Commissioner as a lawyer and was appearing on her behalf.

Among those who may testify are FCC Chairman Wayne Coy, Comr. Paul A. Walker and possibly Comr. Robert Jameson.

Identified as witnesses Thursday were President Whitney Seymour, Louis M. Loeb, also with law firm representing New York Times, and Leo Fennelly, all of the members of the Bar of the City of New York, and Henry Root Stern, New York County Lawyers Assn.

Appearing Friday in opposition were Howard E. Clevel- land, chairman of the American Bar Assn.'s judiciary committee, and Chester Wood of the New York State Bar Assn. Still others may be called tomorrow to argue against a new type of camera. Introdu- duced in evidence was Judge Cor- nellius Smyth's opinion deciding against Miss Hennoch.

Others said to be likely to testify in support include: Louis S. Posner, former vice chairman, New York State Mortgage Assn.; Jacob Holtz- man, member, New York State Board of Regents; and Judge Agnes Craig, New York City Municipal Court. A number of women's bar associations from the New York City area had representatives at the Capitol. They also may testify. Some women's bar groups from the area have endorsed her nomination.

It was understood that the Fed- eral Bar Assn. of New York, New Jersey and Connecticut is on record in favor of Miss Hennoch.

Earlier in the week, Miss Hen- noch received backing from Attor- ney General J. Howard McGrath who said the Dept. of Justice would support the nomination "unconditionally." He said she was "eminently qualified" for the judgeship.

The Attorney General thus added his voice to the President's, who had just announced Wednesday a conference that he was not going to withdraw the nomination he sent to the Senate June 12.

NEW SONG by Meredith Wilson, musical director of NBC Radio's "The Big Show," titled "Three Chimes of Silvery," has been proclaimed official song of NBC's 25th anniversary currently being celebrated by Charles R. Denny, executive vice president of the net- work.

BAB EFFORTS

Networks Pledge Support

STATEMENTS of officials of ABC, CBS, MBS, and NBC praising the objectives of BAB were released by the radio-promotion bureau last week on the heels of the announcement that the networks and their owned-and-operated stations have signed for membership [BROADCASTING • TELECASTING, Sept. 1].

Howard S. Meighan, president of the CBS Radio Division, said "the dominance of the essential and unique values of radio is unchanged. It is really remarkable how about these values which has shifted. Now that BAB is armed with funds and backed with the unified energies of radio broadcasters, I am convinced we will swing back to its proper perspective.

Charles R. Denny, NBC executive vice president, said "we are in accord with the aims and objects of BAB in its efforts to bring to the broadcasting industry, advertisers, agencies, and the public a complete awareness of ra- dio's economic and social values. . . . We intend to participate fully in BAB's activities, not limiting our support to financial matters."

Speaking for ABC, President Robert E. Kintner said that "ABC is happy to join BAB because of the important and significant role BAB is playing in promoting and publicizing as well as further developing radio as the nation's largest mass communi- cations medium. ABC has the strongest possible faith in the fu- ture of radio.

"A. Mutual President Frank White called it "both a privilege and an obligation for Mutual to lend its tangible support to the growing activities of BAB. . . ."

AWRT Meeting

FIRST annual meeting of New York state chapter of newly organized American Women in Radio & Television will be held at Hotel Ten Eyck, Albany, Nov. 17-18.

Two-day convention is slated to include two panel discussions, social events, and the annual banquet. Jane Barton, program director, state radio bureau, Dept. of Commerce, will serve as chairman, and Beth Lee, formerly with WPTR Albany, vice chairman of the convention committee.

October 1, 1951 • Page 31
Bill of Rights
(Continued from page 23)

hold, N. J., Judge Schettino heard William B. Novogrod, attorney for the newspaper and station, Mr. McKeen, and City Attorney Abraham Frankel, representing the city council. The court was told several councilmen had decided they had no objection to the broadcast after court action was instituted.

The court noted that the mayor and councilmen perhaps feared a sensible meeting would develop because of broadcasting, but later noted there would be no objection if the complete proceedings were broadcast. Frank L. Wilgus, WJKL news director, said the pickup installation would be simple.

Attorney Novogrod argued that the whole history of democracy is based on keeping the citizens informed and said public rights transcend all other interests. Granting of permission could cause no harm to city officials, he said, whereas lack of permission would do “irreparable damage.”

Mr. Frankel argued that because the rights of newscasts are not in question, the court should hesitate to hand down a rule. He cited decisions in which courts have held broadcasts of court proceedings are not “rights” of stations, and referred to the Kofauker crime hearings.

Judge Schettino felt the court should not dodge the question merely because it was unique. He continued that news broadcasting comes within the basic term of “press” in the federal and state constitutions.

Judge Schettino took the position that a ban on broadcasts of a public hearing would do irreparable damage to the constitutional rights of the press (Asbury Park Press). The “Kofauker” decision, he said:

On the basic human interest our country spends millions of dollars broadcasting its public affairs, its civilization, through the Voice of America to peoples who are slaves in suppressed nations.

Yet, when we have an opportunity to do the same to some of our own unenlightened local citizens we object because it is something novel or something new.

An enlightened local citizenry is the best offense against foreign, oppressive thinking and against the local, state and municipal corruption that has revealed in our country. Judge Schettino said he was not unmindful of the need to maintain decorum at public proceedings.

“It is one thing to say a mayor and council can control the mechanics of a meeting and something else to say that they have a right as public officials to exclude the

TRENDS in listener program choices were reviewed Thursday afternoon during the opening day of the NARTB District 12 meeting, held at the Broadview Hotel, Wichita. The discussion was first of the kind held during the current series of meetings.

As in five of the six meetings held prior to the District 12 session, attendance ran ahead of one year ago. Eighty-three persons registered during the opening day compared to a final registration of 80 in 1950. Total attendance for the seven meetings held thus far this year is 650, compared to 605 for the same districts a year ago.

Dr. Forrest L. Whan, U. of Wichita, conducted the session on audience preferences. Dr. Whan has been conducting audience studies for more than a decade.

TODD PRESIDES

Jack Todd, KAKE Wichita, District 12 director, presided at the Thursday-Friday meeting. The opening morning session included talks by Carl Haverlin, BMI president; Oliver Gramling, AP assistant general manager, and Col. George A. Duer, information section headquarters, Fifth Army. Robert K. Richards, NARTB public affairs director, described the new NARTB radio-TV operation and reviewed the association’s government relations program.

The famed Wichita Kiwanis Glee Club entertained the delegates at the Thursday luncheon.

Resolutions committee named by Director Todd comprised Fred L. Conger, WREN Topeka, chairman; Walter Turner, KKBW Hutchinson, and Guy Farnsworth, KCRC Enid.

Oklahoma and Kansas state associations reported to the meeting just before adjournment Thursday as NARTB started carrying out a membership suggestion that state groups take part in district meetings.

Center of attraction for this group of NARTB District 11 delegates was Alice Kavanagh, WTCN Minneapolis. Standing (l to r): Dalton LeMoussier, KDAL Duluth; Henry Hyett, WEAU Eau Claire; E. F. Fitzimonds, KFYR Bismarck; Lee L. Whitinger, KEYD Minneapolis; Burt Squire, BMI; Bill Young, Long-Worth; John Boles, KCJB Minot, N. D. Seated beside Miss Kavanagh, Ray Eppel, KORN Mitchell, S. D.

District 12

Listener Trends Feature Opening Day Talks
(District 10 Story on page 78)
Here's what the Regional Sales Director of the Wm. B. Reilly Company (Luzianne Coffee) says about WITH:

"During our recent TV-Radio promotion campaign, radio station WITH produced inquiries at a lower cost than any other media used."

There's just one good reason why: WITH delivers more buying listeners-per-dollar than any other radio or TV station in town. Let your Headley-Reed man tell you what WITH can do for you!
WOR can sell anything at less cost to more people, more often, than any other station in the United States!

WOR can sell automobiles. (Ask Austin of England, Chrysler, Dodge, Ford, General Motors, Hudson, Willys, etc.)
WOR can sell plays and pictures. (Ask RKO, Paramount, Loew’s, Twentieth Century Fox, United Artists, Universal—ask anyone in show business.)
WOR can sell beverages. (Ask Krueger, Ruppert, Schaefer, et al)
WOR can sell clothes. (Ask Bond.)
WOR can sell confections and soft drinks. (Ask Peter Paul, Breyer Ice Cream Co., Life-Savers, Pepsi-Cola, etc.)
WOR can sell food and drugs. (Ask anybody!)
WOR can sell...

...... but why go on about a station that has one of the most remarkable records in all hard-hitting media today.

WOR can sell anything

at less cost to more people,

more often, than any other station in the United States!

WOR picked up hundreds of thousands of new customers for one client for less than \( \frac{1}{2} \)-cent each! That's a fact! Ask the Hudson Pulp and Paper Co. Or call, write or bicycle over to

— that power-full station at
1440 Broadway, in New York

WOR

LOngacre 4-8000
Moreover, a number of small stations have notified him that the radio industry allocates "millions of dollars" annually in free time. The Army and Air Force, he indicated, could follow suit in this regard.

The object of Sen. O'Mahoney's continuous tirades in the past week have been the Frankie Laine show, starting on CBS next Sunday (Oct. 7); 15-minute programs featuring Don Knotts on NBC beginning Dec. 1; and the Game of the Week (football) starting Oct. 13 on ABC.

Of significance is the fact that funds for these three network shows were obligated or paid for under the budget for 1950-51 ending last June 30. A sum of $725,000 was earmarked under the old budget for the Laine show, to run for 39 weeks; $254,000 for the Stern series, scheduled to continue through the winter months; and $17,000 for the Game of the Week, for the duration of the football season.

Other Shows Named

Other programs cited by the Senator were the Roller Derby on ABC and Madison Square Garden sports events. This series has been completed.

In expressing his belief that the network programs are of "doubtful value," the Senator cited demonstrations. One demonstration was joined by Sen. Homer E. Ferguson (R-Mich.), who claimed "there is no rhyme or reason for this expenditure." Sen. O'Mahoney quoted the GXN company (Gala, Dallas, Texas), another conferee, as agreeing with him.

Conferences also are certain to scrutinize monies for newspapers ($525,000 or 26%) and magazines ($420,000 or 20%). Thus, there may be sentiment also for cutting printed media funds. Committee is expected to meet shortly.


CBF Radio carried Lus Radio Theatre's tribute to film industry last Monday with seven top films previewed.

INAUGURAL PARTY held Sept. 20 at opening of John E. Pearson Co.'s Minneapolis office included these guests (seated, 1 to 1): James Bowden, manager of office; John E. Pearson; Earl Closson, Pillsbury Mills; Willis White, Lee Burnett Co., Chicago. Steeding; George Clark, Pearson Chicago office; Loy Booth, Bruce Brewer Agency, Minneapolis; Robert Spazh, General Mills; Dewitt Jones, Lee Burnett Co.

TRUMAN AIDE

Pratt Soon to Take Telecommunications Post

FIRST inkling of concrete steps toward forming American policy on national and international frequency allocations—and particularly on possible restoration of precious spectrum space to radio-TV broadcasters—may develop at the government level later this month.

This was seen last week as Haraden Pratt, vice president of American Cable & Radio Corp., laid the groundwork in Washington for assumption of his duties as the President's telecommunications advisor.

Mr. Pratt expects to assume his responsibilities within the next fortnight. He will headquarter in the old State Dept. building, now occupied by the National Security Resources Board. Mr. Pratt will work with NSRB and the Chief Executive on international frequency problems and those entailed in the allocation as between government and civilian users.

Conference With Truman

Mr. Pratt probably will confer with Mr. Truman at the outset, once he has cleared routine matters of setting up shop. He told Broadcasting & Telecasting last week he will assume his duties within the next two weeks. He hopes to function with a small staff.

Aside from working on government-civilian frequency allocation problems and international agreements, Mr. Pratt will work with the NSRB on issues touching on Presidential authorization to assign radio frequencies to government stations without regard to FCC's licensing regulations and to take over civilian telecommunications facilities, radio and wire, for emergency purposes. These are posed in Secs. 305 and 606 of the Communications Act.
KGGM

CBS in Albuquerque

announces
the appointment of

WEED and COMPANY

NEW YORK, BOSTON, ATLANTA, DETROIT, CHICAGO, LOS ANGELES, SAN FRANCISCO

as

National Advertising Representatives

KGGM
5000 watts 610 Kc.
Albuquerque, N. M.

KVSF
1000 watts 1260 Kc.
Santa Fe, N. M.
RADIO’S HOLD

RADIO will maintain its position as a dominant mass medium of advertising regardless of development and expansion of other media, NARTB President Harold E. Fellows told a joint luncheon of the Omaha Ad Club and NARTB District 10 last Tuesday (see district meeting story page 72).

At last summer, Mr. Fellows said, 71% of the production of America’s set manufacturers devoted to building AM and FM radio sets, with factories finding demand far ahead of a year ago.

Mr. Fellows aimed several sharp comments at anti-radio elements. Citing figures showing the number of radio stations has tripled in a decade, whereas advertising expenditure of the U. S. has more than doubled in the same period, he noted that over a hundred TV stations are on the air in 67 markets. But, he insisted, radio is holding its own in TV markets and in some cases is improving its position.

COMPTON NAMED

To Davis Engineering Staff

APPOINTMENT of Robin D. Compton to the staff of George C. Davis, radio-TV consulting engineer, was announced last week. Mr. Compton is a veteran of 25 years in radio and television and will devote most of his time to TV engineering.

Mr. Compton worked for twelve years with NBC in New York, specializing in television development and operation. He also supervised planning and construction of WPEN-TV (now WCAU-TV) Philadelphia and WOIC (now WTOP-TV) Washington, D. C.

Syracuse Talk

LLOYD GEORGE VENARD, vice president and New York manager of the O. L. Taylor Co., station representative, will speak today (Monday) at a meeting of the Syracuse Advertising Club.

FRAUD CASE

C & W Files Bankruptcy

THE HOLIDAY fiasco that embarrassed radio and television stations last year and allegedly lined the pockets of Harold Cowan and Ralph Whitmore, partners in a Hollywood mail order agency, culminated last week in bankruptcy petitions.

The fabulous partners, whose gloriously described Christmas tree ornaments disappointed many listeners and didn’t even reach other $1 donors, according to evidence, went into court individually and as the firm of Cowan & Whitmore. Literally hundreds of creditors, including many radio and TV stations, were listed in the petitions.

Both men were indicted last March by a federal grand jury after they assertedly had reaped a fortune out of their holiday advertising [Broadcasting • Teletesting, March 5].

Mr. Cowan totaled liabilities at $338,826 and assets at $7,056. Mr. Whitmore’s debts totaled $329,910 against listed assets of $9,856.

Published in Broadcasting • Teletesting, October 1, 1951

Will Continue Dominant, Fellows Declares

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HOW TO WIN FRIENDS AND INFLUENCE DRUGGISTS

in the high-income Middle Atlantic market

Participate in the KYW "FEATURE DRUGS" Plan

We knew that Philadelphia's popular Hal Moore would attract thousands of listeners to the twice-a-day programs of KYW's "Feature Drugs." But we never expected such terrific response from druggists themselves! When you hear comments like these from the men behind the counter, you know they're in there pitching for the participating sponsors.

"It's a revelation to see how many people hear the program. A man I haven't seen for 20 years called in an order on the telephone."

"A neighborhood physician came in personally after hearing my store mentioned on the program."

"Even the kids in the neighborhood tell me what Hal Moore said on the program."

"About 30 people right in my neighborhood told me they heard it."

Yes, that's the kind of trade reaction you can expect when you participate in KYW's "Feature Drugs." But "reaction" is only part of the picture. You get results... in advertising, merchandising, sales. You get point-of-sale contacts, handled by a group of experienced drug merchandisers. You get pin-point promotions in hundreds of leading stores, with distribution of literature and samples where appropriate. You get regular reports on distribution, out-of-stock conditions, package visibility, shelf positions, rate of sale, competitive situations. In fact, KYW's "Feature Drugs" becomes a high-power extension of your own sales force in this important market! For availabilities and costs, check KYW or Free & Peters.

KYW

PHILADELPHIA

50,000 WATTS

NBC AFFILIATE

Westinghouse Radio Stations Inc

WBZ • WBZA • KDKA • WOWO • KEX • KYW • WBZ-TV

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

Radio — AMERICA'S GREAT ADVERTISING MEDIUM
Impact
(Continued from page 85)

get-at-places. Where the other media, requiring as they do the visual attention of the customer, are restricted to certain 'recreation rooms' in the home, radio can innumerate its auditory presence into all sorts of 'utility rooms' as well. Our findings show:

- 75% have sets in Living Rooms.
- 42% have sets in Adult Bedrooms.
- 41% have sets in Autos & Trucks.
- 33% have sets in Kitchens.
- 8% have sets in Child Bedrooms.
- 7% have sets in Dining Rooms.
- 3% have sets in Basements.
- 3% have sets in Attics.
- 1% have Portable sets.
- 1% have sets in Laboratories.
- 1% have sets on Sun Porches.

Additional sets (less than 1% of the sample in each case) were found in barns, garages, 'dens', recreation rooms and utility rooms.

Radio, of course, is always in position to compete with the other media. However, in some areas radio's "squatters rights" are exclusive. Some 66.1% of all of the 7779 radio sets found among the 3500 sample households are in automobiles, or in rooms where there are no television receivers. By the same token, 44.1% of all radio sets were found in places where newspapers and magazines are not usually read—autos, kitchens, children's bedrooms, basements, barns, garages and utility rooms.

Radio's One-Two Punch

But, even then, measurement by this proportion-of-homes-reached yardstick does not do radio full justice. In our opinion, broadcasters (and now telecasters) have too long accepted a "double standard" of circulation morality. While the publisher is allowed to justify his circulation claims in terms of the number of units actually circulated, the broadcaster must attempt to justify his circulation in terms of the number of PLACES to which his units are circulated.

For example, the writer's own case is in point. In our home, with its three AM receivers plus one auto-radio and a television receiver, we regularly receive three daily newspapers and six nationally-circulated popular magazines. Under the circulation "double standard," our household is counted as one radio-home, one television-home, three newspaper-homes and six magazine-homes. And, following the pixie logic of one weird formula proposal we would be counted a non-radio home because of the presence of a television set.

In order to bring some clarification to a circulation picture muddied by the curious logic of this double standard, we compared all four media on the basis of the publisher's criterion—the number of units actually in circulation. In other words, we wanted to know how many sets, radio and TV, are in the market, as well as how many magazines and newspapers are circulated.

And when the results were in, radio still led the pack—but by a wider margin than before. The average—units in circulation per family, for each of the media, was:

- 2.22 RADIO sets per family (1.75 in-the-home; 0.47 auto-radio).
- 2.03 nationally-circulated MAGAZINES per family (1.04 published monthly; 0.99 published weekly).
- 1.64 regularly-received NEWSPAPERS per family (1.42 published daily; 0.22 published weekly).

0.37 TV sets per family.

Ignoring, for the moment, the day-in-and-day-out availability of radio as contrasted to the restricted availability of newspapers and magazines, we find that Louisville market radio circulates a significantly greater number of units per family than does any of the competing media.

Louisville Radio-Active

To supplement what we had learned of the extent and intensity of radio's coverage of the Louisville market, we wanted to know something about the listening-habit patterns of families in this market. Particularly, we were interested in learning something about time-of-day and total-time-spent patterns. And, again, we wanted the comparable picture for each of the competing media.

We used three essentially similar series of questions to elicit the desired information relative to newspapers, television and radio. Additionally, we used a question-series specifically relating to the extent of auto-radio usage.

There is a somewhat greater usage of radio on Sundays, but weekday patterns differ little from Saturday patterns.

Adults living in homes with one or more radio sets, average:

- 275 hours of radio listening on typical WEDNESDAYS.
- 249 hours of radio listening on typical SATURDAYS.
- 334 hours of radio listening on typical SUNDAYS.

In the Louisville market, a "rural" community where the auto is a practical necessity to efficient family living, the extent to which auto-radios are used in a very important determinant of the intensity of radio circulation.

We used two questions to bring out the information we needed:

"ABOUT HOW OFTEN DO YOU, OR OTHER MEMBERS OF THE FAMILY, USE THE AUTO-RADIO WHEN DRIVING ABOUT LOCALLY ON EVERYDAY BUSINESS OR CALLS?"

"ABOUT HOW OFTEN DO YOU USE THE RADIO ON LONGER TRIPS?"

Percentages, based on replies from 1644 owners of radio-equipped cars show:

<table>
<thead>
<tr>
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<th>Short Longer</th>
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<tr>
<td>Use the car radio</td>
<td>%</td>
</tr>
<tr>
<td>&quot;... almost all of the time&quot;</td>
<td>34 42</td>
</tr>
<tr>
<td>&quot;... quite a bit of the time&quot;</td>
<td>12 19</td>
</tr>
<tr>
<td>&quot;... only part of the time&quot;</td>
<td>18 15</td>
</tr>
<tr>
<td>&quot;... seldom&quot;</td>
<td>24 15</td>
</tr>
<tr>
<td>&quot;... almost never&quot;</td>
<td>14 10</td>
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</tbody>
</table>

And by projecting our per-day averages (of the amount of time spent (Continued on page 44))

BROADCASTING • TELECASTING
Salesmaker to the Central South

The Lion Oil Company reports: "Our radio program SUNDAY DOWN SOUTH originating on WSM has established the Lion Oil Company as an important unit in the Southern states in which we operate, and through it we have gained consumer acceptance to the point that we now compete on even terms with oil companies of all sizes."

Radio Stations Everywhere But Only One...

With a talent staff of 200 top name entertainers... production facilities that originate 17 network shows each week, a loyal audience of millions that sets its dial on 650 — and leaves it there!

CLEAR CHANNEL — 50,000 WATTS

IRVING WAUGH, Commercial Manager
EDWARD PETRY, National Representative
SELL THE HEART OF VIRGINIA OVER WMBG RICHMOND,

The quickest way to get results in the South's top-ranking industrial market is through the station that sells your product with the strongest voice — WMBG, Richmond, Virginia.

WMBG's recent changes in transmitting equipment have added 84,968 families to its regular listeners. But still more important, this increase in signal strength (which approximates an increase in power up to 10,000 watts) gives WMBG the most penetrating coverage within its service area. Add top-flight NBC and local programming to this picture and you have the lion's share of one of the nation's most important markets.

This improvement in service to listeners and advertisers is typical of WMBG's leadership throughout its twenty-six year history. WMBG was the first commercial station in Virginia...the first in Richmond to broadcast daytime programs...the first to own its own buildings...the first to own a short-wave mobile unit and recording equipment...the first to use a directional antenna. It was the first station in Richmond with FM (WCOD) ...the first in the entire South to build a television station (WTVR) — the three deservedly known today as the "First Stations of Virginia".

As exclusive representatives of WMBG for the past twelve years, John Blair & Company knows how successfully this pioneer station has moved goods for scores of spot radio advertisers. Today, WMBG is better equipped than ever to do the same for you...contact your John Blair man today.

INTERIOR of WMBG transmitter building. WMBG now uses FM tower as radiator of AM signal, providing a very substantial increase in WMBG coverage of the State of Virginia.

JERRY LANE, whose popular woman's program "Home Edition", features such guest stars as Maggi McNellis.
THE JOHN BLAIR WAY
VIRGINIA'S MOST PROGRESSIVE RADIO STATION

VIRGINIA STATE CAPITOL BUILDING. Richmond holds the industrial rank of first in the South and fourteenth in the Nation, based on value of manufactured products. It is the cigarette capital of the country, the trade center of the South Atlantic region. Its unusual economic stability stems from steady and widely diversified employment in strong consumer goods industries.

WILBUR M. HAVENS, President and General Manager, WMBG (AM), WTVR (TV), WCOD (FM).

WALTER A. BOWRY JR., Assistant General Manager.

NEWTON THOMAS, emcee of "The 1380 Club" and a favorite with WMBG's big morning audiences.

CHARLIE SPEARS, mailman's burden with his "Western Request Time".

JOHN BLAIR & COMPANY specializes in radio representation exclusively. Since we are entirely removed from any other operation or function, we are able to give the stations we represent our full time and our full efforts...as specialists in selling via spot radio.

JOHN BLAIR & COMPANY REPRESENTING LEADING RADIO STATIONS

RALPH JONES, "The Timekeeper", keeps listeners tuned to news of time and weather, music.
Quizzing all Time Buyers: What do you look for when you buy Time?

You consider the MARKET

The Memphis market is certainly of prime consideration—a 2 billion dollar market that ranks first nationally in volume of wholesale sales per establishment.

You choose the station that REACHES THAT MARKET

WMC, with its 5000 watts both day and night, covers the more than 800,000 radio homes in this vast market.

You choose the station that successfully SELLS that market

and WMC has demonstrated time and again that its programs are geared to this market. Many advertisers have run continuously for 10 years.

...and last, but not least, you choose the station ACCEPTED BY THE COMMUNITY

and WMC, aware of its responsibility in the community has, since 1925, enjoyed a loyal following of thousands of listeners who have turned to WMC for information and entertainment.

because you consider ALL these things in Memphis the choice of time buyers is.

Memphis

WMCF 260 KW Simultaneously Duplicating AM Schedule

WMCT First TV Station in Memphis and the Mid-South

Owned and Operated by The Commercial Appeal

Impact

(Continued from page 40)

by adults listening to radio), we can estimate the average amount of radio-tune-in time spent by adults during a typical 7-day week. Additionally, our data allow a similar computation for newspaper-reading, so that a comparison of the media is possible.

The average adult, living in a home with at least one radio set and at least one regularly received newspaper, spends 19.5 hours-per-week listening to radio, and 6.3 hours-per-week reading newspapers.

Adult residents of the television homes in our sample spend approximately:
- 21.3 hours-per-week viewing television;
- 4.3 hours-per-week listening to radio;
- 10.2 hours-per-week reading newspapers.

However, since only 37% of the market homes were equipped for TV reception, a better comparative criterion would be the total-number-of-adult-hours spent, during some time period, listening to radio, viewing television and reading newspapers.

The 26,2 adults living in the 3,600 sample households, spend, during a typical week:
- 164,200 hours in radio listening;
- 87,600 hours in television;
- 73,200 hours in reading newspapers.

Though these are approximations (they have been rounded to the nearest 100-hours), they clearly show that significantly more adult-hours are spent listening to radio than are spent reading newspapers and televiewing combined. Though these statistics are based on a relatively small sample of the total market population, the proportions would hold (if the sample is representative) their approximate relationship for the entire population.

On the basis of 1949 BMB data (Report No. 2), there were approximately 260,500 radio homes within 60 miles of Louisville in the Spring of 1949.* Projecting our own statistics to cover the present-day total population in the area—approximately 312,700 homes — we find that there are now (June 1951) approximately 500 radio-equipped homes in the market. An increase of some 82% during the two-year period!

Admittedly, such a projection could be dangerous. While we have full confidence in the representativeness of our sample and in the projectility of the statistics we obtained in it, the BMB data—obtained, as they are, on the basis of responses to a mail-questionnaire—are of questionable validity. This limitation is especially significant when we realize that the people most likely to ignore such a questionnaire are those who do not have radio in their homes. However, duly discounting for the possibility that the 1949 BMB estimate was too low, it is clearly evident that the Louisville radio market has grown materially during the recent past. And, this increase involves the density as well as the comprehensiveness of coverage.

With its unique ability to reach customers in places and situations where the visual media cannot follow, radio will continue to hold its important place among the media available in this market. As older model cars are retired and replaced by newer models (which are usually radio-equipped), this continued expansion will probably be greatest among the auto-owning members of the population—the merchandisers' "bread and butter"! Additionally, we found an increasing number of sets in kitchens and other utility rooms (places subject to crime), where the housewife is able to continue her radio listening as she performs her every-day household chores. Clearly, radio is still "champ" in Louisville!

* Our 60-miles-of-Louisville circular survey area includes 54 Kentucky and Indiana counties, as well as the part of Illinois that lies between them, and which the data are presented in terms of "county unit.

The ncessinlly demonstrated 3,500 listeners and the radio stations, WMC, WMB, and WMCT, during the hour and a half of program time. The full-current radio lineup of WMC, WMB, and WMCT is used. Each poster is approximately $500,000, radio and television. The total cost for 1951 will run from $100,000 to $1,000,000, depending on results of opening drive.

NU-PAX CAMPAIGN

Start in N. Y. Market

ONE of the biggest advertising and merchandising campaigns ever employed to introduce a new drug product to a single market will be launched next month in New York for Nu-Pax, manufactured by Somnyp Pharmaceutical Corp. of America, N. Y., through its agency, Emil Mogul Co., N. Y. The total budget for 1952 will run from $500,000 to $1,000,000, depending on results of opening drive.

Radio and television. Heading the radio lineup will be the Humphrey Bogart-Lauren Bacall show Bold Venture, a 41TV package, starting Monday 9:30 p.m. on NBC, New York. In addition, the schedule on that station includes a quarter-hour Sunday of the Zoo and Jinx program, the three-hour House of Mouse on Saturdays; and the morning Bob and Ray show, Monday through Saturday, Skitch Henderson, afternoon, and nighttime shows Monday through Friday, plus Bill Stern across the board, Monday through Friday.

In addition Nu-Pax will participate on the following WNTB-TV shows: Date in Manhattan and the new Wayne Howell Show.

The agency is also planning to introduce a novel twist in their use of station posters to merchandise the radio and TV shows. They are preparing a series of stickers, each featuring one of the radio and TV personalities used by Nu-Pax on its radio schedule. Each poster will carry one of these stickers, so that consumers will see as many as half a dozen different ones in a single day and will get some idea of the array of talent promoting the new product.
From the NBC Spot Sales Best-seller Group

**AT LAST!**

**intimate facts**

from the Nation's Capital

**Percenters Exposed!** Spot schedules on WRC penetrate 82% of the District’s radio homes and 80% of those in four other key area cities as well. The largest magazine, by comparison, reaches only 19% of Washington’s families... the leading newspaper only 52%... and even television a potential 62%.

**Pentagonal Maze!** WRC covers the 30-county trading areas around the Capital in addition to Metropolitan Washington itself—all at one time with a single appropriation.

Get all the facts of this explosive exposé! These are only part of the story why WRC is your best media buy in your Washington—Maryland—Northern Virginia distribution area—and why all seven major market stations represented by NBC Spot Sales are the best buys in their areas. And that's only one reason why first calls just naturally are put in to NBC Spot Sales. Serving only seven key radio stations, your NBC Spot Salesman has the time to devote to your account... the knowledge, organization and research service to show what Spot can deliver for you in the nation's key markets...

via Radio, America's No. 1 mass medium

---

**Headlines and Bylines!** WRC is nation's most important news station in country's most news-conscious city; originates much of NBC's award-winning, authoritative reporting. Originates Bill Herson to the largest audience in Washington at the lowest cost-per-1000 (45¢) of any morning disc jockey.

**Hostess with the Mostest!** WRC is Washington's most popular station: largest total buy MBM weekly and daily audience in D. of C. metropolitan area day and night... largest combined audience in entire area's cities.


---

Here are the Authors of the 7 NBC Spot Best-sellers.

WNBC New York KOA Denver
WMAQ Chicago KNBC San Francisco
WTAM Cleveland WGY Schenectady-
WRC Washington Albany-Troy

Represented by

NBC SPOT SALES

New York Chicago Cleveland San Francisco Hollywood

October 1, 1951 • Page 45
TALENT PAY

Salary Board Group to Study

Problems in compensating industries will be tackled Oct. 22 by a new Talent Commission, serving as an advisory body to the Salary Stabilization Board.

Procedure for talent compensation problems will be recommended to SSB after the new committee has made a thorough study, including broadcasting and telecasting employment. The entertainment industries have many special problems in compensating artists, performers and related personnel that SSB set up the advisory committee.

First meeting of the committee was held Monday in New York. Committee chairman is Roy Hendrickson. Other members are Neal Agnew and Philip Siff.

Series of Conferences

It plans to hold a series of informal conferences. These are to draw suggested methods of carrying out the Salary Stabilization Act in the entertainment field and proposed regulations by which most salary problems would be brought under a self-administering procedure, avoiding drawn-out government red-tape.

SB's jurisdiction covers persons not represented by labor unions in their collective bargaining, dealing mainly with executives, artists and professional people. Union wage problems come under the Wage Stabilization Board.

Fifteen groups would come within the committee's jurisdiction under a proposed lineup. These would be actors; extra talent including dancers; producers and associated producers; directors and producer-directors; assistant directors; including technical directors; dance directors; writers; song writers; music and lyrics; composers; musicians; art directors; wardrobe designers; cameramen; assistant and operative camera-man; sound engineers; professional; film editors.

Under the Defense Act setting up the Economic Stabilization Administration, wages were frozen as of last Jan. 26. No raises or bonuses are allowed except as provided in a series of regulations, but many of the wage situations in the entertainment industry do not come within the regulations. Creation of the SSB Talent Committee is designed to give industry a chance to handle its own affairs.

Those desiring to submit cases or recommendations to the committee are asked to file requests in quadruplicate to Joseph D. Cooper, executive director, Salary Stabilization Board, Room 1042, Federal Security Bldg. South, Washington 25, D. C. Requests must be filed by 3 p.m. Oct. 10.

The committee's Oct. 22 informal session will be held in the Bar Assn. Bldg., 42 W. 44th St., New York.

INGENUITY PAYS

KCJB, KSJB Buy Tent

KCJB Minot and KSJB Jamestown, N. D., composing the Dakota Radio Network, solved the problem of covering two state fairs this season by purchasing a huge tent.

For the Minot fair, KCJB moved all operations from sign-on to sign-off into the tent and used the program label, KCJB Big Top Radio Theatre.

Three weeks later, KSJB used the tent for the KSJB Big Top Radio-Television Theatre to cover the Red River Valley Fair in Fargo. TV, still in the future to most Dakotans, was brought in through cooperation of DuMont Television Inc. Broadcasts from each of the fairs were fed to both stations over the DRN. Sponsor theme was an invitation by sponsors to display their products along the tent sides.

KCJB also conducted a series, Picnic Party, in a public park featuring area bands and amateur talent in addition to staff personnel. Series was sold on a participating basis to local sponsors, including a soft drink bottling firm, a savings bank and an ice cream company.

Contract to GE

Contract for extensive additional microwave equipment for military use has been awarded to General Electric Co., Dept. of Army announced Sept. 23. Equipment will be used to improve Army communications systems overseas and to provide reserve facilities in U. S.
Every Grocery Store in the KFAB area has a Cash Register

BY CARL DENNISON
DIVISION MANAGER
BOYLE MIDWAY, INC.
MANUFACTURERS OF AEROWAX

Nonsense! Maybe! But it makes sense when you learn more about those cash registers.

There are approximately 6,350 grocery store cash registers in the KFAB area. They ring up over $423,700,000 every year. A vast majority of those dollars are for sales made for KFAB advertisers. Pretty important money! And when you consider the low selling cost by using only one BIG station to help make the sales, KFAB becomes pretty important, too!

Also, Mr. Grocer is a pretty important man in the KFAB area. When you get to know him, you get to like him. You learn that he is quick to grasp new merchandising ideas, alert to new product possibilities. You start a demand for your product over KFAB and he will meet you more than half way in seeing that that demand is satisfied.

If you have a grocery item, there’s space on the grocers’ shelves for it—and the cash registers will ring up sales when you put KFAB to work helping create a demand. KFAB has one availability now that may interest you. Get in touch with FREE & PETERS or phone Harry Burke.

Represented by FREE & PETERS Inc. – General Manager, HARRY BURKE
Juster's Has 25 Years of Proof

Mr. Juster

Juster BROS., famed Minneapolis men's store, always does things in style, including its programs on KSTP there.

Ever since P. B. Juster left a small shop in Aberdeen, S. D., to invade the metropolis of the Northwest, he has thought, dreamed and sold "style."

Today Juster's is a household word far out into the rich Minnesota buying area. In national retail circles the store is widely known because of its emphasis on style.

Things weren't always so cozy, though. When "P. B.," as he is fondly called, first hit Minneapolis in 1914 he opened a store opposite the Nicollet Hotel, with Harry Browar as partner. Business boomed until 1918 when World War I struck its brutal blow.

Mr. Browar and his lawyer wanted to go into bankruptcy but Mr. Juster fought the idea and wound up by buying out his partner and nursing the store through the crisis.

As the store grew, Mr. Juster was joined by a brother and the store policy gradually changed from a tailor-made suit house to a ready-made store with emphasis on clothing for the younger man.

First venture into radio was a quarter-century ago and the Juster business may truly be said to be a radio-promoted enterprise, with principal emphasis on institutional advertising.

The initial radio excursion in 1926 was an hour show with a 20-piece band and full talent staff, all for the staggering sum of $50 per program. Today the store invests $180 in each of its quarter-hour newscasts.

That pioneer show was a variety job, with dramatic skits and live music. Later, Juster's turned to disc jockey shows and then to newscasts.

Mr. Juster had a hunch as he listened to those first news programs on behalf of his store. Soon he started broadcasting from his home, where he entertained visiting celebrities—and put them on the show. He took an active part in all the store's broadcasts, answering style questions submitted by listeners and giving commentaries on new style trends and developments in the clothing industry. These style quiz episodes developed wide audience interest, as evidenced by the large quantities of mail bringing questions for "P. B." to answer.

The main commercial approach on the broadcasts has been institutional, though Juster's direct-selling messages have been productive. The main effort is institutional because the store wants to keep hammering on its leadership as a style center, not only in the Twin Cities but in the country.

"P. B." is the authority for Juster's promotional policy as exemplified on its newscasts. He says, regarding radio:

"The pattern followed by Juster's in its radio approach has served to establish Juster Brothers

(Continued on page 50)

RADIO HAS IMPACT IN ORLANDO, FLORIDA!

250,000 LISTENERS TELEPHONE WLOF ANNUALLY!

Three of WLOF's disc-jockey shows are telephone request programs. WLOF's staff of operators take telephone calls every Saturday afternoon from 1:00 PM until 6:00 PM for the BOB KEITH SHOW. The operators accept calls every Saturday Night from 7:30 until 1:00 AM for MOONDIAL TIME. The staff takes calls on Sunday Nights from 6:00 PM until 1:00 AM for the MERRY-GO-ROUND. More than 250,000 telephone requests are accepted by the station annually.

Yes, Radio has IMPACT in Orlando and all of Central Florida!

FOR SPOT AVAILABILITIES CONTACT:
PAUL H. RAYMER COMPANY, INC.

WLOF

"FLORIDA'S SWEET MUSIC STATION"

5000 WATTS • 950 KC • MBS NETWORK
ORLANDO, FLORIDA

J. ALLEN BROWN
VICE-PRESIDENT & GENERAL MANAGER
with

YANKEE PERSONALITIES
who give you ready acceptance in New England homes.

GO YANKEE

with

THE YANKEE HOME TOWN FOOD SHOW

featuring

RUTH MUGGLEBEE
Woman's Editor Boston Record-American and Sunday Advertiser

and BILL HAHN
Yankee Radio and Television Personality

Monday thru Friday 1:15 to 1:45 p.m.

Let your Petry Man show you how inexpensive and how effective the Yankee Home Town Food Show really is . . . You'll be amazed when you see the promotion and merchandising plan behind it.

THE YANKEE NETWORK
DIVISION OF THOMAS S. LEE ENTERPRISES, INC.

21 BROOKLINE AVENUE, BOSTON 15, MASS.
Style Selling
(Continued from page 48)

coaches. Coach Beirman resigned, but plans for a new show are in the works. Last year Juster’s experimented with TV and has a visual program under discussion.

Get Tax Aid
CERTIFICATES of necessity for accelerated tax amortization on new or expanded defense plants have been announced by the Defense Production Administration following the conclusion of a 60-day moratorium on applications. Approved were these percentages of requests for writeoffs from electronics firms: Federal Telecommunication Labs, military items, 90%; RCA, military items, 75%; Standard Tool & Mfg. Co., electronics, 80%; Globe-Union Inc., electronic parts, two requests 75% each. Above cases were not subject to the general moratorium asked by Defense Mobilizer Charles E. Wilson.

245,280 HOURS

of the best in NEWS, MUSIC and SPORTS...

YOU’LL have to look among the KDKA’s and the KYW’s to find another station so long established, so much a part of community life as WEXL, Royal Oak.

So carefully has WEXL been tuned to the wants and needs and desires of this metropolitan Detroit community, that you’ll find 99% radio ownership—105.493 radio homes!

For suburban rate coverage of the “Motor City,” remember WEXL . . . Michigan’s first independent station.

ANTI-GAMBLING BILLS

WHETHER anti-gambling legislation will get through the Senate before its scheduled adjournment this month is a toss-up.

The Senate Interstate & Foreign Commerce Committee last Wednesday cleared its decks of the four bills it held hearings on in the past fortnight:

- S 1563—Would require persons engaged in dissemination of gambling information, particularly wire service information, to be licensed. Radio and television stations are exempted.

- S 1624—Prohibits broadcasting of gambling information (not merely announcements), transmission of bets or wagers by means of interstate communications, prohibit interstate transportation of gambling devices and extend criminal law against lottery information to include “gambling enterprises.”

This bill is perhaps the vague one for the broadcaster. It refers to a ban on broadcasting information of “gambling enterprises.” What the term means is unclear in the legislation. S 1563 defines “gambling information” as information concerning “horse racing or dog racing events or betting information concerning any other sporting event.”

- S 2116 (introduced by Sen. Ed C. Johnson, chairman of the Senate Interstate & Foreign Commerce Committee) —Would prohibit interstate transmission of gambling information prior to time a horse race is held but permits broadcasts or telecasts of the actual event. It would make a crime to transmit “bets or wagers, the scratches, jockey changes, weights, probable odds or changes” prior to the running.

Change By Committee

The committee amended this bill so as to prohibit violations of the wire-tapping statutes, and exempt common carriers unless local law enforcement officials say a certain facility is being used for illegal gambling.

While some legislation conceivably could pass the Senate soon, the fate of the bills in the House is more doubtful. It is expected that the House Interstate & Foreign Commerce Committee would want to hold hearings on the bills.

If Congress continues along its present pace, which has the earmarks of a lawmaking rush in the last days before adjournment, it looks like next year’s session will do the honors on anti-gambling.

Jacob B. Sparks, Pres. & Gen. Mgr. • Garnet G. Sparks, V. P. & Ch. Eng. • Gordon A. Sparks, Sec’y-Treas. & Mgr.

Page 50 • October 1, 1951
"We're from Milwaukee and we want you to see that your $ $ $ go farthest on **WEMP**"

**HIGH HOOPERS! LOWER RATE!**

**PROBLEM:** How to budget $125.00 per week in Milwaukee?

**ANSWER:** On **WEMP:**

$108 per week buys 14 - 1 Min. or 100-word Announcements for 52 weeks

5 ti. weekly in the "Coffee Club", 3.5 Hooperating

5 ti. weekly in the "1340 Club", 4.6 Hooperating

4 ti. weekly in the "Old Timers Party", 4.2 Hooperating

Total Daily—12.3 Hooperating*

Total Weekly—57.3 Hooperating

---

**ON NET STATION #1**

$122.50 Buys 5 - 100-word Announcements for 52 weeks

5 ti. weekly in the Early Morning Show, 6.6 Hooperating

Total Daily—6.6 Hooperating*

Total Weekly—33.0 Hooperating

*Note: Computation is for 100 words on Network Station #1. For 1 Min. cost would be $203.75 per week.

---

**ON NET STATION #2**

$116.20 Buys 5 - 1 Min. or 100-word Announcements for 52 weeks

5 ti. weekly in the Noonday Program, 4.8 Hooperating

Total Daily—4.8 Hooperating*

Total Weekly—24.0 Hooperating

---

For $50, $75, $100, $150 or more, you can buy

2 times the audience of Network Station #1

2½ times the audience of Network Station #2

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

**WEMP**

24 HOURS OF MUSIC, NEWS AND SPORTS

Hugh Boice, General Mgr. • Headley Reed, National Rep.
in the medium since that day.

At 36, Mr. Griggs today is sales manager of Griggs, Cooper & Co., a St. Paul food firm. His interest in radio, together with a practical business sense, is reflected in his advertising.

The food firm sponsors the Friday night Dinner at the Adams show, starring Cedric Adams, over WCCO Minneapolis-St. Paul.

Griggs, Cooper & Co. uses this weekly half-hour to sell its Home Brand Foods and Minuet Crackers.

The firm recently implemented the schedule with a Saturday night spot on which Mr. Adams voices late news to the upper Midwest.

Mr. Griggs puts the bulk of his advertising budget into radio and TV. A variety of shows is featured in key markets of the Home Brand area.

Newscasts are sponsored over KDAL Duluth, Minn., WNAX Yankton, S. D., and KFYR Bismarck, N. D.

WDAY Fargo, N. D., airs the Smiley Burnett package. A half-hour television spot at 5 p.m. Sunday over WTCN-TV Minneapolis-St. Paul features the Range Riders.

His basic advertising policy is simply to develop merchandisable advertising to help improve distribution of Griggs' products. In this, Mr. Griggs values highly his two main allies, radio and television.

Griggs, Cooper & Co. began in 1892 as a wholesale feed house. Ted Griggs is the fourth generation of his family in the business. His father, Milton W. Griggs, is president.

His ear is to the ground

“Legwork” takes many forms in establishing the facts for a Fulton Lewis Jr. news story. He keeps his ear to the ground—and the phones—to fit the pieces into an informed commentary. As Mr. Lloyd A. Brown, of the General Appliance Co., wrote to station KWWL of Waterloo, Iowa:

“The news coming out of Washington these days is of primary concern to all of us. Fulton Lewis, Jr. does an excellent commentary on this news, and the comments of our customers certainly bear this out.

“Our firm has shown a substantial increase in business over the comparable period last year since our sponsorship. We feel that this increase must be attributed, at least in part, to the program.

“We are well satisfied with the results and plan to continue our sponsorship indefinitely.”

For network prestige and a ready-made audience, investigate the locally-sponsored Fulton Lewis, Jr. program. Though currently presented on more than 370 Mutual stations by 572 advertisers, there may be an opening in your locality. Check your Mutual outlet—or the Cooperative Program Department, Mutual Broadcasting System, 1440 Broadway, NYC 18 (or Tribune Tower, Chicago, 11).
When You’re an Independent Advertiser You Make More Sales

JUST READ WHAT THESE INDEPENDENT THINKERS SAY:

“We are increasing our radio schedule with KCBC because we know that our announcements have been very effective and are most important in the promotion of our business.”

—To Radio Station KCBC Des Moines, Iowa from Marion Cole, President Elliott Furniture Company Des Moines

“. . . gratifying results our client, the Empire Building and Loan Association, is getting . . . resulting in quite a number of new accounts.”

—from Joseph W. Palmer MacGruder, Bakewell, Kornick, Inc., Advertising Denver, Colo., to Radio Station KMYR, Denver

Leading independent radio stations are today’s best buy!

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

THESE ARE THE LEADING INDEPENDENT RADIO STATIONS:

<table>
<thead>
<tr>
<th>Station</th>
<th>City</th>
<th>State</th>
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<tbody>
<tr>
<td>WCUE</td>
<td>Akron, Ohio</td>
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<td>Cleveland, Ohio</td>
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<tr>
<td>WBBW</td>
<td>Youngstown, Ohio</td>
<td>Ohio</td>
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</tbody>
</table>

They are all members of AIMS—Association of Independent Metropolitan Stations—each the outstanding independent station in a city.

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

October 1, 1951 • Page 55
The new bill seeks a clearly-defined path in the cluttered impasse. It was introduced in the House by Rep. Walt Horan (R-Wash.).

Rep. Horan’s bill (HR 5470) spells out in no uncertain terms what the use of broadcasting facilities by candidates for public office would be under the Communications Act.

It goes further than the bills introduced earlier in Congress on political broadcasts. While the bills, (S 1378) introduced by Sen. Ed C. Johnson (D-Col.), and (HR 4540) by Rep. Mike Mansfield (D-Mont.), would bring any person “authorized” by a political candidate to speak for and on his behalf under the same coverage of the Act as it pertains to the political candidate himself, the new bill is even more specific.

The Horan bill:
1. Denotes legally qualified candidates “in a primary, general or other election.”
2. Specifies that an authorization to speak in behalf of a candidate must be in writing.
3. Directs that the broadcaster would have no power to censor or alter or in any manner control the material so broadcast.

The legislation also would not make the broadcaster liable in any civil or criminal action in any local, state or federal court for the broadcast of the material.

The bill is designed to clear up such dilemmas as that created by the courts in the Felix vs. Westinghouse case [Broadcasting + Television, April 23]. In that case, the court ruled the Communications Act does not prohibit stations from censoring talks by persons who are not candidates. The Supreme Court later refused to review the lower court’s decision.

The bill would amend Sec. 315 of the Act. Pertinent parts of the bill read:

Sec. 315 (a) If any licensee shall permit any legally qualified candidate for any public office in a primary, general, or other election, or any person authorized by writing, to use a broadcasting station, such licensee shall afford equal opportunities in the use of such broadcasting station to all other such candidates for that office or to persons authorized in writing by such other candidates to speak on their behalf.

(b) The licensee shall have no power to censor, alter, or in any manner control the material broadcast by any person who is permitted to use its station in any of the cases enumerated in subsection (a) or who used such station by reason of any requirement specified in such subsection; and the licensee shall not be liable in any civil or criminal action in any local, state, or federal court because of any material in such a broadcast, except material personally uttered by the licensee or by any person under his control.

It has been pointed out in legislative quarters that subsection (b) may be subject to open fire since there are state libel laws to contend with. Thus, a conflict in law between the state, on the one hand, and the federal government on the other, would be created.

In the Felix decision, it was inferred that the broadcaster would be held responsible for the libelous utterance of a particular candidate uttered on the air.

In FCC’s famous Port Huron ruling, it was indicated the policy of equal time and “no power of censorship” would apply as well to those who spoke on behalf of candidates.

The bill was referred to the House Interstate & Foreign Commerce Committee. It is doubted whether that committee will be able to get to the Horan bill since it is deep in the McFarland bill to streamline FCC procedures, a task that should consume most of the time left before expected adjournment of Congress this month.

**HARRIS NAMED**

C-P-P Radio-TV Head

LESLIE HARRIS, NBC sales program manager for the past two years, resigns his post October 1 to become director of television and radio for the Colgate-Palmolive-Peet Co. In his new capacity Mr. Harris will be supervising $20 million worth of radio and TV shows. Among them the Colgate Comedy Hour; Howdy Doody; Miss Sue Ann; Strike It Rich; Mr. & Mrs. North and others.

Prior to his association with NBC, Mr. Harris was with Benton & Bowles, N. Y., and before that with CBS. Mr. Harris succeeded James C. Douglas who resigned as coordinator of radio and TV advertising for Colgate-Palmolive-Peet Co. to become vice president and director of radio and television for Erwin, Wasey & Co., N.Y.

**Arnold Loewy**

ARNOLD LOEWY, 73, founder of Loewy Adv. Agency, one of the oldest agencies in New York, died Tuesday at his home in Brooklyn. Mr. Loewy had been active in the firm in recent years. Surviving are his wife, Mrs. Bertha Kauffmann Loewy, two sons, Henry H., and Albert T., and a sister, Mrs. Hannah Chinger. Funeral service was held Wednesday.
COLUMBIA'S NEW 10" MICROGROOVE DISC IS REVOLUTIONIZING THE TRANSCRIPTION BUSINESS!

Setting new quality standards for the whole industry! Amazingly economical—as the typical case history shows! No wonder the popularity of Microgroove grows and grows!

HERE'S WHY . . .

- Cuts costs . . . as much as half!
- Smaller Disc . . . more program time!
- Big savings on packing and shipping costs!
- Famous Columbia Quality throughout!

Columbia Microgroove Transcription discs are available in the 12" size, too! Full 25 minutes per side—with the same all-around Microgroove advantages. Call, Phone or Write

COLUMBIA Microgroove TRANSCRIPTIONS

Los Angeles—8723 Alden Drive, Bradshaw 2-5411
New York—799 Seventh Avenue, Circle 5-7300
Chicago—410 North Michigan Avenue, Whitehall 4-6000

CASE HISTORY #4*
See How One Client Saved 44%! (13 Programs—300 Stations)

<table>
<thead>
<tr>
<th>Description</th>
<th>Old 16&quot; Transcription</th>
<th>New 10&quot; Microgroove</th>
</tr>
</thead>
<tbody>
<tr>
<td>Processing</td>
<td>$390.00</td>
<td>$260.00</td>
</tr>
<tr>
<td>Pressings</td>
<td>2,520.00</td>
<td>1,365.00</td>
</tr>
<tr>
<td>Packing</td>
<td>90.00</td>
<td>60.00</td>
</tr>
<tr>
<td>Shipping</td>
<td>294.00</td>
<td>162.00</td>
</tr>
</tbody>
</table>

$3,294.00 $1,847.00
$1,447.00 Savings per year = 44%

*Full details on request.
Markets Grow Fast, too
Norfolk Metropolitan Sales Area Population Increases 60% Since 1940

When you consider your markets for fall advertising, the Norfolk, Portsmouth, Newport News Metropolitan Sales Area is a must for any list. WTAR, WTAR-TV, or both will bring your message to every home in the area.

Population is up 60% since 1940*, making this the fastest growing market in the top 30 of the U. S. In fact, it is now 29th in the Nation in population. In Norfolk-Portsmouth total retail sales are up 8.2%, food sales up 4.5%, furniture, household, radio sales up 19.2%, automotive sales up 44.2%. In Newport News, total sales are up 14.1%, food sales up 5.5%, furniture, household, radio sales up 20.0%, automotive sales up 66.1%.*

Check any Hooper and you’ll see that WTAR is the preferred station in Norfolk, Portsmouth, and Newport News. In fact, WTAR delivers more listeners per dollar than any other station or combination.

Ask your Petry man for availabilities to cash in on this growing market.

**"The 162 Cream Markets"—J. Walter Thompson, Co.**

**Sales Management, September 1, 1951**

SCBA STORY

THE STORY of Southern California radio—"where mass and class unite in a perfect marketing marriage and radio advertising performs the ceremony"—was detailed in New York last week as the Southern California Broadcasters Assn. launched a multimarket campaign among advertisers and agencies.

SCBA Managing Director Robert J. McAndrews, who is directing the showings, emphasized that SCBA’s cooperative radio-promotion venture is one which can—and should—be emulated by sectional groups of broadcasters throughout the country for the advancement of the entire radio medium, with B&F handling the job on a national basis.

Assisted by SCBA members who will serve in shifts of one or two weeks, Mr. McAndrews planned to present the Southern California radio story to advertiser and agency representatives in New York at the rate of four presentations a day for about two weeks, following with similar showings in Philadelphia, Chicago, Minneapolis and Cincinnati.

The SCBA presentation emphasized that advertisers “get more for (their) money from radio.” In the Los Angeles metropolitan area alone, it is pointed out, “you can buy a Class A quarter-hour on all 20 AM stations for $1,574—less than a page in any one of the three leading Los Angeles dailies.”

The Southern California area consists of 11 counties with a total population of 6,157,500—representing a population increase of 57% since 1940 as against a national average of 15%. Here, it is noted, retail sales have gained 284% since 1940 as against a 200% gain over the nation as a whole.

Consists of 11 Counties

In Southern California, the study continues, the number of radio families has gained 28% since 1945, so that today radio circulation is just 1% less than everybody.” With 867,900 automobile radio owners, the study asserts, the two-county Los Angeles area has more than twice as many listeners as the nation.

The study cites figures to show that families in the Pacific time zone are spending more time with radio per day—3.87 hours, as compared to a national average of 3.70—than with television (1.45 hours), newspapers (1.23), or magazines (0.38).

Though the number of hours spent with radio per day per home is down 16.8% in the Pacific time zone, the study concludes, total hours of listening are up 6.3%.

Since only a few stations have increased their rates, therefore, “Southern California radio, on a cost-per-thousand basis, is a better buy now than ever before,” Mr. McAndrews asserted.

The presentation placed out-of-home listening in metropolitan Los Angeles as highest in the nation, estimating it adds a 20% “plus” to average in-home sets-in-use.

The study said basic Class A one-hour rates on Los Angeles local channel stations average $65 as compared to $168 in the next eight smaller markets; on regional stations, $239 as compared to $312, and on clear-channel stations, $550 as compared to $570.

Where the cost-per-thousand for a Class A full hour averages $0.83 on Los Angeles clear-channel stations and $0.41 on regional stations, a full page in the area’s largest daily is placed at $4.79 per thousand notations and in the smallest daily, at $2.83. On the highest TV station, the cost per-thousand is put at $1.85; on the lowest TV station, $0.70.

Ambest testimonial,” the presentation cited an SCBA survey, covering 23 Southern California stations, which showed 18 with January-June revenues running ahead of those for the same 1950 period by an average of 35%; three running behind by 1%, 7, and 29%, and two reporting no change.

Broadcasting • Telemcasing

WXXW POWER CUT

FCC Favors 1 kw Night

REDUCTION in nighttime power from 10 kw to 1 kw for WXXW Albany, N. Y., was proposed in an initial decision by FCC Hearing Examiner Mr. Lirvin last week. The station has been operating on 850 kc with 10 kw fulltime under FCC program test authorization. Objectionable interference with KOA Denver and WHDH Boston is the reason for the reduction. KOA and WHDH also operate on 850 kc, each with 50 kw fulltime.

The hearing examiner’s decision denied WXXW’s bid to modify its construction permit to change its directional array. The examiner felt the proposed change would not reduce the objectionable interference to KOA and WHDH. She ordered WXXW’s nighttime power reduced to 1 kw. The daytime 10 kw power was unaffected.

CONSOLIDATED net income of International Telephone and Telegraph Corp. and its subsidiaries for the six months ended June 30 amounted to $8,693,698, showing increase of $7,720,800 over corresponding period of 1950.
The rush to re-arm makes scarce metals scarcer. This affects every user of steel products in the world. Whether you operate a machine, drive an automobile, a truck, a tractor, a tank or an airplane, your life is inseparable from the struggle to maintain an open road to the essential metals of the world.

1 SOURCES OF ESSENTIAL ORES used to make the tougher alloy steels needed for jets and for all precision machines are shown on this map.

2 STRICTLY HOME-COOKED: Picture shows workman finishing new type jet engine designed to use only those materials found in the Western Hemisphere.

3 MOLECULES MAY BE TAUGHT to align themselves in proper order with smaller quantities of the traditional alloying elements needed. Picture shows start of a chemical process used to harden steel. Steel companies are rushing experiments to find substitutes for scarce metals in alloying processes.

Are you interested in knowing more about the hundreds of things that are being done to “stretch” supplies of scarce metals? We’d like you to know something of the promising new use of boron in steel making. Also the search for tungsten is interesting. For carefully prepared background material write American Iron and Steel Institute, 350 Fifth Avenue, New York 1, New York. Ask for “SCARCE METALS” reprint from Steelways Magazine.
Radio's use and popularity have increased steadily ever since commercial broadcasting started in 1920. And today, more people listen to radio than ever before in its phenomenal history. No other medium of entertainment and public service can show such astonishing growth and widespread acceptance. Evidence that radio has become an integral part of everyday life to the average American is the fact that, in addition to the millions of home radios, 17 million automobiles (47% of the total on the road today) have radios installed. The success of radio is a tribute to the faith and loyalty of the American people as listeners, as well as to the initiative and foresight of the American people as broadcasters and advertisers. The concentration of radio in the home and overall sets-in-use is so great that public acceptance of radio is virtually 100%. It is no wonder, then, that radio is America's greatest entertainment and public service medium.
and FIGURES SHOW THAT ADVERTISERS AGREE wherever you go... there's Radio!

RADIO NET TIME SALES
1949 - $425,357,133 • 1950 - $453,605,722

RADIO GROSS BILLINGS
1949 - $629,000,000 • 1950 - $676,173,000

There must be a reason for this substantial increase in radio advertising expenditures ... and there is. Advertisers and time-buyers know from experience that radio reaches more people more effectively, and at lower cost than any other medium. Consequently, they know their radio advertising delivers the sales results they want. And the consistent increase in radio billings each year since the 1930s demonstrates radio's popularity with sponsors. More than ever, radio is America's greatest advertising medium.

THE FORT INDUSTRY COMPANY
WWVA, Wheeling, W. Va. • WMMN, Fairmont, W. Va. • WSAI, Cincinnati, O.
WSPD, Toledo, O. • WAGA, Atlanta, Ga. • WGBS, Miami, Fla. • WJLB, Detroit, Mich.

National Sales Headquarters: 488 Madison Ave., New York 22, ELdorado 5-2455
Sarnoff Symbol

LAST WEEK a man of 60 observed his 45th anniversary in radio. The man is David Sarnoff. He didn't invent radio, but, next to his bosom friend, Marconi, he has more to do with its development (and the development of electronics generally) than any other individual in history.

The saga of Sarnoff—from immigrant boy to board chairman of the largest entity in electronics—has been told many times. He is one of the most publicized men in America, if not the world. At 60 he is in robust health. He keeps busy; RCA and its far-flung subsidiaries constitute the most important unit in electronics. Gen. Sarnoff is the most important individual in RCA.

At Princeton last Thursday, David Sarnoff's 48th anniversary was commemorated. The RCA and he added there was a city council “David Sarnoff Research Center.” One day it will stand as the symbol of the man most responsible for the Electronic Age.

...From Little Acorns Grow

FOR YEARS outstanding figures in public life have proclaimed that radio should be “as free as the press.” Early in his first administration, President Roosevelt called for it. President Truman followed suit. The Republicans and the Democrats, in their party platforms, have given lip-service to radio-press parity.

But there has never been a court decision to implement those expressions—not until last week.

The ruling came on the plea of a 250 w independent station in a secondary market. The issue was the right of the station (WLKJ, Ashbury Park, N. J.) to call a city council hearing on a proposed ordinance imposing a luxury tax in the resort city. The Mayor and a majority of the City Council opposed the broadcast.

For intrinsic merit and judicial substance, the decision ought just as well have involved the right of networks to broadcast public hearings of the erstwhile Kefauver Crime Committee, Superior Court Judge C. Thomas Shechetino, after observing he had no precedent to guide him, held that radio news comes within the basic meaning of the press under the U. S. Constitution; that radio news reporting should enjoy the same privileges as newspapers.

On the basic human interest, our country spends millions of dollars broadcasting its civilization, through the Voice of America to peoples who are slaves in suppressed nations. Yet when we have an opportunity to do the same to some of our unenlightened local citizens we object because it is something novel or something new. *** The greater the control imposed in public affairs, the better will our country be run by the officials who are elected or who are chosen to do the work.

In the news verbiage, we suggest to the higher courts, the Congress and the platform committees of the major parties, “please copy” Judge Schettino's opinion. And to the Ashbury Park Press, and its WLKJ, our congratulations for their courage in defending the sanctity of a free American radio—“as free as the press.”

ANAesthetized!

THE UPTER INEQUITY existing between radio's research services which mercilessly expose the medium in minute-by-minute detail and the infinitely less informative research techniques used by printed media was never more clearly than in a speech by Paul West, of the ANA.

In an effort to turn aside some of the criticism raised by the ANA's three reports on radio values, Mr. West said that his organization was “no less interested in the effect of telecasting on the advertising audiences of magazines and newspapers... than on those of radio.”

But the reason that ANA had not produced reports on those media comparable to its reports on radio, he said, was that although there was plenty of information available on radio from independent sources (i.e., Nielsen, Hooper), there was no similar data to be had for the other media.

No greater stimulation could be found than this to arouse a campaign to make advertisers demand comparable research from all competing media. Indeed it's their duty as prudent businessmen.

The kind of research toward which all radio should be moving is reported in this issue on page 25. The Kemper survey in Louisville put radio on an equal footing with other media, investigating the nature of the rating. And radio came off better than its competitors.

The longer radio permits itself to be examined in detail while other media show only their prettiest parts, the longer radio will be inviting its own destruction.

That T-L Stigma

OVER THE years, one of the most vicious practices indulged in by the FCC, unwittingly or unwittingly, has been the device of the “temporary license.” Sometimes meted out as a punitive measure, and sometimes innocently enough because a station has been “under investigation,” the temporary license has been an automatic signal for competitive stations to raid the business of the stagnatized outlet.

It is most welcome news, as reported in this last week, that the FCC plans forthwith to cut into the back-log of some 150 “temporaries” [BROADCASTING • TELECASTING, Sept. 24]. The Commission has recognized the injustices that have been out of the temporary license. Staff members, and economists, have found the long-delayed FCC functional reorganization as a retarding factor. And, as always, it's contended that personnel shortages stemming from budget limitations have contributed to inordinate delays.

The current bumper crop of “temporaries” is mainly attributable to investigations dealing with horse race broadcasts, purported anti-trust violations, or instances of insufficient effort to do about specialized FM services like functional music, transit-casting and store-casting. These, it's now reported, are near decision.

There has been an appalling lack of uniformity in the handling of temporaries. Only those stations whose licenses happen to come up for renewal while a topic is under investigation now hit the FCC “blotter.” That's the method the FCC has used from the beginning in placing the burden of proof on the station.

The immediate need is to get as many innocent stations as possible off the hook. In the process, we hope the FCC evokes a permanent solution for the temporary license problem.
Big news from New Orleans—WDSU becomes the NBC affiliate today!

L.D.S.
Respects

(Continued from page 60)

the farm trade).

An only child, he whipped around Virginia (pop. 2,000) in a Model T Ford and regretted leaving high school for nearby Eureka College because Virginia boasted twice as many girls as boys.

"When you're in high school and have a Model T, that's the most important statistic in your life," he says.

After two years at Eureka he went to the Chicago Academy of Fine Arts. Two years later he was free-lancing as a layout artist for International Harvester Co., Oscar Mayer meat products, Pine Bros. cough drops and Sara Lee salad dressing.

At the age of 22, he was "earning $300 a week but collecting $20."

That was when he aligned with the Herald-Examiner as author-artist of a cartoon strip, "The Alden Family," featuring a capricious grandpa, romantic girl and a small lad. The series ran six months, until "one of the many editors caught up with me."

He turned himself to sketching for two of the paper's weekly magazine supplements distributed to real estate and used car dealers, finally ending up as editor, writer, makeup man, circulation manager and publisher. To complete his one-man operation, Mr. French began selling advertising and handling promotion. In another move upward, he was hired as supervisor of the "boiler factory," the name given to the paper's classified ad department telephone room.

Advances With Papers

Five years of this led to duties as classified advertising manager of the Daily Oklahoman and the Oklahoma City Times, morning and evening papers published by one company.

He loved Oklahoma life—"the climate was perfect, the people the nicest I ever met." But, "I never heard a train whistle that I didn't want to leave. It was so far from every place."

He snapped up an offer as assistant classified ad manager of the New York Journal American, another Hearst paper. Two years later, when the late William Randolph Hearst ordered the Chicago Herald-Examiner to carry more classified ad lineage than any other paper in the world, Mr. French was dispatched westward to tackle the job.

In a year, with the aid of 200 salesmen, he accomplished the feat. And he then became advertising director.

The same purposefulness and daring guided his steps at WTMV. Asserting that his station was "not going to be all things to all people," he analyzed the St. Louis competition and the kind of entertainment people wanted. He noted the "home-folks" quality of the people and that every tavern in the area hired western and hillbilly musicians each weekend. His station was the first locally to program that kind of music.

Moving into sports as the WTMV audience mushroomed, he snared an exclusive St. Louis Cardinal baseball contract, with Dizzy Dean, the star pitcher announcing. He added Rogers Hornsby, who holds the all-time batting record, and Grover Cleveland Alexander, a famous pitcher, to narrate live soprascasts.

Combining his knowledge of radio and newspapers, Mr. French joined Lorenzen & Thompson at Chicago headquarters to carry out the assignment of establishing a radio department to represent stations. The firm, which maintained nine offices, previously only represented newspapers. In 1948, Mr. French joined Transit Radio as western sales manager, headquarters in Chicago.

When Transit Radio was absorbed by H-R Representatives he became a vice president. Mr. French maintains several other radio interests and is a major stockholder in WATO Oak Ridge, Tenn., which he helped put on the air. He and his wife, Chubby ("who isn't, so I can call her that"), live on the city's near north side.

They both "play at golf." Chubby has three strokes to go "before she beats me, and then I'll quit." They like to take their vacation in the winter and last year went to Havana. This year, because of business, they've been restricted to watching hula dancers on TV and scanning travel folders.

New KNEM Building

KNEM Nevada, Mo., celebrated its second birthday last month by moving into the new KNEM Bldg., located on a nearby hill at the transmitter site. William R. Redrick, KNEM general manager, drew the plans and supervised construction of the new concrete and masonry structure. The building contains complete studio, office and transmitting facilities. KNEM, owned by the Missouri Broadcasting System, operates on 1240 kc fulltime with 250 w.

SO OCTOBER 1, 1951
**NLRB RULING**

On C-P-P in Puerto Rico

A UNIT of actors, actresses and narrators employed by the branch office of the Colgate-Palmolive-Peet Co., on its four Puerto Rico radio programs is appropriate for collective bargaining purposes, the National Labor Relations Board ruled last Tuesday.

The dispute involves the union, Gremio De Prensa, Radio y Teatro de Puerto Rico, which had requested the unit. The company contended the individuals are independent contractors and not employees within the meaning of the labor-management act. Only the firm's Puerto Rican branch office is involved.

In directing an election, NLRB bracketed in the unit “nonfixed” actors, sound effects men, emcees and a disc jockey but excluded commercial announcers, recorders and other employees. Election was directed within 30 days.

The employer advertises its products in Puerto Rico, according to the board, on four daily dramatic radio programs: Fab Drama, Octopus, on the Palmolive Theatre and Colgate Theatre. Company maintains its own Radio Artists Department “to guarantee top talent,” the board explained.

Some of the actors who appear on C-P-P programs also work for other sponsors and radio stations (not identified), but are precluded from appearing on any program sponsored by a direct competitor, it was explained.

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**From where I sit by Joe Marsh**

Guess They Felt Pretty "Sheepish"

My wife and I went to Central City Saturday for the football game and it was a top-notcher. But I began to wonder if it was worth the trouble when we got in a traffic jam coming home.

Heavy traffic makes me mighty impatient. When I came to a side road that seemed to point towards the main highway, I turned onto it. This little road bumps along for maybe a mile, then fetches up short by the railroad—a dead end.

So, I turned around and darned if there weren’t twenty cars behind me! One driver had followed—figuring I knew a short cut—then a string of them swung after him, like sheep.

From where I sit, there’s no sense in just “following along.” Whether it’s choosing a road, a movie star, or what beverage to drink at mealtime, it’s always better to make your own decisions. Personally, I often like a glass of beer with my dinner, but most of all, I like the freedom of making up my own mind about it!

---

**Guinness**

A non-alcoholic beverage invented and produced by the Guinness family of Dublin, Ireland, and introduced to the United States in 1956. It is made from a blend of barley, hops, yeast and water, with the addition of a proprietary flavoring. Guinness is available in several varieties, including Guinness Extra Stout, Guinness Draught and Guinness Foreign Extra Stout.

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**Copyright, 1961, United States Brewers Foundation**

October 1, 1951 • Page 71
INVASION of free enterprise by tax-supported institutions seeking to set up commercial radio and TV stations was condemned as "unfair competition and improper use of the taxpayers' money," in a resolution adopted Tuesday by NARTB District 10, winding up its two-day meeting at the Hotel Blackstone, Omaha.

Such encroachments constitute "an attack upon freedom of the press, radio and television," the district charged. Officials of Iowa, Nebraska and Missouri are to be notified of the convention's action, as well as educators and U. S. government officials. The district called upon officials "where such invasions have occurred to provide for their seasonal termination."

As at most of the current series of district meetings, attendance ran ahead of last year—127 officially registered as compared to 121 at the district's convention a year ago.

President Harold E. Fellows, of NARTB, discussed industry problems at a question-answer session and gave a formal address on "Radio in an Expanding Economy" at a joint luncheon held Tuesday.

William B. Quarton, District 10 director, presided at sessions. On the Resolutions Committee were Joe Hartenbauer, KCNO Kansas City, chairman; Ken Gordon, KDTM Dubuque, and L. L. Hillyard, KOLT Scottsburg.

Richard F. Doherty, NARTB employee-employer relations director, discussed management yardsticks and conducted a workshop on staff and employment problems. Carl Haverlin, BMI president, and Oliver Gramling, assistant general manager of Associated Press, addressed the meeting. Mr. Gramling showed the AP news film.

Other resolutions adopted by District 10 condemned attempts to break down radio's rate structure; thanked Omaha broadcasters and Knights of Ak-Sar-Ben for hospitality; congratulated President Fellows and NARTB staff on their work; voiced appreciation of address by Don Kearney, ABC-TV New York; approved BMI clinics; lauded work of BAB; opposed Benton legislation; urged setting aside of time for state association sessions during future district meetings; endorsed administration of Director Quarton.

Richards Speaks
Robert K. Richards, NARTB public affairs director, told the delegates it was his conviction, based on NARTB studies and conferences with broadcasters, that the basic radio service must be news. He said development of sound local news coverage would lead to greater profit and prestige for stations. About 7% of station time is devoted to local news coverage, he estimated.

Mr. Kearney, speaking on spot TV programming, said the present program structure in daytime is built around feature films, home economics and interview shows, sports matinees and audience participations.

Local TV program costs could be kept within reasonable bounds, he said, by astute programming direction. In the evening on local time most program structures include sports shows, news, musical variety programs and "owl" movies, he said, with some late film periods having outstanding ratings. Mr. Kearney advised TV broadcasters to keep spot rates competitive with network rates.

Discussion at the TV panel session started with a query from W. H. Clark, KFSB Joplin, on the cost of running a TV station in a small market. Charles H. Tower, NARTB assistant employee-employer relations director, said NARTB studies indicated around a $1,000 daily minimum. He said NARTB had found in its latest TV cost study that a small group of TV stations were being operated under $200,000 a year, but not much under that figure.

Ralph Poster, KWTO Springfield, asked how long present-day cost estimates on TV would stand. He was told costs undoubtedly will increase. Owen Saddler, KMTV
On the dotted line...
NEW FACILITIES TO BETTER SERVE YOUR NEEDS

WE SPECIALIZE IN CUSTOM DESIGN TO SOLVE SPECIFIC PROBLEMS

Our NEW, modern plant, vastly expanded facilities and trained personnel are ready to go to work for you at a moment's notice. Skilled engineers are at your disposal to analyze specific problems. Expert draftsmen are on the job to design equipment geared to your particular needs in smooth, dependable broadcasting operations. Long years of experience—in both domestic and foreign markets—stand behind Continental Service. The Continental reputation for uniform high quality, superior workmanship and technical ability is your assurance of lasting satisfaction.

Look at these features of the new 5/10 KW AM Transmitter*

- For the first time in any commercial transmitter, Continental's improved high-efficiency amplifier incorporates equipment for matching the transmitter output to sharply tuned loads encountered in directional arrays.
- Exclusive of the automatic voltage regulator, the transmitter is completely self-contained, thus simplifying installation.
- Full, unobstructed view of all functional equipment is possible through the new "Transview" cabinet design and handsome vertical chassis construction. All components are forced-air ventilated.
- MAXIMUM STABILITY of tuning assured by vacuum-type capacitors in output stage.
- HUM-FREE OPERATION of control system through DC-operated relays.

*Being sold through GRAYBAR ELECTRIC COMPANY

CONTINENTAL ELECTRONICS
Manufacturing Company

NEW HOME OF CONTINENTAL ELECTRONICS MANUFACTURING COMPANY

4212 S. BUCKNER BLVD., DALLAS 10, TEXAS PHONE EVERGREEN 1137

- 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
- Arc-back indicators
CHATTANOOGA
Represented by

DPA TASK FORCE
Attacks Radio-TV Unemployment

THE GOVERNMENT is taking concrete steps to alleviate growing unemployment among the nation's mass-production electronic firms.

In recognition of the acute picture confronting home radio and TV receiver plants in New York, Philadelphia and Chicago, the Defense Production Administration has appointed a special Electronics Task Force, with a view toward channeling more defense contracts to these plants.

Edmund T. Morris, who shifted his duties from Westinghouse Electric Corp., Baltimore, Md., to the government earlier this year, was named chairman by Manly Fleischmann, DPA administrator. Mr. Morris also is chairman of the government's Electronics Task Force Board and the Electronics Product Division of the National Production Authority.

Appointment of the special group was prompted by widespread industry disruption caused by the time lag between commitment and actual placement of military orders for radio and TV equipment. Another prime factor has been repeated cutbacks in civilian goods leaving a slack in plant production and resulting in unemployment.

The task force met initially Sept. 21 under the chairmanship of Mr. Morris and faced squarely up to reports that employment in home radio and TV set plants in those cities has dropped to about 50% of pre-Korean levels.

Serving under Mr. Morris will be Benjamin Abrams, Emotion Radio and Phonograph Corp.; William H. True of the Navy; Leonard Blank, International Thompson Corp.; Frank L. Holley, National Broadcasting Co.; and Manly Fleischmann, DPA administrator.

The two labor representatives were asked to provide "accurate, current figures" on employment and production estimates for the fourth quarter beginning today (Oct. 1).

In announcing the appointment of the group, Mr. Fleischmann said it would study "the possibilities of placing additional defense work in the mass production plants of the electronics industry."

The establishment of the task force came only shortly after the Radio-Television Mfrs. Assn. agreed to set up a clearing house to aid in bringing together prime and sub contractors on defense contracts. The move was taken by RTMA's Small Business Survey Committee (Broadcasting • Telecasting, Sept. 24).

The whole scope of electronics production touching on military contracts was reviewed by the task force in its first meeting. Many items, Mr. Morris' unit concluded, are not adapted to mass production techniques now existing for home radio-TV receivers for these reasons: (1) a "high degree of engineering" is required; (2) there is the factor of fluidity of design, and a high ratio of mechanical devices incorporated into delivered equipment.

Suggested Procedures

Here are other specific recommendations laid down by the Electronics unite:

- Military procurement services should request prime contractors to place sub contracts in areas with a surplus of skilled labor and production facilities.
- Radio and television manufactur-
- ers should seek "aggressively" sub contracts, working through the armed forces regional councils.
- Defense agencies should monitor the placement of future contracts on heavily loaded prime contractors and study existing contract "loads."
- "Leader-type" contracts and pro-
- vision of suitable incentives for prime and sub contractors could be encour-
- aged.
- Production companies should be associated with design contractors from the time development contracts are placed.
- Manufacturers of electronic components should submit samples for testing by the Armed Services Electronics Standards Agency (ASESA).

NARBA CHANGES
Three Advise FCC

FCC REPORTED notice of new stations and assignment changes from three countries last week under terms of the 1941 North American Regional Broadcast Agreement.

Mexico, Canada and the Dominican Republic announced changes as follows (probable commencement dates in parenthesis):

MEXICO
XEDV Zapopan, Jalisco, new class II station, 700 kc, 500 w. daytime (Jan. 1, 1952).
XEFT, Rio Bravo, Tamaulipas, new Class II, 110 kc, 250 w. daytime (Jan. 1, 1952).
XEFT Durango, Durango, new Class IV, 1900 kc, 250 w., fulltime (Dec. 1).
XEFD Poco Rico, Veracruz, new class III-B, 1400 kc, 5 kw-d, 500 w-night (Jan. 1, 1952).
XEFT Mathuilla, San Luis Potosi, new Class IV, 1400 kc, 250 w., fulltime (Jan. 1, 1952).
XEUD Durango, Durango, SWITCHING from 1400 kc to 800 kc, 1 kw-d, 500 w-night (Dec. 1).
XEML Mexico, DIY, DELETED.

CANADA
CHBD Saskatoon, Sask., new Class II, 870 kc, 1 kw, fulltime, directional (July 1, 1952).
CKOM Saskatoon, Sask., new Class IV, 1300 kc, 250 w., fulltime, non-directional (now in operation).

DOMINICAN REPUBLIC
HTT Santiago, switching from 100 kc to 610 kc, 1 kw, fulltime, non-directional, (Nov. 1, 1952).
HSB Bella Vista (Sanctiago), switching from 811 kc to 1000 kc, 250 w., fulltime, non-directional (Nov. 1, 1952).
HJSF Santo Domingo, switching from 1210 kc to 1100 kc, 500 w., directional (Nov. 1, 1952).

CHIEF SAYS:
"Rosen-Lemon plenty great Hit and pitch for baseball team;
And with sponsor they're first-rate Selling on Chief Station beam."

INDIANS MAKE BIG HIT

Baseball stars Al Rosen and Bob Lemon are now in their fifth sponsored month as WJW DJ's. There's a buy for you, too, on this showman's station.
ELECTIONS to determine the collective bargaining representative for certain technical employees at five San Diego, Calif., stations have been ordered by the National Labor Relations Board.

Stations involved are KFMB-AM-TV (Kennedy Broadcasting Co., formerly Jack Gross Broadcasting Co.), KCBQ (Charles E. Salik), KGB (Don Lee Broadcasting System), KSDO (San Diego Broadcasting Co.) and KSON (Studebaker Broadcasting Co.).

In all cases except that of KSON, employees will choose between NABET (CIO) and IBEW (AFL), or select neither. At KSON, NABET is the sole union involved.

A consolidated hearing was held on NABET's five-station petition and affirmed by three members of the board. The elections will be held within 30 days after the date of direction, Sept. 27.

In the Don Lee case, IBEW in

WMCA SPONSORS

Add 17 New Accounts

SEVENTEEN new advertisers for both spot and announcements and programs have been signed by WMCA New York.

Included in roster are:

Dexter Motors, through Henry L. Davis Co., N. Y., to sponsor Football Rudder, featuring Notre Dame football games, plus corresponding spot announcements; Philco Radio & Phonograph Corp., sponsoring Notre Dame football series, through Sternfeld-Godley, N. Y.; Italian Swiss Colony Wines, through Honig-Cooper, San Francisco, presenting quarter-hour Football Scoreboard, following all games on WMCA. Mutual of Omaha, through Robin & Reimers, N. Y., sponsoring ten-minute segment of Ted Steel Show, Mon.-Fri., and Borden Co., through Young & Rubicam, N. Y., signs 13-week contract for nine weekly participations in same show; Caryl Richards, Permanent Wave, through Emerson-Rogers, N. Y., weekly quarter-hour.

New sponsors for Barry Gray post-midnight show include: Best Foods (Oscar Homestead salad dressings), through Benton & Bowles, N. Y.; Spain & Spain Furriers, direct; Master Yogen, through Peck Adv., N. Y.; Dexter Mutual Stars Television, through Lester Harrison, N. Y., and Show-of-the-Month Club, direct.

Spot campaigns starting this month are: RCA, through KSDO (Kedron), through Victor Vander Linde Co., 20 spots per week; Rice Brand, through Joe Mills, through Donahue & Coe, N. Y.; American Safety Razor, through BRDO; Missing Bakers, through Donahue & Coe; Florence Halbert Neckwear, direct; Lee Television, through Mar Free Adv., N. Y.

NLRO Orders Elections
At Five Outlets

Cost of Living

Prices on television sets "generally" were lower in August than during the preceding month, the Bureau of Labor Statistics reported in a cost-of-living survey issued Sept. 21. The revised index of consumer prices, however, remained about 9% above the pre-Korea period and 18% of the 1935-1939 average, reflecting no change from the record mark set last July 15. Bureau said a drop in household furnishings and food items was more than offset by boosts in rents and tangible goods.

RCA TUBES...

The standard of comparison

GOODBYE-
rectifier worries!

You are looking at two of the finest mercury-vapor rectifiers your money can buy. Both tubes have identical electrical characteristics. Both are famous for long, trouble-free service. RCA-872-A fits jumbo power tube sockets. RCA-8008 fits super-jumbo, heavy-duty sockets.

Good-by service worries, too

Your RCA Tube Distributor is set up to give you "top notch" service on broadcast tubes. For fast tube deliveries...and the latest technical data...call him. He's as near as your phone.

Radio Corporation of America

Electron Tubes
Harrison, N. J.
Raymond S. Perry, general sales manager, Federal Telephone & Radio Corp., Clifton, N. J., elected vice president and director.

Standard Rate & Data, moves executive and publishing offices to 1740 N. Ridge Ave., Evanston, Ill. Company sales office will be maintained at 202 N. Michigan Ave., Chicago, headed by J. W. Williams.

John J. Glavin, production manager Cinicolor Inc., L. A., to Five Star Productions, Hollywood (TV film commercials), as general manager. Mr. Glavin will supervise all color work in addition to handling the coordination of firm’s five production departments.

Alexis Thurn-Taxis, director CBS-TV New York, released from his contract. He has returned to Hollywood to become assistant to Louis B. Mayer, formerly MGM executive in charge of production, who recently established Beverly Hills offices.

Hal Tate, who syndicates Who’s Talking for radio and TV out of Chicago, father of boy, Martin, Sept. 12.

Wayne Oliver, field representative, western section, TV Authority, named west coast representative protein, replacing Peter Pouree, who recently resigned to join Jack Douglas Productions, TV film producers [Broadcasting * Telecasting, Sept. 16]. Other protein appointments include that of Henry Reese, member of TVA Board and AGMA executive group as field representative. Second field representative is expected to be named at a later date. All appointments become effective Oct. 1. Final approval of selections awaits decision of national board.

Terrill Southard, district manager Columbia Records Inc., named division manager in charge of greater Los Angeles, New York, New Jersey, upstate New York and New England areas. Bill O’Boyle, district manager, named division manager in charge of Middle Atlantic and Southeastern areas. Bill Neilsen, district manager, named division manager in charge of Middle West. Paul Peppin, district manager, appointed division manager in charge of West Coast, Northwest, and Southwest.

R. Russell Porter resumes directorship of department of radio at U. of Denver. Mr. Porter returns after year’s leave of absence to coordinate 25th anniversary of school’s Social Science Foundation.


Technical . . .

Howard Lepple, chief engineer WLWD (TV) Dayton, appointed TV engineering administrative assistant of Crosley Broadcasting Corp. He will coordinate technical phase of three TV stations (WLWD, WLWC Columbus, and WLWT Cincinnati) and all TV plant construction. J. M. Mac-Donald appointed assistant technical director of Crosley. Lepple will supervise AM, FM and TV activities, including Voice of America plant. Lester Sturgill replaces Mr. Lepple at WLWD. Cal Bopp, chief engineer, WLWT, to Cinecolor Mfg. Div., to work on color TV.

Harry Greleck appointed field supervisor in charge of field operations for NBC’s New York radio technical operations, succeeding Max Jacobson, who has transferred to television Technical Operations [Broadcasting * Telecasting, Sept. 24].

Dr. Peter C. Goldmark, vice president in charge of engineering research and development, CBS Labs. and inventor of the CBS color television system, was one of recipients of Color Award for 1951 from Rahr Color Clinic on last Monday’s Margaret Arlen Program on CBS-TV.

Lionel Wittenburg and Henry Sheppard, WTCN-AM-TV Minneapolis, named assistant TV studio supervisors. They will assist John M. Sheerman, WTCN-TV technical director.

Jerry Johnson, chief engineer WTVN St. Johnsbury, Vt., father of daughter, Paula Suzanne.

Donald Pike and Herman Folkerts named studio supervisors NBC TV network.

STATION BREAKS

KSTP Makes Special Offer

KSTP Minneapolis-St. Paul announced last week that effective immediately it is offering non-guaranteed-time station breaks (20 seconds) with all standard contract provisions applying at 50% of the regular station break rates.

Miller C. Robertson, KSTP vice president in charge of sales, said, “This service is available in all time brackets, in any quantity or frequency desired and is definitely not ‘floating time’.”

Steve Allen Discovers Pennsylvania


Timebuyers Discover Sales Results in Western Pennsylvania’s 2nd Largest Market and Appreciate Johnstown’s First station. Ratingwise, That Is.
BOXING FEUD
KRSC Defends Action
KRSC Seattle has been threatened with legal action by promoters of the Harry Matthews-Grant Butcher middleweight bout held on the West Coast.

The dispute between the station and the promoters grew from a radio blackout called by Jimmy Fitten, matchmaker, and the two fighters' managers in an effort to boost gate receipts. KRSC, however, re-created the bout round by round from the studio. This action precipitated the threat of legal recourse.

Ted Bell, KRSC program director, declared the recreation could not have cut into gate receipts because the fight was not broadcast until after its conclusion "and we did not plug our planned coverage until 6 p.m. the night of the fight."

Mr. Bell noted the station ran free spots during the week preceding the fight, urging listeners to attend, and telling them where tickets could be obtained.

WHUM HOLIDAY
Host to N.Y. Execs.
MAKING the trip in a chartered plane, New York agency time-buyers and officials of H-R Representatives were guests of WHUM Reading Pa., at a "carnival party" in Reading fortnight ago. Hosts were Mr. and Mrs. Humboldt Greig and Mr. and Mrs. Arthur Heim of WHUM.

Among those who made the trip were:
Jayne Shannon, J. Walter Thompson Co.; Betty Powell, Geyer, Newell & Ganger; Frank Coulter, Young & Rubicam; Ruth Jones, Benton & Bowles; Murray Reynolds, Manon Inc.; Frank Daniel, Lennen & Mitchell; Helen Hartwig, Lucy Kerwin, Kemyn & Eckhardt; Don Quinn, Pedlar & Ryan; Jack Neale, Compton Inc.; Kierore Scania, BBDO; ETHEL Weider, Biow Co.; Vera Brennan, Scheideler, Beck & Werner; Dick Florhorn, Allan Lane, Jack Shuler, Johnny Deegan, Priscilla Pomeroz, and Mel Wayne, WHUM; Jean Carroll, Sullivan, Staufer, Collwell & Bays; Helen Wilbur, Doherty, Clifford & Sheinfeld; Robert Stivers, Hilton & Riggio; Frank E. Pellegrin, Frank M. Beardley, Allan Kenyon, Paul R. Weeks. H-R Representatives; Anne Small, Cecil & Freibrey; Betty Nasse, Dowd, Redfield & Johnston; Mary Dunlevy, Harry R. Cohen Inc.; Robert Reuschle, McCann-Erickson; Fred Cusick, Dancer-Fitzgerald-Sample; Tom McDermott, N. W. Ayer & Son; Lilian Selb, Foote, Cone & Belding.

Coy Prediction
ADVANCES in electronics, particularly in radio, television and facsimile, will move freight and passengers with increasing speed and safety, Chairman Wayne Coy of the FCC predicted in an address marking the 100th anniversary of the sending of the first train order by telegraph. The ceremony was held in Washington, N. Y. Chairman Coy speculated that whole yards or terminal areas might be made visible to a dispatcher by television with all activities observed by railroad executives.

NRFA POLICY
Paid Space, Free Time Plan Hit by Paige
THE chiseling fringe is back at its nibbling, judging by scattered reactions from broadcasters.

In the mountain states, Jack Paige, vice president of the 39-station Intermountain Network, blew his top when a letter arrived from National Retail Furniture Assn., Chicago. His explosion came when he read paragraphs advising retailers to buy newspaper space and solicit free radio time.

"I, for one, wonder just how long publicity organizations such as yours can expect to continue asking radio for free time while at the same time directing the attention of the retailer to the fact that his greatest medium is the newspaper," Mr. Paige wrote NRFA.

"You will be interested to know that your material has served one purpose... and that is an edict issued to all our commentators on the 39-station Intermountain Network never to use, under any consideration, any material supplied by any public relations bureau such as yours. ... Also please be assured that the furniture stores in this town who have long recognized radio as one of their finest mediums will receive complete and thorough cooperation from this station in this, as well as any other promotions. Our cooperation with them will come through their recognition and not because of your treatment."

The furniture group recommended in a 12-page home fashion brochure that newspapers will get out special sections if retailers support it, Mr. Paige said. The brochure then noted that radio stations will promote the home fashion campaign of NRFA—free.

An effort to buy station announcements at 50 cents each drew the wrath of Arthur J. Barry, president of WEOK Poughkeepsie, N. Y. Mr. Barry wrote Maurice Greenberg, of Eastern Wine Corp., New York, as follows:

In reply to your letter dated Sept. 19, requesting a schedule of 50 to 100 announcements at 50 cents each, wish to advise our maximum discount rate for one-minute spots is 50 cents. This is the rate now being paid by all our advertisers, including a competing wine advertiser.

I doubt very much if you would be willing to offer us a case of Chateau Martin wine at one-twelfth of the standard price.

ADVERTISING—merchandising offer under which sponsors may receive promotion of their grocery-store products in 250 BobHack Supermarkets in New York area has been announced by WOV New York.

Now it's here...
MODEL S5 SYSTEMATIC MAGNETIC FILM RECORDER AND REPRODUCER

The STANCIL- HOFFMAN Synchronous... Magnetic ...Sprocket Film Recorder insures for 16 mm film production ...35 mm SOUND FIDELITY plus... MAGNETIC TAPE convenience... at 16 mm PRODUCTION COSTS.

This remarkable S5 Recorder may be ordered for either 16 mm or 17.5 mm film.

The S5 Recorder is designed for either portable use (as illustrated) or rack mounting for permanent placement.

* STANCIL- HOFFMAN Synchronous equipment has been field tested and proven by extensive use throughout the world.
* Over 2160 foot film capacity, or a full hour of 16 mm recording.
* Available with both a synchronous drive motor and an interlock motor, either motor used selectively.
* The mechanical filter system uses TWO fly wheels in a balanced tight loop, providing flutterless operation.
* Complete relay control permitting remote operation from any number of positions.
* Instead of gears, uses a unique silent chain drive which requires NO maintenance.

WRITE FOR DESCRIPTIVE BROCHURE

1016 NORTH HIGHLAND AVENUE
HOLLYWOOD 38, CALIFORNIA

October 1, 1951 • Page 67
JOE LANDIS and GEORGE TIBBLES named co-producers and Mr. Landis new director for weekly AFL Jarvis Show on KLAC-TV Los Angeles. They replace JOE PARKER, producer-director, who resigned to fulfill other commitments. Mr. Tibbles is also musical director.

RAY E. BROSSEAU, guest relations NBC New York, appointed program sales coordinator WLWD (TV) Dayton.

BILL BRADLEY, WCAU Philadelphia, to KCBS San Francisco as staff announcer.

SHIRLEY HAYES, program department KPIX San Francisco, and Dick Hickman, married.

WARREN MICHAEL KELLY to WXYZ Detroit, as emcee on Staff Program.


LEON RADSIFF, staff musician KCBS, father of girl, Nickie.

JUNE MELENDY, organist KPIX San Francisco, mother of boy.


BILL REILLY, publicity director WCKY Cincinnati, father of boy.

ALE CRAWFORD replaces PEG ROTHE JACOBSON as supervisor of information and guest relations NBC Chicago.

BUDDY MORENO, singer and band-leader, to WSBM Chicago, on music staff as singer, musician and emcee.

ERNEST DE LA OSSA, director of personnel NBC, to preside at an Office Forum to be held Oct. 22 in New York on technical and scientific manpower and salary-wage stabilization, sponsored by New York Personnel Management Assn. in conjunction with National Business Show.

DON THURSTON, staff announcer-engineer WTWN St. Louis, tofulfill other commitments.

DON BAKER, announcer KNX Hollywood, and JOE ALLABOUGH, assistant director, named night supervisors for NBC.

CONNIE B. GAY, noted radio-TV hillbilly band leader, and top TV entertainers from Washington, D. C. area, visiting Armed Forces' installations in the Caribbean.

DAN TOBEY, ring announcer, appearing in that capacity on KTTV (TV) Los Angeles Wrestlers and The Ladies.

CANDY McDOWELL starts two weekly quarter-hour Musical Nightcap record program on KTSF (TV) Los Angeles.

JACK BRUCE, staff announcer WNAV Yankton, S. D., father of boy, Steven Edward.

CHARLES (Happy) HOLMES, disc jockey WBTM Danville, Va., to WAYS Charlotte, N. C. in sales capacity.

MARGARET JOHNSTON, continuity writer WCPS Tarboro, N. C., to continuity department WAYS. CHARLES KURALT, announcer WAYS, leaves station to enroll at U. of North Carolina.

WILLIAM BRENNAH, program director KTSF (TV) Hollywood, father of boy Sept. 18.

JIM JOHNSTON, WOC-TV Davenport, to announcing staff WLS Chicago. BOB SHAFER to talent staff, as singer. He was with WKNX Saginaw, Mich.

LLOYDE GAYNES, producer WTVJ (TV) Miami, called to active duty with Air Force. He will enter Air Force Officers Candidate School at Lakeland Field, Texas.

HUGH KEMP, associate editor, script division NBC radio, father of boy, Ian Fletcher, Sept. 18.

WILLIAM WHITE PARISH, assistant to president Simon & Schuster, N. Y., named supervisor of playreading for NBC.

RENEE LEASE to continuity staff WINS Indianapolis, succeeding GLORIA JOYNER, resigned.

EARL STEELE, announcing staff WDAY Minneapolis, appointed producer.

ERNEST E. STERN, copy chief publicity department ABC, named trade manager. Formerly WJZ manager, Mr. Stern succeeds Mr. Stern, as copy chief.

JANE SMITH, commentator KVVX Ventura, Calif., to KVEN same city.

BOB KING, KSOS Sioux Falls, S. D., announcing staff WNAV Yankton, S. D.

BUD STEFAN, emcee KTLA (TV) Hollywood, recovering following recent appendectomy.

CHUCK LAMBERT, music director WFGF Kalama, Wash., appointed GSAJ music director and special events man.

MILT BERKOWITZ, news and sports editor and publicity director WONS Hartford, Conn., resigns effective Oct. 1.

JOHN ADAIR to WNAV Yankton, S. D., as newscaster.

JOSEPH BLAVIN, recent graduate Fordham U., N. Y., to WMTR Morristown, N. J., as newswoman.

BENEDICT E. HARDMAN, instructor for American Institute of the Air, Minneapolis, and CLAYTON KAUFMANN, sports editor, staff writer and editor International News Service, Dallas, appointed to news staff WCCO Minneapolis.

RICHARD OBERKIN, news director WHAS-AM-TV Louisville, returns to station after three months' leave of absence to work with UNESCO in Paris, France.

JIM LEATHERS, county extension agent of Cowley County, Kansas, appointed associate farm editor KMBZ-FRM Kansas City, Kans. He succeeds KEN PARSONS, resigned.

DEKE HOULGATE, sports columnist, starts quarter-hour weekly Poskanzer show on KHJ Los Angeles. In addition to predicting outcome of big games to be played, Mr. Houlgate will interview prominent football personalities.

BOB REYNOLDS named sports announcer and disc jockey WIBK Detroit. He was with WJAC and WDFD Flint, Mich.

JIM MABSON, morning news editor WGR Cleveland, presented scroll honoring him with life membership in Smaller Business of America Inc. for his contribution to organization.

GEORGE HAMILTON COMBS, news analyst WGNM New York, and member of New York bar, made special assistant U. S. Attorney attached to district office enforcement division of Office of Price Stabilization. He was sworn in last Tuesday by James G. Lyons, OPS regional director. Mr. Combs will, for the present, continue with his news broadcasts over WGNM, Mon.-Fri., 12:15-12:30 p.m.
Tom, KXOK St. Louis, asked Mr. Fellows what NARTB is doing about the the Assn. of National Advertisers rate battle. Mr. Fellows said NARTB has kept out of active participation but declared the affiliate’s committee is “very active.” Later a resolution was adopted which condemned groups trying to deprecate the medium.

Fellows Answers Questions

Replying to a query by George Higgins, KBMC Kansas City, about NARTB’s attitude on state broadcasters’ associations, Mr. Fellows said state groups are highly important, particularly from the legislative standpoint. He endorsed their work “enthusiastically.”

Broadcasting Bureau clinic Tuesday afternoon William B. Ryan, WBAB president, urged broadcasters to commit themselves now to NARTB membership after BAB and NARTB are completely separated next April. He indicated BAB’s budget next year will run between $350,000 and $400,000, the American Newspaper Publishers Assn. operating with a sales budget of around $1,250,000.

Members of the BAB panel were G. Pearson Ward, KTTS Springfield; Arden Swisher, KOIL Omaha; Lew Van Nostrand, WMT Cedar Rapids, and Richard W. Evans, KCMA Kansas City. Lee Hart, BAB assistant director, spoke on sales aids.

Col. George A. Duerr, Fifth Command information section headquarters, pointed to the importance of verifying facts in the case of military news.

Registration

NARTB Dist. 10—Omaha

Ackerley, Gene, KCCO Alliance; Ackerman, Gloria, KCOL; Aldridge, Mahlon, KFRO Council Bluffs; Allen, Hugh, KZL North Platte, Neb.; Allen, Hugh, Lang-Worth Feature Programs, New York; Alley, J. P., KRLD Dallas; Mason City, Iowa; Anderson, Hap, KBNB Omaha; Arkoff, Bill, KXEO Shenandoah, Iowa; Birk, Edwin W., WHB Kansas City, Mo.; Bliss, Forrest, KCIC Carroll, Iowa; Breen, Ed, KDFV Fort Dodge, Iowa; Collins, Wilbert, KFBF Omaha; Burns, Larry, KFAB Chicago; Church, Arthur B. Jr., KBMC-KFWM Kansas City, Mo.; Clark, W. H., KFBF Joplin, Mo.; Cribb, Wayne W., KWHO Hamilton, Mo.; Cunningham, R. H., KCMO Daly, John, KJDO Carthage; Davies, Leo, KBWH Kansas City, Mo.; DeMoss, Lyle, WOW Omaha; Dillon, Don, KBRT Des Moines; Dietrich, Dick, KCOM Sioux City, Iowa; Dobler, Bob, WOW Davenport, Iowa; Dr. Earl, KXEO Mexico, Mo.; Ebener, Fred, WOW; Elliott, Paul M., KNRT Evans, Ralph, WOC Davenport, Iowa; Evans, Richard W., KCMO-AM-FM; Farber, Al M., KCOG Centerville, Iowa; Ferguson, Burckett, WOAM-FM, Iowa; Fellows, H. E., NARTB, Franklin, Gene, KSCJ Sioux City, Iowa; Fogarty, Frank, WOW; Foster, Ralph D., KWTO Springfield; Fraboni, Charles R., WOC-AM-TV; Fulton, Harold, WHO Des Moines; Fry, Paul, KGBN; Gill, Jerry, AP, Omaha; G严son, K., KSIT Dubuque, Iowa; Godehard, Leon, KGBN; Gramling, Oliver, AP, New York; Hageman, Guy, Standard Radio, Chicago; Hamilton, Ray V., Blackburn, WBO; Handley, Jack, NARTB, Harrison, Austin A., KSWM Joplin, Mo.; Hass, Lee, KFBF New York; Hempel, Kenneth W., KFMM Otten, W. E., KRCO-AM-FM; Hatchett, George W., WCBS New York; Hart, William, WQAM; Hitchcock, William, WBO; Hightower, E. K., KCMO-AM-FM; Hitt, Wayne J., KJFY Webster City, Iowa; Hixson, George P., KMIC, Hillard, L. L., KOLT Scottsburg, Neb.; Hoff, Carolyn, KOIL Omaha; Hook, H. B., KGLD; Horn, E. M., KSBF Council Bluffs, Iowa; Housley, E. G., KXAS Sioux City, Iowa; Huddleston, Louis, KXOK St. Louis; Johnson, Vinton H., WHK; Kaplan, Cy, World Broadcasting System, New York, Kearney, Don L., KFDC TV Spot Sales, New York; Kendall, Leslie L., KTWW Springfield, Mo.; Kerignan, Jack, WHO, Kilmer, Ken, KBOG Oskaloosa, Iowa; Koehler, Anthony J., KJMA; LaGrand, F. J., KFQA Columbia, Mo.; Lenwell, LeRoy W., KBRL Meridian, Miss.; Lincoln, Edmund, Treasure- ury Dept.; Long, Mary, Broadcasting & Teletcasting; Lovelace, Joe, KOIL Omaha; McDonald, Francis X., WOW; Lohr, Lewis & Albertson, Washington, McKenney, L. C., KXMO McCord, J. L., KAYL Storm Lake, Iowa; Martin, Al, Broadcasting Face Inc., New York; Meier, Evans, WJAG Norfolk, Neb.; Mullins, Bob, U. S. Defense Bonds, Des Moines; Natale di Joe, KODY Neathery, Robert, KWFM West Plains, Mo.; Nevens, William J., KOIL; Olson, Ray, WOW; Parker, Kenneth, SESAC New York; Peterson, Howard O., KTVK Omaha; Poulton, Del, KFDI Roch, Meeker Assoc., Chicago; Quarto, William B., WMT Cedar Rapids, Iowa.

Six-Man Segment of NARTB District 10 Convention (Seated, 1 to 10): Harry Burke, KFAB Omaha; Arthur Church Jr. and George Higgins, KBMC Kansas City. Standing, Earl Dougherty, KXEXE Mexico, Mo., Jerry Gill, Associated Press; Bill Stubbsfield, Associated Program Service.

WQAN Switch Denied by Initial Decision

Switch to 1450 kc from 690 kc was denied WQAN Scranton, Pa., in an initial decision by FCC Hearing Examiner Hugh B. Hutchinson last week. The station had requested the switch from 1450 kc. It is now operating with 500 w daytime only on 830 kc.

The examiner concluded the proposed operation would interfere objectionably with WPAM Pots- ville, Pa., and would not cover as large an area as it now serves during the day. The proposed nighttime operation would not comply with FCC’s standards of good engineering practice, he said. The decision stated WQAN would only serve 70% of Scranton’s population at night under the proposed operation.
New Business
(Continued from page 16)

& Baker Inc., Detroit, to handle advertising. TV will be used in national campaign.

H. & L. BLOCK, S. F. (sportswear manufacturer), appoints agency to handle its advertising. MALCOLM DEWEES is account executive.

GOLDEN GATE FIELDS, Albany, Calif. (racetrack), appoints Abbott-Kimball Co. of Calif., S. F. to handle advertising. PAUL BROWN is account executive.

CIA. DE MAQUINAS ELNA DE BRAZIL names McCann-Erickson’s office at Rio de Janeiro, Brazil, to handle Brazilian advertising of Swiss sewing machine.

HAL COLLINS Co., Dallas (Bakers Hair Tonic), appoints Dallas office of Simmonds & Simmonds, to handle advertising. Radio will be used.

THIS WEEK magazine appoints Kenyon & Eckhardt, N. Y., to handle advertising.


SERVEL Inc., Evansville, Ind. (refrigerators), appoints Ruthrauff & Ryan, to handle advertising.

QUAKER OATS, Chicago, names Price, Robinson & Frank, same city, to handle advertising on its flour and macaroni products effective Jan. 1. Radio and TV are used. ROBERT EVERETT is account executive.

AUDICRAFT Inc., N. Y. (Loudspeakers), appoints Adrian Clark Adv., Long Island City, N. Y., to handle advertising.

FEDERAL DEPARTMENT STORES of Ohio appoints W. B. Doner & Co., Detroit, to handle radio and TV advertising for Cleveland stores.

NOBLE PINE PRODUCTS, Newark, N. J. (drug manufacturer) appoints R. T. O’Connell Co., N. Y., to handle advertising.


Adpeople . . .


ROBERT B. OSBURN, Toni Co., Chicago, to Lever Bros. Co., N. Y., as assistant advertising brand manager of Lux toilet soap, Lux flakes and Silver Dust.

VOA DODGES ISSUES

Rep. Hillings Charges

CHARGE that the Voice of America has failed to “meet the Russian charges head-on” and “tended to dodge issues raised by communist propaganda” was leveled last Monday by a Congressman newly returned from Europe.

Rep. Pat J. Hillings (R-Calif.) told the Young Republican Club of the District of Columbia that many Voice listeners overseas also feel they are being propagandized by the U. S. State Dept. He urged VOA officials “take steps to debunk the false charges of the Reds whenever the occasion arises.”

FAIR COVERAGE

Reported by Stations

WNAX Yankton, S. D., WHAS Louisville, Ky., WSAI Saginaw, Mich., KCRC Enid, Okla., and WGR Buffalo, N. Y., reported last week on their fair coverage and public service shows. WNAX originated 23 broadcasts from a large tent in heart of Clay County (Iowa) Fair. Station reports that an estimated 10,000 persons attended “WNAX Radio Playhouse” during Fair week.

WHAS originated many local shows from “WHAS Big Top,” tent seating about 350 people, at Kentucky State Fair. Station passed out 16-page souvenir booklets about WHAS personalities to Fairgoers. WHAS also presented entertainment while off the air during festivities. KCRC wrapped up three weeks of broadcasting public service events by placing second in parade during annual “run for land” into Cherokee Strip celebration. Station not only participated but broadcast on-the-spot coverage of event. Two previous weeks station broadcast coverage of Sooner State Dairy Show and County Fair.

WSAM aired 106 of its special “home” programs from specially built “radio home” at Saginaw County Fair. Station’s exhibit was visual portion of WSAM’s week long “radio special edition” observing National Home Week which fell during same dates as Fair. Door panels carried NBC identification, house number was station’s frequency, 1400, and lamp post carried street sign reading “Radio Home Blvd. and Kilocycle Ave.” WGR aired coverage of Erie County Fair for sixth consecutive year. Station originated large portion of local broadcasts from Fair grounds. It also serviced persons attending with public address system, paging and exhibitor commercial spots. All station talent visited fairgrounds once during event for entertaining and to autograph pictures for fans.

ARTURO TOSCANINI has returned to New York from Italy and is slated to open his broadcast season as conductor of NBC Symphony Orchestra Nov. 3.
programs promotion premiums

KID'S DAY
WTWN St. Johnsbury, Vt., as part of observance of National Kid's Day, Sept. 22, used staff of local high school students. Students appeared on shows, read commercials and were shown the typical day in a radio station.

'CRUSADE' SERIES
WRFD Worthington, Ohio, Crusade for Freedom, Sun. 3:30 p.m., series to create interest and enlist support of rural listeners to job being done by Radio Free Europe. Series created by Bob Gels, station's production manager was inspired by feature article about RFE appearing in Aug. 13 issue of Broadcasting * Telecasing. Program was introduced by Gov. Frank Lausche, who proclaimed September "Crusade for Freedom Month." Series dramatized facts gathered from RFE's operations telling how "through satire, ridicule and exposure, Radio Free Europe shows disintegration among Communist intruders and their puppets." Many local and national figures have appeared on show as guest speakers.

SWEET PROMOTION
KTUL Tulsa, sending trade and advertisers small box of hard candy. Note atop candy says "The sweetest buy in radio... KTUL Tulsa." Hard peppermint candy has call letters and CBS affiliations imprinted on it.

ROUTE 17
WVOS Liberty, N. Y., in cooperation with two local newspapers launched campaign to compel state lawmakers to pass legislation for monies to reconstruct Route 17. Highway is main artery to vacation area and is rich source of much revenue. Traffic jams have been frequent and a great many accidents have been caused by the faulty road. Station used spot announcements, public service advertisements and gave full support to printed petitions and newspaper articles. Campaign named "Stop Death on Route 17" solicited many post cards to be sent to lawmakers in Albany.

PLUGS OPENING DANCE
WDVA Danville, Va., was sole advertising medium used in promotion of local "Tobacco Market Opening Dance." Station in cooperation with several local merchants informed public of affair. WDVA reports people flocked to events, traffic jams were heavy.

CHAPEL FUNDS
TWO WLJB New York, Polish commentators, Natalie and Michael Kecki, recently turned over $2,500 in cash contributions to Carmelite Sisters of Yonkers, N. Y. It was collected so sisters could start construction of new chapel. Two commentators aired news of intention to build chapel at convent and funds started pouring in. At last report contributions were still coming.

SCORE SCOOP
KSL Salt Lake City carried first broadcast interview with new Miss America, Colleen Hutchins, on her return to Utah. Station Program Director Ted Kimball flew to Denver and boarded plane that was carrying her home. When plane landed, Mr. Kimball handed engineers 15-minute tape recording. Recording units set up at airport fed tape by direct line back to station for immediate broadcast. Preceding tape release, Announcer Paul Royall climbed through baggage door with mike and got brief interview with Miss Hutchins before she left plane.

Further ideas or samples of the promotion items mentioned on this page are available by writing to the individual companies.

Top Promotion
WIBW Topeka sending trade and advertising brochure with "snack tray" attached. Piece headed "Want to serve yourself more Kansas sales?" Inside has small green plastic "snack tray" saying "Hire WIBW to do the job for you smoothly, quickly, economically." Back page reports, "Here's proof that WIBW packs a powerful sales punch... 25 farm accounts have been on WIBW for a total of 206 years!" At bottom is list of advertisers.

Editors Series
WIBC Indianapolis, 1:30, Sun., Sept. 30, started series The Home-town Editor Speaks. Station has invited 285 Indiana newspaper editors to participate on show, discussing problems in their home communities. Program primarily designed to better acquaint Hoosiers and newcomers with state.

Tear Sheet
KCBS San Francisco sending trade and advertisers large folding tear sheet based on newspapers and trade journal coverage of its new power increase. Piece headed "KCBS made news when it pulled the big switch!" Inside was clipping and pictures taken from many magazines, metropolitan dailies and weekly newspapers from coast-to-coast.

Sales Managers
Sales managers of stations everywhere are selling home builders and allied services with HOUSING HEADLINES... a 15-minute news commentary transcribed weekly in Washington. Contains vital information on home buying, how-to-do-it tips, popular feature interviews.

The Sell
Sell is what you can do with HOUSING HEADLINES. Here is a valuable "foot-in-the-door" to the $2 billion home building industry. Many stations are selling additional spots and programs once HOUSING HEADLINES has been presented.

Home Building
Home building is one of America's biggest industries. Builders, contractors, suppliers, banks and building and loans spend vast sums yearly to reach the American public. HOUSING HEADLINES will help your station get it's share of this yearly advertising bonanza.

Market
Market-wise advertisers will recognize the tremendous potential of HOUSING HEADLINES... a radio show that attracts and maintains audience appeal. The cost is low and includes free publicity and promotion for the sponsor. Sales managers... up your station's billings...

with "Housing Headlines"
For complete information and audition disco write to...

Radio Director
National Association of Home Builders
1028 Connecticut Ave., N. W.
Washington, D. C.

October 1, 1951 • Page 75

Platter-Chatter Show
WTAG Worcester, Mass., Shirley and Pen, Mon. through Fri. 5:05 p.m., started Sept. 14, starring Shirley Meset and Pen Brown. Stars and engineers dig up old carbon Mike for show's premiere broadcast. Fun show features records and chatter.

Orson Welles Is Back!
"The Lives of Harry Lime"
52 thrill-packed half-hour stories of the fabulous rogue made famous by Orson Welles in "The Third Man." Send for audition.

Broadcasting • Telecasing
SERIES called Mystery Nightcap, to be broadcast 10-10:30 p.m. nightly, is being introduced into NBC's fall-winter program schedule as a magnet to attract a wide audience for coast-to-coast listening to NBC's late-evening programs. NBC's theory is that everybody loves mysteries and that by 10 o'clock a lot of people are tired of television and ready to listen to a good radio program.

The mystery series was described as the "real news" in NBC's fall programming plans by John K. Herbert, vice president in charge of radio sales for NBC, who on Tuesday discussed with the advertising press the network's new program structure, which he called "as aggressive a line-up as NBC has ever put out."

"We're in business to do business," Mr. Herbert declared. "We're in the cost-per-thousand race in competition with newspapers, magazines and television," he said, stating that in just to its stockholders, its affiliates and itself, NBC "can't overlook any way to get the advertiser the most for his money."

"We'll look at anything that will bring the advertiser a larger audience and the listener better programs," Mr. Herbert said. He cited the proposal that NBC sell announcements in its "chime time" as a new idea which was given thorough examination, adding that it was finally dropped as "not practicable at this time."

NARTS Denounces

When first broached to advertisers, this "chime time" plan was promptly and bitterly denounced by the National Ass'n of Radio and Television Station Representatives as an unfair and unwarranted entry by NBC into a type of advertising which properly belongs to the stations [Broadcasting Telecasting, Aug 6].

Running through NBC's evening and Sunday afternoon schedule (reproduced herewith), Mr. Herbert disclosed that 31 of the 53 half-hour periods are already sponsored and that those still unsold are priced attractively. Prices for the complete program packages range from $2,176 for The Whisperer at 5-5:30 p.m. Sundays to $8,820 for the 7-7:30 p.m. Sunday segment of The Big Show.

NBC's fall programs will be promoted with an extensive campaign of on-the-air and newspaper advertising, largest in the network's history, according to Jacob Evans, manager of the NBC radio network advertising and promotion department. Last year's campaign, he reported, had an overall value in excess of $12 million and this year's will be even larger.

Conducted cooperatively with NBC affiliated stations on a 50-50 basis, the 1951 campaign is being supported by 145 NBC stations, Mr. Evans said, including all the major market affiliates. A total of 750,000 lines of newspaper space is being used during September and October, with 6,000 lines appearing in the paper of each station's choosing. In addition to the block listings of commercial programs as part of the network's daily evening line-up, each sponsored network show will also be given a 160-line ad of its own.

The 146 cities in which the NBC newspaper ads will appear represent 87% of all major markets in the country, Mr. Evans said. "With many of the advertisements scheduled for more than one paper in these cities, I am positive that no other network can offer clients such consistent and substantial support in printed media."

Major part of the commercial program promotion will be provided by radio, Mr. Evans said, with the stars of the shows advertising them through announcements liberally spotted through NBC's chain break and sustaining program time. As an example, he pointed out that at the conclusion of each Mystery Nightcap broadcast the star of the following night's program will ask listeners to tune in his show, thus building up the 10 o'clock NBC listening habit.

The radio campaign, which began Sept. 1 and will continue through until the end of the year, includes more than 200 announcements for program sponsors each week. Two types of announcements are used: inserts of 15 to 30 seconds in NBC sustaining programs and 5-second cues immediately preceding the network identification breaks. Proof of the effectiveness of such on-the-air advertising, Mr. Evans said, was given by BARB's 1949 report that 53% of radio audiences hear about other radio programs from radio itself.

Whole campaign, Mr. Evans stated, will be used on the slogan, "People Sell Better Than Paper," which also,keynotes NBC's current trade paper advertising.

Heavy Promotion

Charles R. Denny, NBC executive vice president, pointed out that while the 10 p.m. Mystery Nightcap series is being heavily promoted by NBC, the network this fall will have fewer than at present, but that it has scheduled them chiefly in the late evening hours. It was noted that Thursday, when the Lucky Strike Hit Parade program is broadcast at 10-10:30 p.m., is the only day in the week when a mystery is not aired at this time, but that it is not necessary to have one in this Thursday spot as it is preceded by three programs of that...
AM Stations' Council Starts Fall Drive

FALL campaign of the six Rochester, N. Y., radio stations, designed to expand audiences and convince advertisers that radio is the best buy of all media, has been started under the banner of the local Radio Broadcast Management Council.

The local cooperative project has been a pioneer in the field, having been set in motion last winter [Broadcasting • Telecasting, Feb. 5]. It set up a pattern similar to that now followed by Detroit, Tulsa and other cities [Broadcasting • Telecasting, Aug. 27, Sept. 17, 24].

The autumn drive was launched in a series of civic talks by Jack Knabb, president of Jack Knabb Advertising Co. and public relations counsel for the council. Plans call for special programs at school assemblies, business organizations, clubs, PTA's and churches, with radio station tours for interested youngsters.

Executives, program managers, disc jockeys, sportscasters and other staff personnel are taking home listening surveys and one-out-of-home survey. Daily announcements over a two-week period on all stations and a 3-column-12 inch newspaper ad signed by the six stations in two dailies urged the public to welcome Pulse interviewers.

The council has named a special committee to handle all requests for free time for civil defense, Red Cross, Community Chest, Crusade for Freedom and many others. This joint effort is aided materially in getting 5,000 applications for civil defense and placing the chest over the top.

Every noon the six stations broadcast a one-minute prayer. On three occasions the stations have sent out joint promotional material to sponsors, agencies and other potential timebuyers. Every day all stations broadcast hard-hitting spots telling timebuyers to "sell it by radio" and closing with this suggestion, "Ask any radio station for sales-getting facts."

"Moo-La" Buys Your Cleansers in Wisconsin

WKOW helps you "clean up" in America's rich "Moo-La" land

Tell the story of your product where the sales potential is greatest. WKOW's powerful, concentrated coverage reaches your best customers, who want and need your product. Bossy's "Moo-La" . . . $500,000,000 worth . . . will buy a lot!

Represented by Headley-Reed Company

WKOW-CBS

1070 K.C.

WISCONSIN'S MOST POWERFUL RADIO STATION

No station in the state gives you greater coverage than WKOW, blanketing the capital and the prosperous counties in central and southern Wisconsin. That's why WKOW-CBS is Wisconsin's biggest advertising buy!
SCOTUS AGENDA

WHETHER the Supreme Court will take up the questions of newspaper ownership and transcasting may be known Oct. 8, the first "order" day after the justices resume high court sessions Oct. 1.

Both cases are before the court on requests for writs of certiorari—first on appeal by Scripps-Howard Radio, Inc. [Broadcasting • Telecasting, Sept 10, Aug. 13], the second on appeal by Washington Transit Radio Inc. (WWDC-FM), Trans-Tint Co. and the District of Columbia Public Utilities Commission [Broadcasting • Telecasting, Aug. 13, June 18, 11].

Lorain (Ohio) Journal—which is appealing a U. S. District Court conviction under the monopoly laws for refusing to accept advertising from advertisers who used WEOL Elyria, Ohio [Broadcasting • Telecasting, Jan. 8]—will be heard in oral argument by the Court during the week of Oct. 15.

In a brief filed Sept. 19, the Journal set out its case for reversal of its conviction.

Of major interest to broadcasters is one of its basic premises: That WEOL is not engaged in interstate commerce.

Journal pleasings claimed that the FCC granted a license to WEOL as a local station, covering northern Ohio. It even included photos of WEOL promotion and coverage maps to bolster that point.

Claiming that it is purely a local newspaper, the Journal denied the right of the government to convict it of a crime in interstate commerce. It did not take punitive action against national advertisers who might also have used WEOL, it pointed out.

It admitted that it did put local advertisers on the spot by refusing their advertisements if they used WEOL, but excused the practice as a matter of business survival, thusly:

The Journal's refusal to publish ads of local users of WEOL was not an attempt to monopolize interstate commerce... The Journal was not itself engaged in interstate commerce; hence it could not monopolize such commerce, particularly by local acts. Its refusal was a legitimate competitive weapon. Control of a local business situation is itself a property right; the use of such control is no more unfair than the use of price, greater efficiency, lower cost, better quality or any other selling argument which takes customers away from a business rival. The struggle for business survival is a selfish one; the Sherman Act does not extend to business a doctrinaire counsel of perfection. The right of any company to choose its customers is universally admitted and the government cannot police the use to favor and protect a so-called interstate rival.

As local ads are the chief source of revenue of a local radio station, the federal government when it licensed WEOL must have intended the latter to take away the Journal's advertising to support itself. The Journal, however, was under no duty to fall in with these plans. A federally licensed radio station is not an arm of the government; the Sherman Act should not be utilized to guarantee the survival of the so-called interstate competitor; it is not to be used as a form of subsidy or insurance. The federal license launched the radio station to succeed or fail in the market place like any other company; refusal to deal which are legal under State law are not rendered illegal merely because used against the alleged interstate rival.

Interstate Concept

Attack on the interstate concept of radio broadcasting is contained in the following excerpt from the brief:

The Journal not being engaged in interstate commerce the government must try to find it in WBOE licensed for local broadcasting only. The government showing is an artificial and synthetic one only: WEOL is heard in Michigan; it buys canned records in California; it rebroadcasts out-of-state baseball and football games; it gets United Press news by teletype. The Government also seeks to eke out an interstate showing by resort to NLRB cases in the building trades industry, involving out-of-state purchases of materials. These analogies are valueless in the present case; the point is that WEOL asked and got a license to fill a local Ohio need. Every purchase it makes in Hollywood or New York is directed to that end, to serve its hearers in Ohio. Its Ohio advertisers do not advertise to have their ads heard in Michigan or... in Pennsylvania; they get no good out of transient eyesdropping outside Ohio.
IN THIS ISSUE:

WLTW (TV) Commences
As 108th Station
Page 81

Aug. Network Gross
Shows Large Gains
Page 81

Movie Role With TV
Told TOA
Page 83

Latest Set Count
By Markets
Page 92

AVAILABLE!!

EVEN
SATURDAY NIGHT
6:30 - 7:00 PM

"THE CISCO KID"

STARRING
DUNCAN RENALDO and LEO CARRILLO
(AS CISCO)
(AS PANCHO)
Famous stars of Cisco Kid movies.

Now Washington's most popular Saturday evening local program is available for sponsorship from 6:30-7:00 P.M. on WNBW.

Highly-rated, highly-popular, highly-positive to get your sales message across where it counts!

For complete details on a top local program that will SELL for you please contact your nearest NBC Spot Sales Office or call the WNBW Sales Department at REpUBLIC 4000 TODAY!!

WNBW
Channel Four
NBC-TV IN WASHINGTON
50 K. W. of radiated power from a tower 1,059 feet high, channel 2. Check this formula with any qualified TV engineer.

...now the most powerful television station in Dixie

Thousands of square miles of territory—where no adequate television service had been provided before—now has been opened up.

Tens of thousands of prosperous Southern families—who never before enjoyed television in their homes—now have entered the WSB-TV market.

Set sales are booming. Circulation is going up at a dizzy pace.

A schedule of top-rated shows plus the proven know-how of the WSB-TV staff combine with this tremendous new power to give you a golden sales opportunity.

Call, write or wire us or your Petry man at once. WSB-TV ON PEACHTREE STREET, ATLANTA.
WLTV ON AS 108th STATION

THE 108th television station was poised to take the air yesterday (Sunday) in Atlanta, first addition to the nation's video spectrum in a year.

Sept. 30 will go down in Atlanta's history as TV moving day. These events were listed:

- WSB-TV — Switch from Channel 8 to 2, using 1,902-foot tower originally built for the former Atlanta Constitution's projected outlet, WCON-TV. Power increased to 50 kw radiated.
- WLTV — First program scheduled yesterday from former WSB-TV transmitter. New station operated by Broadcasting Inc.
- WAGA-TV—Continued operation on Channel 5 under Fort Industry Co. ownership.
- Second AT&T network link ready.

Final details for the switch of WSB-TV to Channel 2 and sale of Channel 8 transmitting facilities to Broadcasting Inc. were settled late Wednesday in Atlanta. The transfer had been approved by the FCC Aug. 9 [BROADCASTING * TELECASTING, Aug. 13].

Wilcox, Lane Sign

Signing the contract between Atlanta Newspapers Inc. (WSB) and Broadcasting Inc. were H. B. Wilcox, secretary-treasurer and a director of Atlanta Newspapers, and William T. Lane, vice president and general manager of the new station. Present at the signing for WSB-TV were J. Leonard Reinsch, in charge of the radio-TV properties of ex-Gov. James M. Cox, of Ohio, and Paul A. O'Bryan, of the law firm of Dow, Lohnes & Albertson. Mr. O'Bryan notified the FCC late Wednesday that negotiations had been officially completed.

Atlanta and a large area of the Southeast were in a state of TV animation last week as pre-transfer excitement spread rapidly.

WSB-TV began test-pattern operation Tuesday from the 1,062-foot tower with 50 kw radiated power. Using the old WCON-TV test pattern, WSB-TV called for reception reports and claimed that these reports came from all parts of an area extending more than 200 miles away from Atlanta. It asserted reliable pictures were being received in such spots as Savannah, Thomasport and other Georgia cities; Montgomery, Ala., and Greenville, S. C.

WLTV officials, under General Manager Lane, had been working weeks to get the station on the air by Sept. 30. Studios were set up in the old Constitution Bldg., where the discontinued WCON-AM-FM had headquartered.

Other key personnel at WLTV include Arch Ragan, general sales manager; Harvey J. Aderhold, technical director; Roger O. Van Duser, program director; Ann Hucheson, traffic manager; Winifred C. Brown, manager of accounting department, and Madelinn Chace Haddox, director of promotion and public relations.

WLTV is operating as a television affiliate of ABC and also plans a film network schedule, expanding to live local productions before the end of the year.

ARRANGEMENTS for representation of Broadcasting Inc.'s WLTV (TV) Atlanta, Ga., by Harrington, Righter & Prestos, television station representative, are concluded in that city. L to r: Jack Harrington, president of the station representative firm which headquarters in New York; Arch Ragan, sales director of WTLV, and William T. Lane, vice president and general manager of station.

TV network time sales are not only increasing but are doing so at an accelerated pace, according to figures released for publication today (Monday) by Publishers Information Bureau. PIB reports show the combined gross TV network time sales in August were more than five times as high as in the same month of last year, while the eight-month cumulative total for 1961 is only a little over four times the 1960 gross for the same period. While the comparison is not exactly due to the absence of DuMont figures for 1960, it appears likely that the addition of those figures would not greatly alter the picture.

Gross time sales for the previous seven months, January through July, were also tabulated by PIB.

GROSS TIME SALES

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<tr>
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GROSS TIME SALES JULY-AUGUST

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REVIEWED GROSS SALES JANUARY-JULY

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<td>DuMont</td>
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NEWS BROADCASTING TELECASTING

October 1, 1951 • Page 81
**WOW INC. SALE**

Meredith Purchase Approved

SALE of WOW-AM-TV Omaha to Meredith Publishing Co. for $2,525,000 [Broadcasting • Telecasting, Aug. 13] was approved by the FCC last week.

Grant of the purchase to the Des Moines magazine publisher (Better Homes & Gardens and Successful Homemaking) gives it 100% stock ownership of licensee Radio Station WOW Inc. Meredith also owns WHEN (TV) Syracuse and is a TV applicant for Albany and Rochester, N.Y.

The Omaha radio and TV stations were bought from Ambassador to Ireland Francis P. Matthews (ex-secretary of the Navy) and six other stockholders. The stock will be owned by Meredith Engineering Co., a subsidiary of the publishing company.

Consolidated Application

Request by Connecticut Radio Foundation Inc. for UHF frequencies for network stations. Instead of Channel 12 at Waterbury, leaves Nutmeg State Broadcasting Co. as only applicant for sole channel in that city [proposed to be UHF Channel 83 by the FCC].

Nutmeg State Broadcasting Co. was formed by WBRX, WATR and the Danbury News-Times several years ago in a consolidation of their individual applications. From Danbury newspaper is owned by James B. Lee of the Lee Hat Company, which last week asked the FCC for approval to buy WLAX on Danbury [Broadcasting • Telecasting, Sept. 24].

Withdrawal of Danbury News-Times from the triumvirate will be announced soon, it is understood. At that time, both WBRY and WATR will sever their relationship and compete with each other for the single channel in Waterbury.

Only TV application up to Thursday was for Channel 54 in New Haven, by WGEM for Channel 10. It plans to spend $394,750 for construction, $96,000 a year for operations. It is affiliated with the Quincy Herald Whig.

**WOOL-TV STAFF**

Schroeder Will Manage

WILLARD SCHROEDER, general manager of WOOD Grand Rapids, also will hold that position at WOOL-TV, which was formerly WLAV-AM Grand Rapids. Sale of the TV station to WFBM-AM-TV Indianapolis, also owner of WOOD, was approved by FCC a fortnight ago. Price was $1,382,068 [Broadcasting • Telecasting, Sept. 24].

Hy Steed, who has been general manager of the WLAV stations, continues to manage WLAV-AM.

Mr. Bitner Sr. Mr. Bitner Jr.

FM. These stations have been retained by Leonard A. Versluys.

WLAV-TV was purchased from Mr. Versluys by the Grandwood Broadcasting Co., owned entirely by WFBM Inc. Major stockholders of WFBM Inc. are Harry M. Bitner Sr., president of Grandwood, and Harry M. Bitner Jr., vice president of Grandwood and general manager of WFBM-AM-TV. They also own WEQO Evanston and are 50% of Trebit Corp., licensee of WDFD Flint, Mich.

The Bitner group announced that the present WOOD staff will assume TV responsibilities in addition to their radio duties. Employees of the former WLAV-TV who wish to move to WOOL-TV will be employed by the company wherever practicable, it was said.

**STANTON, MCAVITY**

Promoted by NBC-TV

CARL M. STANTON, director of talent and program procurement for NBC-TV, has been named director of commercial program planning for the network. It was announced last week by Frederic W. Wile Jr., vice president in charge of television production.

Expansion of NBC-TV network schedule during coming fall-winter season from early morning to late night, plus full weekend programming, requires assignment of a top executive full time in the plans area, Mr. Wile explained. Mr. Stanton's successor will be named shortly.

Thomas A. McAvity has been named to succeed Mr. Stanton as director of talent and program procurement. After familiarizing himself with NBC-TV operations in the East, he will make his headquarters in Chicago.

Recently a production supervisor with CBS, Mr. McAvity helped inaugurate the Bob Hope Show for Pepsodent and, as a free-lance producer-director, did跷orks for Corlies Archer, The Hardy Family, The Saint, The Joan Davis Show, and The Sealtest Program.

He rejoins NBC on the anniversary of his leaving it, Oct. 8.

**JAEGER TO PROCKER**

Will Be V. P.-Gen. Mgr.

ANDREW P. JAEGER, who has resigned as director of DuMont Television Network film operations, has been appointed vice president and general manager of Procker Syndications International, New York, President Paul White announced Tuesday.

Procker Syndications, planned for over a year, will handle programs for foreign and domestic distribution to TV stations and local advertisers. The new organization also will set a limited number of specialized theatrical features and transcribed series for motion picture and radio markets.

**XELD-TV Affiliates**

XELD-TV in Matamoras, Mexico, has affiliated with ABC-TV and NBC-TV to become the networks' first foreign TV member. XELD-TV is also a CBS-TV affiliate.

**HOLLYWOOD NEWS**

Screen Gems Plans Series

A MOTION picture TV news service is being offered local TV stations and advertisers by Screen Gems, embodied in a quarter-hour weekly Hollywood Newsreel which will be distributed regularly starting in November, Will Bafkin, TV sales manager, has announced. An audition print of the first film of the series, presenting views of Dean Martin and Jerry Lewis, Ethel Barrymore, Joan Crawford, Ken Murray, Jane Wyman, Roy Rogers, Edgar Bergen and other top personalities, will be sent this week to each TV station, Mr. Baflin said. He added that advertisers and agencies are being notified that these prints are available at the studio.

Screen Gems has signed a five-year contract with Erman Pesas, veteran Hollywood publicist and producer, to produce the weekly series. A new series will be launched on a new basis, the quarter-hour film flows directly to the subscribing stations from Hollywood for immediate telecasting.
MOVIES’ PLACE IN TV

SOME 800 delegates to the Theatre Owners of America convention in New York last week were admonished to expand into both the television and theatre TV fields, but to waste no worry on home “subscription” television. The admonition was contained in a report delivered Wednesday by TOA’s TV Committee Chairman Mitchell Wolfson, co-owner of the Wometco theatre chain in Florida and one of its WTJV (TV) Miami, who two days earlier was elected TOA president for the coming year.

Mr. Wolfson’s committee report hewed generally to the lines laid down in his preview for newsmen two weeks ago: that broadcast television and theplayhouses, though competitors, “can survive and prosper together”; that theatre owners generally are well qualified to, and should, ally themselves with both the broadcast TV, and that theatre television as an adjunct to regular motion pictures holds vast possibilities for expanding the public’s entertainment, educational and cultural fare [BROADCASTING • TELECASTING, Sept. 17].

But the committee wrote off subscription video as a cause for no alarm to theatre men. Mentioning Phonevision, Skiatron (“Subscriber-Vision”), and Telemetering, Mr. Wolfson said:

Notes Evidence Lack

“The Theatre services are obviously merely methods of distribution of a toll service into the home . . . There is thus far no evidence that they are commercially feasible. All the subscription schemes run into other problems.”

Among “other problems” he listed a “serious question” whether regular broadcast channels may be assigned to “this limited type of toll service,” and whether FCC would make such an assignment in any case.

“Of the foreseeable future is it clear that there will be an acute shortage of television channels in markets where any subscription television system would hold forth competitive prices,” Mr. Wolfson continued. “For that reason alone I cannot believe there is much likelihood of such a service being permitted.” That reason, together with the many other problems a toll home service would face makes it seem impossible that we need now be concerned about that type of television development.

Elected TOA president as Wolfson was seen by observers as an indication of the membership’s clear-cut interest in television, which was also evidenced in other sessions as well as in the fact that the TV report drew the largest attendance of all reports. Theatre TV especially drew the spotlight.

Harry Brandt, head of the Brandt Theatre circuit, said theatre televising is the greatest thing that has happened to the theatre since sound.

The concessions committee, headed by Harold J. Fitzgerald of the Times, recognized theatre TV’s collateral possibilities by recommending “that prior to a television event, the full house lights be on, with appropriate music, and that 20 minutes be devoted to aisle-vending in order to offset any concession loss during the evening. If the lobby price for a commodity is, for example, 22 cents, it is suggested that the aisle-vending price be 25 cents. This obviously would save time in making change, etc.”

Samuel Pinanski of Boston, retiring TOA president, extended on behalf of the “Movietime USA” committee the thanks of TOA to CBS and Lever Bros. for their Sept. 24 program hailing the movie industry. At the same time Mr. Pinanski urged theatres to use large space which is being sought nationally in newspapers, “as a means of obtaining better relations in the editorial departments of the newspapers.”

He also suggested that radio, TV and press interviews be arranged for promotion of the industry locally.

“Use the (movie) personalities on television whenever you have some who are not forbidden to appear on this medium,” he advised. In another speech Mr. Pinanski took occasion to defend theatre TV against “the loose and ill-advised statements” protesting the closed-circuiting of prize-fights to theatres. The fights, he emphasized, are private property and the promoter cannot be compelled either to give them free to the public or to sell them “to any one class of purchaser as against another.”

TOA Leads Way

Alfred Starr of Nashville, Tenn., pointed out in his keynote speech that “TOA has consistently worked for exhibitors and for the motion picture industry” in the TV field. It was TOA, he said, which “spear-headed the industry’s drive for theatre television.” TOA also has “consistently urged that television produce its own pictures separately and apart from those produced for motion picture theatres,” he added.

He also paid tribute to the work done for the industry by Cohn & Marks, Washington radio-TV law firm, and Janisky & Bailey, Washington radio-TV consulting engineering firm, as legal and engineering counsel, respectively, in connection with the pending theatre-TV case before the FCC.

Marcus Cohn of Cohn & Marks brought the convention up to date on TV legal questions following Mr. Wolfson’s presentation of.

(Continued on page 89)

FAIR TRADE PRACTICES

COLOR TV again emerged as a highlighted government-industry deliberations last week on proposed fair trade practices for the radio-TV manufacturing industry.

The setting was the second industry meeting of the Federal Trade Commission to promulgate rules for the industry. Sessions were held in Washington Wednesday through Friday. A third conference tentatively was set for later this year.

The meetings were held over the objections of the Radio-Television Manufacturers Assn., and the National Appliance and Radio Dealers Assn., both of which had requested postponements to study further a proposed FTC draft on suggested rules.

Color TV Issue

The color TV issue arose both Wednesday and Thursday, stemming from controversy over suggested recommendations governing the employment of adapters and converters.

A surprise proposal was offered by American Television Inc. which urged adoption of a rule that would, in effect, prohibit radio-TV receiver manufacturers from owning broadcast stations. There was little enthusiasm for this recommendation, promulgated as a so-called “anti-monopoly” measure aimed at the onerous ad budgets of the larger firms.

Presiding over the sessions for FTC were Paul Butz, attorney, Trade Practices Conference Bureau; Robert Marcus, Bureau of Industry Cooperation, and P. B. Morehouse, assistant director of IIC and chief of TPCB. RTMA was represented by Cohn McDaniel, RTMA president; James Secret, general manager; John W. Van Allen, general counsel, and Ray Donaldson, attorney.

In James Mead welcomed industry members, stressing, “We do not seek to impose additional restrictions on your business but only clear the air.”

Trade practice rules have proved beneficial to all industries and are bound to result in “greater confidence” in the industry, he stated.

Mr. McDaniel cited the “difficulties” under which the industry has participated and stressed the complexities of color TV in writing proposed rules. Color TV is both an economic and merchandising problem, he explained. Industry members, he added, have had only three weeks to study the proposed FTC draft and they need more time. He suggested a third conference.

Mr. Morehouse replied that with

FTC Confers Again

some 12,000 invitations out a postponement was not feasible.

Emphasizing FTC was unable to speak for its membership because of lack of deliberation, Mr. McDaniel stated there are many “comments” on the draft with “no applications to the known practices in the industry.”

Only Eight Comment

Only eight of some 320 members have commented to RTMA on the overall FTC rules, he noted.

Mr. Daniel was supported in his request for a third conference by Mort Farr, who heads the National Appliance and Radio Dealers Assn. The National Electronics Dealers Assn. also suggested sessions be deferred after reasonable discussion.

The initial proposal of American Television Inc., offered by U. S. Anabria, was a suggested “floor” on quality of sets, with particular emphasis on “fidelity and contrast.”

Mr. McDaniel promptly protested the suggestion, claiming it would set the principle of the federal government establishing standards for TV sets.

Mr. Butz doubted FTC would move into the quality field. He explained the commission is inter-

(Continued on page 89)

BROADCASTING • TELECASTING

October 1, 1951 • Page 83
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Fancy packaging by Milwaukee Educators' Committee on Television caught eyes of FCC staff. Cutout of TV screen on cover of its document stated the title of the pleading: "Milwaukee Needs Educational Television."

With the help of WTMJ-TV the Milwaukee committee said it had figured that an educational TV station could be built for $336,555— including $600,000 for a building. Operating costs were shown at $161,772 a year for programming, $7,000 for personnel (with general manager at $7,000), and $77,000 per year for equipment.

Lubcke Consultant HARRY R. LUBCKE is establishing offices as a TV consulting engineer in Hollywood. His practice will be restricted to "television engineering, planning and consultation, the facilities for television program production." Offices are at 2443 Creston Way, Hollywood 28, Calif. Telephone: Hollywood 9-8366.

MURDER CASES Video Joins Manhunt BOSTON TV stations are joining police in effort to close unsolved murder cases. WNAC-TV, in cooperation with the Massachusetts State Police, last Friday presented special live program dealing with the Aug. 31 murder of State Trooper Alje M. Savela. WGBY-TV this Friday will begin a weekly program entitled Public Prosecutor, which will review unsolved murders, Henry R. Silver, treasurer of the Cott Bottling Co., program sponsor, offers $500 to anyone who can help in any manner resulting in the arrest and conviction of any person or persons guilty of a murder telecast on the Public Prosecutor program.

WRGB (TV) Schenectady has been credited with being instrumental in the arrest of a cattleman who was convicted Sept. 12 of murdering a New York State policeman last June. WRGB telecast a picture of the getaway truck and asked viewers to notify police if they had a tip. Three days later the truck was pinning the truck or its driver. After 11 telecasts, the suspect subsequently convicted was arrested. State Police said that said the tip which aided investigation was supplied by persons who had seen the WRGB telecasts.

CBS COLORCASTS FootPackups Start CBS Television started its college football color games Saturday with 11 affiliates scheduled to carry the pickup. All but two were reporting putting the games on the air.

WTOP-TV Washington planned to broadcast its first game to the WTOP Assembly Room in the Washington Post Building. Station is 55% owned by the newspaper, WTOP owned by CBS. It had originally planned to cover the games to a recreation hall owned by the Christian Heurich Brewing Co., but network's contractual arrangements with the college and bade local sponsorship, said John S. Hayes, president and general manager of the station. WTOP-TV will broadcast in black-and-white Army-Navy-Marine-Army Service force games during that time, said [BROADCASTING • TELECASTING, Sept. 22].

WMAR-TV Baltimore on Thursday was still planning to micro wave the color games to a public place. It also intended to pick up and rebroadcast WTOP-TV's service games, station said.

Following stations were scheduled to carry the full schedule: WBCS-TV New York, WCAU-TV Philadelphia, WEEV-TV Cleveland, WJJK-TV Detroit, WHIO-TV Dayton, WBSN-TV Columbus, WKRC-TV Cincinnati.

Skyline Chicago skipped Saturday's first game, but will carry the rest. WNAC-TV Boston was set to be carried "several" but not all.

FIRST REBUTTALS FCC Receives Initial Rebuttals to oppositions came into the FCC last week, as the number of filings in the "paper" hearing procedure reached 613, with 183 filed last week.

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ALLOCTIONS

UHF TESTS

Outlined by Greig

WORTH of UHF experimental TV station requested by WHUM Reading, Pa., was described last week by Humboldt J. Greig, president and general manager.

WHUM applied for color license and $600,000 experimental TV last August, with granting being opposed last week by WEED of the same city. WEED argued that the station would be considered a means of getting around the TV freeze [BROADCASTING • TELECASTING, Sept. 24, Aug. 31].

Powers of 200 kw requested will be proved out through use of General Electric klystron tube, a prototype of which should be ready in March 1982. It will cost 30 cents an hour to operate. GE will not begin commercial production of klystrons until December 1952, then only about 12 tubes will be revealed.

Problems of getting UHF up 1,060-ft tower will be overcome by using an aluminum wave guide developed by Mr. Greig. It is long 8i'-in. in diameter, should prove 86.6% effective, Mr. Greig explained. A 6-in. coaxial cable would be only 56% effective, he said.

He said he plans to build the tower 1,600-ft summit Mt. 22 miles north of Reading. He has some state officials planning to be sections in the winter, he said, and could be on the air by late spring.

"Electric top is estimated at 71 miles, he declared. Wilmington, Del., might easily get signal, he thought, as well as Easton, Bethlehem, Wil- liamstown, York, among other communities. Rough terrain would make it a good testing ground, he said.

Transmitter cost is estimated at $145,000, tower $125,000, building $40,000, miscellaneous $200,000.

Mr. Greig said he had pledged contribution from CBS, Philco and GE. He will use color transmission, as well as black-and-white signals.
ABBOTT AND COSTELLO

the fabulous funsters with 21½ million* TV friends

and believe it or not: for nine years running they've turned up consistently

in the ten biggest Hollywood box office hits now available on

**NBC television**
### COMPARE NETWORK SHOWSHEET

**SUNDAY**

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<thead>
<tr>
<th>Time</th>
<th>ABC</th>
<th>DuMont</th>
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<td><em>Swanson</em></td>
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**MONDAY**

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<th>Time</th>
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<tr>
<td>11:00 AM</td>
<td><em>Mike &amp; Hatt</em></td>
<td><em>Color TV</em></td>
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<td>12:00 PM</td>
<td><em>C-P</em> (NWF) Strike</td>
<td><em>It Rich</em></td>
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<tr>
<td>12:15 PM</td>
<td><em>Rog's 1</em></td>
<td><em>Your Information</em></td>
<td><em>H. E. Kogo</em></td>
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<td>12:30 PM</td>
<td><em>D. James L</em></td>
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<td><em>Eve</em></td>
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<td>12:45 PM</td>
<td><em>B. F. &amp; M. Bailey's Homes</em></td>
<td><em>Your Information</em></td>
<td><em>I. E. Kogo</em></td>
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<td>1:00 PM</td>
<td><em>Premier</em></td>
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<tr>
<td>1:15 PM</td>
<td><em>Steve Allen</em></td>
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**MONDAY - FRIDAY**

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<th>Time</th>
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<td><em>The World 1s Yours</em></td>
<td><em>Color TV</em></td>
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### Time Schedule for October 1951

#### Sunday
- **CBS**
  - 6:00 PM: Estuary [Details not available]
  - 6:30 PM: Estuary [Details not available]
  - 6:45 PM: Estuary [Details not available]
  - 7:00 PM: Estuary [Details not available]
  - 7:15 PM: Estuary [Details not available]
  - 7:30 PM: Estuary [Details not available]
  - 7:45 PM: Estuary [Details not available]
  - 8:00 PM: Estuary [Details not available]
  - 8:15 PM: Estuary [Details not available]
  - 8:30 PM: Estuary [Details not available]
  - 8:45 PM: Estuary [Details not available]
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  - 9:45 PM: Estuary [Details not available]
  - 10:00 PM: Estuary [Details not available]
  - 10:15 PM: Estuary [Details not available]
  - 10:30 PM: Estuary [Details not available]
  - 10:45 PM: Estuary [Details not available]
  - 11:00 PM: Estuary [Details not available]
  - 11:15 PM: Estuary [Details not available]

#### Monday to Friday
- **CBS**
  - 12-12:30 p.m.: Corby sponsors Amichei-Langford Tues., Thurs., Citroquet on Thurs.: duPont Fri.
  - 1:30-3:30 p.m.: Th., Bride & Groom: Hudson Paper Co.
  - 3:15-3:30 p.m.: Tues., Bride & Groom: Lohn & Fink Products Corp.
  - 5:30-6 p.m.: M-F, All Around The Town.
  - 3:30-4 p.m., Th., Meet Your Cover Girl.

#### Saturday
- **CBS**
  - 5:15-5:30 p.m., Quaker Oats, M-F: Peter Paul, Th., Gabby Hayes.
  - 5:30-6 p.m., M-F, Firms listed sponsor Howdy Doody in 15 min. segments.

**Explanation:** Programs in italics, sustaining; Time, EDT. L live; F, film; K, kinescopic recording; E, Eastern network; M, Midwestern; NJ, non-interconnected stations.

**ABC**
- 12-12:30 p.m., Corby sponsors Amichei-Langford Tues., Thurs., Citroquet on Thurs.: duPont Fri.
- 1:30-3:30 p.m., Th., Bride & Groom: Hudson Paper Co.
- 3:15-3:30 p.m., Tues., Bride & Groom: Lohn & Fink Products Corp.
- 5:30-6 p.m., M-W, All Around The Town.
- 3:30-4 p.m., Th., Meet Your Cover Girl.

**NBC**
- 5:15-5:30 p.m., Quaker Oats, M-F: Peter Paul, Th., Gabby Hayes.
- 5:30-6 p.m., M-F, Firms listed sponsor Howdy Doody in 15 min. segments.

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**Color TV Program**
- 12-12:30 p.m., Corby sponsors Amichei-Langford Tues., Thurs., Citroquet on Thurs.: duPont Fri.
- 1:30-3:30 p.m., Th., Bride & Groom: Hudson Paper Co.
- 3:15-3:30 p.m., Tues., Bride & Groom: Lohn & Fink Products Corp.
- 5:30-6 p.m., M-W, All Around The Town.
- 3:30-4 p.m., Th., Meet Your Cover Girl.

**CBS**
- 5:15-5:30 p.m., Quaker Oats, M-F: Peter Paul, Th., Gabby Hayes.
- 5:30-6 p.m., M-F, Firms listed sponsor Howdy Doody in 15 min. segments.

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**Broadcasting**

October 1, 1951 Copyright 1951
Molly's window sill for sale

on NBC television
Movies' Place in TV
(Continued from page 88)
the TV committee report, and Nate Halpern, of Theatre Network Tele-
vision Inc., reviewed progress in that field.
Morris Lowenstein of Oklahoma City, chairman of TOA's local leg-
sislation and tax committee, said special taxation as "a new threat" stemming from the advent of the-
atre TV. In Pennsylvania, he noted, a $1,500 annual license fee has been
proposed for TV-equipped theatres, while New Jersey legislators "are
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FREEDOM' DRIVE  
CBS-TV Airs 13-Hr. Rally
MORE than $200,000 was pledged by phone or telegram to the Crusade for Freedom Drive from New York alone when CBS-TV presented a 13-hour rally coast-to-coast, Sept. 23.

Harold E. Stassen, chairman of the 1951 campaign, wired CBS President Frank Stanton, "heartfelt thanks" for "outstanding coast-to-coast television marathon." It is almost unbelievable that this tremendous effort was planned and executed in only one month and a half.

Opening four hours of the telecast, which started at 1 p.m. EDT, inaugurated first East-to-West transmission over transcontinental TV facilities [BROADCASTING * TELECASTING, Sept. 24]. Steve Allen emceed the marathon, which was cut into CBS programs throughout. TV events introduced celebrities and dignitaries who appealed for fund contributions.

Appearances were made by New York, Washington, and Hollywood by a number of stars. ABC also carried major portions of the marathon.

CAPITAL SHOWING  
Set for RCA Color
WASHINGTON will see the "new and improved" RCA color system beginning Oct. 9. When the regular New York demonstrations are networked to the Nation's Capital for a 10-day period, F. M. Russell, NBC Washington vice president, announced last Thursday.

The move follows trial two weeks ago when the New York color program was fed to Washington via coaxial cable and microwave. This test so impressed RCA Chairman Brsg. General David Sarnoff that he ordered the Washington showings [BROADCASTING * TELECASTING, Sept. 24].

Color shows will be in the NBC Trans Lux Blvd. studio in the heart of downtown Washington. Schedule will run Oct. 9-13 and Oct. 16-19, with a 10 a.m. pickup off-the-air and the 2:15 and 4 p.m. pickups by closed-circuit.

The second session will be for the working press, after which invitations will be extended to top Congressional and Government officials, consulting engineers and radio stations, and to NBC clients and agencies. Studio audience will be limited to 50-60 at each showing.

RCA color TV was demonstrated last Tuesday for 46 members of the National Security Industrial Asn. at Princeton, N. J. The industrial leaders—representatives of approximately 800 companies—also heard lectures on the principles of color TV and the uses of phosphors in the RCA tri-color picture tube. The guests also saw a two-page spread which appeared in the NBC color TV as a special insert and was distributed by RCA for the U. S. Navy to evaluate the performance of guided missiles, ships, airplanes, and submarines.

PARIS PRAISES  
CBS Color Showing
FRENCH reporters who covered CBS color demonstrations for the 14th International Congress of Surgeons in Paris last week actually applauded the operations they watched on the screens, David Schoenbrun, chief CBS Paris correspondent, reported in New York.

The medical men at the congress, who came from 48 countries, were "frankly enthralled" by the demonstrations, Mr. Schoenbrun reported. Dr. for Broadcasting, IFG experts who said "color-television is a revolution in training future surgeons."

Paris surgical demonstrations are sponsored by Smith, Kline & French Labs., Philadelphia.

TV CENSORSHIP  
Cleric Asks in Home CALL for home censorship of television programs and "extensive protests to the firms that sponsor immoral programs" has been issued by Archbishop Richard J. Cushin of Chicago.

Writing in the Sept. 23 Boston Sunday Advertiser, the archbishop charged letters he has received complain "that some television programs have sunk to a new low in breaking the laws of morality and decency."

The article was printed in the Congressional Record at the request of Rep Thomas J. Lane (D.-Mass.), who is author of legislation in the House calling for a TV program censorship board.

THEATRE-TELEVISION  
Status of show was post- 
poned again by the FCC last week. The FCC has been looking into the complaints against the show which was segregated by RCA for the U.S. Navy to evaluate the performance of guided missiles, ships, airplanes, and submarines.

THEatre-TELEVISION hearing was postponed again by the FCC last week. The hearing originally had been scheduled Sept. 17. Time for filing appearances also was delayed from Oct. 26 to Jan. 25, 1962. Heavy schedule for the Commissioners, including TV allocations decisions, is understood to be the reason for the further postponement.

SET SALES DRIVE  
Begins in Dallas-Fort Worth
TO COUNTERACT the slump in set sales this past summer, dealers and distributors in the Dallas-Fort Worth area have joined with local stations and their affiliated newspapers in a fall campaign and contest to sell the public on television.

Joining in the drive are WFAA-TV and the Dallas Morning News, KLKD-TV and the Dallas Times-Herald, and WRAP-TV and the Fort Worth Star-Telegram.

The promotion is being directed by the Dallas-Fort Worth Television Committee. Chairman is E. M. Miles, sales manager, Adleta Co. Advertising agency is Tracy-Locke, Dallas.

The campaign, to run through November, emphasizes the entertainment values offered by the three stations. A nine-week "Name the Station!" contest is featured for the public, with $15,000 in TV sets offered as prizes. A companion contest to stimulate more effective salesmanship in the stores is offering $5,000 for the best set salesman chosen by "mystery shoppers."

Included in the newspaper promotion are special Sunday booklets on TV.

FIPC REPLY  
Hits Pinanski View
FAIR Television Practices Committee last Thursday assailed a statement by Samuel Pinanski, re- 

lied president of Theatres Owners of America.

Jerome W. Marks, chairman, FIPC, directed fire against Mr. Pinanski's statement carried by the Associated Press. The statement pointed out that radio, film and TV were "property of private property of the stations that he knew of no legal requirement that private property be given to the public."

Mr. Marks complained that the statement "reflects a course disregard of public interest, indifference to public opinion and established custom, as well as lack of know-ledge of the nation's anti-trust laws."

The FIPC head added that his organization was the status of the International Boxing Club. That was his point that radio, film and TV were "almost the sole promoter of fights for major titles" and would bring findings to the attention of the Attorney General.

WPIX Names Ames
LOU AMES, assistant program manager, has been named acting program manager for WPIX (TV) New York. Jack F. A. Flynn, one of the station's program directors, has been named his administrative assistant. This end, charge of WPIX films, has been transferred to Mr. Ames' staff, where he will continue to be in charge of film purchases.

PAY-AS-YOU-SEE  
Urged by Telford Taylor
"WE MUST develop and exploit new forms of broadcasting, such as subscription television, which will enable the broadcaster to get direct revenue from his programs, just as theatre admission, or newspapers and magazines charge for subscriptions."

That's what Brig. Gen. Telford Taylor, former FCC general counsel and currently counsel to the Joint Committee for Educational Television, told delegates at a luncheon meeting of "4-W Finalists in the Defense Decade." The American Council on Education held the meetings Thursday and Friday at the Commodore Hotel in New York.

In addition, he said, "We must bring public and philanthropic educational funds and endowments to support TV. We must have radio and college endowments, as well as universities, schools and other public institutions."

"Some people think," Gen. Taylor said, "that the supporters of educational television cannot sell a ticket to do"—for books and blackboards—"other think that home TV sets will be tuned to classroom scenes and college professors will replace comedians."

Would Review Both
The first would ruin education, he said, while the second would just as surely ruin TV. Both are false alarms, he declared. Mr. Taylor said television sets will have a respected place in the classroom, but not a dominant one. TV will be a useful and enriching instrument chiefly for special illustrative purposes and, . . . and to reach physically disabled students at home," he said.

Doris Coral, supervisor of talks and religion at the Century Theatre, spoke on "Radio as an Educational Medium," at the same Thursday luncheon.

For the theater, the latter, she predicted, radio will continue to emphasize new programs, fine music and thoughtful dramatic shows (documentary type). She also advised the educators that they should constructively criticize radio—find the better things on the air and develop audiences by recommending them so that broadcasters will be justified in carrying such programs.

On Thursday evening the group attended at the Century Theatre to see a live network radio broadcast, a kinescope of a television educational program, the large-screen projection by RCA of an educational film and a production of Red Badge of Courage, a new playphoto.

GE Spot Plan  
GENERAL ELECTRIC's new line of TV receivers will be advertised by a series of TV film commercials, and the program will enable GE dealers under the firm's cooperative plan. This plan allows local dealers to pay only a fraction of time costs for the film.
They turned on the heat, in June, in

LOUISVILLE!

WAVE-TV

GAS HEATING EQUIPMENT

Attempting to counteract the effect of 1951’s reduced home building, Pittsburg Gas Heating Company bought a quarter-hour show, once per week, 10 p.m. Campaign started May 7 and by the end of June advertiser stated that sales for the month of June were 27.2% higher than June, 1950—and attributed this increase in volume to his TV program.

“I do not believe that any other medium of advertising could have done such an excellent job. Please accept our thanks for your assistance.”

CHILDREN’S WESTERN MERCHANDISE

Early this year a large Louisville retailer bought a one-hour children’s show, once per week, to feature Western-type merchandise. Old Western film is used, with live commercials done “in character” and costume by a WAVE-TV announcer. In three months’ time, sales in this department had increased 52%, against an over-all store increase of 6%.

Yes. Spot Television Sells Goods!

For Further Facts, Ask:

FREE & PETERS, INC.

Pioneer Station Representatives
Since 1932

NEW YORK CHICAGO DETROIT

ATLANTA FT. WORTH HOLLYWOOD SAN FRANCISCO

*Primary NBC Affiliates

REPRESENTING TELEVISION STATIONS:

DAVENPORT WOC-TV* (Central Broadcasting Co.—WHO-WOC)
FORT WORTH—DALLAS WRAP-TV* (STAR-TELEGRAM)
LOUISVILLE WAVE-TV* (WAVE, Inc.)
MIAMI WTVJ (Wometco Theatres)
MINNEAPOLIS—ST. PAUL WTCN-TV (DISPATCH-PIONEER PRESS)
NEW YORK WPXM (THE NEWS)
ST. LOUIS KSD-TV* (POST-DISPATCH)
SAN FRANCISCO KRON-TV* (THE CHRONICLE)
YESTERDAY and TODAY in Central Indiana at WFBM-TV "First in Indiana"

Yesterday...

On May 30, 1949, there were 2500 Sets in WFBM-TV's coverage area.

Today.... there are 171,250

Sets in use in WFBM-TV's coverage area

In planning your TV coverage remember to TAKE A CLOSE LOOK at the Central Indiana Market--COMPLETELY COVERED by WFBM-TV.

Represented nationally by The Katz Agency Inc.

FUTURE of CBS-Columbia color TV sets shapes up something like this, according to R. D. Payne, sales manager of CBS manufacturing subsidiary, who spoke to Washington dealers Sept. 26 at distributor showing of new line:

1. Present $499.95 color and black-and-white sets with half doors is already being shipped to distributors. Dealers should have at least one in near future. The set contains a 30-in. CR tube, magnified to give a 12½-in. picture, includes 26 other tubes and rectifiers. It is housed in a cabinet measuring 36½ x 32 x 22-11/16-in., has five control knobs (on-off and volume, color and monochrome, horizontal and vertical, focus and brightness, channel selector). Price does not include federal excise tax or warranty.

2. Same set, in console without doors is due soon. Price will be $399.95.

3. Console "slave" unit production will begin Oct. 12. Companion set will be priced around $250. Such units are designed to work with existing black-and-white sets to give color pictures. All present CBS-Columbia monochrome sets contain a color plug-in rear so that "slave" set can be easily connected.

4. All CBS-Columbia black-and-white sets will have adapters built in--although, except for one set, present line does not include this device. Adapters will permit reception of black-and-white pictures from color broadcasts. The one "compatible" set in the current CBS-Columbia line is a maple console, priced at $499.95.

5. Drum method of color is a year off. Present production will concentrate solely on wheel. Use of drum would permit larger picture tubes to be used with present CBS mechanical system.

6. Tri-color tube is three years off. CBS-Columbia is working on its own developments in this field as well as with RCA tube. It is watching Paramount-Chromatic development (BROADCASTING • TELECASTING, Sept. 24), although it has not yet gotten a sample. Price of RCA tube to manufacturers is $290.

Also Monochrome Sets

CBS-Columbia line includes 14 other sets, all black and white. Some still carry Air King name, but that is due to disappear as Brooklyn factory begins to get supply of new cabinets. Black-and-white sets begin with 17-in. ebony metal table model at $199.95 and include also a 20-in. metal table model at $279.95.

Small group of dealers present at meeting were frankly cynical about future of color, although all agreed they would have to have a color set for demonstration purposes at least.

Their cynicism was apparent from their reaction to the CBS Television network color program aired at the session. They complained that the colors were "washed out," that skin tones were "unnatural," that predominant color of the setting pervaded the scene; that magnifying lens restricted viewing angle.

On the other side, some did agree that set was good looking and compact, not the "monstrosity" they had been led to believe it would be; that built-in motor and wheel were hardly noticeable; and that there was slight color breakup if viewer looked for it.

Dealers also felt that the "Columbia" name on both black-and-white and color sets would go long way toward making them saleable.

Best Viewing District Offered

VIEWERS of a 14-inch TV set should sit about 10 feet away from the screen, according to Dr. Franklin M. Poeke, executive director of the National Society for the Prevention of Blindness. Pointing out that vision cannot be impaired by watching TV, Dr. Poeke cautioned viewers that eyestrain will develop if a person sits too close to the screen, neglects to adjust the picture or places a lamp which reflects on the screen.

"The picture should be well- (Continued on page 11)"

Weekly Television Summary—October 1, 1951—TELECASTING SURVEY

<table>
<thead>
<tr>
<th>City</th>
<th>Outlets On Air</th>
<th>Sets in Area</th>
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<tr>
<td>Albuquerque</td>
<td>KASV-TV</td>
<td>14,900</td>
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<td>Anchorage</td>
<td>KATV</td>
<td>12,900</td>
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<td>Atlanta</td>
<td>WAGA-TV, WSB-TV, WTVL</td>
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<td>WSPX-TV</td>
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<td>WBNS-TV</td>
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<td>WBZ-TV, WNEV, WAWX-TV</td>
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<td>WJAS-TV</td>
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<td>WERF-TV, WOAC TV, W2VF</td>
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<td>Grand Rapids</td>
<td>WLAH-TV</td>
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<td>Long Island</td>
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<td>KECA-TV, KFLI-TV, KLAC-TV, KNBH</td>
<td>1,013,000</td>
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Total Markets on Air 62

Total Stations on Air 108

Estimated Sets in Use 13,510,000

Editor's Note: Totals for each market represent estimated sets within television area. Where coverage areas overlap set counts may be partially double counted. Figures used in estimating set counts are based on data from dealers, distributors, TV service companies, electric companies and manufacturers. Since many are compiled monthly, some may remain unchanged in successive summaries. Total sets in all areas are necessarily approximate.
You need the BEST to do the MOST IN TELEVISION

CONSULT ANY TELEVISION SURVEY

IN MARYLAND MOST PEOPLE WATCH
WMAR-TV
CHANNEL 2
Maryland's Pioneer Television Station
Represented by
THE KATZ AGENCY, INC.
NEW YORK  DETROIT  KANSAS CITY  SAN FRANCISCO
CHICAGO  ATLANTA  DALLAS  LOS ANGELES

TELEVISION AFFILIATE OF THE COLUMBIA BROADCASTING SYSTEM
How to get the most for your TV dollar from an advertising agency

“TV or not TV?” is no longer the question, but “What price TV?” Today, advertisers are learning that a thoroughly experienced TV agency can greatly reduce the cost of selling goods through this magic new medium.

When you hear of a half-hour TV show that costs fifteen thousand—twenty-five thousand—forty thousand dollars a week—you may wonder how it can pay out. Sometimes it doesn’t.

Last year, while many advertisers were using television on a profitable basis, others were not. And more than 150 network shows failed to click.

But, properly handled by an agency experienced in the field, TV can and does pay out. In fact, Television today is selling many types of merchandise at lower unit costs than any advertising medium in history!

Whether or not television will sell your product at a profit will depend largely on the yardsticks you apply in selecting an advertising agency.

One good rule to remember is this: no agency without a long and successful record of selling goods before the advent of TV can be expected to better its performance simply because it has a new outlet for its efforts.

Remember this, too. If your agency does not have considerable experience in TV—and substantial billings in TV—be prepared for expensive delays. For no agency can “convert” to TV overnight. The whole creative and executive staff must be thoroughly indoctrinated and large, separate departments must be trained and integrated.

Otherwise, you, the advertiser, pay the excessive costs of shows owned by one group, produced by another group, with commercials created by still another outside group.

There are surprisingly few agencies today which began years ago to get ready for TV—which have complete TV departments—and which have extensive experience in making Television sell goods at a profit.

Such an agency is William Esty Company, Inc. Today, we place more network television programs than any agency in the business...over one-third of our billings are in TV.

With 38 separate programs on the air every week for 10 major brands of packaged goods, Esty experience is broad. Esty network contacts are close-knit at the top level, Esty knowledge of availabilities is up-to-the-minute.

And, perhaps most important of all, Esty techniques for creating commercials that sell merchandise are tested and proven. In all media, we've always relied on action...drama...human interest...real people doing and saying real things...newsiness...excitement—to tell simple, memorable, hard-selling product stories.

If you are wondering whether or not to use Television—or if your present Television is not producing the results you planned on—we'd like you to see a special presentation we've prepared. It contains the fact-and-figure answers to this question of getting the most for your TV dollar. A call to Mr. Wood at MU 5-1900—or a note—will bring this material. Without any obligation.

William Esty Company, Inc • Advertising
100 EAST 42ND STREET, NEW YORK 17, NEW YORK • MURRAY HILL 5-1900
Shown below are some of the 38 programs telecast each week for clients of the William Esty Company

FOR COLGATE'S FAB, S-TIME-A-WEEK, DAYTIME TV...the dramatic show "Miss Susan"...is making sales—and is reaching viewers at a lower cost per thousand than any other five-time-a-week, daytime dramatic show.

FOR CAMELS. "MAN AGAINST CRIME", starring Ralph Bellamy—consistently one of the top two ranking mystery shows—continues for the third straight year...and Camel continues to be America's largest-selling cigarette.

FOR COCA-COLA. "ROOTIE KAZOOTIE" is one of several programs a week for The Coca-Cola Bottling Company of N. Y., Inc., featuring a steady parade of such youngsters' heroes as Phil Rizzuto, selling the "Coke's A Natural" idea. Judging from initial response, TV's a "natural" for "Coke"!

FOR M&M'S CANDIES. "SUPER CIRCUS", highest rating TV network children's program, has given M&M's Candies such a sales boost in 18 months that M&M's is now the number one seller of all bag-packaged candy.

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RCA UHF TESTS
Would Formalize KC2XCY

FULL SCALE simultaneous tests on both the high and low end of the UHF hands are indicated by an RCA-NBC application for an 850-856 mc experimental TV station in Stratford, Conn., a suburb of Bridgeport.

The application would formalize the present 500-w transmitter and 44-dipole antenna station KC2XCY, now operating under a special temporary authorization granted by FCC last July.

For more than a year, RCA-NBC has been operating experimental TV station KC2XAK on 829-835 mc with 14 kw effective radiated power. It has been used to pick up programs from WNBT (TV) New York, NBC's Channel 4 station there, 51 miles from Bridgeport.

Construction Costs $40,000

The 850-mc station cost $40,000 to construct and $28,000 a year to operate, the application indicates. It will be used to make comparative tests between the low end and the high end of the 470-590 mc TV band, produce additional tropospheric data and to make further tests with beam tilting—which has been found to increase signal strength 10 db up to five miles from the transmitter. [Broadcasting * Telecasting, Sept. 24]

Antenna of the 850-mc station has a gain of 421 and is directional with a 65-degree beam, the application reports. This gives it an output of 110 kw. However, on a nondirectional basis, the radiated power is listed as 20.55 kw.

SAG CONTRACT TALKS
Report Due Oct. 9

CONTRACT negotiations between Screen Actors Guild and major motion picture producers, carried on for the past two weeks by negotiating committees of both groups, will be continued for the next two weeks by sub-committees representing staff executives and legal counsel. Negotiations started Sept. 17. Sub-committees report back to the negotiating committees about Oct.

According to SAG, many highly technical issues are involved in the negotiations. Included among SAG contract demands are two important television issues: Banning from television use of all motion picture films produced after Aug. 1, 1948; additional payment to actors for re-use of theatrical films on television. [Broadcasting * Telecasting, Sept. 17, 3; Aug. 20]

ATTENDING clinic at KTSL (TV) Hollywood for CBS Radio Sales executives are (1 to r): Standing, Robert Hoag, KTSL sales mgr.; Charles Glitt, CBS vice pres., in charge of network services, Hollywood, for both Radio and Television Divisions; MacLean Chandler, Radio Sales, Chicago; George Moskovics, mgr., TV development, KTSL; Tony Man, station sales prom.; Roy Hall, Radio Sales, New York; seated, Sam Digges, Chicago sales mgr., Radio Sales; Merle S. Jones, v.p. charge CBS-owned TV stations; George Dinkham, eastern sales mgr., Radio Sales; Lamont Thompson, Radio Sales, S.F.

NEW exhibit, demonstrating network TV transmission for NBC New York studios is presented by John Waldich, NBC's corporate sales div., to William S. Hedges, NBC v.p. charge of integrated services. Exhibit is now part of Radio City-NBC tour.

TRIO responsible for Arizona Round Table, aired live on KPHO-TV Phoenix Tues., 7:30 p.m., are (1 to r): Walter Bimson, pres., Valley National Bank, sponsor; Moderator Malcolm Baley, editorial writer, Arizona Republic, and John C. Mullins, KPHO-AM-TV pres.


TELEFILM, INC.
COMPLETE FILM PRODUCTION FOR TV SPOTS-PROGRAMS
All Production Steps
In One Organization
HOLLYWOOD 8-7005
From The Congressional Record
Thursday, August 2, 1951:

The Place of Television in Education

_EXTENSION OF REMARKS
OF
HON. EDWIN C. JOHNSON
OF COLORADO
IN THE SENATE OF THE UNITED STATES

MR. JOHNSON of Colorado: Mr. President, it has been most reassuring to note the great interest educators are taking in television and what contribution television may make to educational purposes. An editorial in Broadcasting magazine of July 23 discusses this matter most interestingly and pointedly.

EDUCATORS ADVISED
A stop, look and listen sign has been hoisted beside the tracks of steam up educators who want to own and operate a non-commercial television station for educational purposes. The sign bearers are Col. Harry C. Wilder, president WSYR-AM-TV Syracuse and D. L. (Tony) Provost, business manager WBAL-AM-TV and acting general manager of Hearst Radio, Inc.***

Both men hold positions in operations which embrace more than one broadcast property. WBAL-AM-TV is owned by Hearst, whose properties include WISN-AM-FM, Milwaukee. Hearst Consolidated operates WCAE, Pittsburgh. Col. Wilder, in addition to his WSYR post, is president and stockholder of WELI of New Haven and WTYR, Troy, N. Y.

They feel the educators' problems of where to get the funds to operate and the broadcaster's dilemma of how to meet educational program demands can be met by broadcaster-educator cooperation.

In announcing the WBAL-TV project to start this fall, Mr. Provost said the services of a complete professional creative staff will be made available to colleges and universities desiring to put their own shows on TV. The station will offer educators at least 1 hour "class A" time.

WBAL-TV said it was instituting the program in order to assist and expand educational television in Maryland. The "package-staff" is to include a professor, director, writer, set designer, and announcer, and will be similar to that of a mobile unit. It will go directly to the schools and participate in story conferences, casting, and rehearsals prior to any on-camera activities, the station announced.

This plan, WBAL-TV said, is the answer to the school that cannot get into the business of broadcasting and lacks the personnel with professional know-how to take full advantage of the facilities offered. Elkabring, Mr. Provost said time has been available for Maryland institutions which want to put on shows but that they have lacked people who knew how to do the necessary job. "We want to get Maryland colleges and universities into the television act on a sound and permanent basis as soon as possible," he said, adding that the station is "setting aside several commercial programs to accommodate the scheduling of this series in prime evening time."

Arnold Wilkes, WBAL-TV program manager will supervise the "educational creative unit." Mr. Wilkes, former instructor in speech and dramatics at Middlebury (Vt.) College, held the post of director at WRGB (TV), Schenectady, N.Y., and WSYR-TV before joining the Baltimore station.

WBAL-TV reported that 12 Maryland colleges are going ahead with plans for fall programs. Conferences have been held with the Baltimore Board of Education looking to a series of programs to start after Labor Day.

Endorsement of the program has come from Dr. H. C. Byrd, University of Maryland president, and Mrs. Eleanor B. Kane, radio-TV education specialist for Baltimore's department of education, WBAL-TV said.

F.C.C. Notice re Non-Commercial Educational Television, March 22, 1951:

"The need ... was based upon the important contributions which non-commercial educational stations can make in educating the people both in school ... and also the adult public, the need ... was justified upon the high quality type of programming ... of an entirely different character from that available on most commercial stations."

Anticipating this need, Commercial Station WBAL-TV pioneered these programs on education which are now in effect.

TV CAMPUS Sunday, 6:00 to 6:30 PM
Ten leading universities and colleges each having a month in which to develop a course in cooperation with WBAL-TV's Educational Production Unit:

- State Teachers College
- Johns Hopkins University
- University of Maryland
- Peabody Conservatory of Music
- Western Maryland College

(Directly from the WBAL-TV studios, program manager Arnold Wilkes, who is also director of WBAL-TV's Educational Production Unit, conducts Johns Hopkins University's first semester TV course for college credit.)

CLASS "A" Monday, 11:00 to 11:15 AM
A weekly series, now in its third year, of elementary school programs for entire school year, presented by the Baltimore Department of Education. Each program is received in the Baltimore classrooms on sets provided by WBAL-TV.

TOWN & COUNTRY Monday, 12:30 to 12:45 PM
Agricultural series presented by the Maryland State Department of Education in association with the Farm Bureau Federation, the National Grange, U. S. and Maryland University Departments of Agriculture.

UNITED STATES NEWSREEL Tuesday, 10:00 to 10:30 PM
In cooperation with the U. S. Office of Education and other governmental agencies. Official films outlining the activities of the various branches of government.

2610 NORTH CHARLES STREET WBAL-TV CHANNEL 11—BALTIMORE
Seeing Ghosts?
A lot of advertisers these days are haunted — by the memory of lost opportunities in nighttime television...of shows sold out solidly by the time they were ready to make up their minds to buy.

Now they’re beginning to get that feeling about daytime, too, as more and more of the choice afternoon hours vanish.

Obviously, the way to avoid this kind of worry is to get into daytime right now, with a good show at a good hour.

Those who’ve done so have found a big and profitable audience, growing all the time. The number of afternoon sets-in-use has nearly quadrupled in the past year. And you can deliver a multi-weekly daytime message on a once-a-week nighttime budget.

That brings up the fellow in the picture — Steve Allen — and what could be worse than to be haunted by him? Especially since his show more than doubled its ARB National Rating in its first five months...hitting an 8.0 in midsummer, to get a spectacular start for fall. No wonder the biggest network advertiser has bought into the show...no wonder time’s running out for advertisers who prefer a success story over a ghost story any day.
WHEN TELEVISION SELLS...

FOR
W. T. GRANT CO.
IN
SYRACUSE

M. J. SWANSON, Ad Mgr. of the W. T. Grant Co., Syracuse, says, "Our two years on WHEN have proved TV to be successful in promoting the sale of all lines. TV has been especially productive in children's wear and toys. Toy pistols, one of 12 items shown on a recent program, brought 64 sales at $2.98, the day after a single 45-second mention on WHEN."

VIEWERS will go behind the scenes of big Hollywood studios in Hollywood at Work, to be produced by B-M-D Productions. Each of the 26 films in the series will deal with the making of a major motion picture and will feature off-set shots, stars and actual scenes from the production. First movie to be shown is Blood and Sin. Ben Hecht's film scheduled for United Artists release. Hecht wrote the TV script.

Movie and TV rights to 325 criminal case histories have been secured by Bruce Bennett, Hollywood actor. The case histories are records of crimes solved by Dr. Alan Moritz when he headed Harvard's department of legal medicine. MGM's film, Mystery Street, was based on his work. Mr. Bennett played the doctor in that film and will also star in the new series of half-hour TV shows.

A typographical error in the Sept. 17 FILM REPORT contradicted an advertisement on the same page. For the record, the ad was right: Gayly Kennedy, Criminologist will be offered free to the local sponsor for a second run if the rating for the first run of 13 weeks (not 3, as we had it) does not top that of any mystery-detective TV shows in the same city at a comparable time. Louis Weiss & Co., Los Angeles, is distributing.

A shaggy dog story may be forthcoming from William F. Braddy Productions, now that Rin Tin Tin III, canine star, has affixed his paw-print to a contract calling for color TV film series. Harry Webb will produce and direct.

New effects are possible when the film producer makes use of a Research Camera Council crane, according to Fred Niles, TV director at Kling Studios, Chicago. Kling recently purchased such a crane from Paramount and is reported to be the first producer in the Midwest to use one for TV film commercials and shows. Kling has completed video spots for Clayay, Freehouser's Sonny Boy bread, Ceresota and Hecker's Sour, Ideal dog food, Thiele meats, Peter Pan peanut butter, Fehr beer, Brach candy, Gildin breads and Greyhound bus.

Dinner table magic will go under the merciless eye of the camera on six TV stations soon. George A. Bartelt, Asst., Milwaukee, announces it has sold its series of 26 open-end MiniTris to WHIO-TV Dayton, WNJS-TV Columbus, WCAU-TV Philadelphia, WXYZ-TV Detroit, WTOP-TV Washington and WABD (TV) New York. First half of each show shows tricks, second half shows how it's done.

Exclusive TV negotiating rights for scenery, costumes, props, scores and other assets have been acquired by Edward R. Comer and John J. Garrity from J. J. Shubert. Eight hundred properties for live or film telecasting are available from Moritz Co., and Garrity, headquartered at Motion Picture Center Studios, Hollywood.

Sales & Production . . . Snader Telecisions Corp., Hollywood, has completed second series of five musical shorts featuring Allan Jones, singer, and five other acts.

NATIONAL RENEWS

Big WMAR-TV Contract

THIRD STRAIGHT annual renewal for 13½ hours per week, 52 weeks per year on Baltimore Sun-papers' WMAR-TV demonstrates National Brewing Co.'s belief in TV advertising. Baltimore brewing firm (National Bohemian and National Review, with Bailey Goss as m. c., two-hour sports, variety, quiz show 12 hours a week (Mon-Sat., 4-6 p.m.); wrestling from Baltimore Coliseum one hour a week (Tues., 10-11 p.m.), and Amateur Time, amateur talent contest, half-hour a week (Sat., 7-7:30 p.m.) National Review is picked up off-the-air and rebroadcast by WMAL-TV Washington. National Brewing also sponsors about 75 days of horse racing at local tracks, plus local golf and bowling tournaments carries a large spot schedule.

featuring Irv Fields Trio. Both series were shot in color and black-and-white.

JERRY FAIRBANKS Productions, Hollywood, has filmed three groups of commercials for Bendix, Prince Albert and Lyson, Lennen & Mitchell. Fairbanks has also acquired The Deadly Root, an original teleplay by Herbert Perdue for its Front Page Detective TV film series.

DICK LEWIS Art Studios is now producing video commercials with appointment of Mr. Lewis as vice president and west coast representative of Telepix Corp. Hollywood Studios are at 165 E. Ohio St., Chicago.

WES BEEMAN Productions, Hollywood, is producing an untitled Western series starring Wanda Hendrix and Mel Swift.

ACTORS' HOTEL, a half-hour dramatic show about a family's rooming house and their theatrical tenants, is first TV package to be marketed by Productions for Television Inc., N. Y. Ronsoni Macaroni Co., through Emil Mogul, bought show for WJS-TV New York, Tuesday, 10:30 p.m.

TOP QUALITY MOTION PICTURES Since 1932

Up-to-date completely equipped New York studios of

Video Varieties Corporation
Office: 41 E. 50th St., N.Y., N.Y. 22 MU 8-1162

Broadcasting * Telecasting

Page 100 * October 1, 1951
with Spot program television:

Here's a price paradox that really pays off for Spot program advertisers. Consider these facts:

Spot rates for facilities are lower than network rates for the same period... over the same stations. Yet...

Stations net more when a time period is sold for a Spot program than when it's taken by a network show.

The first statement is readily established by a simple check of rate cards. The second becomes clear when you remember that stations get about 30% of the base rate when the network sells the time; but on a Spot sale, stations receive the card rate, less agency and Representative commissions. So any way you figure it, the arithmetic is all in favor of Spot program business.

Stations can figure, too. They know Spot program advertisers are more profitable customers. That's why they clear time more readily... cooperate wholeheartedly with Spot program advertisers.

There are other advantages to Spot program advertising. There's the free selection of markets... the absence of any "must" stations or any minimum stations requirements... the superior quality of film compared to kinescope recordings—and many more.

If you're planning to use television, ask your Katz representative for the full story on Spot program advertising. Ask him to figure out how much you can save—in markets of your own choosing. You'll see that in television...

you can do better with Spot. Much better.
great radio...now great TV

2 major half-hour shows now available for local TV sponsorship

Here's a major development in local and regional programming—a chance for your station to get off to a flying start for the new television season. Two big-time shows are now on film for sponsorship—"Tales of the Texas Rangers" and "Dangerous Assignment." Both are well-established from NBC Radio...both are ideal for local accounts who want a show of top network caliber but must work with a limited budget. These half-hour shows are red-hot, so start checking your prospects now!

Write, wire, or phone today for price and audition print. NBC-TV Film Syndicate Sales, 30 Rockefeller Plaza, New York City.

NBC-TV FILM SYNDICATE SALES
30 ROCKEFELLER PLAZA, NEW YORK, N.Y.
"TALES OF THE TEXAS RANGERS"
Authentic stories from the files of the Texas Rangers!
Made to order for local advertisers with local budgets and top ideas.

"DANGEROUS ASSIGNMENT"
starring Brian Donlevy as "Steve Mitchell" international adventurer, fighting crime in a background of global intrigue. Donlevy follows through—sells time and products! When he "muscles in"—out goes the competition!
NCAA's AIM

NATIONAL Collegiate Athletic Assn. is "struggling to find out how to live with TV, not closing the door on it," according to Kenneth L. (Tug) Wilson, director of athletics at Northwestern U. for 20 years, Big 10 commissioner and secretary of the NCAA. He discussed the problem of NCAA-controlled, experimental telecasts of major college football this season before the Chicago Television Council Tuesday at the opening fall session.

"We are not exercising a boycott or putting anyone out of business, but we have to find out exactly what effect TV has on attendance at major games and at small college games, the effect of regional telecasts on a big university game, and that on gate receipts for a local game when there is a big school game telecast nearby."

"We know we must grow and live with television," Mr. Wilson said, adding the NCAA is cooperating with the industry to the point where "no widespread TV audience will ever see as varied a program of football as this year." Westinghouse, which sponsors the telecasts on NBC, has scheduled 19 games with 29 colleges, offering nine Saturdays of games with two blackouts per area.

Results of the experimental survey being conducted by the NCAA and the National Opinion Research Center, Chicago, may disclose "that TV is not the menace we think it is, but all of our results thus far show it is," Mr. Wilson said.

"Mr. Wilson's adverse effect on attendance would cause lowering of athletic budgets and cutting of athletic programs, especially at smaller schools and colleges."

In earlier reports the NCAA has outlined in detail how it arrived at the conclusion that there has been between a 4.8% decline in attendance in TV areas and a gain of a like amount in non-TV areas. Sports fees paid by telecasters "do not take up the slack," he said, noting the average charge is from $1,000-$3,000 per game. "The schools lose much more than that."

Agrees With Utley

Mr. Wilson said he would be "very unhappy" to see football games telecast only on closed circuits for theatres, agreeing with introductory remarks of NCB Commentator Clifton Utley. Mr. Utley recapped a summary of public reaction to the exclusive theatre telecasts of the Robinson-Turpin fight, about which he had commented on his WNBQ (TV) Chicago news program.

"The television industry faces a financial problem of great magnitude," Mr. Utley said. "It's hard to see how we can compete with the theatres financially once theatres are telecasting special events on a mass audience basis."

Inasmuch as "no single sponsor could pay huge sports rights as well as facilities charges, maybe a partial solution would be the proposed subsidy on a pro-rata basis by TV set manufacturers who would essentially be setting up a war fund." The "only other recourse would be subscription TV, which might produce a major box office if engineering and technical problems were resolved," Mr. Utley concluded.

Council President Roy McLaughlin of ABC said the next luncheon speaker is to be Adrian Murphy of CBS Television, who would speak on the company's color system and plans.

MEXICAN OUTLET

Asks Relay in Texas

REQUEST from XELD-TV Matamoros, Mexico, for permission to establish an experimental 5-w relay station in Brownsville, Tex., on 140 mc with directional antenna has been received by the FCC.

Application from the San Antonio law firm of Foster, Lewis & Langley explained that XELD-TV is powered by its own diesel engine whereas Brownsville—across the Rio Grande—uses Central Power & Light Co. power. It is necessary, the request stated, to have a relay to synchronize the electrical impulses of the diesel engine with that of Central Power.

Plan is to connect the station with Central Power & Light lines in the near future, the application stated. If such a link is established then a relay is required, it said.

Station also is expected to ask FCC for permission to run a studio-transmitter link between Brownsville and Matamoros.

This is believed to be the first TV relay request the FCC has received involving a foreign TV station.

Meanwhile, ABC has asked FCC for permission to transmit its TV programs to XELD-TV and other Mexican TV stations. FCC some weeks ago approved such an arrangement for CJU [Broadcasting • Telecasting, Sept. 3].
Television Station

WLTV

Atlanta, Georgia

owned and operated by Broadcasting Inc.

announces the appointment of

Harrington, Righter & Parsons, Inc.

as their national representatives

Effective October 1, 1951
Advertising succeeds with continuity. Continuous advertising in Printers' Ink develops a cumulative impact that creates a vivid picture of your station and market in the minds of the leading buyers of advertising and helps you sell more advertising.

FCC actions

SEPTEMBER 21 THROUGH SEPTEMBER 27

<table>
<thead>
<tr>
<th>Antenna-antenna</th>
<th>Cond-conditional</th>
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<tbody>
<tr>
<td>D-dry</td>
<td>LS-local sunset</td>
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<tr>
<td>N-night</td>
<td>Mod-modification</td>
</tr>
<tr>
<td>Au-aural</td>
<td>Trans-transmitter</td>
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<tr>
<td>Synch.-synchronous</td>
<td>Viz.-visual</td>
</tr>
<tr>
<td>STA-special temporary</td>
<td>Uln.-unlimited hours</td>
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</tbody>
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Grants authorizing new stations, changes in facilities, and transfers appear at the end of this department, accompanied by a roundup of new station and transfer applications.

September 24 Decisions...

BY THE COMMISSION

Request Denied

WABB (TV) New York City—Denied request to commence equipment tests on Ch. 5 at Empire State Building, New York, N. Y., Oct. 8, 1951. BY THE SECRETARY

KEEP Ephraim, Club—Granted license for noncommercial educational FM station: Ch. 91.1 (88.9 m). 10 w.

LITVIN WABD, St. Louis, Mo.—Granted license for FM station: Ch. 266 (106 m). 2.5 kw; ant. 410 ft.

BRIGGS ORR, FM Findley—Granted license for changes in FM station: Ch. 103 (100 m); 8.2 kw; ant. 240 ft.

WLEA Hornell, N. Y.—Granted license for AM station: 1480 kc 1 kw.

WABK Twin Falls, Pa.—Granted license for installation of new trans.; hours operated from studio located 237 miles away, in Hunting- ton, N. Y., for period beginning Sept. 30, and ending in no event later than Nov. 30, 1951.

MEYERS ELECTED

Head Chicago Radio Club

HOWARD B. (Howdee) Meyers, sales manager of WMAQ (NBC) Chicago, was elected president of the Radio Management Club there Wednesday at the first luncheon meeting of the fall season. Frank Baker, radio-television director of Reineke, Meyer and Finn, was named first vice president.

Working with them will be George Clark, Chicago manager of John E. Pearson Co., second vice president; Florence Neighbors, media director, Goodkind, Joice and Morgan, secretary; Marion Reuter, timebuyer, Young and Rubicam, treasurer. New trustees for two-year terms are Jim Thompson, Chicago manager, O. L. Taylor Co., and Carroll Marts, midwest manager of Mutual. Holdover trustees with another year of service are Charles (Howdee) Frew and manager of WLS, and Carol Perel Colby, timebuyer, Arthur Meyerhoff.

Russell Tolg, radio-television director of WEAF and serving second vice president of the group, took charge of the meeting in the absence of retiring president Art Harre, general manager of WJJD. Mr. Tolg suggested the membership consider possibility of a merger with the Chicago Television Council.

September 25 Decisions...

ACTION ON MOTIONS

By Hearing Examiner J. A. Bond, Circle Best, Corp., Hollywood, Fla.,—Granted petition for leave to amend application to operate in line of 1260 kw, to submit engineering data and make changes in stockholders, officers and directors and for removal of application, as amended, from hearing docket.

By Hearing Examiner Basil P. Cooper, WJZ, Bridgeport, Conn.—Granted petition for continuance of hearing from Oct. 4 to Oct. 16, in Washington in proceeding re its application.


By Hearing Examiner Fanny N. Litvin, WBZ, Boston, Mass.—Granted motion for continuance of hearing from Oct. 12 to Oct. 15 in Washington in proceeding re its application.

By Hearing Examiner Leo Resnick, WDBX, Jackson, Miss.—Granted revised petition for continuance of hearing from Oct. 4 and Dec. 1 in Washington in proceeding re its application to move Wanos from Iowa to Ohio and that of WGGG Gainesville, Ga., to grant petition for leave to amend its application to submit revised application and proposed program material. And on petition authorized depositions of 25 of the persons listed to be taken at Mississippi State College, Starkville, Miss., Nov. 6, before Mrs. H. E. McKeever, Notary Public, and at Office of County Agent, Court House Building, Raymond, Miss., on Nov. 14, before Mr. A. Knight, Notary Public, and at Studio "B", WDBX Jackson, Miss., on Nov. 12.

GATES, QUINCY, ILLINOIS

Your ONE SOURCE Supply for All Broadcast Equipment NEEDS

THESE OFFICES TO SERVE YOU

QUINCY, ILL. TEL. 8202
HOUSTON, TEXAS TEL. ATWOOD 8532
WASHINGTON, D. C. TEL. METROPOLITAN 0522
MONTREAL, QUE. TEL. ATLANTIC 9441
NEW YORK CITY TEL. MURRAY HILL 9-0200

SERVICE DIRECTORY

Custom-Built Equipment: U. S. RECORDING CO.
1211 Vermont Ave., Wash., 5, D. C.

WJWL-FM Georgetown, Del.—License for new FM station.

WKN Reno, Nev.—License Renewal

Following stations request license renewal: WWPB-FM Miami, Fla.; WATG-FM Altoona, Ohio; WRPS (FM) Alexander City, Ala.

COMMERCIAL RADIO MONITORING COMPANY

PRECISION FREQUENCY MEASURING

For immediate service

P. O. Box 7037

STAFFORD, N. H. 03884
CONSULTING RADIO & TELEVISION ENGINEERS

JANSKY & BAILEY
Executive Offices
National Press Building
Offices and Laboratories
236 Indiana Avenue, N. W.
Washington, D. C.
ADams 2414
Member AFCC*

JAMES C. McNARY
Consulting Engineer
National Press Bldg., Wash. 4, D. C.
Telephone District 1205
Member AFCC*

A. D. RING & CO.
26 Years' Experience in Radio Engineering
MUNSEY BLDG. REPUBLIC 2347
WASHINGTON 6, D. C.
Member AFCC*

There is no substitute for experience
GLENN D. GILLETT
AND ASSOCIATES
982 NATL. PRESS BLDG., N. A. 3323
WASHINGTON, D. C.
Member AFCC*

Craven, Lohnes & Culver
MUNSEY BUILDING DISTRICT 815
WASHINGTON 4, D. C.
Member AFCC*

WILLIAM L. FOSS, Inc.
Formerly Colton & Foss, Inc.
927 15th St., N. W. Republic 3883
WASHINGTON, D. C.

LYNNE C. SMEBY
"Registered Professional Engineer"
1311 G St., N. W.
WASHINGTON 5, D. C.
EX. 8073

E. C. PAGE
CONSULTING RADIO ENGINEERS
BOND BLDG. EXECUTIVE 5670
WASHINGTON 6, D. C.
Member AFCC*

MILLARD M. GARRISON
1319 Connecticut Avenue
WASHINGTON 6, D. C.
MICHIGAN 2261
Member AFCC*

KEAR & KENNEDY
1302 18TH ST., N. W.
HUDSON 9000
WASHINGTON 6, D. C.
Member AFCC*

WALTER F. KEAN
AM-TV BROADCAST ALLOCATION, FCC & FIELD ENGINEERING
1 Riverside Road — Riverside 7-2153
Riverside, III.
(A Chicago suburb)

WELDON & CARR
WASHINGTON, D. C.
1605 Connecticut Ave.
Dallas, Texas
Seattle, Wash.
4212 S. Buntline Blvd. 4742 W. Ruffiner
Member AFCC*

A. EARL CULLUM, JR.
CONSULTING RADIO ENGINEERS
HIGHGLEN PARK VILLAGE
DALLAS, TEXAS
JUSTIN 6108

ROBERT M. SILLIMAN
1011 New Hampshire Ave., N. W.
Republic 6464
Washington 7, D. C.

ADLER COMMUNICATIONS LABORATORIES
Broadcast Communications and Televis Systems
One Lafayette Lane, New Rochelle, N. Y.
New Rochelle 4-1240

GUY C. HUTCHESON
P. O. Box 32
AR-4721
ARLINGTON, TEXAS

By Hearing Examiner H. B. Hutchison
West Florida Bstg. Service, Port
Walton, Fla.—Granted petition for thirty-day continuance of hearing, now scheduled for Sept. 26 in Washington in proceeding re its application and that of West Florida Bstg. Service; hearing continued until further order.

25 Applications . . .

FOR FILING

September 26 Decisions . . .

BY THE COMMISSION EN BANC

Hearings Postponed

The Commission postponed from Nov. 26 to Feb. 25, 1952, the start of its hearing on allocation of frequencies and promulgation of rules and regulations for proposed theater television service. The time for filing in this proceeding has been correspondingly extended from Oct. 26 to Jan. 25, 1952.

CP to Replace CP

WMVO Mount Vernon, Ohio.—Granted CP to replace expired CP which authorized new Class B station on Ch. 129 (92.7 mc); ERP 3.2 kw on site to be determined.

WFMSZ-FM Allentown, Pa.—Granted CP to replace expired CP which authorized new Class B FM station on Ch. 294 (100.7 mc); ERP 20 kw; ant. 280 ft.

To Remain Silent

WSKB McComb, Miss.—Granted extension of authority to remain silent for an additional period of 60 days from Sept. 26, pending sale of station by trustee in bankruptcy.

BY THE SECRETARY

KOB-TV Albuquerque, N. M.—Granted STA for increase in v.a. trans. output power from 4.28 kw to 5 kw.

September 26 Applications . . .

ACCEPTED FOR FILING

Modifications of CP

WGAF Valdosta, Ga.—Mod. CP new AM station for extension of completion date to Nov. 1.

KLXN Twin Falls, Idaho.—Mod. CP as mod. authorizing change in frequency, increase in power, etc., for extension of completion date to Nov. 1.

KWWX (FM) Chicago, Ill.—Mod. CP new FM station for extension of completion date.

License for CP

WJFR Greenville, Miss.—License for CP authorizing change in frequency, increase in power, etc.

KBBW Santa Fe, N. M.—License for CP authorizing change in frequency, increase in power, etc.

KLVL Pasadena, Tex.—CP to change from D to unl. with 500 w-N 1 kw-D

License Renewal


October 1, 1951 * Page 107
Help Wanted

Managerial

Unusual opportunity for good commercial man or general manager of small broadcast station. Immediate opportunity. Write Box 892K, BROADCASTING.

Salesman

Immediate opening with exceptional opportunity for experienced salesman as field representative for firm with program service. Expenses plus bonuses. Hours approximately 8:30-5:30. Should have experience in electronics. Write Box 31L, BROADCASTING.

Help Wanted (Cont'd)

Morning man, 9000 watt net affiliate. A young, ambitious man-platner man. Opportunity unlimited if you've got what we want. Send substantial writing, backings, and personal references in first letter. Box 81L, BROADCASTING.

Top independent southeastern market has opening for announcer with general experience and above average salary schedule for responsible man. Also棵树 sales experience required with good business and personal references. Commercial for five minute news and disc jock. Replies confidential. Box 91L, BROADCASTING.

New York State independent wants experienced announcer. Sixty dollars, 6-day good pay. First letter. Also wants a news editor. Box 101L, BROADCASTING.

Immediate opening, Staff Announcer, Michigan 1 kw net affiliate. RCA coupon needed. Also, send disc, references. Box 104L, BROADCASTING.

Announcer-engineer wanted with experience. Salary starting $1500. Box 106L, BROADCASTING.

Announcer-engineer, experienced. Salary $650. Contact J. D. Mcnett, KMBC, Kansas City, Mo.

Announcer wanted: Good salary for right man. Must be tops on board operations as well as voice and acting. Send details and disc with first letter. Joe Monroe, KENT, Shreveport, Louisiana.

Announcer with first ticket. Must have good voice and production sense. Want top-notch man with good looks and ability to get along with excellent staff. Good salary commensurate with ability. Network affiliate. Must have good voice, ability to handle pressure, be able to travel. Send disc, photo, experience and salary expectations to Box 108L, BROADCASTING.

Announcer-engineer with first class license. 250 watt network station. Send details and resume. Reply confidential. KRBID, Mason City, Iowa.

Wanted, cowboy disc jockey artist for afternoon western music program on KFOM, El Paso, Texas station affiliated with Mutual. Must be able to fill present day's high standards. Our man leaving for coast to coast program. Complete details and disc or no consideration. Basic salary plus talent fee. Address KFOM, El Paso, Texas.

Combination announcer-engineer. Emphasis on announcing. Minimum $75.00 per week. Call Manager, at telephone 780 collect. WBSC, Bennington, Vermont.

Wanted: Experienced, versatile announcer, strong on morning records and sales, also capable of telephones. Graduated pay scale, tellant. Send audition, photo, letter of qualifications including salary, expected to Station WWOP, Flint, Michigan.

Wanted immediately, combination man with sales experience and chief engineer qualifications. Air mail voice disc, min. $500. Commerical and technical experience. Air Station WHIT, New Bern, N. C.

Announcer with first ticket. $900 per week. WMGO, Brunswick, Georgia. Excellent opportunity.

Dual network station, TV application, has been made. Write for chance to handle station at better than average opportunities. Send audition and resume to J. C. Watson, WWAO, Addison, Illinois.

Help Wanted (Cont'd)

One announcer, one engineer. Both must be versatile. Must have previous experience with people. Radio Station WPRS, Parkersburg, W. Va.

Announcer - engineer, first phone, WWWS, Tifton, Ga. Phone 921.

Wanted: Experienced staff announcer. Send audition and resume immediately. WWPO, Palm Beach, Florida.

Wanted: Announcer-engineer with first class ticket. Experience desired but not necessary. 250 watt daytime station going on air about November First at Taylorsville, Illinois. $70 per week. Car necessary. Send disc and qualifications to Box 106L, BROADCASTING, Missouri.

Technical

Engineer or combination for 250 watt near N. Y. Box 885K, BROADCASTING.

Wanted, AM control operator for 5 kw station located south central New York State. Box 36L, BROADCASTING.

Wanted: Four combination engineer-announcers with emphasis on announcements, 250 kw. Good salary and opportunity. Send full details and straight4 announcements. Wanted. Send all details and qualifications to Box 101L, BROADCASTING.

Wanted-Engineer, first ticket, transmitter in studio, no car or experience required. $12.50 hour, 40 hours. W. Penina. 250 watt. Write Box 98L, BROADCASTING.

Immediate opening. Chief Engineer, Michigan 1 kw RCA directional. Net affiliate. Send disc, references. Box 103L, BROADCASTING.

Chief Engineer, maintenance experience essential. Knowledge of construction helpful. Excellent starting salary, good compensation package. Send references, including experience, background and salary expected to W check, BROADCASTING.

Needed immediately, a man with first class ticket to handle combination 500 watt station. Excellent opportunity. Send audition and qualifications to Box 95L, BROADCASTING.

Wanted: First phone or operation men. Experience not necessary. WDBR, Sturgeon Bay, Wisconsin.


Transmitter engineer for new 5000 watt tower directional installation. First phone and car necessary. Excellent working conditions. Opportunity for advancement. Also $2500 per year. KXKO, Alamosa, New Mexico.

Immediate opening for experienced engineer with first class ticket. Contact Allen B. Jones, Radio Station WGN, WILMINGTON, North Carolina. Excellent opportunity available.

Transmitter engineer. Car necessary, but at least $1500, plus good newspaper affiliated ABC network station. WWJK, Walla Walla, Washington.

Help Wanted


Immediate opening in 5000 watt station for first class experienced transmitter engineer. Must have experience. WTCO, Savannah, Ga.

Production-Programming, Others

News director, able to take full charge of a live wire news room in a leading 5000 watt, super-classic affiliate. Must be a topflight newsman, thorough professional. Paid $75.00 per week, including writing, editing wire copy and be able to direct news room. Reply in confidence, giving detailed previous experience. All replies will be treated confidentially and attached small photograph. Box 142L, BROADCASTING.

Excellent opportunity at 1 kw midwest NBC affiliate for experienced copy- writer and newsperson. Good wages, personal data references to Box 15L, BROADCASTING.

Sales promotion manager for leading radio station representative. All replies considered. Write Box 91L, BROADCASTING.

Musical director-play piano and Hammond organ, accompany; must trans- pose, have repertoire, maintain station library. Local price. Hours: 9 to 5, no objection to respectable outside work. Call John Arrhen, WGBA, Wausa, Wisconsin.

Help Wanted

Male copywriter with ideas. Some an- nouncing experience. KFOM, Longview, Texas.

Wanted, experienced news man, re- write. Excellent opportunity for man with experience and good news judg- ment. All work not confidential. Box 94L, BROADCASTING.

Topnotch writer for continuity directorship. Dramatic genius required; ability to think and action on a commercial copy, supervise and efficiently handle all aspects of continuity. Excellent salesmanship. Excellent re- sponsibility and control of department to be held by experienced man. Send applications and granted a personal interview. Box Director, WGBA, Columbus, Georgia 30393.

Situations Wanted

Attorney, congressional, radio and publicity experience desirable. Connections with company or law firm preferably preferred. W. C. Box 95L, BROADCASTING.

Managerial

General manager available, 18 years experience. Excellent financial work- sound family man. Top references. Send resumes. Box 90L, BROADCASTING.

"Top billing" salesman desires com- mercial management experience preferably California, will consider other areas. Must be able to handle multi-million dollar radio sales, net and indie, 3 years at present level. Must have proven sales ability and strong management ability and fast growing large market. Experience with ABC stations preferred. Reply in confidence. Box 109L, BROADCASTING.

Top salesman for growth station. Successful in highly competitive market. Has handled major program projects and propositions and completed contracts for successful local and national accounts. Knowledge of national advertising. UFH, professional motion picture and writing experience helpful. Must be able to plan TV. Available 30 months minimum. Write to present employer. Box 94L, BROADCASTING.

For sale: 26 years experience in broad- cast field. Engineering, sales, program- ming, management. Know really low cost, high volume operation. Send resume. Box 88L, BROADCASTING.

Man in industrial New England seeks management position. Has handled three applications and granted construction contracts for permits. Personally contacted and managing station on UHF, professional motion picture and writing experience helpful. Must be able to plan TV. Available 30 months minimum. Write to present employer. Box 5L, BROADCASTING.

Buyer for radio equipment. Home in New England. Pays $7,000 per month brings you an experienced manager who handles three applications and granted construction contracts for permits. Personal contact of managing station on UHF, professional motion picture and writing experience helpful. Must be able to plan TV. Available 30 months minimum. Write to present employer. Box 8L, BROADCASTING.

Car needed. Man who has handled three applications and granted construction contracts for permits. Personal contact of managing station on UHF, professional motion picture and writing experience helpful. Must be able to plan TV. Available 30 months minimum. Write to present employer. Box 5L, BROADCASTING.

Family man needs management expe- rience. Family ready. Box 89L, BROADCASTING.

Help Wanted

Classified Advertisements Payable in advance. Checks and money orders only.

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: $12.00 per inch.

No charge for blind box number. Send box replies to Broadcasting Box 800, Radio News, Box 4, D. C.

All transcriptions, photos, etc., sent to box numbers are sent at owner’s risk. Broadcasting expressly repudiates any liability or responsibility for their custody or return.
Situations Wanted (Cont'd)

Business manager general of a large metropolitan station. Have taken out of the red and into solid black. Five years experience, step up to more responsibility, preferably in television. Have been executive since 1946 in agency and station promotion. Experienced in accounts, man- aging, sales, promotion and personal relations. Salaries to $10,000 yearly. Excellent refer- ences. Presently employed. Box 85L, BROADCASTING.

Situations Wanted (Cont'd)

Staff announcer, married, vet, draft exempt. Willing to travel. Per- manent within requirements. Five years experience in radio and television. Love family, home and friends. Desires position. Phone (32) 526-4685.

Staff announcer, married, experienced, with unlimited productive capacity and experience in television, film, agency work. Desires chief's position. Presently employed. Box 94L, BROADCASTING.

Staff announcer, 5 years experience in radio and television. Desires chief's position. Include reference. Phone (32) 526-4685.

Situations Wanted (Cont'd)

Chief engineer, 6 years experience in maintenace and new construction. Excellent record as chief, family re- sources. Box 87K, BROADCASTING.

Chief engineer, 10 years experience in radio and television. Have had experience in construction and management. Box 85K, BROADCASTING.

Engineer with first class ticket, car, and complete station. Available upon request. Box 41L, BROADCASTING.

Engineer with degree and 15 years experience. Reliable, considerate and practical engineer. In first letter. Box 63L, BROADCASTING.

Permanet position with larger station. 1st class license, 15 years experience. Will work full time. Reasonable, congenial and dependable. Desire chief's position. Box 49L, BROADCASTING.


First phone operator, single. Will travel. Desires work in broadcasting. Desires work in the east. Box 85L, BROADCASTING.

First phone operator, single. Will travel. Desires work in broadcasting. Desires work in the east. Box 85L, BROADCASTING.

I'm your man: Announcer, strong delivery. Experienced, responsible, selling voice and personality. Box 55L, BROADCASTING.

Man able and willing to do a man -sized job in a large city. Desires position. Include references. Phone immediately. Bill Borom, 1000 Watts. Like mid-man, "open and spin. 'Em up and spin 'em to sleep." Semi- autonomous, willing to travel. Box 12L, BROADCASTING.

Manly, clean, confident, 25, college graduate. Radio and television experience. College graduate, 27, desires position as announcer and staff announcer. Background in midwestern or eastern station play-by-play sports. College major, English, with fifteen years experience. Will toe line and comfortable. Desires position with larger station. Box 61L, BROADCASTING.

Apply to: Jim, Box 24L, BROADCASTING.

Manager: With a record of achievement in a highly competitive metropolitan field. Not a "Fancy Dan," but a sound, practical type. Background of 12 years newspaper experience and present management of 5 recognized k w network outlets. Extremely fair, honest and strictly sales-minded. Now in newspaper field, but seek return to broadcasting. Established station having a man-sized job to be done and willing to pay well for accomplishment. Not interested in station skating on thin ice because I'm a former employee. Will invest. References from prominent past employer and industry leaders as well as present employer. Do anywhere. Available 20 days notice and available for immediate interview in your office. Box 70L, BROADCASTING.

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Situations Wanted (Cont’d)

Help Wanted

ATTENTION

10,000 watt southwestern N. B. C. affiliate needs A-1 morning man. Excellent working conditions. Genial companionship. Spend winter in sunny southwest. Send tape or disc.

Box 35L, BROADCASTING

WANTED

operators & engineers

for affiliation with the National Association of Radio Engineers—a nonprofit professional organization devoted entirely to the welfare and rights of the licensed operator and engineer.

Several state chairmen vacancies now open. Apply for information to:

N.A.R.E., P. O. Box 704, Dallas, Texas

Situations Wanted

For Sale

network

PRODUCER-WRITER

with announcing-acting background seeks same position with agency or large station. Will pay own expenses for interview if right spot open.

BOX 53L, BROADCASTING

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.

Situation Wanted

Assistance: Seeking television opportunity. Two years radio. Seven years show business and demonstration background. Twenty-seven, married, veteran. Employed net affiliate. Box 37L, BROADCASTING • TELECASTING.

Production-Programming, Others

Desire position as director community TV station. 60-70 hours TV directing experience. Various theatrical backgrounds: featured in 3 Broadway musicals, 2 dramas; writer-producer-director 32 Army shows. Family man. Prefer New England, were used. Box 30L, BROADCASTING • TELECASTING.

Experienced asst. director-floor manager. Formerly headed own TV package firm, program-production manager at various radio-TV stations. Opportunity main interest. Presently employed. Box 30L, BROADCASTING • TELECASTING.

Television production team. Young couple. Girl women's program director, continuity chief, proven on the air personality. Man-ass't director, floor manager 12 years combined experience all phases radio-TV. Opportunity considered above all. Presently employed. Box 31L, BROADCASTING • TELECASTING.

For Sale

Stations

Excellent 250 watt fulltime station in growing east coast city of 15,000. Good potential. Fine studio transmitter building with five acres of land right in city. Owners have other interests. $40,000 with $20,000 cash. Box 20L, BROADCASTING.

For sale—broadcasting stations Leonard B. Schuler 5000, East Green St. Champaign, Ill. Phone 6964.

Equipment, etc.

Channel two or three RCA-TFA three bay B. Ware antenna immediate delivery. Box 36LK, BROADCASTING.

For sale. Antenna tuning unit, Andrew’s 49. Good condition. Best offer. Box 36L, BROADCASTING.

Wanted: 1 kw amplitude modulated transmitter. State price, condition, age. Box 36L, BROADCASTING.

EQUIPMENT FOR SALE?

• equipment for sale

• need an engineer

• looking for a job

• 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.

Situation wanted, 10¢ per word ($1.00 minimum)

Wanted, 20¢ per word ($2.00 minimum)

All other classifications 25¢ per word ($4.00 minimum)

Display ads, $1.00 per inch

Please address all correspondence to Classified Advertising Dept., BROADCASTING, 870 National Press Bldg., Washington 4, D. C.
Aug. Network Gross  
(Continued from page 28)

networks, according to current rate cards. 

On ABC and Mutual there has been no change in the gross time rates, but a discount of approximately 15% is to be credited to each advertiser on his net billings. For the reasons already stated, it is not possible for PIB to apply these ABC and Mutual discounts to any programs appearing on these two networks. 

Accordingly, gross time sales of ABC and MBS will make better relative showings in comparison with the grosses of CBS and NBC as reported by PIB from week to week than they have in the past. 

Decrease in advertisers’ network time purchases from June to July is also reflected in Table III, which lists the expenditures of the top ten network clients. Number one time buyer, Procter & Gamble Co., for instance, spent $1,852,777 for network time in June, but only $982,088 in July (at gross rates). Of the July toppers, seven also were included in the June list, with three newcomers—Pepsi-Cola, Co., William Wrigley Jr. Co. and Schenley Industries—replacing General Foods Corp., Colgate-Palmolive Peet Co. and Campbell Soup Co., which ranked second, sixth and ninth among network time buyers in June. Leading advertisers in each product group is reported in Table IV. 

Combined time purchases of advertisers in all product groups for July and for the first seven months of the year, with 1951 compared with 1950, are shown in Table V. When the product class grosses for July of this year are compared with the June grosses, 15 classes have lower grosses and only seven show increases—beer, building materials, confectionery and soft drinks, publishing and media, retail stores, transportation and resorts, miscellaneous. 

Somewhat surprisingly, the confectionery and soft drink increased use of network time in July was due not to expanded soft drink advertising but to extensive summer campaigns launched by two gum companies, American Chicle, using three programs on ABC; and William Wrigley Jr. Co., adding three CBS shows to its usual schedule. Similarly, the new transportation advertiser was not trying to attract summer vacationers but is a freight handler, North American Van Lines, which has a new program on ABC. 

EXECUTIVES of Frey & Peters and representatives of WTCN-AM-FM-TV Minneapolis-St. Paul met in Minneapolis on June 22 for a sales conference. Taking part are (front row, 1 to r) Dick Jansen, WTCN national sales coordinator; Bob Ekstrum, WTCN sales manager; F. Von Konynenburg, WTCN vice president and general manager; Charles Miller, director of WTCN radio operations, and H. P. Peters, Free & Peters, New York; (rear, 1 to r) Bill Bryan, Free & Peters, Detroit; Art Bagge, John Erickson, Dean Milburn and Ray Neihengen, all Free & Peters, Chicago.

ELECT WILLEM  
Top Post in AAAA

JOHN M. WILLEM, Leo Burnett Co., Chicago, has been elected chairman of Board of Governors, Central Council, American Assn. of Advertising Agencies, will represent the Central Council on AAAA’s Board of Directors. 

Former secretary-treasurer of Central Council, Mr. Willem replaces Rolland Taylor in both offices due to Mr. Taylor’s transfer from Chicago to the N. Y. office of Foote, Cone & Belding. George Reeves, J. Walter Thompson, Chicago, elected to fill Mr. Willem’s unexpired term as secretary-treasurer.

COAST OFFICE  
CBS Station Relations

CBS Radio station relations office will be re-established on the West Coast effective today (Monday) with Ole G. Morby, assistant sales manager of the Columbia Pacific Network and KNX, CBS-owned Los Angeles stations, heading operations. 

As western division manager, station relations, CBS Radio Division, Mr. Morby will be responsible for field work in Oregon, Idaho, Montana, California, Nevada, Utah, Arizona, New Mexico, Colorado, and the western part of Texas. Prior to joining the San Francisco office of CBS Radio Sales in 1942, Mr. Morby was associated with McCann-Erickson in the same city for 8 years.

Mrs. Lloyd Yoder  
Mrs. LLOYD YODER, wife of Lloyd Yoder, manager of KNBC San Francisco, died Wednesday. She had been hospitalized frequently with heart ailments. Private funeral services were held in San Francisco.

FCC Actions  
(Continued from page 107)

Applications Cont.:  
Cleveland, Ohio; WKRK-FM Cincinnati, Ohio;  
APPLICANTS DISMISSED  
KTKT Tucson, Ariz.—DISMISSED application for assignment of CP to KTKT Inc.  
KSL Glendale, Texas—DISMISSED application for CP to change from 1430 kc 1 kw D to 1430 kc 1 kw-LS NA.

September 27 Decisions . . .  
BY THE COMMISSION EN BANC  

WIBM and KEA, Hornell, N. Y.—Designated for hearing in consolidated proceeding in Washington on Oct. 14, application of WIBM to change from 1560 kc 1 kw D to 1420 kc 500 w-LS.

George Basil Anderson, Rockford, Ill., and North Shore Rest. Co., Inc., Evanston, Ill.—Designated for hearing in consolidated proceeding in Washington on Nov. 15, application of Anderson and that of North Shore for new stations on 1350 kc 500 w-LS DA; made WKNK Kankakee, Ill., and WJOL Joliet, Ill., parties to proceeding with respect to North Shore only; and KROS Clinton, Iowa and WIBA Madison, Wis., parties with respect to KROS only.

Armando E. Santos, San Diego, Calif.—Granted mod. CP which authorized applicant to pursue sustaining and commercial programs to KEX Tijuana, Mexico, substitute in lieu thereof XEAX Tijuana, Mexico.

Mutual Rest. Sys. Inc., New York, N. Y.—Granted extension of authority to transmit programs to CKLW (Continued on page 118)
change from daytime only to fulltime with 100 wight on its present frequency of 990 AM and daytime power of 1 kW etc. Decision Sept. 27.

MEMORANDUM OPINION
Fort Stockton, Tex.—By memorandum opinion and order, FCC denied the petition for reconsideration of Commission action of March 14, designating Fort Stockton as the site for new FM station on 95.5 kHz. Application is filed for reassignment of license of KTXC, and for grant of same. Further order that hearing in this proceeding be held in Big Spring commencing Oct. 30.

September 27 Applications

ACCORDING TO FCC

Modification of CP
WFCN Fayetteville, N.C.—Modification of CP to change frequency, power etc. for extension of completion date.

License for CP
KPM Portland, Ore.—License for CPA Fm AM station.

WPDB Sturgeon Bay, Wis.—License for new Fm station.

WHOF-Decatur, Ala.—License for new Fm station.

WODK Morgantown, S. C.—License for CP for new Fm station.

TV-Ch. 5
KSD-TV St. Louis, Mo.—License for new non-commercial educational Fm station.

APPLICATION RETURNED
KDKC Clinton, Ky.—Application returned for license renewal.

FCC Roundup

New Grants, Transfers, Changes, Applications

Box Score

SUMMARY THROUGH SEPTEMBER 27
Summary of Authorizations, Stations on the Air, Licenses

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<th>On the Air</th>
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**Count State Bank; John A. Flichen farmer and theatre manager; Hubert F. Schneider, radio service business.** Filed Sept. 26.

**TRANSFER REQUESTS**

WILD Danbury, Conn.—Transfer of control to western Ohio station.

WPON Fairfield, Conn.—Transfer of control to western Ohio station.

WJZ New York—Transfer of control to western Ohio station.

WJZ New York—Transfer of control to western Ohio station.

**NEW APPLICATIONS**

**AM APPLICATIONS**

Montrose, Pa.—Montrose B c s t, Cpl. and transit station.

**County State Bank; John A. Flichen farmer and theatre manager; Hubert F. Schneider, radio service business.** Filed Sept. 26.

**NEW APPLICATIONS**

**AM APPLICATIONS**

Montrose, Pa.—Montrose B c s t, Cpl. and transit station.
ANA Spotlight
(Continued from page 84)

vision and validation of media studies, and (5) to foster whatever other research as may further the science of advertising and marketing. Media studies supervised under the new plan may include broadcast media as well as the printed media which formerly were the exclusive area of the foundation’s attention.

ARF membership fees will range from $150 to $2,000, based on advertising expenditures, agency billings or income from sales of advertising space or time. The expanded foundation will not provide research services, it was emphasized, but will help only in the direction, planning or examination or research done by the usual professional research organizations.

Marion Harper Jr., president of McCann-Erickson, answered "Is Advertising Suffering From Over-Production?" by saying the question is comparable to asking if too many ideas are being produced. The function of advertising, he said, is to produce new ideas and test action on them in competition with other ideas; that advertising is not capable of over or under supply.

Increase in radio advertising has been the greatest, he pointed out, having gone up 184% in dollars and 75% in hours since 1940. "A 12-Year Cycle of Advertising Expenditures" presented by M. L. McElroy, vice president for the ANA, indicated that advertising expenditures for member companies have risen 2% times, while sales have increased 2.5% times. He also found that a greater part of selling expenses is now given to advertising, indicating greater dependence on advertising in the total marketing job.

Members reported that, whereas production by government contract has increased, product shortages have risen only slightly. The defense program is more affected by relatively few budgets, but more than half the organizations have altered budgets as a result of rising advertising costs, Mr. McElroy said.

About 70% of the companies expect a rise in sales during 1953 and 20% expect to equal their present volume, while 50% expect to increase their budgets. Advertising budgets will remain, he reported, at essentially the 1951 level.

The new program feature, sponsored by the Advertising Council under the chairmanship of Fairfax M. Cone, board chairman for Foote, Cone & Belding, was "America In War Today." William R. Baker Jr., president of Benton & Bowles; Henry G. Little, vice president of Campbell-Ewald Co., and Robert R. Mathews, general foods Corp. advertising director, presented ways advertisers could participate in the battle of ideologies.

Composer Hans Hotz, who flew back from Germany to address the advertisers, received prolonged applause for his description of communistic propaganda methods.

Describing youth rallies held in Berlin, he explained the techniques used there as "a staple diet of daily propaganda."

The Kremlin now uses U. S. advertising methods, he said, for propaganda—backed by police.

Power of Persuasion
"The power of persuasion, the knock of simple appeal, repetition and the all-out campaign as played on a scale which even America has never known," he said. "Propaganda and hate have been rained against the pitch where open war seems the logical and inevitable next step in history."

Formal dinner for ANA delegates Tuesday evening had stage entertainment planned and produced by ABC.

Sessions closed with a luncheon Wednesday at which C. D. Jackson, president of the National Committee for Free Europe, on leave from Fortune magazine, described the work of Radio Free Europe.

RFE, he said, has adopted American advertising and sales techniques, including singing commercials—for the business of selling America. That technique, he added, is one of the real reasons for the impact of RFE and is building him against the psychosis of despair.

"We are reaching our audience," he assured ANA, and the U. S., once very close to becoming a nation of "so-whatters," is realizing, he feels, a new surge that will counteract the fanaticism of communism in Europe.

West Answers
(Continued from page 84)

based on the most commonly accepted objective, and independent data available, he said. Time span of the report was based upon members’ needs and pertained to radio only since the advent of television, in order to avoid the complexities of wartime and postwar growth of radio.

Comparisons between the value of radio and other media were not made, it was explained, because evaluations would have been too subjective to be of worth.

The studies also did not purport to furnish specific information on differences of television’s effect on different programs and stations, the president remarked. "The impact of television undoubtedly has not been uniform for all radio programs at a given hour, for all radio stations in a given city, or for all radio networks," he said, adding that members’ own research sources could be used to gauge the extent of these differences.

"It should hardly be necessary to reaffirm the interest of the ANA in the sound progress of all advertising media," Mr. West emphasized.

Proclaiming the mutual interest of advertisers and media to have effective communication channels available under the free enterprise system, he concluded, "for this reason particularly, the ANA regrets that its following of a traditional practice in issuing the series of radio studies has been the cause of misgivings in radio circles, and hopes that this statement may contribute toward a realization of the true and proper purpose of these reports."

Telestatus
(Continued from page 98)

founded, with not too much contrast, Dr. Foote added. Feet of light in the viewing room, but not placed so it reflects on the tube.

* * *

Rate Card No. 8 Issued
By WPTZ Philadelphia

WPTZ Philadelphia last week issued a new rate card, this one No. 8, effective, today.

New WPTZ rate structure calls for a one-time rate of $1,500 per Class A hour of program time; $1,125 per Class B hour and $750 for Class C.

Announcements are set at $300 each in Class A time, $225 in Class B, and $135 for Class C.

H. Reid Smith
FUNERAL services for Henry Reid Smith, 29, who died Sept. 15 following a heart attack, were held Sept. 17 in his home city, Bloomington, Ind. Mr. Smith was program director for WJBF Augusta, Ga.

New WBAL Aide

ACCOUNT of Thomas J. White Jr., manager of news and publicity for WBAL-AM-TV Baltimore was announced last week. He has been a newspaperman since 1939. For the past year, he worked for the Baltimore News-Post as picture editor. The paper and the station are Hearst-owned properties.

TRIED and PROVED
for 5 YEARS

A Dramatized Industrial Educational
Program for Employees

On WBRY since 1945. Just renewed on upper N. Y. station. Now available for your city. Programs run 5 minutes—Can be adapted to special local situations.

FOR AUDITION RECORDS AND INFORMATION WRITE

WBRY
5,000 WATTS

CBS in Waterbury, Conn.

October 1, 1951 • Page 113
TRUMAN SECURITY ORDER DRAWS DISTRICT 12 FIRE

STRONG resolution condemning President Truman's security order (see story page 29) under special procedures was adopted at closing session of NARTB District 12 in Wichita (early story on meeting page 32).

New order gives government agency heads "unassailable right to classify their own information as to its releasability," resolution said, creating "obvious danger" power may be exercised to prevent free dissemination of news. District opposed order as "violation of the public interest." District Director Jack Todd, KAKE-Wichita, was elected to notify President Truman of action.

Other resolutions followed pattern of previous meetings, opposing Benton Bill and endorsing BMI, BAB, Director Todd, Dr. Forrest L. Whan's speech at Miatai-Kansas City. NARTB officials and Station Relations Dept. commended. Efforts to deprecate value of radio medium condemned.

Sales clinic conducted Friday afternoon by BAB President William B. Ryan and Lee Hart, of BAB Chicago office. Taking part were Georgia Collison, KOCY Oklahoma City; Budd Blust, KTUL Tulsa; Dale McCoy, KBFI Wichita; Gerald Barker, WREN Topeka, Allen Page, KSDO Lawton, Okla.; Ray Jensen, KSAL Balala, and George Higgins, KMBC Kansas City.

BASEBALL PROBE PLANS

FURTHER CONFERENCES scheduled between organized baseball executives and Justice Department, following meeting last week between Ben Fiery, Cleveland attorney for American League, and Louis F. Carroll, New York at- torney for National League, with H. Graham Madison, Assistant Attorney General in charge of Anti-Trust Division. Meetings part of four-month investigation by Justice Dept. into monopoly aspects of organized sports, with particular emphasis on exclusive radio and TV broadcasts.

ABC CANADIAN SERIES

Radio drama series, Stage 68, heard for eight years over Canadian Broadcasting Co., will be heard over ABC-Radio starting Sunday, Oct. 14, 6:30-7:30 p.m. (EST). Weekly series, described by one critic as having "best rep- ertyor group on the North American Conti- nent" will offer Strindberg's 'The Father' for its American premiere, to be followed by plays ranging from Shakespeare to original Canadian works.

CBS-TV LEASES THEATRE

CBS Television Division leasing Monroe Theatre, former motion picture theatre at 76th and First Ave., New York, under five-year contract. Upon conversion it will be CBS- TV's 14th (and largest) studio in New York. It's to be designated "Studio 61," is slated to be ready for use by Fred Waring Show and two, perhaps three, five-a-week daytime programs about mid-December.

ROGERS, DILLARD FORM GOOD MUSIC HOOKUP

NEW "good music network" between Wash- ington and Boston to open Oct. 7 under co-operative venture started by M. Robert Rogers, vice president and general manager of WCGM-AM-FM Washington, and Everett L. Dillard, president of WASH (FM) Washington and Continental FM Network.

Five programs by Budapest Quartet from Library of Congress will be fed in October over Continental high-fidelity facilities. Carrying programs will be WWIN-AM-FM Balti- more; WFLN (FM) Philadelphia; WNYC- AM-FM New York and KEZXC Alpine, N. J.; WGBH (FM) Boston and Yale U. cam- pus station at New Haven. First program to be heard 3-5 p.m. Oct. 7. Backers of new hookup contend strong program distribution over networks should provide basis for FM development. Both AT&T and off-the-air pick-ups involved.

PRO FOOTBALL TELECASTS STARTED BY DU MONT

DuMONT will telecast from one to three pro football games—utilizing 26 of National Football League contests it has contracted for—each week through Dec. 23. Network will be split on regional basis with 27 stations participating in coverage that will bring every National League team before cameras at least once. League championship game Dec. 23 will cap series.

First game was scheduled yesterday (Sun- day) between Philadelphia Eagles and Chicago Cardinals in Chicago. Game was to be beamed to 14 cities, primarily in midwest, but like all games scheduled, was not to be shown in New York because league ruling forbids television when local team is playing.

Atlantic Reining Co. through N. W. Ayer and Brewing Corp. of America (Carling's Red Cap Ale, Black Label Beer), through Benton & Bowles and Lang, Fisher, & Stashower, Cleveland, for their respective products, will share sponsorship of all Cleveland Browns games. Atlantic and Pittsburgh local Chevrolet dealers, through Ketchum, MacLeod & Grove, Pittsburgh, sponsor all Pittsburgh Steelers games, and Atlantic alone will sponsor Phila- delphia Eagles.

DUANE JONES PLANS SUIT

DUANE JONES, president of Duane Jones Co., said Friday former advertising client would be named as defendant with nine former employees in million-dollar suit to be filed in New York next week. He affirmed his decision to remain in advertising business. He will retain part of present quarters, cutting space from 17,000 feet to 5,000. He also predicted he would start with about $1.5 million billing for coming year as compared with the $15 million he had. Although Mr. Jones did not reveal accounts he is retaining it was understood that Bonomo candy would be one of them.

WAS FCC CHAIRMAN Wayne Coy offered executive post with Ford Foundation? Story is that just before his reappointment last June offer was made by James Webb Young, con- sultant to foundation, but FCC chairman on very next day declined, having informed Pres- ident Truman he would accept reappointment. Understood offer was for $35,000 per year, with headquarters at Pasadena, Calif.

Writers of first drafts of NARTB tele- vision code, with one eye on legislators and other on listener reaction, proposing seal of approval for code subscribers and stiff penalties for violators.

SUCCESSOR to Leslie Harris, program man- ager of NBC radio, who becomes director of television and radio for Colgate-Palmolive- Peet Co. (see story page 54), expected to be executive within production department.

UNDERSTOOD number of broadcasters are interested in attending Oct. 2 meeting of LeBlanc Corp. (Hadacol) creditors, to be held in New York. Tonic firm has spent millions annually on radio.

FCC SEES NEW COLOR TUBE


TELFORD TAYLOR NAMED

TELFORD TAYLOR, 43-year-old counsel of Joint Committee on Educational Television, nominated Friday by President Truman to be administrator of Small Defense Plants Administra- tion. He represented U. S. in prosecu- tion of Nazi war criminals and was former FCC general counsel.

CBS NAMES SPOT DIVISION


BRICKER SECURITY BILL

A BILL calling for repeal of President Tru- man's security order covering release of in formation by federal agencies introduced in Senate late Friday by Sen. John W. Bricker (R-Ohio) (see story, page 29).

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Closed Circuit

(Continued from page 4)

50 kw Los Angeles radio key.

WORLD SERIES will be seen in several non- TV cities. AT&T approached by number of broadcasters and theatre owners along micro- wave- coaxial routes for permission to pickup and close-circuit telecasts of baseball classic which begins Oct. 3. It will not identify its "customers," but one is KFEL Denver, which has equipment and number of sets ready for use. Another in same city is Wolfsberg theatre chain [Broadcasting + Telecast, Aug. 20].
That's what you want, isn't it? In advertising that means more sales impressions per dollar spent.

No other medium can approach radio in reaching a lot of people at low cost. In a market that is nearly 1/10th of America, one station—WLW—reaches more people more frequently and at lower cost than any other medium available.

If you're really serious about wanting more for your advertising dollar, if you're concerned about the cost of reaching people, you should see the new presentation, "What Price People?" We'll be glad to show you this factual story about—

WLW
THE NATION'S MOST MERCHANDISE-ABLE STATION
Electron tubes are the nerve ends of military intelligence—in systems set up and maintained by RCA Service Company field engineers.

**Electron Tube with a military mind**

With the rapid advance of airplanes, tanks, fast ships, and mechanized weapons, a swift, sure means of *communication* and *detection* is as important as the weapons themselves. It is provided—by electron tubes and electronics.

So important is this area of military intelligence that RCA Service field engineers—here and abroad—have lifted their efforts to new peaks. Working with our Armed Forces, they install and maintain such communications systems as short-wave radio and portable radiotelephones. They work with systems of *detection*, such as radar. They help ships and planes *navigate* with loran and shoran. These engineers are the link between research developments made at RCA Laboratories—and America's military strength.

The number of RCA field engineers has *tripled* since World War II. And they serve where needed, wherever an electron tube's "military mind" can be of military use.

See the latest wonders of radio, television, and electronics at RCA Exhibition Hall, 36 West 49th Street, N. Y. Admission is free. Radio Corporation of America, RCA Building, Radio City, New York 20, N. Y.

Practical training of military personnel—in classes, factory, and the field—is basic part of RCA Service Company work with our Armed Forces.

RADIO CORPORATION of AMERICA
World Leader in Radio—First in Television