WOR-tv channel 9

New York's greatest tv sports station
programming The World Series, Brooklyn Dodgers, All-Star baseball game, boxing, wrestling, collegiate basketball, pro and collegiate football highlights...

expands its 1951 fall schedule!
The station whose main events on Tuesday, Thursday and Saturday attracted a 41% larger audience than the Madison Square Garden events during the 1950-51 season now brings you the strongest sports lineup ever seen on any tv station in New York.

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

These top-premium sports availabilities guaranteed against preemption...at a cost any sponsor can afford.

write, wire or phone WOR-tv channel 9
at 1440 Broadway, in New York

* Bouts under the supervision of one of the greatest promoters and matchmakers in the fight game, Joe McKenna.
Presenting "The Red Blanchard Show"—a new, exciting live-talent participation program, 7:00-7:40 each morning, Monday thru Saturday. Using the WLS pre-tested, time-proven formula of live-talent block programming, "The Red Blanchard Show" is offering listeners a Saturday night Revue for morning enjoyment! In addition, each day Captain Stubby and the Buccaneers, famous NATIONAL BARN DANCE favorites are featured—plus other outstanding WLS entertainers. Comedian Donald "Red" Blanchard, the midwest's laughable comic favorite, M.C.'s the entire revue.

There is something to please all tastes: Service features—weather—time—temperature; comedy; musical favorites both vocal and instrumental—all combined in that informal, friendly manner which has proven so enormously successful on the Saturday night NATIONAL BARN DANCE.

A. C. Nielsen's Chicago Station Area Reports have consistently shown the 7:00-7:40 A.M. WLS time to reach top available audiences. Your Blair man can give you complete audience information.

WLS accepting, believing morning listeners are being reached, and most economically, too! Each day's program is designed for sales on an effective participation basis, with live or transcribed announcements.

See your Blair man today for complete details on the Red Blanchard Show—profitably programmed for you.
Cross Country

WHIM Leads All Independents

Hooper proves,
WHIM not only leads all stations in Providence -- morning and afternoon,*

but...

WHIM also tops all independents throughout the United States -- morning and afternoon. **

No Baseball - Just Music & News

* Providence Hooper; June-July, 1951
** Independent Station ranking, Hooper; June-July, 1951

1000 watts  WHIM  1110 kc
Providence, Rhode Island

Represented Nationally by the Headley-Reed Company
The Action Suits the Words...

During the most recent visit of the Red Cross Bloodmobile to Wilmington, WDEL-TV's local news reporter, James Adshead, was among several hundred men and women who contributed blood for use in Korea. A WDEL-TV news cameraman filmed the event for telecasting on "Delaware Newsreel."

The local news program, "Delaware Newsreel" is presented four times weekly. For this program, two WDEL-TV cameramen cover all important news events in Wilmington and surrounding areas. During September, Adshead appealed for volunteers to support the Red Cross Campaign for blood, and suiting action to the words, he was one of the first in line the morning the drive opened. Films made of him in the Red Cross Bloodmobile were shown on "Delaware Newsreel" the same night. This TV publicity contributed to the success of the drive... and helped to create active interest among hundreds of future blood donors.

The "Delaware Newsreel" telecasts are but one of the many local programs carried by WDEL-TV in an endeavor to meet the public needs of the communities it serves.

WDEL-TV
WILMINGTON, DELAWARE

Represented by
ROBERT MEEKER ASSOCIATES • Chicago • Los Angeles • San Francisco • New York
MRS. HORTON RCA DIRECTOR; 50c VOTED ON COMMON

MRS. DOUGLAS HORTON was elected to RCA Board of Directors, first woman to serve in that capacity, at regular board meeting, Brig. Gen. David Sarnoff, chairman, announced Friday. She succeeds Arthur E. Braun, member since 1921, who resigned both his RCA and NBC directorships.

Mrs. Horton, vice president of Council of Churches of Christ in America, became first woman to serve on NBC board when she was elected to that position last December. As Mildred McAfee, she served as president of Wellesley College and as commander of the Waves during the second World War.

At same board meeting, dividend of 50 cents per share was voted on RCA common stock, payable Nov. 26 to holders of record as of the Oct. 1 next year. The semi-annual dividend brings total payment this year to $1 per share.

First preferred stock was voted on 87 1/2 cent dividend for the Oct. 1-Dec. 31 period, payable Jan. 2, 1952, to holders as of Dec. 17.

HARKNESS URGES MEETING ON CENSORSHIP MUDGLE

MEETING of radio news executives and editors, including Washington radio and news correspondents, urged Friday by Richard Harkness, NBC commentator, to clear up confusion over security and censorship issue (early story page 25).

While President Truman has indicated he has no immediate plan to revive wartime Office of Censorship (see editorial page 56), Mr. Harkness said Thursday censorship mixup at White House had left radio newsmen as well as newspaper correspondents baffled over security policies. He added Joseph Short, President's press-radio secretary, would have called in newsmen at Thursday conference with government news chief if Administration were acting in good faith.

PART or all of FCC funds requested for vital monitoring activities stand good chance of being restored by Senate Appropriations Committee. After revelation that FCC had tracked spurious transmitter signals in District of Columbia, members said to look upon monitoring value in new defense light. Budget sought $1,840,000, which House committee pared to $1 million and economy-minded House deleted.

You can write off new Taft-Hartley election requirement now pending on Hill as of little significance to broadcasters. Bill (S 1969) would permit employer and union to agree on union shop contract without special election as heretofore. Amendment would eliminate need for new elections in over 4,700 cases, with only small minority involving radio-TV. Legislation passed Senate, now pending in House. Controversy arose with SCOTUS decision in—(Continued on page 6)

BUSINESS BRIEFLY

TEXCEL SPOTS ● Industrial Tape Corp., New Brunswick, N. J. (Texcel cellophane tape), has started spot radio and TV campaign tripling company's normal ad outlay. It is using 15 and 20-second contracts for three weekly spot participations in 11 markets for TV and storecast advertising of 12 spots per week, 13 weeks, in three radio markets. Agency, Kenyon & Eckhardt, New York.


ZENITH RADIO-TV ● Zenith Radio Corp., Chicago (bearing aid), will start radio-TV spot schedule in early November using one-minute spots in all TV and 120 AM markets, 13 weeks. Agency, MacFarland-Aveyard, Chicago.

GENERAL MILLS TV ● General Mills, Minneapolis, to sponsor Betty Crocker Star Time weekly on ABC-TV, 12:12-12:30 p.m., starting Sat., Nov. 3. Agency, Dancer-Fitzgerald-Sample, New York.

HOUSE PASSES BAN ON-RADIO RECRUITING FUNDS

HOUSE Friday passed and sent to Senate amendment to defense funds bill to prohibit use of military funds for all recruitment advertising. Original proposal banned sponsorship only of radio-TV shows, but conferees reversed themselves late Thursday. Overall ban provided at end of earlier Senate amendment which would limit expenditures for Defense Dept. public information activities to $19,650,000. Proviso adds that “none of the funds in this act (HR 5054) shall be used or expended in connection with recruitment advertising including sponsorship of radio and television shows by the Dept. of Army, Dept. of the Navy and the Dept. of the Air Force” (early story page 25).

Mountain Stations Hit Benton's Bill

BITTER condemnation of Benton “censorship board” proposal voted unanimously Friday by NARTB District 14 at Salt Lake City meeting (early story page 29), with postscript, “Connecticut broadcasters please take note.” Postscript referred to Sen. Benton's re-election campaign next.

Frontal attack on President Truman's recent order extending security regulations to civilian agencies also embodied in second resolution passed unanimously. This further disapproved "any form of censorship of news from any government agency with the single exception of such news as might actually endanger the security of the nation."

Other District 14 resolutions, also adopted unanimously, included appreciation of regime of District Director William C. Grove, KFBC Cheyenne, and commended his efforts on behalf of technical employment relief for small and medium stations; praised NARTB President Harold E. Fellinga and his administration with emphasis on activities protecting radio's welfare and freedom; criticized attempts to bring down radio rates and undermine economic status of industry; called for cooperation in promotion of peace.

Another resolution commended NARTB headquarters staff, pointing especially to activities concerning such legislation as O'Mahoney rider to defense bill and its ban on radio-TV recruitment advertising. Carl Haverlin, BMI president, was lauded for his organization's accomplishments.

for more AT DEADLINE turn page

Upcoming

Oct. 8-9: District 17 NARTB Meeting, Davenport Hotel, Spokane, Wash.

Oct. 11-12: District 15 NARTB Meeting, Clift Hotel, San Francisco, Calif.

Oct. 18: Affiliates Committee Meeting, Hotel Stevens, Chicago.


Oct. 19: NARTB Television Membership Meeting, Hotel Stevens, Chicago. (More Upcomings on page 3B)

Closed Circuit

validating union shop pact on issue of non-Communist affidavits.

CHARGE by Dudley LeBlanc that FTC complaint against Hadacol was politically-inspired because no secondatorial seat in Louisiana categorically denied in Commission quarters. Authorities point out Hadacol ad claims were under scrutiny long before Sen. LeBlanc announced candidacy. It is also known that FTC has had formal complaint under wraps for past few months (see story page 84).

WNBC New York planning entry into all-night broadcasting field in near future, as soon as program plans work out and clearance can be completed. In this move, NBC's New York key station would be following example of network's Chicago O&O station, WMAQ.

THOUGH FINAL decision may await Mutual affiliates' approval of overall MBS-MGM program tieup [Broadcasting • Telecasting, Sept. 24], it's expected that among existing programs that will go into the six evening hours to be supplied weekly by MGM radio attractions will be Story of Dr. Kil'dare, Hardy Family, Adventures of Mawie, Gracie Fields Show, Crime Does Not Pay, and hour-long MGM Theatre of the Air.

BAYLOR- CHIDES SENATOR FOR RADIO PREJUDICE

USE of radio advertising for Armed Forces recruiting can bring more recruits per dollar spent than any other medium. Dr. Baylor, vice president and general manager of WJMO Cleveland, wrote Sen. Joseph O'Mahoney (D-Wyo.) in answering criticism over use of paid time and space.

Sen. O'Mahoney is author of amendment to proposed defense funds bill which would prohibit use of funds for radio and TV recruiting. Mr. Baylor wrote he was unable to understand why radio is being singled out for criticism in spending advertising money when radio and TV total combined would be less than sum spent in other media.

Use of the Armed Forces Lame program, Bill Stern sports series and Game of the Week were defended in letter. Mr. Baylor said Armed Forces are trying to reach 18-year-olds, who spend more time listening to radio than reading national weeklies and are more influenced by radio than by printed media.

As to WJMO, Mr. Baylor said station had received $761 in 4 1/2 years from Armed Forces recruiting advertising but had donated $6,448 in time to same agencies.

"The thing which disturbs me most," he concluded, "is that radio, which has undoubtedly more done in the way of giving of its facilities and talents to Armed Forces recruiting, without compensation of any kind, than any other medium, is as usual being singled out for public criticism. All I want to know is why?"

SCRANTON TV APPLICATION

TV APPLICATION for Scranton, Pa., filed Friday by WQLI-AM-FM for Channel 22, 200 kw radiated power. Station plans $320,099 for construction, $100,000 per year for operation.

for more AT DEADLINE see page 106

BROADCASTING • Telecasting

WODDS, WARWICK FORM AGENCY IN NEW YORK

MARK WOODS, former president and vice-chairman of ABC, and J. R. Warwick, former vice president and director of Warwick & Legner, Inc., have formed W & Warwick Inc., advertising agency. Temporary quarters located in Chrysler Bldg., New York. Clients and principal personnel will be announced first of year.

Former vice president and treasurer of NBC, Mr. Woods organized Blue Network and was elected its president in January 1942. He remained president when Blue Network was purchased by Edward J. Noble and its name changed to ABC. He was elected vice chairman of ABC in January 1950, resigning June 1, 1951.

Mr. Warwick began his advertising career with Frank Presbrey Co. in 1931. He has been with Warwick & Legner since 1932 as vice president, stockholder, director, and member of plans board from 1936 until his resignation Oct. 1. He has served as research director, such accounts as Sherwin-Williams, Vick Chemical Co., William R. Warner & Co., Motorola, George W. Luft Co., Capehart-Farnsworth, Kingan & Co., and Equitable Life Insurance.

FOUR STATION SALES OK'D

FCC approved following station sales Friday: WIAQ San Juan to El Mundo Broadcasting Corp. (WKAQ) same city for $480,000 [Broadcasting • Telecasting, Aug. 13]; KELP El Paso to Trinity Broadcasting Corp., licensee of KLIF, Oak Cliff, Tex., under a lease arrange- ment [Broadcasting • Telecasting, Sept. 10]; KWIN Ashland, Ore., to Leslie V. Bahr and James A. Stroekland, paying $25,000 for 51.4% of stock; WBEL Beloit, Wis., positive control to L. O. Fitzgbibbons for $13,333.33 for half of Lloyd Burlingham's interest.

TV TUBE SALES RISE

AUGUST sales of TV picture tubes to set makers totaled $10,043 tubes compared to $9,444 in July. He has served to Radio Television Mfrs. Assn. Of August sales, 98% were 16 inches or larger and 93% rectangular. Eight-month TV tube sales were 2,651,222 units.

ALTERNATE SPONSORSHIP


Defense Mobilizer Charles E. Wilson in third quarter report said present inventory of TV and radio sets will help offset temporary production decreases. Page 59. The signal control bill to implement President's power to seize facilities under Communications Act won sweeping approval from House. Page 37. A Senate-House conference committee moved to prohibit spending of recruiting money for radio and TV programs. Page 56.


IN THIS ISSUE


Hearing set for Nov. 9 on objections to petition for reorganization filed by LeBlanc Corp., producers of Hadacol. Page 57. In Wash- ington the FTC filed a formal complaint challenging Hadacol claims. Page 84.

Radio today used by more advertisers, investing more money than ever before, Jerry Stolarz, of Foote, Cone & Belding told mem- bers of Adv. Federation of America at Wilkes-Barre, Pa., Saturday. Page 40.

BROADCASTING OCTOBER 1951
The Bolling Company was founded on the principle that it is better to serve a few, well-managed stations thoroughly than a lot of them hap-hazardly. This principle has paid off for The Bolling Stations! Ask them!
There are Markets to sell!

In a recent, thorough investigation Advertising Research Bureau (ARB) interviewed scores of persons who shopped in ADVERTISED stores. LEARNED that some people get their information by listening others by Reading...

Let us prove it!

Clip this coupon and receive the "Proof of Pulling"

DOLLAR FOR DOLLAR THE XL STATIONS DELIVER THE BIGGER MARKET

The XL Stations
315 W. Sprague
Spokane 4, Wash.

Please send me your booklet on "TWO MARKETS IN THE NORTHWEST"

Name:
Business Address:
City:
State:

SERVING THE PACIFIC NORTHWEST

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

BROADCASTING TELECASTING

THE NEWSWEEKLY OF RADIO AND TELEVISION
Published Weekly by Broadcasting Publications, Inc.
Executive, Editorial, Advertising and Circulation Offices:
570 National Press Bldg.
Washington 4, D. C.
Telephone ME 1022

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On Dotted Line
Open Mike
Our Respects to
Programs, Promotions, Premiums
Strictly Business
Upcoming

TELECASTING Starts on page 69

WASHINGTON HEADQUARTERS
SOL TAISHOFF, Editor and Publisher

EDITORIAL: ART KING, Managing Editor; EDWIN H. JAMES, Senior Editor; J. FRANK BEARY, Earl D. Abrams, Associate Editor; Fred Fitzgerald, Assistant Managing Editor; Dave Stelnik, Assignment Editor; Lawrene Christpher, Technical Editor. STAFF: John H. Kearney, Wilson D. McCurdy, Johnoston, Allen Riley, Keith Travis; EDITORIAL ASSISTANTS: Pat Kowalczyk, Jean D. Stats; Gladys L. Hall, Secretary to the Publisher.

BUSINESS: MAURY LONG, Business Manager; Winfield L. Levis, Assistant Advertising Manager; George L. Danl, Ad Production Manager, Harry Stevens, Classified Advertising Manager; Eleanor Schad, Doris Orme, Jeannine Edelstein, B. T. Taishoff, Treasurer; Irving C. Miller, Auditor and Office Manager; Enid Wester, Assistant Auditor.

CIRCULATION AND READERS' SERVICE: JOHN P. COSGROVE, Manager; Doris J. Bushing, Ruth W. Davis, Grace Scherrn. Ewood M. Green

NEW YORK BUREAU
488 Madison Ave., Zone 2, Plaza 3-8335; EDITORIAL: Rufus Crater, New York Editor; Florence Small, Agency Editor; Florence Groff, William Ruchti, Liz Thackston.

Bruce Robertson, Senior Associate Editor.

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

CHICAGO BUREAU
300 N. Michigan Ave., Zone 1, Central 4-4115; William H. Shaw, Midwest Advertising Representative; Jane Pinkerton, News Editor.

HOLLYWOOD BUREAU
Taft Building, Hollywood and Vine, Zone 28, REmbrandt 4131; David Gluckman, West Coast Manager; Ann August.

TORONTO: 417 Harbour Front, Uniplex 4-0715 James Montagner.

BROADCASTING TELECASTING* Magazine was founded in 1931 by Broadcasting Publications Inc., under the title: BROADCASTING. The News Magazine of the Fifth Estate. Broadcast Advertising*. It was acquired in 1952 and Broadcast Reporter in 1953.

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

Subscription Price: $7.00 Per Year, $1.50 Per Copy

Page 8 - October 8, 1951
Now MORE than 10 per cent of total U.S. retail sales is concentrated in the prosperous Middle West area served by Station WMAQ.

Almost 14 billion dollars, an increase of 632 per cent in dollar volume in the past 10 years, are spent annually for consumer goods in thriving WMAQ-land where population has increased 13.5 per cent in the past 10 years... where per capita income buying power is 13 per cent above the national average... where home building is 19 per cent above 10 years ago... where industrial growth is first in the nation... where more people listen daily to WMAQ than to any other radio station.

Start cash registers ringing for your product or service by contacting WMAQ, Merchandise Mart, Chicago, or your nearest NBC Spot Sales Office NOW.

IT COULD HAPPEN ONLY IN
Radio reaches customers with split-second speed and gets immediate action. Economically!

As illustrated by the case of the poultry shipper who found that, due to postal regulations, he had to sell 5,000 baby chicks (held up by a shipping delay) within forty-five minutes. He brought his problem to the attention of KMOX (represented by CBS Radio Spot Sales). And KMOX immediately brought the story to the attention of its listeners. The result? A full five minutes before the deadline, all the chicks were gone ... all 5,000 of them sold within forty minutes. By one announcement!

Any time you want to sell—whether it's a one-shot emergency, a seasonal drive or a sustained year-round campaign—Radio is the way to do it easily and economically. And the way to use Radio most effectively in thirteen of your best markets is to use the stations represented by CBS Radio Spot Sales.*

*CBS RADIO SPOT SALES represents:
KXIS, 50,000 watts—New York
WCCO, 50,000 watts—Minneapolis
KMOX, 50,000 watts—St. Louis
WFOP, 50,000 watts—Washington
WRAY, 50,000 watts—Los Angeles
WCAU, 50,000 watts—Philadelphia
WBAM, 50,000 watts—Chicago
WAPI, 5,000 watts—Birmingham
WBT, 50,000 watts—Charlotte
WFUL, 50,000 watts—Richmond
WEEI, 5,000 watts—Boston
KCBS, 50,000 watts—San Francisco
KSL, 50,000 watts—Salt Lake City
and the Columbia Pacific Network

RADIO ... and for the best in radio, call CBS RADIO SPOT SALES
WGST offers the triple threat combination to score sales touchdowns in the Atlanta market—(a) Top rated net and local shows; (b) complete market coverage; (c) front line merchandising support. That's why more local advertisers use WGST than any other Atlanta station. Get off the bench and get in the game by playing on the varsity—WGST, Atlanta.
KPRC Delivers the lowest cost per-thousand in the fabulous Houston market

- Network station B's cost-per-thousand is 52% HIGHER than KPRC*
- Network station C's cost-per-thousand is 142% HIGHER than KPRC*

If you want to present your sales story to a constantly increasing Gulf Coast audience, and make it a buying audience, ask your Petry man . . . or call us.

* Percentages based on BMB, February-May Hooper Report, and 260 time Daytime Quarter Hour Rate.

NBC and TQN on the Gulf Coast
JACK HARRIS, General Manager
Represented Nationally by EDWARD PETRY & CO.
You'll never be the people's choice
Unless you use the human voice.

We don't have to sell radio to the nation's political parties. They know, as every politician in history has known, the power of the human voice. Candidates for office were among the first users of radio. And network radio is the only truly national advertising medium used extensively by the national parties.

With network radio they can use the human voice to reach the nation. And the human voice can successfully sell the intangibles — good will, personality, policy — just as it sells actual merchandise.

Isn't it logical that network radio should be your primary public relations instrument? If you are an institutional advertiser, then you are selling intan-
better than paper

gibles. You are selling the good will, the personality and the policy of your company. On NBC you use the human voice to sell these qualities to the largest audience in all advertising. In fact, not only the commercial message, but the entire program becomes your ambassador.

NBC leads all other networks in the number and prestige of its institutional advertisers. On NBC you will join company with Cities Service, Firestone Tire and Rubber, United States Steel, American Dairy Association, Bell Telephone, Reynolds Metals, American Trucking Association, the Dupont Company, Standard Oil of California, and numerous others.

These advertisers are using the warmth and conviction of the human voice to present their messages. And they're using NBC so that the greatest possible number of people will be convinced.

NBC Radio Network

a service of Radio Corporation of America
WHEN such organizations as the Chamber of Commerce have something to say — there’s one powerful medium, radio, that can say it for them effectively.

WROK Rockford, Ill., has signed the local Chamber of Commerce to sponsor amateur sports events there. The civic organization will sell the “American way of life.” A contest, titled “The Economic Name Contest—Capitalism . . . or What,” is scheduled. Entrants must select a better name for the American system of free enterprise or defend the label, capitalism. Purpose is to stimulate a re-evaluation of the merits and benefits of free enterprise.

Cooperation of school officials is taking contest details directly into the schools. Newspaper ads, posters and direct mail also are being used to promote the contest.

Signing for WROK are (l to r) Mary Owen, station sports director who furnishes play-by-play descriptions; Harold J. Collins, Rockford industrialist and Chamber of Commerce president; John J. Dixon, WROK commercial manager.

WRC audience surveys mean something more than passive listeners. Daily and Sunday “circulation” is also measured in terms of results over the counter for advertisers.

Morning, noon and night, Washington area people tune to the continuing editions of WRC-NBC. Combined total listening goes well over nine digits . . . a tremendous audience for your commercial message.

The entire WRC schedule represents a range of programming to fit any sales requirement.
Board with statistics......

Consider the Carolina timber industry which produces
2½ billion board feet ... earns 421 million dollars
annually, with plants in almost every Carolina community. Among the beneficiaries are many
of WBT's 3,000,000 listeners—the largest
group of your prospects you can reach by
any single advertising medium in the
two Carolinas.
they say it's a
television age, BUT...

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

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

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

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

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

Ask your JOHN BLAIR man for particulars on these excellent nighttime availabilities.

WIBC 1070 KC
The Friendly Voice of Indiana

---

RALPH LINDER, Kenyon & Eckhardt, N. Y., named vice president in charge of marketing and member of plans board in addition to his present position as account supervisor.

GARRIT A. LYDECKER, vice president and account supervisor of General Foods, Young & Rubicam, N. Y., named vice president and account supervisor Blow Co., same city.

WALTER WEIR, president, DAVID ECHOLS, executive vice president and WILBUR B. DOWNES, vice president and secretary, Walter Wet Inc., N. Y., to executive staff of Donahue & Coe, N. Y.

FRANK MILLER appointed vice president in charge of marketing G. M. Basford Co., N. Y. He was president of farm stores division General Mills, and general manager for P. & F. Corbin Div. of American Hardware.

HARRY E. WHOLLEY, assistant manager of merchandising Lever Bros Co., to Ted Bates & Co., N. Y., as account executive.

VINCENT TUTCHING, manager of Canadian office of Foote, Cone & Belding, elected vice president in charge of Latin American and Canadian operations.

---

TED, chief Factor in the Factor-Breyer Inc., Los Angeles advertising agency, lost little time in getting into the business he made up his mind to pursue in high school days.

In 1936, at the age of 22, Ted Factor established the Ted H. Factor Agency as he puts it, armed with "more ideas than money." This year, by way of celebrating the agency's 15th birthday, the firm was incorporated and the name extended to Factor-Breyer Inc.

The latter name indicates the presence of Don Breyer, former vice president in charge of the Los Angeles office of Brisacher, Wheeler & Smith, who joined the firm as vice president. Mr. Factor remains president of the agency.

In the meantime the billing of the hard-working company has increased from about $50,000 that first year to over $1 million this year. Approximately one-third of that sum is being spent in radio and television.

Mr. Factor was born 37 years ago in St. Louis. When he was 10 the family moved to Chicago and then to Berkeley, Calif., where he was graduated from University High School. After this, the family moved to Los Angeles. There he attended the U. of Southern California where he studied advertising and merchandising, and UCLA, where he was briefed in liberal arts.

In 1934 he joined Max Factor & Co., Los Angeles (cosmetics) where he helped to organize the foreign advertising department. He left there early in 1936 and later that year formed his agency with a staff of one secretary.

Mr. Factor became aware early of television's advertising strength. He had a client in TV as early as 1945. First good proof of the medium's strength came in 1949 when he ran an eight week premium on the KTLA (TV) Los Angeles Time For Beany show for Budget Pack (food processor and packer), first sponsor of the successful show.

Offering a plastic toy train for 50c and a Budget Pack label, the agency received 43,000 replies at a time when there were only 35,000 TV sets in the area.

Television, he feels, provides the greatest direct selling opportunity there is. Similar to house-to-house canvassing, it goes an important step further, by getting past the front door and right into... (Continued on page 20)
ROBERT BRAGARNICK, account supervisor, Biow Co., N. Y., named vice president.

ATHOL C. STEWART appointed Canadian representative for Robert Otto & Co., N. Y.; Mr. Stewart will open service office in Toronto, Ont., Nov. 1.

JOHN BAINBRIDGE, program director KFMB San Diego, Calif., appointed to radio and TV staff Walter McCready Inc., Beverly Hills, Calif.

RAYMOND WAGNER, Kenyon & Eckhardt, N. Y., to William H. Weintraub & Co., N. Y., as director of television commercial department.

CLAIRE KOREN, radio-television time buyer Foote, Cone & Belding, L.A., to Mayera Co., L.A. She replaces MADELINE MILES. Succeeding her at F, C & B is LYDIA HATTON, assistant radio-TV time buyer.


IDA KEHIL, production assistant to publisher Architectural Digest to Vick Knight Adv., L. A., as director of graphic arts.


NORMAN GORT, Cunningham & Walsh, N. Y., appointed agency supervisor on untilled Sunday night NBC-TV show, 7:30-8 p.m., sponsored by Liggett & Myers Tobacco Co. (Chesterfield Cigarettes), starring Bob Hope, Fred Allen and Jerry Lester, alternately, beginning Oct. 14.

JACK M. ANTHONY named senior art supervisor, and HARLOW L. ROCKWELL and CARL S. HARRIS, art directors, named art supervisors, Young & Rubicam, N. Y.

SHIRLEY GRAY, sales service assistant WDTV(TV) Pittsburgh, appointed radio and TV traffic manager W. Craig Chambers Adv., Pittsburgh.

CHARLES J. NESBITT, advertising and public relations manager Halcrafters Co., Chicago, to creative staff Critchfield & Co., Chicago. He is succeeding by JOHN S. MALONEY, sales promotion manager of the company.

VALERIE STACY, graduate Rollins College, named radio-TV production assistant Kal, Ehrlich & Merrick, Washington. NORMAN EVERS rejoins agency, as radio-TV copywriter.


H. P. (Hank) NEWMAN, Jewell Advertising Agency S. F., to sales staff Fielder, Sorensen & Davis, Oakland.

THERBERT R. HORTON, production manager, Grey Adv., N. Y., to Geyer, Newell & Ganger, same city, as television producer.

MARFREE ADV. Corp., N. Y., moving to new and larger quarters on the penthouse office floor at 105 West 40th Street.


BERNARD (Ben) DUFFY, president BBDO, N. Y., appointed Honorary Deputy Commissioner of Commerce, City of New York. Mr. Duffy will serve as public relations and advertising consultant for the department.

GEORGE N. FERRAND, assistant treasurer Young & Rubicam, N. Y., elected president Advertising Agency Financial Management Group.

TOM FRANK, TV sales service manager CBS Television Div., N. Y., to radio-TV production department Kenyon & Eckhardt, same city, as business manager.

WHAM is very proud of its affiliation with the National Broadcasting Company — an affiliation which dates back to 1927. We gladly join with the entire industry in congratulating NBC on 25 years of pioneering leadership in radio broadcasting.

Note to Time-Buyers:

One of the great advantages enjoyed by NBC in prosperous Western New York is the coverage of clear-channel, 50,000-watt WHAM—a coverage ten times greater than that of any other Rochester station.

Superiority in physical facilities is as important today as ever . . . . And bear in mind that NBC affiliate WHAM includes in its coverage almost 500,000 people who as yet have no adequate TV service, or no TV service at all . . . . On a network basis, or on a spot basis, WHAM is your outstanding buy for rich, prosperous up-state New York.

For complete details on coverage of the up-state New York market, consult your nearest Hollingbery representative.
the latest news of sales and program developments from the ASSOCIATED PROGRAM SERVICE

A transcription library for $19.50 a month ... or $22.50 ... not just any old library, but fresh, new material on brand-new virgin vinylite discs from the BEST library in the business. And contracts for only one year!

Not leftover or leavings. Not artists you never heard of. Not just less of the music you don’t use anyhow. No sir! Libraries of 100% usable—without a single unplayable track.

It’s impossible! It can’t be done! Why? Because it hasn’t been done? Shucks ... that doesn’t bother us! We’re doing it! And the whole industry’s buzzing—we’re already hip-deep in delighted letters and telegrams—and orders, orders, orders! Where’ve some of you fellows been up till now?

The whole story’s told in detail in a big blue brochure we just mailed to most of you—and on an 8-minute disc contained in that folder. You may want to take a chance on waiting till you get the whole story. Or you may want to write or phone, as dozens did last week. Anyhow—here’s a quick outline of the only truly low-cost, short-term, waste-free, fully-useful libraries in radio today:

Commercial—All the famous APS commercial lead-ins ... plus time, weather, dollar day, Christmas jingles ... PLUS the COMPLETE SERIES to date of Mitch’s transcribed sales meeting series and an additional new meeting every month. Cost: $22.50 per month.

Production—A whole library of theme and good music ... of interludes, fanfares, bridges, national anthems, stand-by music. Cost: $19.50 per month.

Show Medley—Hours of show medleys ... lavish, long-running medleys from top Broadway shows. Cost: $22.50 monthly.


Gonna wait till it’s too late? Why?

---

Marketbook Comments

EDITOR: ... your 1951 MARKETBOOK ... will certainly save a lot of time. Aren’t Wright J. Walter Thompson Co. New York

EDITOR: ... the MARKETBOOK is real class. I was using it only this morning. My particular problem was a listing of cities in each state by market population. There was every kind of breakdown but this one. Do you suppose this could be done in the future?

James O. Love J. Walter Thompson Co. New York

EDITOR: ... I gather that you people feel the MARKETBOOK is used occasionally—How right you are. Penelope Simmons Federal Adv. Agency New York

EDITOR: ... the 1951 MARKETBOOK ... is one publication to which I make constant reference ... it is very helpful. One suggestion ... if someone would undertake to correlate market data to the average coverage of radio stations within any given area. I know this is a colossal task, but it is one that would be particularly helpful.

Arthur S. Parde Sullivan, Stauffer, Colwell & Bygels New York

On All Accounts

(Continued from page 18) the home where it can demonstrate its merchandise.

In addition to the Budget Pack account which plans new TV programming in the fall, the agency handles Globe Bottling Co., (Wiltshire Club Beverages), now sponsoring Hollywood Road to Fame on KTSL (TV), Los Angeles; J. N. Ceazan (distributor, Croley products and Dayton tires) on KTLA with Beat the Champ for Dayton and spot radio for Croley on approximately 12 Southern California stations, with TV plans in the immediate offing; Farmers Insurance Group, now on KHJ-TV with weekly Football Forecast.

Mr. Factor is married to the former Margot Kadel. Next month the Factors trade their present Westwood residence for their own home in the same West Los Angeles area.

When he isn’t pursuing the business he says he would pay to work at if it didn’t pay him, he keeps up with his tennis, a sport he has been faithful to for 20 years.

[EDITOR’S NOTE: Hmmmm. That’s a tough one, but we’ll study it before 1952.]

EDITOR: ... the 1951 MARKETBOOK ... is of great value, and will be constant source of help to me. Frances C. Barton Jr. Vice president, director of Radio and TV Federal Adv. Agency New York

EDITOR: ... I intend to keep it in my desk in order to have it handy for very instant reference. Charles Dalton BRDAO New York

EDITOR: ... I find the MARKETBOOK at exceedingly valuable recapitulation of highly pertinent statistics. Jerome Feniger Canadian & Walsh New York

EDITOR: ... it contains a lot of interesting and useful material whihl should make my job easier. I will hold off my comments until I have had an opportunity to put the book to real use.

Harry Parnas Media Director Cecil & Presbrey New York

EDITOR: ... so glad you are continuing this as we find it most helpful. Lillian Selb Manager, Radio & TV Dept. Poete, Cone & Belding New York

[EDITOR’S NOTE: We value each o the many comments we have received on the 1951 MARKETBOOK. Those above we value particularly because they are typical of those from agencies people who use the book most. Since 1955, when the Spot Rate Finder was made a part of the MARKETBOOK acceptance of this book of facts has increased each year.]

ANA Study on Display

EDITOR: Your editorial “ANAthetized” is OK: Did it dawn on you that most newspapers thrive on about 80% local and regional business and that their advertisers never get to see an ANA study? Even if

(Continued on page 94)
The Hoopers ROSE on all CBS Shows WHEN THEY MOVED TO-

KRNT

DES MOINES

...and the Great LOCAL Shows Continue to Lead!

Here's dramatic proof of the BIGGER audiences delivered by Des Moines' KRNT! Even before the big CBS shows joined the big local shows and big audiences on KRNT June 15th, KRNT led in Des Moines listeners MORN-ING, AFTERNOON, AND EVENING — and continues that amazing record. Of the 19 CBS shows that moved to KRNT without a change or summer replacement, ALL NINETEEN gained a greater Hooper share of audience on KRNT the very first month!

**HERE'S THE PROOF!**

<table>
<thead>
<tr>
<th>Program</th>
<th>BEFORE</th>
<th>AFTER</th>
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<tbody>
<tr>
<td>Grand Slam</td>
<td>18.2%</td>
<td>32.7%</td>
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<tr>
<td>Wendy Warren</td>
<td>17.8</td>
<td>37.9</td>
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<tr>
<td>Aunt Jenny</td>
<td>28.6</td>
<td>35.7</td>
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<tr>
<td>Helen Trent</td>
<td>26.1</td>
<td>46.4</td>
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<tr>
<td>Our Gal Sunday</td>
<td>23.4</td>
<td>56.7</td>
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<tr>
<td>Nora Drake</td>
<td>14.0</td>
<td>41.2</td>
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<td>Hilltop House</td>
<td>10.9</td>
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<td>Kings Row</td>
<td>19.0</td>
<td>43.7</td>
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<tr>
<td>House Party</td>
<td>17.6</td>
<td>33.3</td>
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<tr>
<td>Strike It Rich</td>
<td>22.8</td>
<td>32.7</td>
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<td></td>
<td></td>
<td></td>
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<tr>
<td>Arthur Godfrey (morning)</td>
<td>33.4%</td>
<td>47.9%</td>
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<tr>
<td>(Average of last 60 minutes)</td>
<td></td>
<td></td>
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<tr>
<td>Hollywood Star Playhouse</td>
<td>25.0</td>
<td>29.0</td>
</tr>
<tr>
<td>Mr. and Mrs. North</td>
<td>38.3</td>
<td>59.1</td>
</tr>
<tr>
<td>Dr. Christian</td>
<td>25.5</td>
<td>28.0</td>
</tr>
<tr>
<td>FBI In Peace and War</td>
<td>36.1</td>
<td>41.2</td>
</tr>
<tr>
<td>Mr. Keen</td>
<td>28.8</td>
<td>33.3</td>
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<td>Rex Allen</td>
<td>3.9</td>
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<td>Camel Caravan</td>
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<td>30.8</td>
</tr>
<tr>
<td>Gangbusters</td>
<td>33.8</td>
<td>51.4</td>
</tr>
</tbody>
</table>

**NOW, More Than Ever, You're Right When You**

**BUY THAT KNOW-HOW GO-NOW**

STATION WITH THE FABULOUS PERSONALITIES AND ASTRONOMICAL HOOPERS

SOURCE:
Winter-Spring, 1950-51, C. E. Hooper Audience Index
July, 1951, C. E. Hooper Audience Index
Cardells is one of the most alert merchandisers of ladies' wearing apparel in Baltimore. Last summer they used WITH exclusively to promote a special sale. Here's what Cardells' General Manager says about the results: "The first day of our sale on a sweltering day punctuated by lightning, thunder, and a drenching rainstorm was the greatest day's business in our entire history. Every day since has been a record-breaker... radio station WITH has done a magnificent selling job for Cardells".

Results like this prove one big fact: WITH delivers more buying listeners-per-dollar than any other radio or TV station in town! It's the biggest bargain buy in Baltimore. Just let your Headley-Reed man tell you what WITH can do for you.

The results station WITH Baltimore, Md.

TOM TINSLEY, PRESIDENT — REPRESENTED BY HEADLY-REED
EMPLOYEES INCOME

Radio-TV Rates Second

The Dept. of Commerce analysis shows only five other lines, besides brokers and broadcast-telecast employees, that had average earnings of more than $4,000 in 1950. Water transport employees had earnings of $4,415, followed by oil and coal products with $4,320. Pipeline employees earned $4,296, engineers and other professionals averaged $4,174, and air carriers $4,110.

Over most of the 22 years covered by the analysis, broadcast employees have received the highest paid. In 1929 a number of industries topped broadcasting, but in the 30s broadcast earnings rose steadily, though always topped by brokers. In the last several years only the brokers have earned more than radio-TV personnel.

Average number of fulltime and parttime employees per broadcast-telecast industry unit has doubled.

(Continued on page 80)

October 8, 1951 • Page 23
FOLTS TO WINS

Is Named Manager

HARRY FOLTS, assistant general sales manager, WLW Cincinnati, was appointed manager of WINS New York last Wednesday. Announcement was made by Robert E. Dinville, president, and James D. Shouse, board chairman, of the Crosley Broadcasting Corp.

Mr. Fols succeeds W. H. Losee, who is taking a new position in New York (see early story page 93). He is a native of Cincinnati and has been in the advertising business since 1934.

The new WINS manager has been with Crockett Adv. Agency, Cleveland, with Central Outdoor Adv. Agency and with Burke, Kulpers & Mahoney, New York. He joined Crosley in 1949.

Joe Behr, director of advertising, promotion and publicity for WINS, becomes assistant manager of the station as part of new duties are assigned him, it was announced. Prior to joining the station in 1948, Mr. Behr handled publicity for the Siouarsa Theatre Corp.

WINCHELL PACT

Is ABC Exclusive

LIFETIME CONTRACT between Walter Winchell and ABC, announced fortights ago [Broadcasting * Telecasting, Oct. 1], gives the network exclusive rights to Mr. Winchell's services in both radio and television, although a definitive date for his entry into TV has not been determined. Under the same contract, he will act as consultant in both media for ABC.

Warner-Hudnut Inc. (Richard Hudnut home permanent & other hair products) through Kenyon & Eckhardt, New York—Mr. Winchell's sponsor since January 1939—will continue to present the newscaster's radio broadcasts currently heard Sunday 9-9:15 p.m., over the full ABC radio network.

In addition to Mr. Winchell's contract with ABC, terms of which were not revealed, it was understood his agreement with Warner-Hudnut included provisions giving him an option on some 10,000 shares of Hudnut stock.

Mr. Winchell's first radio broadcast in May 1930 followed his entrance into the entertainment field several years before when, starting at the age of 13, he was a member of a trio of singing ushers in a Harlem movie house. The others in the group were Eddie Cantor and George Jessel.

Following a term in the U. S. Navy during World War I, he returned to vaudeville, shortly thereafter deputizing the role of entertainer for that of newspaper and commentator.

In addition to his duties as a radio newsmen, he writes a syndicated daily column and serves as treasurer of the Damon Runyon Cancer Fund.

PICTURE CAPTION

Peter Storer Named

PETER STORER has been appointed public service director for WJBK and WJBK-TV Detroit, according to Vice President Richard E. Jones. Mr. Storer is a son of George B. Storer, president, The Port Industry Co., owner and operator of WJBK and WJBK-TV. In his new capacity, Mr. Storer takes over all radio and TV public service activities and will work with the U. of Detroit, Wayne U. and Michigan State College on educational TV programs.

Old Dutch Buys Spot

OLD DUTCH COFFEE Co. Inc., New York, has named Elliott Nonas Advertising, same city to handle account. A new spot campaign—effective date undetermined—will be launched shortly on both radio and television in New York, New Jersey and Connecticut markets. Contracts will be scheduled for 52 weeks.

STEVENS NAMED

Is Director of SB&W

SCHIEDELER, BECK & WERNER Inc., agency formed by former personnel of the Duane Jones Agency, announced the election of a new director Wednesday. He is Richard A. Stevens, business and personnel manager of the company.

The new organization, through Joseph Scheidelser, president, also listed newly-elected vice presidents: Robert G. Hughes Jr., creative director; William J. McKenna Jr., copy chief; and Lawrence J. Hubbard, director of marketing and research.

Officers and directors previously announced, in addition to Mr. Scheidelser, include Paul A. Werner, executive vice president; Joseph F. Beck, vice president and treasurer; and Eugene Huhlizer, vice president and secretary.

Buys Six Markets

SILVER SKILLET Brands, Stokie, Ill., for its canned beef hash, has begun radio and TV participations on cooking shows in six markets for 13 weeks and plans expansion.

Agency is Frederick Asher Inc., Chicago.

NOW in sixth year on radio for the Bristol-Myers Co., Break the Bank has moved to the ABC network. Backstage are (l to r) Ted Herbert, ABC sales; Wallace T. Drew, ad manager, Bristol-Myers; Ed Wolf, producer; Bud Collyer, m. c.; Chester MacCracken, vice president in charge of radio and TV at Doherty, Clifford & Shenfield; Helen Wilbur, DC&SB timebuyer, and Joel F. Jacobs, DC&SB vice president and account executive.

CITRUS FUNDS

More to Radio-TV Okayed

ADDITIONAL funds of $75,000 for radio and TV are approved for the Florida Commission's advertising budget for the coming year.

This figure, approved by the Commission last Wednesday at the suggestion of O. C. Minton, Fort Pierce Commissioner and chairman of the commission's advertising committee, supersedes the total $585,000 for radio and TV approved earlier [Broadcasting * Telecasting, Oct. 1].

Of the new figure, $283,000 is earmarked for radio and $407,000 for television. Don Francisco, vice president, and David C. Co-ray, of J. Walter Thompson Co., New York, were present when the action was taken.

Meanwhile, the commission named Ralph Henry its advertising manager, effective Oct. 1, with $9,600 salary. Mr. Henry acted in that capacity following resigna- tion of Dawson's, two months ago to join Ruthrauff & Ryan, New York.

The citrus commission spends upwards of $2 million annually to promote Florida citrus fruit.

MERLIN NOMINATED

For RWG Presidency

EASTERN region nominating committee of the Radio Writers' Guild named Milton Merlin as candidate for national presidency in the election to be held at the RWG annual meeting Nov. 13 in New York. His nomination comes as a matter of succession in the western region and is endorsed by the eastern unit.

IRA Marion was simultaneously named for the vice presidency on the slate—mailed to Guild members Wednesday—which also includes officers for the Eastern Region Council and representatives to the Council of the Author's League of America, parent body of the Guild. Additional to the list of nominees may be made by written petition in accordance with the RWG constitution and by-laws, Secretary May Bolbower announced.

Parsons Asks Release

LOUELLA PARSONS, movie columnist-commentator, sponsored on ABC by Andrew Jergens Co. (soaps, lotion) for six years, had asked release from a current contract ending Dec. 23 to do a combination radio-TV program for another unidentified national advertiser. Jergens, it understood, had first choice for the combination deal. She subscribed to radio only. Miss Parsons has a TV film show in preparation, Robert Orr & Assoc. is agency.
The nation's broadcasters, telecasters and publishers—in fact, all persons who disseminate news—are operating once again under a form of voluntary censorship.

Self-policing of news is a result of direct instructions from President Truman. Telecasters and broadcasters are without any sort of official yardstick to guide them in deciding what to make public and what to suppress.

The flap has grown out of President Truman's Sept. 24 Executive Order [Broadcasting * Telecasting, Oct. 1] designed to unify security policies in government agencies, and reached a peak Thursday morning at his news conference.

Newsmen were baffled when the President stated several times Thursday that publishers, broadcasters and telecasters must censor news for security.

They threw up their hands in complete ignorance when the Chief Executive said mass media must screen all military information for security even though it was authorized and made public by official agencies.

Then, later in the day, the White House withdrew this last condition, removing some of the confusion.

But there remained a direct Presidential statement: Publishers should disperse news by their own judgment and the White House realizes the point often arises where a newsman can't censor public officials.

Truman Censorship Views

The President carefully avoided any admission that the Sept. 24 order or the Office of Censorship might be construed as censorship. He said Thursday that he hated censorship, though he called on media to suppress news that might endanger national security without offering any rules to guide them.

It appeared to those who must decide whether news is dangerous to the nation's security that they actually now operate under a form of voluntary censorship. Unlike the World War II procedure under the Office of Censorship, however, the government has no central agency to aid media in deciding what to make public and what to avoid.

Confusion over the whole security problem has become so great since the Sept. 24 order that new interest is developing in proposals to revive the Office of Censorship, as proposed in the Oct. 1 Broadcasting * Telecasting (see also editorial on page 27).

Washington radio and TV commentators who attended the President's Thursday news conference were among the most critical of the later clarifying statement removed some of this confusion. Here are their comments:

Emer Davis, ABC, wartime Director of War Information—"I think the statement will lead to more confusion than already existed although the clarifying language clears up much of the fog.

Hilmar Buehag, MBS—"The President ordered voluntary censorship without saying so specifically. It appears he either didn't mean what he said or he didn't say what he was meant to have said."

Frank Bourhomt, NBC White House Correspondent—"The policy of avoiding sensationalism in news affecting national security. Apparent that self-censorship is more complicated than the White House realizes. The point often arises where a newsman can't censor public officials."

Charles Collingwood, CBS White House correspondent—"The President was obviously confused and in my opinion he cleaved his own issue of security regulations in government departments by introducing the separate issue of responsibility of media for making public borderline information."

William Hillman, MBS—"I've had experience in England and other foreign countries. It's amazing how broadcasters and newspapers in England voluntarily suppress news involving national security."

An obvious thought in the President's mind, it was felt, was that national security is more important than a news scoop. At his news conference the President repeatedly referred to the paramount importance of the news conference.

He claimed his record in defending civil liberties "demonstrates that I have no desire to suppress freedom of speech or freedom of the press."

Answers Critics

His formal statement Thursday was pointed at criticism of his Sept. 24 order. "Whether it be treason or not," the President said, "it does the United States just as much good to have men made to be known to potential enemies through open publication, as it does for military secrets to be given to an enemy through the clandestine operations of spies."

Then he observed that he did not believe "protection of military secrets should be made a cloak or cover for witholding from the people information about their government which should be made known to them. I believe that everyone, including government officials, should try to prevent this from happening."

The main idea of the Sept. 24 order, he said, was to protect information about national security when it gets out of military hands into other agencies. In addition, it is a means of getting rid of over-classification of information in the name of security. He was to be glad to change the whole experience points to such a course.

President Truman said the Sept. 24 order was handed down after Fortune magazine had printed pictorial material showing atomic energy plants and after "newspapers and slick magazines" had carried air photos of large cities with arrows pointing to vulnerable bombing targets.

Several newsmen reminded the President that the air photos had been prepared and released to the press by Defense Department officials but said that publishers should not have printed them.

Asked directly if the Sept. 24 security order and related Presidential statements applied to broadcasters and telecasters as well as publishers, Mr. Truman said they certainly do. The question reminded him that some broadcasters who had visited Korea had later revealed to the public secret strate-

(Continued on page 32)

A STRONG minority attempt to wield the Congressional hatchet over recruiting monies for paid radio-TV time was brewing a full-blown storm on Capitol Hill late last Thursday.

What concerned the Senate-House committee in question is whether the chief aim of the administration's drive, according to to TV was to end. Joseph C. O'Mahoney (D-Wyo.), who had protested an approximate $1 million expenditure for three network programs already committed under the budget during the fiscal year ending last June 30 [Broadcasting * Telecasting, Oct. 1] was it was to the Senate. The House was to act on it momentarily—but not without strong opposition on the floor. It had deferred action Thursday.

Sparked by the attack on radio-TV was Sen. Joseph C. O'Mahoney (D-Wyo.), who had protested an approximate $1 million expenditure for three network programs already committed under the budget during the fiscal year ending last June 30 [Broadcasting * Telecasting, Oct. 1].

It was reported that the committee received the O'Mahoney complaint, but with mistakes which were sure to be reflected during House debate.

Sen. O'Mahoney was quoted as stating that payment of the $735,000 earmarked for spring recruiting drive, according to Grant Ad., which handles the Army and Air Force account.

Question Procedure

Aside from the question of principle involved in the issue—that of discrimination between aural and printed media—some of the committee's action last week also questioned the procedural right of the committees to raise this question after both the Senate and House approved the original bill. Conferences are traditionally set up,
By CHARTER HESLEP
CHIEF, RADIO-VISUAL INFORMATION BRANCH, AEC PUBLIC INFORMATION SERVICE

THE ATOM is fast becoming an important part of radio and television programming. News of atomic developments lead or are near the top of newscasts with increasing frequency. Public service shows with wide audience appeal are growing as writers and producers tackle the problem of telling the people about the progress, meaning and challenges of the still new atomic age.

An historic “first” was the dramatic documentary, Atomic Bombs, by Frank and Doria Hursley, broadcast over CBS on Aug. 7, 1945—within 24 hours after President Truman had announced the advent of the atomic age in the form of the bombing of Hiroshima.

Since then, and particularly in the past two years, radio and television have rolled up an impressive record of public service programming in the atomic field. Considerable experimenting is under way with actual teaching of nuclear physics and related atomic subjects via television.

A NOther “first” was recorded at Ames, Iowa, on Sept. 28-29. The Iowa Radio News Assn. decided to turn its 1951 annual meeting into the first radio-television atomic energy seminar ever held. There have been 14 of these seminars for various newspaper groups.

For two days, the Iowa radio news editors and their guests will “go to school” for lectures on basic atomic energy, reactors, fictional materials and isotopes. They will hear—and see—applications of atomic energy to farming, medicine, industry and research. The Atomic Energy Commission is cooperating to provide some of the speakers, headed by Commissioner T. Keith Glennan.

There are some obvious reasons for the growing value of programming in this field. There is the importance of atomic weapons to our national security and the job of preparing our own millions for survival under a possible enemy attack. The popularity of science-fiction is another gauge of the times. It is on the increase in all media, including radio and television.

A Maryland second-grade teacher was surprised one Monday last spring to hear her young pupils talking about “radioactivity” and “reactors.” It turned out that 14 of the 32 in her class had seen the television documentary, Mobilizing the Atom, on CBS on Sunday. The teacher asked the AEC for some basic material—and quickly—to help her catch up with the seven-year-olds.

The importance of safeguarding certain types of data—such as rate and scale of production of weapons, components, uranium ore, etc.—cannot be minimized as long as the present world tension prevails. The AEC is charged with the security of this kind of information and triple-checks every fact that is released to the public. But program planners and writers are discovering that there is a wealth of material available around which to build good programs.

MUCH of the basic science involved can be simplified and made interesting on radio and television. The history of the development of atomic energy is a fascinating story. The ever widening field of technology promises a continuous stream of new—and unrestricted—information that often has local or area leads.

Finally, Chairman Gordon Dean has said that the AEC hopes that all media—including radio and television—may some day cover an actual weapon test. However, that will not be possible during the series of tests this fall at Las Vegas which were recently announced.

The AEC is not in the business of radio and television production. It is not in the business of education. It does not “promote” programming. It does try to keep the latest and best “raw material” available for those asking help in planning or writing shows. And it can give security review for any broadcaster or telecaster who has any doubt that a given program may contain “restricted data” within the meaning of the Atomic Energy Act of 1946.

To keep abreast of what is being done, an attempt is made to get scripts of programs dealing with atomic energy. These are studied so that practical counsel may be given when assistance is asked.

A by-product of this activity is a set of script books that constitute an impressive record of the programming that has been done in the atomic field in the past two years. The collection is far from complete and does not contain scripts dealing specifically with civil defense where much fine work has been accomplished.

Here are some of the outstanding scripts on file which give an idea of the range and treatment of atomic subjects on radio and television.

RADIO


This New World of Atomic Energy. Eleven programs tracing the advent of the atomic age produced by WLS Chicago and broadcast over that station’s famed School Time from February through April of this year. Aimed at upper elementary grades, and directed by Josephine Stafford. Manager Glenn Snyder made entire series available to the tape network of the National Assn. of Educational Broadcasters.

Science Marches On. Six programs in the summer of 1949, featuring the activities of the Argonne National Laboratory near Chicago and produced by WBBM Chicago.

Atomic Energy. Five programs broadcast during 1950 by WHLI Long Island, giving somewhat the same treatment to work of the Brookhaven National Lab.

You and the Atom. Five thoughtful discussions of various aspects of atomic energy aired by CBS in February 1949.

Practically all of the regular network discussion programs have carried several shows dealing with some phase of atomic energy. Included in this list are scripts from the Chicago Round Table (NBC); Northwestern Reviewing Stand (MBS); Town Hall of the Air and Time for Defense (both ABC); Adventures in Science (CBS), and NBC’s Living, 1949 and Living, 1950.

The subject has been covered also by programs produced by the Rocky Mountain Radio Council, the Lowell Institute Cooperative Broadcasting Council of Boston and in a number of single-shot documents by individual stations. Among the last group are B Equals M C Squared broadcast over Texas State Network in October 1949, and Above the Atom by Bill Hodapp (now with the Sloan foundation) over WAVE Louisville, Ky., September, 1949.

The wide range of important jobs performed at atomic energy laboratories and plants by physically-handicapped persons has been treated in two network documentaries. The first, Physical Disability Is Not Job Disability, dealt with Oak Ridge, Tenn., and was aired by MBS in 1949. Last year, ABC carried a 30-minute show from Los Alamos, N. M., covering the same topic. It was the first major network program ever broadcast from what has been called America’s “most secret city.”

TELEVISION

Atomic Report was a pioneering series of 10 programs produced by WMAR Baltimore, in the summer and autumn of 1949. It covered many phases of the atomic program and featured actual demonstrations from the camera as well as interviews with leading atomic scientists. The program won an award from the Radio and TV News Editors of the Navy.

NBC and the Navy put together (Continued on page 76)
HADACOL'S ILLS

(See FCC story on page 64)

HEARING was set last week for 2:30 p.m., Nov. 9 in the U. S. District Court here to consider a petition for reorganization filed by the LeBlanc Corp., producers of Hadacol.

The corporation, whose radio spots and newspaper and periodical ads jockeyed for attention with the multi-million dollar ads of Lever Bros. and other competitors, has been involved in a battle for survival since filing a petition under Chapter 11 of the Bankruptcy Act in 1967. Judge William Bondy issued an order the same day approving the legality of the application.

Anything can happen at the Nov. 9 hearing, officials said, and it was assumed that creditors of the corporation, who were expected to file their answer to the LeBlanc request sometime this week, would be heard. If the petition is approved, however, the court will name trustees to take possession of the LeBlanc Corp., make an inventory of its assets and liabilities and work out a plan of reorganization back to the court, and inform interested parties of the findings.

Creditors May Wait

Company requested reorganization in order to free itself from creditors' court actions and an effect be forced to gap time for reestablishing its business, in which the owners say they retain confidence. "New money" that could be raised, LeBlanc officials were reported to have said, would be voted exclusively to continuing the sale and manufacture of Hadacol, with the implication that creditors would be considered only as new profits accrued.

With the organization's account payable—including radio fees—reaching $17,909 and with an audited balance sheet dated Sept. 8, many radio stations were understood to be preparing to carry Hadacol business only with in-writings and no cash advance.

Industry complaints were that very few Hadacol contracts have been in legal form, having consisted mostly of telephone or telegraph authority or letters that would not stand up in court. Many such agreements were made by people no longer with Hadacol, it was pointed out, without a cut-rate basis that had, in some instances, been publicized sufficiently so that other advertisers, too, would be reduced.

Asher Lans, New York attorney who is now president of LeBlanc Corp., said last week that authorization made by former company officers was not enough.

Action came promptly after a creditors' meeting had been called in New York, with invitations going out to an estimated 20 of 7,000 creditors with whom the press was excluded. At the meeting, Mr. Lans, president of LeBlanc of Maryland, which was incorporated quietly in August and which lists the older LeBlanc Corp. of Louisiana as its subsidiary, announced reorganization plans.

Although creditors attending the meeting complained afterwards that they still did not know what would happen to Hadacol, Mr. Lans—who asked—remained unanswered, most of them agreed with the statement ascribed to Mr. Lans that this or the latter was to be realized —for a reported $100,000 per year plus expenses—as "national and international" sales managers.

The company has pushed its product with lavish promotion, estimated at reaching $1 million a month and including a caravan of stars such as Bob Hope, Carmen Miranda, and Jimmy Durante. At the time of the sale, the new president, Mr. Lans, anticipated that advertising promotion would "reach a new record total."

Accounts Not 'Receivable'

At the creditors' meeting, Mr. Lans reported the company's position upon investigation of its purchase, the syndicate discovered that an estimated $2 million of accounts receivable were not all, in the usual sense, and that litigation against the business was threatened from several directions. Describing the patent medicine business as previously "extremely profitable," Mr. Lans reported Hadacol sales for the 15 months ending March 31 reached $25,585,626 with net profit, before taxes, of $8,631,188. In the next three months, ending June 30, sales dropped to $3,182,050, and the corporation's net loss was $1,058,947. Estimated losses from June until Sept. 30, were said to be in excess of $1 million.

Officials attributed the reversal to overexpansion, a change from testimonial to institutional advertising, the failure of the caravan to capture the attention of a larger audience, and the extension of sales campaigns beyond Hadacol's natural environments in the South and Southwest.

Advertising expenses for 15 months ended March 31 were listed at $5,754,891 and for three months ended June 30 they were $3,495,154. The Sept. 8 balance sheet was said to list liabilities of $4,263,647.96, including bank overdraft of $17,900 and caravan expenses of $187,911 still payable. Wednesday's reorganization was said to have been prompted by the filing on Sept. 1 of a $14,000 suit filed by United Broadcasting Co. in Baltimore Sept. 27.

Excluding claims for negligence or product liability, a total of 14 major proceedings have been filed against the two corporations, including a suit for $114,000 by Televisual Products Inc. of Des Moines, Iowa.

Mr. LeBlanc, in addition to payments received, is listed among creditors of the LeBlanc Corp., whose claims may be in excess of $1,058,947.

Hearing Set for Nov. 9

BROADCASTING • Telecasting

By DAVE BERLYN

ILLNESS of FCC Comr. Frieda B. Hennock last week left up in the air the windup of the Senate Judiciary Committee hearings on her nomination to a Federal judgeship in New York.

Word of her illness was given BROADCASTING • TELECASTING, Committee Chairman Pat McCarran (D-Nev.) following last Wed- nesday's committee session. The Senator Indicated that additional meetings would not be held until Miss Hennock was in better health.

He also said he did not know whether Miss Hennock would take the stand to testify.

The Commissioner could not be reached for comments.

This development came as the Senate committee, with Miss Hennock absent for the first time since the committee began its closed door hearings, questioned witnesses in favor of the nominee.

Two opposition witnesses, both subpoenaed, were called Tuesday morning. They were Judges James G. Wallace and John A. Mullen of the New York Court of General Sessions.

They followed other opposition heard nearly a fortnight ago [BROADCASTING • TELECASTING, Oct.].

According to reports, the committee delved into the professional and the personal background of the nominee. It was understood that the Senate committee would be questioned closely about various legal affairs with which Miss Hennock was said to have been involved before she joined the FCC in 1948.

FCC Witnesses

Witnesses Wednesday were Chairman Wayne Coy, Comrs. Paul A. Walker and Robert F. Jones, all of the FCC; William A. Porter, of the Washington law firm Bingham, Collins, Porter & Kistler; Julia Hopkins, National Assn. of Women Lawyers; Ralph Steeple, executive director, Joint Committee on Educational Television, and Mrs. Clara Longstreet, national security chairman, Na- tional Assn. of Women Employees Professional Womens Clubs. Mr. Porter represented the Federal Communications Bar Assn.

They were asked merely routine questions, and in instances where people other than FCC members were involved, the committee members were interested in knowing the makeup of the organization and details of its endorsement of Miss Hennock's nomination.

Still to be heard are witnesses from New York, including Louis S. Posner, New York State Mortgage Assn.; Jacob Holtzman, New York State Board of Regents; and Judge Agnes Craig, New York City Municipal Court, Other New York legal and women's club officials also made their appearance.

There was renewed talk in Washington circles that the committee might not act on the nomination this session of Congress, due soon to adjourn [BROADCASTING • TELECASTING, Oct.].

This would be the way for a recess appointment to the New York Southern District Court by the President.

If this happened, it was ex- plained, it could cost Miss Hennock, if appointed, could serve on the bench with pay until the end of the next Congressional term [CLOSED CIRCUIT, Oct.].

After adjournment this session, the Senate evidently will automatically return the nomination to the White House if not acted upon. Then, President Truman during the second session could renominate Miss Hennock, or the Senate may adjourn sine die without action. However, if the Senate then failed to act on the nomination, she would automatically lose her seat on the bench.

 nomi nee III

HENNOCK HEARING STALLS

By DAVE BERLYN

BROADCASTING • Telecasting

Miss Hennock

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NBC RADIO

Reaches Most, Slide Show Claims

THE IMPORTANCE of network radio as "the most taken-for-granted advertising force in the land" and the importance of NBC, because its programs are reached by NBC Radio than by any advertising force in the world," including television, are stressed in this NBC, a 31-minute color slide-sound presentation. The slide show was previewed Thursday for the advertising press in New York prior to showing to advertisers and agencies.

To prove the superiority of radio over television as a mass medium, for example, the presentation points out that in present TV markets "there are more homes with just radios than homes with both radio and television."

"Outside of the TV area there are over 100% additional homes with radio, and it is estimated that radio reaches the largest advertising potential audience anywhere," NBC claims.

Between 7 and 10 p.m. a radio set is on in one out of every two homes in the United States, the show declares, with this and other extra-room listening, plus car radio audience figures totaling over 80 million homes, or 42 million American radio homes.

This gives the radio advertiser a total of "96 million outlets for your sales message—truly blanket coverage everywhere."

Not a picture changing. NBC cites Radio-Television Mfrs. Assn. figures showing that in the first six months of this year, "Americans were buying radio at a 10% faster clip than during the same period of 1950. In fact, they're buying more than twice as many radio sets as they are television sets.

Noting "advertisers take nothing at face value—they measure media by potential and delivered audience," the presentation avers that out of every 25 people: 4 read local newspaper; 2 listen to radio; 1 watch TV; 8 watch NBC Television; 12 listen to Mutual; 14 listen to the ABC Radio Network; 17 listen to CBS; 10 listen to NBC.

Translating this into people reached per dollar of advertising expenditure, NBC reports that for a budget of about $22,000, the cost of some 20,000 radio commercials, an advertiser can buy a half-hour TV show on the 15 largest NBC-TV stations, to reach 5,252,000 people; or a two-color full page in Life, to which NBC radio story appears on Sunday pages; 8 watch NBC Television; 12 listen to Mutual; 14 listen to the ABC Radio Network, 17 listen to CBS; 10 listen to NBC.

The only effective method of meeting the problem of disseminating gambling information is to prohibit such transmission by statute, which would be enforced by the Dept. of Justice, according to FCC Chairman Wayne Coy.

The position of the Commission as well, Chairman Coy said in a letter to Broadcast Casting Telecasting. The letter was designed to explain the Commission's interpretation of a statute which said a Senate bill (S 1563) requiring Department of Justice licensing was in line with Chairman Coy's recommendation.

The letter of Chairman Coy's letter follows:

EDITOR:

In the Telecasting Oct. 1, 1951, there is a news item on page 50 headed "Anti-Gambling Bills," in which it was reported that the Senate Interstate and Foreign Commerce Committee approved four bills. It was stated without specifying any of them, that bill S 1563, relating to the licensing of persons engaged in the dissemination of gambling information that "would mean that the FCC would have to transfer the licensing authority from the FCC, as originally intended, to the Federal Dept. Then another statement, "What is involved is with Chair Coy's recommendation.

The quoted statement is correct, but it is important that it was inadvertent and arose only out of a mistaken understanding of the position taken by me in behalf of the Commission. My position with respect to any bill that would license persons disseminating gambling information is to prohibit such transmission as ineffective and unsound, regardless of what government agency is designated as the licensing authority.

We have taken the position that the only effective way to deal with this problem is by a statute prohibiting the transmission of certain defined types of gambling information. Such a statute would, of course, be enforced by the Dept. of Justice in the same manner that all other criminal statutes are enforced by the Dept. of Justice. This position was apparently misconstrued by the person who wrote the item in the Oct. 1 issue of Telecasting Telecasting to mean that I was of the view that the functions in S. 1563 should be administered by the Dept. of Justice.

So that the record may be entirely clear, I should like to point out that the Commission's position is not inconsistent with any statutory power or any constitutional provision. It is merely a position taken in favor of the Dept. of Justice or any other Federal agency.

I am sure you will want to correct the mistaken notion that may have been created by the above quoted statement.

WAYNE COY

States Correct FCC Stand on S. 1563

MESTRE HONORED

Goar EAA Award

Miss MESTRE, head of the CMQ Radio Network in Cuba, CMQ-TV Havana and president of the Inter-American Assn. of Broadcasters, last Friday received the Export Advertising Assn.'s annual award for outstanding achievement in international advertising and marketing.

Mr. Mestre was presented the award at an EAA luncheon in New York's Plaza Hotel, at which Thomas D. Cabot, director of International Security Affairs, Dept. of State, was principal speaker.

Third annual EAA survey conducted among 1,000 foreign business leaders in the U.S., was reported by William Kapp of Gotham Adv. Co. Thursday afternoon, over national EAA convention. For the third straight year, foreign ad budgets will be increased, with 9 out of 10 business men making increases this year as compared with 8 out of 10 last year. Over two-thirds say their sales this year stand more than 19% ahead of 1950, with the rise attributed to American subsidiaries in markets abroad as well as export from the U.S.

Exporters still list trade publications as their favorite advertising medium. Spending less than 5% of their sales income on advertising, exporters are earmarking about as much for TV this year as they did last.

FCBA Outing

ANNUAL fall outing of the Federal Communications Bar Assn. was held Saturday at Two Oaks, Vienna, Va., estate of Horace L. Lohnes, partner in the Washington radio law firm of Dow, Lohnes & Jacobson. The outing was attended by government officials attended. Mr. Lohnes, a past president of FCBA, last week was elected president of the George Washington U. Law Alumni Assn. for 1951-52.
BROADCASTING  *  Teletasting

THOROUGH exploration of all types of insurance for stations, ranging all the way from towers to personnel, is under way at NARTB, President Robert K. Fellows told NARTB District 14 at its opening session Thursday in Salt Lake City.

The district opened a three-day meeting with William C. Grove, KFBC Cheyenne, Wyo., president as district director. Hugh Terry, KLZ Denver, participated as NARTB representative for medium stations. Attendance reached 108 the first day.

Savings ranging from 30% to 50% under current insurance rates may develop from the NARTB plan, Mr. Fellows said. He described it as an effort by NARTB to save "honest dollars" for stations. NARTB is studying group employment and libel insurance, among other types.

In the case of tower insurance, he said large savings are possible if your tower is erected by a company which can be committed, with a group of companies secondarily underwritten by Lloyd's of London. He told of one case where $50,000 tower insurance involved a $1,500 premium annually for three years as against less than $1,000 a year under the NARTB plan.

Tower insurance would take into account the relatively higher hazards in some parts of the country, Mr. Fellows said, but benefits would be generally pro-rated.

Urges Follow-Through

In a question-answer session the NARTB president urged an industry-wide follow-through against the Benton censorship and related legislation undermining the economic stability of the medium or affecting its freedom.

Anawm's Frank C. McIntyre, KLIX Twin Falls, Idaho, he said NARTB is investigating Western Union rate increases. Mr. McIntyre said baseball line rates have been increased 15 cents.

Several members complained Western Union had increased the rates without notice. Mr. Fellows said he had heard of the new rates during the District 9 meeting Sept. 17-18 at Highland Park, Ill. He added that Robert K. Richards, NARTB public affairs director, had been assigned to investigate the matter.

Director Grove named the following Resolutions Committee: James Russell, KVOE Colorado Springs, Colorado chairman; Bert McAllister, KFPL Moscow; William Kemp, KVER Albuquerque; Don Hathaway, KSWP Casper; and J. Clarence Gardner, KTFR Twin Falls.

World Series games were viewed at the Thursday-Friday luncheons on TV receivers set up by KDYL Salt Lake City.

After the Western Union discussion, floor discussion went ahead at a lively pace. Featuring of newspaper reporters in radio production was criticized, with suggestion that radio reports be featured in dramas. Joe Wilkins, KBFQ Great Falls, Montana, said broadcasters do everything except influence politicians favorably when they charge premium rates for political advertising.

Since he had started charging the one-rate time, with no cash required, he has been getting along better with politicians, Mr. Wilkins said. Art J. Mooby, KGVO Missoula, Montana, showed a followed newspaper practice, but added some papers charge three or four times the regular rates for political space. Cancellation of business and other problems of political time were cited.

Self-Regulation of broadcasting and teletasting is the inevitable responsibility of those engaged in these professions, Harold E. Fellows, NARTB president, told the Salt Lake City Kiwanis Club Thursday in warning of the common dangers to the industry.

Sen. William Benton (D-Conn.) called the legislation "a remarkable parallel" to the recent "Hutcheson Report" on the press, "a formal objection" to the commission on freedom of the press that would appraise and report annually upon the performance of the press.

"We are fighting this dangerous legislation," he said, "and shall continue to resist this and all other efforts to gnaw away the foundations of this basic bulwark of our American heritage." He suggested the Benton-proposed review board would end up as a censorship body.

"We are privileged to labor in the media of the press, radio and television partake of special responsibilities," he said. "The relationships between publishers and the people and the relationships between owners of broadcasting facilities and the people are of highest professional character.

"There is no haven of security from criticism under our American guarantees of freedom of speech and of the press for those of the press and broadcasting industries

BROADCASTERS of NARTB District 14, the "Mountain District," were officially greeted by a fellow broadcaster Thursday when they convened at the Hotel Utah, Salt Lake City. Formal welcome was made by Al Meyer, manager of Salt Lake City and first mayor of Salt Lake City and former director of the KSL directorate.

Major Glade offered an 11th commandment for radio: "Thou shalt deliver the goods." He cited the five great responsibilities of radio management as follows: Fair play, opportunity to progress, recognition of personnel, participation of personnel in operations, security.

Bentley's freedom. In reference to the Benton legislation, President Fellows, answering a question from the floor, said it would be "most unfortunate" if Associated Music Publishers or Muzak, both Benton enterprises, were penalized because of the Senator's crusade for reforms in radio and television. He deprecatated the Benton objectives of threatening to undermine the future of radio and television but felt that the services of suppliers "should be bought on intrinsic merit."

Mr. Fellows cited the EM's president, was on the Friday agenda. Mr. Doherity conducted his session on sound management practices. In the afternoon William B. Ryan, president of Broadcast Advertising Bureau, conducted a sales session.

Saturday was devoted to an all-day workshop under direction of Al Meyer, KMYR Denver.

15 kc Taped Music

MUSIC recorded on 15 kc tape during the first time anywhere by WABF (FM) New York last week, according to station. Program was possible only on FM air because of the almost impossible is capable of reproducing the wide range of frequencies present in 15,000-cycle tape, described as delivering the maximum music reproduction to date, station said. Recorded for the most part in Frankfurt, the "Radio range" from Beethoven symphonies to Ravel quartets.

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Cites Heavy Inventories

OUTSTANDING public service by WMBI Chicago, Moody Bible Institute station, during its 25 years of existence is commended by Mayor Martin Kennelly. Announcer William Pears makes a tape reading of the tribute in the mayor's downtown office for broadcast on WMBI. Station celebrated quarter-century as "the pioneer voice of Christian radio" with open house anniversary party Sept. 16-22.

FM TESTING
NARTB-RTMA Joint Effort
THREE-AREA campaign to test extent of FM listening and promote the FM medium will be undertaken by NARTB and Radio-Television Mfrs. Assn.

In announcing the joint project, Ben Strouse, WDC-FM Washington, named three broadcasters to spearhead campaigns in the test areas. They are Everett L. Dillard, WASH (FM) Washington, for the District of Columbia; E. Z. Jones, WBFB (FM) Burlington, N. C., for North Carolina; Kenneth F. Schmitt, WIBA Madison, for Wisconsin.

The three campaigns will be conducted on a sequential basis starting with North Carolina in 1952. John H. Smith, NARTB FM director, will hold meetings with the state chairman. He will direct the overall campaign. He will meet North Carolina and Wisconsin committee leaders later this month and also will confer with David H. Grigsby, head of RTMA's special FM promotion committee.

Final planning session will find the full RTMA committee meeting with Messrs. Strouse and Smith. Decision will be made at that time on sales promotion, public relations and other merchandizing devices to be employed in the test areas.

Nussbaum Named
COL. HOWARD NUSBAUM, director of radio and television of Harry B. Cohen Adv., New York, has been assigned special assistant to Harry B. Cohen, agency president, Effective the first of May. Jose Di Donato, formerly of Robert W. Orr & Assoc., New York, will succeed Col. Nussbaum as radio and television director.

AD ALLOWANCES

AD Allowances

INDUSTRY's fight for a flexible formula which would permit manufacturers individually to raise price ceilings on basis of advertising and other costs was beaten down in the Senate last Thursday.

The Senate approved an administration substitute for the so-called Capehart amendment. Under the Capehart plan manufacturers could have requested individual adjustments on the basis of increased advertising, labor, selling and other expenses. The bill (S 2170) was passed, 49-21, and sent to the House after a heated floor fight led by its author, Sen. Homer Capehart (R-Ind.).

The Indiana Republican fought for retention of his own substitute as a compromise between his original plan and that reported by the Senate Banking & Currency Committee [Broadcasting • Telecasting, Oct. 1, Sept. 24].

Capehart's Idea
Sen. Capehart suggested that the President be required to issue new regulations revising ceilings with in 60 days and allow manufacturers to apply for higher prices beyond July 26 if their labor costs have mounted since that date.

But in the end, the administration prevailed with a new bill that would (1) allow the Chief Executive to determine amount of allowable advertising and other costs on an industry-wide basis, rather than individually; (2) require applicants for adjustments to prove "financial hardship" (or, in effect, those now losing money).

Thus, the President, acting through the Office of Price Stabilization, would not find it mandatory to grant price boosts to individual applicants.

Opponents of the administration plan, including numerous industry and trade groups, have protested remodeling work [Broadcasting • Telecasting, Sept. 24].

Administration forces, including Economic Stabilizer Eric Johnston and Sen. and Mr. Wilson, have recommend ed sharper cutbacks in civilian building. Meanwhile, the National Production Authority is expected to release a compilation this week of over 2,000 denials of requests for materials to start projects.

Turning again to materials, Mr. Wilson held out hope for a surge in nickel output, but cautioned: "there seems no prospect of an early end to allocations."

The shortage of nickel for receiving tube producers has been brought to the attention of NFA by Radio-Television Mfrs. Assn. The agency, has revealed no steps for alleviating the critical situation which threatens widespread unemployment of between 15,000 and 18,000 by Dec. 1, barring larger allocations (Continued on page 80)

Captive Amendment Fails in Senate

Gene Seeherfer (II), U. of Minnesota assistant professor and co-author of Successful Radio & Television Advertising conducted radio advertising conference at Jamestown, N. Y. Fred E. Bigelow (e), president of Jamestown's largest department store and head of the town's Chamber of Commerce, talks on WPJN at the conference which included WHDL, Olean, N. Y.; WNAE Warren, Pa., and WPCB Dunkirk, N. Y.
CONGRATULATIONS are in order from O. B. Smith (second from left), sales and advertising manager, Essky products, on the occasion of firm's 2,000 consecutive broadcast of "It's Fun to Cook," airing Monday through Friday over WFBR Baltimore. Handshakes out to Susan Kentwood Jack Den(r), who air program. Beaming approval is Henry G. Erck (l), vice president, VanSant, Dugdale & Co., advertising agency for Essky meat, shortening products, and the Wm. Schluderberg-T. J. Kurlie Co.

NRC Revamps Policies
(Continued from page 28)

not disclosed. Mr. Denny said the adjustments will be negotiated individually with the stations.

Saying that some stations in TV markets will get rate boosts under the plan, Mr. Denny asserted that "our formula provides a basis for rate adjustments which can be made in terms of measurable factors and will conform to the changing values of network radio. Advertisers and stations will have the assurance that the network rate structure will continue to reflect circulation values of the medium and will maintain the value of an NBC franchise."

In saying he proposes to put this new rate structure into effect as soon as practicable, but no target date is possible because individual negotiations with stations are required. He expected several months would be required.

However, he continued, complete implementation of the rate plan will not involve significant changes in the total network rate the advertiser pays. It will put individual station rates in proper relation to each other. The range values in introducing stability and objectivity in the network rate structure, he said.

In reclassifying stations, the network plans to eliminate the present "Basic Station" category, which now consists of 29 outlets which are "must buys." Existing supplementary and special classifications also will be eliminated.

Grouping Changed

Instead, a group of stations—estimated at 40 to 50, including 26 of the present 29 "Basics"—will be designated "Primary" stations. This as yet undefined group consists of stations which ranked highest in "grades" based on a large number of carefully calculated and consistently applied factors relating to reach, frequency, density, homes coverage, audience circulation, and economic importance of the market involved, NBC explained.

The "Primary" stations, as a whole, it was said, represent a "distinctive" group of NBC's top-ranking facilities which deliver basic nationwide coverage, represent the most important markets, and furnish circulations in these markets at the lowest cost-per-thousand.

The remaining affiliates, herefore classified as Basic Supplementary and Group Supplementary, will be reclassified in a consolidated "Supplemental" group which provide "important supplementary coverage in addition to that provided by the primary stations." This new "Supplemental" group is established known as "Premium" stations to give added depth of coverage in less important markets.

Economically, stations previously called "Bonus," these will be stations which "do not individually deliver a sufficiently large or a sufficiently valuable audience to justify a network rate," NBC said.

Mr. Denny noted that "by this reorganization of the network structure, NBC stations will be classified in logical, functional groups which reflect their relative values to the network advertiser."

In abandoning present requirement for specific minimum purchase—the minimum purchase in network option time is a combination of stations representing 75% of the gross cost of the total continental network for the time periods ordered. The minimum number of stations that might be used to meet this limitation was placed at "more" than the existing numerical requirement of 50.

There will be no minimum requirements of any sort with respect to network purchases made in station time, except that the network orders must be of a type and size suitable to the job in hand.

Mr. Denny stressed that NBC and SPAC are confident that the values offered by NBC stations are such that they need no "must buy" requirement for protection.

"With this basic change in policy, a great forward step has been taken to make network radio completely responsive to current advertising needs," he said. "We will show [advertisers] that each station on the NBC network is a valuable buy on its own merits; that each serves an individual function in delivering effective coverage of its particular market, and together provide more comprehensive and economical network coverage than any other medium can offer. But the decision as to which facilities a national advertiser needs to meet his particular advertising objectives is one that should rest with him after he has all the facts. By giving him freedom to exercise that choice, we believe that we can enhance the value of our network medium in the advertising world."

NBC said the studies confirmed network radio's effectiveness when used on a regular, individual sponsorship basis, but that the network also can serve a greater number and broaden its base by diversifying its offerings.

With that in mind, Mr. Denny reported, the "per-program" sales plan is being offered to permit advertisers to buy a single program of a certain established show, or to buy as many less than the established 13-program cycle as they desire.

Two programs are available for this type of sponsorship effective immediately—the 7-7:30 p.m. segment of The Big Show on Sundays, and the new Barrie Crane mystery at 10-10:30 p.m. Wednesdays. On an extended basis similar to CBS's offer of the Red Skelton Show, these two may be ordered for a single broadcast, on an alternating week basis, for a series of consecutive broadcasts of less than 13 weeks, or for a series of non-consecutive broadcasts.

"Big Show" Rates

The half-hour available on The Big Show—the other two half-hours already are sponsored—is offered at a time-and-talent price of $21,600 for the full 30 minutes on the complete network, or $12,900 for a single 15-minute segment. Time and talent price for Barrie Crane on a one-time basis on the full network is $17,900.

It was emphasized that these programs are immediately available, and that orders will be accepted firm on a first-come, first served basis.

Per-program sales, it was pointed out, may be used advantageously by advertisers who want to give special promotional support to a peak selling season, to launch new products, or to get a new advertising story under way. This type of sponsorship also puts network radio within reach of budgets unable to support a full 13-week series.

Under the "Minute Man" plan, NBC will supply affiliates with programs featuring nationally known entertainers, to be sold locally on either an announcement or sponsorship basis. Suitable for recording by stations for delayed broadcast as desired, these programs will be offered to the affiliates on a "pay as you sell plan." Each will pay an established charge for each announcement sold, and an established charge for each program sold on an individual rate structure basis.

The prices were not announced, but NBC said the charges would be fixed at levels making them more economical than comparable properties from any other source. "Minute Man" programs which aren't sold locally will continue to be available on a sustaining basis.

Present plans, it was reported, contemplate 1-1/4 hours of strip programs Monday-Friday between 12:15 and 1:30 p.m. and 6:15-6:45 p.m.; an hour-long children's show, 9-10 a.m.; and a new morning review 6:15-6:30 p.m. Saturday all New York times—for a total of 40 quarter-hours weekly, containing 119 one-minute daytime and early evening availabilities for local sales.

A half-hour afternoon Kate Smith show and a new Saturday morning program, both called "Morning Time," will be among "Minute Man" programs, Mr. Denny disclosed.

Additionally, evening programs for sale by the stations planned into the 10:30 p.m. periods when these periods are converted from network time to station time. These programs will be 30 minutes in length, alternating the three one-minute announcements.

Can Position Spots

"Under this plan," Mr. Denny said, "national and regional advertisers can position their spot announcements in a standard program vehicle with which they and their agencies are familiar. Spot contracts will be for one of NBC's designated Minute Man properties instead of consisting of announcements in a variety of unrelated stations. In addition, the buying of spots for placement on NBC affiliates in whole areas will certainly be facilitated.

"In addition to the provision of this new type of program service for local sale, NBC is expanding the chainbreak time preceding a number of designated evening sustaining programs to 45 minutes in order to give the stations the time to sell and activate their own spots for placement on NBC affiliates in whole areas which will certainly be facilitated."

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Security Order
(Continued from page 25)

For instance, Mr. Matthews said that the recent controversy over the Defense Dept.'s plans for radio and TV programs to publicize the fact that over 95% of our secret military information has been published in news media. He said a Yale survey of printed material was submitted to Central Intelligence and replicated, that article was supplied the 95% figure after a careful analysis.

Republican legislators on Capitol Hill took the lead in pointing to the dictatorship implications in the order. They were joined by Sen. William Benton (D-Conn.), at one time Assistant Secretary of State and currently an advocate of a censorship procedure for broadcasting and telecasting.

Sen. John W. Bricker (R-Ohio) denounced the Presidential order Tuesday in connection with legislation designed to repeal the disputed mandate.

Mr. Bricker said President Truman's order was an attempt to impose "a disgusting Iron Curtain" around government agencies. His bill (H 2190) was co-sponsored by Sen. Homer Ferguson (R-Mich.) and Sen. Homer Ferguson (R-Mich.). It was referred to the Executive Expenditures Committee. Similar bill (HR 5004) was introduced in the House by Rep. Gerald R. Ford Jr. (R-Mich.).

The President's order parallels one taken by Mussolini in Italy, Argentina, and Hitler Germany, Sen. Bricker said, describing it "unworthy of a President of the United States, whatever his motives may be. It is an insult to the Congress, to the world's best press and to a free people. It is subversive in every sense of the word.

Cites 'Suppression'

"The sweeping nature of this executive order suggests that Mr. Truman has a technique for suppressing information relative to corruption, disloyalty and the general incompetence which is the trademark of the current administration."

Rep. Henry O. Talle (R-Iowa) told the House it deemed it significant that "the lid of secrecy is being clamped down even as Congressional committees are lifting charges of corruption in the Truman Administration." The order is "in flagrant violation," he said.

Sen. Benton, speaking in the Senate Wednesday, said a "peoples' advocate" should participate in the security machinery, noting as hard core news media, so officials have been known to fight to suppress it.

He said he had fought for this type of reform when he was Assistant Secretary of State. He recommended elimination of the "restricted" category applied to many government documents, terming it an "abundance" that is often carelessly handled and invites "sloppy decisions in marginal cases."

The "peoples' advocate" technique would be applied by appointment of an additional civilian member of the National Security Council "whose function would be continuously to advance the military need for the public right to information; to review the procedures regularly; to argue the case for disclosure, instance by instance on important matters; to force a clear statement of the reasons for secrecy; to review cases of withheld information regularly to determine whether the need for secrecy had passed and to provide the right of appeal to the full Security Council in disputed cases."

The council member, he proposed, would be named vice chairman. "The American people today need such a top-ranking advocate of the people's right to know," he said. "He should have a counterpart in the various key government agencies. The right of the people to know what is going on in government is classic American democracy."

"This doctrine," he added, "must be periodically restated and refurbished." About 30 Republican Senators last week signed a GOP manifesto pledging to fight for freedom of speech and the press.

NARND Asks Repeal

The National Assn. of Radio News Directors, through President Ben Chatfield, WMAL Monax, Ga., asked Congress for speedy approval of legislation repealing the President's security order. Mr. Chatfield wrote the President that radio news directors recognize the need for military security "no peace-loving American newsman will do anything to void that security."

Joseph Short Statement

TEXT of statement issued Thursday by Joseph Short, press-radio secretary to President Truman, in effort to clear up some of confusion over censorship responsibilities of news media:

"The President has directed me to call to your attention the fact that the national security regulations. Mr. Matthews presented a check for purchase price—$2,525,000.

Recruiting Ads
(Continued from page 25)

of the Defense Dept.'s plans for radio and TV programs to publicize the fact that over 95% of our secret military information has been published in news media. He said a Yale survey of printed material was submitted to Central Intelligence and replicated, that article was supplied the 95% figure after a careful analysis.

Republican legislators on Capitol Hill took the lead in pointing to the dictatorship implications in the order. They were joined by Sen. William Benton (D-Conn.), at one time Assistant Secretary of State and currently an advocate of a censorship procedure for broadcasting and telecasting.

Sen. John W. Bricker (R-Ohio) denounced the Presidential order Tuesday in connection with legislation designed to repeal the disputed mandate.

Mr. Bricker said President Truman's order was an attempt to impose "a disgusting Iron Curtain" around government agencies. His bill (H 2190) was co-sponsored by Sen. Homer Ferguson (R-Mich.) and Sen. Homer Ferguson (R-Mich.). It was referred to the Executive Expenditures Committee. Similar bill (HR 5004) was introduced in the House by Rep. Gerald R. Ford Jr. (R-Mich.).

The President's order parallels one taken by Mussolini in Italy, Argentina, and Hitler Germany, Sen. Bricker said, describing it "unworthy of a President of the United States, whatever his motives may be. It is an insult to the Congress, to the world's best press and to a free people. It is subversive in every sense of the word.

Cites 'Suppression'

"The sweeping nature of this executive order suggests that Mr. Truman has a technique for suppressing information relative to corruption, disloyalty and the general incompetence which is the trademark of the current administration."

Rep. Henry O. Talle (R-Iowa) told the House it deemed it significant that "the lid of secrecy is being clamped down even as Congressional committees are lifting charges of corruption in the Truman Administration." The order is "in flagrant violation," he said.

Sen. Benton, speaking in the Senate Wednesday, said a "peoples' advocate" should participate in the security machinery, noting as hard core news media, so officials have been known to fight to suppress it.

He said he had fought for this type of reform when he was Assistant Secretary of State. He recommended elimination of the "restricted" category applied to many government documents, terming it an "abundance" that is often carelessly handled and invites "sloppy decisions in marginal cases."

The "peoples' advocate" technique would be applied by appointment of an additional civilian member of the National Security Council "whose function would be continuously to advance the pre-
There is something about a University of Michigan or Detroit Lions football game that causes radios to snap on all over the Michigan-Great Lakes area. This year, as in the past, these millions of listeners will have their dials set to WJR. This means that advertisers—already accustomed to WJR's audience leadership—will attract a vast new audience, and get the attentive ears of thousands of new sales prospects.

Yes, WJR gets more listeners—day after day, month after month—than any other station in its market. And WJR holds these listeners by smart showmanship and programming. Get the largest possible audience for your sales messages. Buy WJR, the Great Voice of the Great Lakes.

Remember... first they listen... then they buy!

WJR—now celebrating 25 years of service to home and nation

Represented Nationally by Edward Perry & Company

WJR - now celebrating 25 years of service to home and nation
It pays to buy the giant
And in the Chicago market the giant economy size is WBBM. For WBBM consistently delivers more listeners* at less cost† for more leading advertisers* than any other Chicago radio station...more customers at less cost than any other Chicago station or major advertising medium. WBBM*

*WBBM's average weekly rating and share of audience more than equal those of Chicago's second and third radio stations combined (Pulse: Jan.-June 1951).
†958 listeners-per-dollar for the average daytime quarter-hour Monday-through-Friday strip: more customers at less cost than any other Chicago radio station or major medium.

*WBBM has been Chicago's Most Sponsored Station for twenty-five consecutive years. All details on request.

*Chicago's Showmanship Station - 50,000 watts 780 kc • CBS Owned Represented by CBS Radio Spot Sales
KPRO SUIT
Trial Date Expected

KPRO's business, and restrain its trade in interstate commerce by unfair competition and false representation in violation of the antitrust laws. Suit further cites that KITO's former management induced ABC to switch affiliation from KPRO to KITO "by exhibiting certain fraudulent and false audience survey material."

This survey material, according to the suit, was used in radio advertising accounts of KPRO and to divert prospective advertisers from that station.

KPRO allegedly suffered actual damages of $171,000, the suit charges, but triple that amount is asked for under Section 7 of the Sherman Act. Attorney fees, amounting to $51,500, also are requested.

Also named as defendants in suit are Carl E. Haymond of Tacoma, Wash., former operator of KITO and licensee of KMO Tacoma; his son, Carl Dexter Haymond; George Lindemann, former manager of KITO; and Robert S. Conlan & Assoc., Kansas City, radio audience survey organization.

**McFARLAND BILL**
Renewal Provisions Under Study

HOUSE Interstate & Foreign Commerce Committee, flouting with the application renewal provision of the Communications Act, wound up last Wednesday by calling FCC Chairman Wayne Coy, Comr. Paul A. Walker and Robert F. Jones for explanations.

Viewpoints were requested when the committee, in executive session on the so-called McFarrand Bill (S 658), to reorganize FCC procedures, was faced with Sec. 6 of the bill and two amendments sponsored by committee members, Broadcasting • Telecasting.

The committee has been marking up the Senate-passed bill the past fortnight [Broadcasting • Telecasting, Oct. 1].

The bill provides that Commission action on renewals would bear on its finding whether the public interest would be served. The applicant for renewal, however, would no longer have to make the same representation as required of original applicants.

The "amendments," so described by a committee source, were offered by Reps. Dwight L. Rogers (D-Fla.) and Robert Hale (R-Me.). Rep. Rogers' amendment would eliminate renewal of license after a prescribed period of time, permitting the FCC to inquire and hold hearing on any broadcast license at any time. However, FCC would have to show cause why the public interest was not being served.

It was reported that Comr. Jones, who long has advocated such procedure, upheld the Hale position. One of the conferees disclosed it was the consensus of committee members that there might be a few changes in the bill, but that it would be substantially the same measure when reported.

This authority also said he doubted seriously whether the bill would "get out of committee this year." However, it has been conceded that if the committee finishes its initial study of the legislation, the bill will have a good chance the second session of the 82d Congress.

**CENTRAL OHIO FOLKS LIKE TO DRESS UP**

It's always an Easter Parade for Central Ohioans. They spend $67,303,000 annually on everything from shorts to shoes, hose to hamburgers.

And the newest Hooperatings show WBNS with more of those Central Ohio listeners than any other station. In Columbus, WBNS has the highest percentage of listeners every night. Ask your John Blair man or write us for information.

Dress up your sales charts, too, with WBNS.

**CENTRAL OHIO'S ONLY CBS OUTLET**

**WBNS**

POWER WBNS 5000 - WELD FM 53,000 - COLUMBUS, OHIO
tion time on week-day evenings for both Eastern and Central Time Zone stations is proposed one-half hour ahead, to be from 7:30-10:30 p.m. instead of 8-11 p.m. EST. NBC proposes to start its option time a half hour earlier on week-day mornings, so that the network can utilize 9:30 a.m. to noon EST in both Eastern and Central Zones instead of the 10 a.m. to noon EST now required. An hour of option time also will be sought for Sunday morning. Jan. 1, 1962 is the goal for these changes.

Another half-hour also is proposed as network option time on week day mornings, by adding the 9:15-9:30 a.m. EST and 12:15-12:30 p.m. EST periods. A shift in afternoon option time will change the present 3-6 p.m. EST time reservation to 2-5 p.m. EST for both Eastern and Central Zones. Provided the noon commercial schedules can be shifted by then, the network hopes to effect these changes by Oct. 1, 1962.

Mountain Zone time option periods will remain unchanged.

New morning option time for Pacific Zone stations on weekdays would be 9:45 a.m. to noon and 12:15-1 p.m. PST. Weekday evening periods would be from 6:30-9:30 p.m. PST. The proposed changes are intended to make allowance for the mixed schedule of live and repeated network programs in conformity with local times of network commercial broadcasts.

Will Aid Clearance

"The completion of these plans regarding option time," Mr. Denny said, "will further strengthen the NBC network service by providing more adequate time for network sale and for facilities for NBC commercial programs. The Stations Planning and Advisory Committee has recognized the equity of the changes recommended, and it is now up to us to initiate the individual negotiations to carry the plan into effect," he added. "This we intend to do promptly."

Affiliates represented on the Basic Economic Committee are Jack Harris of KPRC Houston, chairman of SPAC and also chairman of the Economic Study Group; Harold Essex, WSJS Winston-Salem; Harry Bannister, WWJ Detroit, and C. Robert Thompson, WBBN Chicago. The SPAC members, in addition to Mr. Harris and Mr. Thompson are B. T. Whitmire, WBFC Green ville, S. C.; Milton L. Greenebaum, WSAM Saginaw, Mich.; Howard E. Pill, WFSA Montgomery, Ala.; Ralph Evans, WHO Des Moines and WOC Davenport; S. S. Fox, KDYL Salt Lake City.

NBC officials on the Basic Economic Committee are Mr. Denny; Carleton D. Smith, vice president in charge of station relations; Hugh M. Beville, director of plans and research; H. T. Sjogren, NBC Radio Network controller; Norman Cash, director of radio station relations, and David Jams, assistant to the executive vice president.

WRAQ ON AIR
New Ala. Outlet Starts

NEW station at Carrollton, Ala., is WRAQ, 1 kw daytime on 590 kc. Owned by Ruth E. Hook and William E. Farrar, theatre operators, the station is emphasizing news and music.

Charles W. Stratton, formerly of WHOP Hopkinsville, Ky., is general manager. Staff includes Peggy Jones, commercial manager; Herb Guthrie, chief engineer; Noel Pass, program director.

WMAK
NASHVILLE • TENNESSEE

announces the appointment of

Radio Representatives, Inc.
NEW YORK • CHICAGO • LOS ANGELES
SAN FRANCISCO

as its national representatives

WMAK

Affiliated with the Mutual Broadcasting System

5000 watts
K C

NASHVILLE • TENNESSEE

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**Quaker State**

**Radio Pays Tribute**

NUMBER of shows on national radio networks will pay tribute to the state of Pennsylvania with "Pennsylvania Week" Oct. 15-21, the state's Secretary of Commerce, Andrew J. Sordoni, announced last week.

The evening Theatre Guild of the Air (U. S. Steel) salutes the state Oct. 14 as a preliminary to the community festival which gets underway Oct. 21. That evening, the Railroad Hour devotes its final announcement to Pennsylvania Week. That same evening, the Telephone Hour will acknowledge the state.

On Oct. 20, the Army's strong core of dramatic shows will feature announcements as will the Army Recruiting Service.

Still other commentary will be used on the Keystone state by Arthur Godfrey, Bill Slater on Twenty Questions, the Army Air Force Band, Bands of America and by daily new programs of Chevrolet Dealers.

Local stations will broadcast short announcements or station breaks on the theme of what the state has accomplished for the nation's welfare and defense, with longer programs dramatizing the state's history. Memons on television also are slated.

Heading the statewide radio-TV committee is Victor C. Diehn, president, WVLK Milwaukee; George J. Peden, WHOP Hopkinsville, vice president; Mrs. Dorothy Wood, WFTM, first vice president; Mr. Mason, WYLB Bowling Green, second vice president; Mrs. Arthur Layman, WLZJ Somerset, recorder; Mrs. Mason, WMIE Miami, secretary; Mrs. Betty Maxwell, WLAP Lexington, secretary; Mrs. Miss Sue-Fenmore, WLP, publicity officer; Mr. & Mrs. William Potter, WHOP Hopkinton, treasurer.

The women were invited hereafter to meet jointly with the KBA.

Named as KBA directors were Mike Layman, WSFC Somerset, and E. J. Paxton Jr., WKYB Paducah.

**KLIX is klickin' with**

**both ABC and MBS**

Frank C. McIntyre, V. P. & Gen. Mgr., Twin Falls, Idaho

**Rivers Names Venn**

ROBERT G. VENN has been signed by ex-Gov. E. D. Rivers Sr., purchaser of WMIE Miami, to serve as manager of the station upon FCC approval of the transfer application [Broadcasting & Telecasting, Sept. 24, 10]. Mr. Venn had been manager of WMIE prior to announcement of the sale and acquisition for $225,000 transaction. Currently managing WMIE for Arthur B. McBride and Daniel Sherby, present owners, is Hugh Ferguson, senior radio executive. The WMIE transfer has been set for hearing.
WNAX—Top Radio Buy in BIG AGGIE LAND

CONSIDER THE COVERAGE

405,210 radio families in 267 BMB Counties . . .
. . . AND THEY LISTEN REGULARLY!

A Diary Study conducted by Audience Surveys, Inc., showed WNAX received top rating in 439 (88%) of the 500 quarter-hours studied.

This was a 10 to 1 advantage over the second station. Of the 52 stations receiving mention in the Diary Study, listeners liked WNAX best 89% of all daytime quarter-hours . . . 84% of all evening quarter-hours. LOYAL AUDIENCE? WNAX HAS IT!

CONSIDER THE COST:

A one-time, one minute Class "A" announcement . . . . $30.00.
No other radio station . . . OR COMBINATION OF STATIONS . . . in Big Aggie Land can deliver 13,507 radio families for $1.00—(.075¢ per 1000).

DOES WNAX's AUDIENCE HAVE THE MONEY TO BUY?

Big Aggie Land's buying income in 1950 was $3,609,826,000.00.

When you buy to sell in Big Aggie Land, remember this: One powerful, dominant radio station, WNAX, assures complete market coverage of the world's richest agricultural area. WNAX alone delivers this Major Market in ONE BIG LOW-COST PACKAGE. See your Katz Man today.

THE MIDWEST ADDRESS OF CBS

WNAX—570

A Cowles Station
570 KC • 5,000 WATTS

YANKTON • SIOUX CITY • COLUMBIA BROADCASTING SYSTEM
SPIKING any concepts that television is just another form of radio and will inevitably replace it, Jerry Stolzoff, of the account management staff of Foote, Cone & Belding, Chicago, called upon members of the Ad. Federation of America to applaud “quick-quick guesses, unproved statements and emotional reactions” with measurements of when and how to use radio based on “facts and sound thinking.”

Speaking Saturday at the Federation’s second district meeting in Wilkes-Barre, Pa., he termed radio and TV “quite different breeds of animals, with each doing its own kind of job.” Despite the impact from television, radio offers low cost-per-thousand—“I, for one, can see no evidence that radio ever will be replaced by television,” he said.

Mr. Stolzoff numbers as major factors in radio’s continued strength:

- Radio today is being used by more advertisers who are investing more money than ever before in the history of radio.
- Radio’s big power is the power of repetition made possible by the fact that radio delivers more listeners per advertising message than any other leading advertising medium.
- Radio, like all advertising media, works best when used right.

Charging that some discussions of broadcast media are based “on speculation, incomplete figures and personal emotion thinking,” Mr. Stolzoff said “advertising has grown too big and is growing too fast for any of us to be able to afford to make major decisions on either careless thinking or sheer speculations.” He doubted “we can go along with those who say that radio is the thing that used to be great,” and cautioned advertising men to “look a little closer” at radio and TV.

Acknowledging that “TV has had a marked effect on radio,” he said the reasons were: (1) “radio listening is lower at night in cities that have any appreciable number of television receivers” and (2) “some of the big, sweeping statements we have heard about what’s happening to radio has put some members of the radio industry on the defensive and some advertisers on the fence.”

Pointing out that 1951 was TV’s “most dramatic year” he said also that radio the same year grossed “more than at anytime in its history.” There is “strong dollar evidence,” he added, “that 1951 is going to break that record all over again.”

One major factor in radio’s potency is that television reaches about three in every 10 U. S. homes, in 65 out of some 180 major trading areas, while radio hits 19 out of every 20 homes and 95 per cent of all homes nationally. Not belittling TV, “he termed it a “powerful advertising medium which has become a basic one in only five years.”

A second factor in radio’s power is that “a lot of advertisers and agency people have not accepted the theory that television is a new form of radio.” Television, in his opinion, “is now more radio with sight and motion than is an animated billboard in the home, or a newspaper ad that comes to life and changes scenes.”

A comparison of radio and TV should be made on the basis of where the two fit into the overall advertising picture, Mr. Stolzoff said. Claiming there is “no such thing as a best advertising medium,” he explained there is only “a best advertising plan” for a particular product and a specific market.

‘Powerful Impact’

“Television is a powerful impact medium, and its big value is its power per advertising message when properly used. Generally speaking, however, it is not used for constant day-after-day repetition,” he said.

Not many advertising media can claim, as can radio, that “you can reach more people for fewer dollars on a daytime show today than you have ever been able to at any time in the history of the industry,” Mr. Stolzoff said.

Reiterating that radio works best when used correctly, he suggested these points for successful, selling commercials.

- What’s the big idea—an effective commercial should make an exciting promise.
- Say it, don’t write it—use spoken, not written language.
- Don’t say everything, just the most important things—when you’ve picked out the idea in the story you want to tell, stick with it.
- Don’t let the Negro preacher—he tells them what he’s going to tell them—then he tells them—then, he tells them what he told them.
- Don’t buy one spot a week—radio’s power is the power of repeatedly exposing your prospects to your story.
- Don’t be a campaign switcher.

Alampi Scores Thrice

THREE AWARDS—one for each of his ABC programs—were won by Phil Alampi, WJZ New York farm news editor, at the New Jersey State Fair. The Phil Alampi Farm News program on WJZ received its fifth consecutive award as the best farm news program. The Home Gardener Show on WJZ received a similar award for the third straight time, and The Home Gardener with Ruth Alampi on WJZ-TV won for the second consecutive time.

An Audience for Advertising

In the rich Flint market!

THE AVERAGE FLINT family earns a yearly income of $4134 (higher than Detroit, Chicago, New York) —-$1613 above the national average!

Over 600 local advertisers—countless national advertisers, at these toll-free numbers... and sell over Flit’s FIRST STATION. So can you! SEE YOUR LATEST HOOPER!

910 Kilocycles

FLINT

AMERICAN BROADCASTING COMPANY

REPRESENTED BY THE KATZ AGENCY

Associated with: WOOD Grand Rapids—WFBM & WFBM-TV Indianapolis—WEOA Evansville

Page 40 • October 8, 1951

BROADCASTING • Telecasting
in Washington...

Total week audience for WTOP is 57% larger than the next station's...

...the largest audience, by far, in the Washington Area!

Daytime audience 16.3% bigger
Evening audience 22.3% bigger

(according to Nielsen, 1st half of 1951 vs. 1st half of 1949, full network average audience)

Don Lee can deliver your sales message consistently to more people through their own, major, local selling medium at a lower cost per sales impression than any other advertising medium.

That's a big statement, but it's true because Don Lee is a big network. Don Lee broadcasts locally from 45 network stations in 45 important Pacific Coast markets with all the local selling influence and prestige that you need to do the best job of selling within each local market... where your sales are actually made.

As a matter of fact, Don Lee is the only selling medium actually designed to sell consistently to all the Pacific Coast. That's why Don Lee consistently broadcasts more regionally sponsored advertising than any other network on the Pacific Coast. Don Lee delivers more and better and the advertisers who sell the Pacific Coast know it.
much bigger on the Pacific Coast

MEN'S DEPT.

Mutual
DON LEE
BROADCASTING SYSTEM

The Nation's Greatest Regional Network
ASBURY PARK PRESS
PRESS PLAZA ASBURY PARK, N. J.

October 1, 1951

To a Free Press and a Free Radio:

The precedent making decision of Superior Court Judge C. Thomas Schettino of New Jersey upholding the contention of Station W J L K that it had a constitutional right to broadcast a public council meeting in Asbury Park, New Jersey (Asbury Park Press, Inc.), the City of Asbury Park, has attracted the interest and support of the radio industry.

W J L K applauds this decision, since it gives judicial approval to its belief that radio should enjoy parity with other means of news dissemination.

W J L K has consistently emphasized news in its program structure. It has devoted many choice broadcast hours to local events reported thru the news facilities of the Asbury Park Press. It has done this in accordance with the policies of the Asbury Park Press, and in the belief that the public interest is best served when radio is employed as an instrument of information.

To do otherwise would be at variance with the policies enunciated by the late J. Lyle Kinmonth, for more than 50 years editor and publisher of the Asbury Park Press, whose initials comprise the call letters of W J L K.

Many in the radio and allied industries have sent words of endorsement of our action. We take this means of acknowledging this support of our conviction that free access to the news, whether disseminated thru the printed word or over the air, is a right guaranteed by the Constitution to the people of the United States.

STATION W J L K

"The Radio Voice of the Asbury Park Press"

ASBURY PARK EVENING PRESS
ASBURY PARK SUNSET PRESS
ASBURY PARK TIMES PRESS
STATION W J L K

WAYNE D. McGUIRE
OWNERSHIP
W B. McGUIRE
MANAGING
EDITOR W. S. LABS
SECRETARY-TREASURER


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BROADCASTING • Telecasting

MARKING completion of the eighth of its continuing series of transcribed sales meetings, Associated Program Service, New York, stated it had received reports from APS subscribers throughout the country commending the "meetings" for boosting station sales and improving salesmen's enthusiasm.

The transcribed meetings, featuring APS vice president and general manager, Maurice B. Mitchell, in a 30-minute talk on specific phases of radio selling, are sent monthly to APS transcribers. With the discs go special instruction manuals dealing with the background of the problem to be discussed and suggesting material to be compiled before the station salesmen are assembled to hear the discs and discuss local applications.

APS spokesmen said reports from broadcasters since the service was inaugurated last February indicate many sales experts feel that, aside from the primary value of the meetings, the transcriptions themselves are valuable as a library that can be used to indoctrinate new men in the sales field.

The project thus far has covered these subjects: "Some Fundamentals for Radio Salesmen"; "Copy-Minded Selling"; "The Department Store and Radio Advertising"; "The Cold Call"; "The Lost Sale"; "Next Week's Cancellations"; "Merchandising Radio Advertising," and "Radio vs. Newspaper (No. 1)."

Mr. Mitchell said, "We think it is a good example of how this industry can help itself do a better and more profitable job."

Keystone Office

KEYSTONE Broadcasting System has moved its Chicago headquarters to larger offices at 111 W. Washington St., the Chicago Title and Trust Bldg. New telephone number is State 2-6303.
To a time buyer
who never heard
of Smulekoff's

An Icelandic couple vacationing here-
abouts heard a WMT commercial on the
10 p.m. news and bought two complete living
room suites from the sponsor next day. Shipp-
ing tags on the crates set a new high in
tongue-twisters: from Smulekoff's to Reyk-
javik.

A GI in the Pacific caught a vagrant airwave
and ordered a cedar chest shipped to his girl
in Louisiana. His letter was addressed to the
Lane cedar chest store that advertises on WMT
in Cedar Rapids. The order was duly ex-
cuted.

Smulekoff's is a furniture store in Cedar
Rapids whose management first saw the light
in 1940, after a schedule of spots on our fa-
vorite station brought customers traipsing in
from the hinterland. Two years later Smule-
koff's moved into a six-story skyscraper (Iowa
skies scrape easy) and twisted our arm for
regular sponsorship of the 10 o'clock news,
with 20 supplementary spots a week. The
results were, to use the locution of an adver-
tiser concerned about the effect of too much
enthusiasm upon rates, only gratifying. An-
nual volume is now almost eight times that
of 1940. (Reserved note: Good management
had a lot to do with. Increased purchasing
power figured. Higher price-levels contribute.
We don't claim all the kudos.)

But Smulekoff's "frankly gives WMT full
credit for the extended trade territory which
results in a high percentage of our total
volume and for the dominating influence on
our immediate trade area."

This recital is not offered to promote, nec-
essarily, the Reykjavik market or the possibili-
ties of skip signals. Iowa needs no embelli-
ishment, and we suggest that you consider (1)
it's $4 billion annual cash income and (2)
the effective manner in which WMT taps it.

WMT
CEDAR RAPIDS
5000 WATTS
600 KC

REPRESENTED NATIONALLY
BY THE KATZ AGENCY
BASIC CBS RADIO NETWORK
Brooms Sweep Clean

CLIMBING incidence of polio in Colorado and absence of iron lung facilities in Weld County started KFKA Greeley, Col., and the Greeley Lions Club on a one-day "broom selling" campaign. They ordered 1,600 brooms from a factory operated by blind in Denver. KFKA announced on the air that every broom bought for $2 entitled listener to have a member of the Lions Club deliver the broom and sweep the purchaser's walk free. By the evening, all brooms were gone and orders were taken on an additional 500. Sales assured an iron lung for the community's new hospital under construction.

FORT INDUSTRY

Haid, Jackson, Kerns Shifted

ALLEN L. HAID has become vice president and managing director of WSPD and WSPD-TV Toledo, J. Robert Kerns, vice president and managing director of WSAI Cincinnati and Glenn Jackson managing director of WMMN Fairmont, W. Va.

The shifts in executive personal for the Fort Industry Co. were brought about by the recent death of E. Y. Flanigan, formerly vice president and managing director of WSPD and WSPD-TV Toledo. Mr. Kerns was formerly vice president and managing director of WMMN. Prior to going to Fairmont, he was vice president and managing director of WLOK Lima, Ohio, until that station was sold to Lloyd Pixley.

Glenn Jackson, 37, has been program director of WSPD and WSPD-TV Toledo for the last eight years. He started his radio career as an announcer at WHIO in Dayton, Ohio, and is a native of Bridgeport, Ohio. He is a graduate of Marietta College and joined the Fort Industry Co. at WSPD as an announcer in July, 1940. During the war he served three years in the Navy.

Mr. Haid has been vice president and managing director of WSAI Cincinnati. In his new position he will have charge of all of the operations of WSPD and WSPD-TV. Mr. Haid, 44, formerly managed WHIZ Zanesville, when that station was owned by The Fort Industry Co., and for the last five years has been managing director of WMMN. He is a veteran of 26 years in radio.

Under the recently announced reorganization of the Fort Industry Co. into three districts, Mr. Haid and Mr. Kerns will report to Richard E. Jones, vice president of the Northern District, while Mr. Jackson will report to William E. Rine, vice president of Fort Industry's Central District.

HARTLINE FIRM

To License Merchandise

OPENING of offices to merchandise products bearing the name of Mary Hartline, ABC-TV and radio star, has been announced by Mary Hartline Enterprises, with headquarters at 99 S. LaSalle St., Chicago.

Manufacturers of toys, children's wear and food products have signed licenses enabling them to place named goods on retail counters for the Christmas season, according to the new firm. Henry G. Saperstein is in charge of the licensing operation. Miss Hartline appears on ABC-TV's "Super Circus" each Sunday and has been in radio for six years.

CANCER FUND

WARA Has 17-Hour Drive

WARA Attleboro, Mass., devoted an entire broadcast day fortnight ago to raising money for a children's cancer research center being built in Boston. During the 17 hours WARAJ was on the air, nearly $1,500 was raised.

Keith S. Field, station manager, stated every member of the WARAJ staff gave up his day off to help make the effort a success. WARAJ boosted public cooperation for the special broadcast through advance promotion.
Radio Results are Up!

WREC Keeps Step with the forward march of Radio Advertising Values...

WREC From latest available (1949) BMB measurements, WREC covered 448,890 radio homes, the highest in its history to that date.

WREC Hooper ratings average higher than any other Memphis Station.

WREC rate in cost per thousand listeners has gone down 10.1% compared with 1946.

Radio Costs are Down!

WREC is First in Coverage in the rich 76 county Memphis market, largest market area in the South, with a two billion dollar buying potential. The Memphis market rates 13th in the nation's wholesale volume of trade.

Use WREC
Memphis No. 1 Station

Affiliated with CBS, 600 Kc. 5,000 Watts

Represented by The Katz Agency, Inc.

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America's TOP Independent

for instance WPIX

Already recognized as a leader in sports programs and news remotes in the New York Metropolitan area, WPIX is now delivering a new, improved visual and aural service to the largest TV audience in the world—from the tallest television tower in the world!

"Individual" planning by one of television's top engineering staffs demonstrates a new technique in TV operation—used for the first time by any station.
TV Stations are RCA-Equipped...

...with two complete transmitter rooms and two independent antennas

WPIX backs its operations with two completely independent transmitter-and-antenna systems on two different sites.

Regular "on-air" service is handled by the Empire State plant. Emergency "on-air" service is handled from the original installation in the building of the New York Daily News.

WPIX uses RCA equipment throughout both stations. For example, two independent transmitter rooms—with all associated equipment. Two independent antenna systems. Field equipment—including micro-wave relays. Remote video relay switching. Studio control-room equipment. Control consoles, amplifiers, sync generators, power supplies.

When you plan your TV station, or add facilities to your present operation, talk it over with your RCA Broadcast Specialist. He can tell you exactly what you need to do the job at minimum cost.


RADIO CORPORATION of AMERICA
ENGINEERING PRODUCTS DEPARTMENT
CAMDEN, N.J.
Radio Dollars Announces Premium Plan

Three-way merchandising premium plan involving radio stations, local advertisers and listeners was announced last week by Ben Strouse, general manager of WWDC, Washington. [Closed Circuit, Oct. 1]

LOCAL fringe areas are being issued by Radio Dollars Inc., one to a community. The participating station in turn franchises its own advertisers, each of which agrees to buy a minimum amount of time on the station. Radio Dollars Inc. supplies participating advertisers with Radio Dollar coupons, Radio Dollar catalogues and Radio Dollar emblems.

Coupons are redeemed by Radio Dollars Inc. for more than 100 nationally advertised items, including gas ranges, freezers, refrigerators, smaller appliances, aluminum, chinaware, hosiery and other items. Radio Dollars Inc. forwards selected items to customers in return for the required number of Radio Dollars coupons.

The coupons are in denominations ranging from a half-dollar to $10. The merchant gives these Radio Dollars to customers in the same proportion as the customers purchases—a $1 coupon for a $1 purchase, for example.

Franchised stations publicize items offered as premiums and names of local participating advertisers. Merchants identify themselves on the air as "Your Radio Dollar Store.

An additional "bonus" is offered stations under a plan by which regional manufacturers have coupons placed in their products, the manufacturer buying the minimum time specified by the particular station.

Offices of Radio Dollars are located at 1627 K st. N. W., Washington, D. C., and 125 E. Baltimore St., Baltimore, Md. The entire plan is copyrighted.


Aggressive' Merchandising

"It’s aggressive radio merchandising at its best," Mr. Strouse said, "borrowing a page from the

SOS Thanks

STANDBY service supplied by the RCA Tube Dept. during the Kansas and Missouri floods has not gone unrecognized. Nineteen and electronic parts distributors in those areas placed themselves on record as commending RCA for its SOS service. Particularly rush shipments of tubes and other parts to emergency areas for use by police, fire and other groups.

The RCA shared telephoned distributors when it received first flood bulletins and offered its services and facilities through "top priority" channels.

Premium merchandising of Raleigh cigarettes, Octagon and other national advertisers.

Among first franchise recipients are WWDC Washington; WARL Arlington, Va.; WITH Baltimore, and WLEE Richmond, Va.

SONG CONTEST

Station Entries Sought

American radio and television stations have been asked to join the Crusade for Freedom by broadcasting a new version of the ballad, "Casey Jones," which has been equipped with lyrics about the Czech runaway train.

Best recording of the democracy-minded song will be chosen by Crusade officials—including Gen. Lucius Clay, Harold Stassen, and C. D. Jackson, head of Radio Free Europe—to be used for re-broadcast in Europe. After transmitting the American version of "Casey Jones" to Czechs and Poles behind the Iron Curtain, RFE’s Munich station will repeat the song, translated into local idiom, as part of its truth campaign against communism. Stations are asked to send either tape or acetate recordings of their versions of "Casey Jones" to Alton Kastner, radio-television director, Crusade for Freedom, 308 Empire State Bldg., New York, by Oct. 31.

Blood Drive

INFORMED of urgency of Armed Forces blood donor program, networks are planning long-range support, including special shows and stunts, to extend through next spring. Advertising Council announced. Both radio and television will carry regularly scheduled messages on blood needs starting in October. Campaign is conducted through Advertising Council with Dept. of Defense and Red Cross.

Colgate-Palmolive-Peet Toronto, announces prizes and plaques for Canadian stations and personal based on promotion of autumn consumer contest. Consumer prizes total $29,000. Stations and personal can win prizes of $100, $50, $20 and three prizes of $10 each plus annual Colgate plaque for first prize.

New Yorkers get their weather forecast STRAIGHT FROM A STAR!

Any evening a New Yorker wonders about tomorrow’s weather, he need only gaze upon a star above Broadway. It’s the new Mutual Life Weather Star atop our building at 55th Street. Here, one-tenth of a mile up, the star flashes the official Weather Bureau forecast by means of a simple color code.

On the tower supporting the star, bands of light run up when the temperature is expected to rise—down when it’s expected to fall. Stationary lights indicate no temperature change. An added public service, a jump clock at the base of the tower tells the time in figures 7½ feet high.

The Mutual Life Weather Star is not only a colorful addition to the city’s skyline, but also a symbol of the neighborly service to which our Company is dedicated. To help amateur weather prophets in other parts of the country, we offer a colorfully illustrated booklet entitled, “How to Forecast the Weather.” We’d be glad to send you a free copy.

THE MUTUAL LIFE INSURANCE COMPANY OF NEW YORK

1740 BROADWAY AT 55TH STREET • NEW YORK 19, N. Y.
Thanks

Thanks. Thanks to the Pilgrims of 1621, they had so little. Yet they found it in their hearts to give Thanks for what they had.

Thanks to us, Americans of 1951, we have so much. We, too give Thanks for what we have.

We have Freedom...
God's richest gift
And today
The lingering hope
Of the oppressed
In other lands.
For that Freedom
We give thanks.

We have Courage...
To defend the
Cause of Freedom
"With our lives
Our fortunes and
Our sacred honor."
For that Courage
We give thanks.

We have Memories...
We do not forget
American bravery
And sacrifice at
Valley Forge
Tripoli
The Alamo
Gettysburg
San Juan Hill
The Argonne
Normandy Beaches
Iwo Jima
And Korea.
For those Memories
We give thanks.

We have Faith...
In God
In Nations
In Man
And in ourselves.
For that Faith
We give thanks.

We have Hope...
That all Peoples
Of God's world
Will be united
In everlasting Peace.
For that Hope
We give thanks.

We have the Bell...
The Liberty Bell
Whose inspiring
Chimes now echo
On foreign shores
And whose
Song of Freedom
Is drowning out
The bloody dirge
Of communism.
For that Bell
We give thanks.

We have Unity...
Though we may
Disagree
Among ourselves,
At any real threat
To our Freedom
A united America
Rises in her might.
For that Unity
We give thanks.

We have Wisdom...
To know that
There are many
Enemies at home
Who seek
Stealthily to
Take our Freedoms
From us,
From our children
And our children's
Children.
For that Wisdom
We give thanks.

And so we pray:
Give to us all
The strength
To keep Freedom
At home...
To spread Freedom
Abroad...
To pass Freedom
On to the
Next generation
And to unborn
Generations
In a world
At peace.

REPUBLIC STEEL
Republic Building, Cleveland 1, Ohio

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

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**NETWORKS MERGE**

**Intermountain Adds Rocky Mountain**

OFFICIALS of the Intermountain Network Inc. and the Rocky Mountain Broadcasting System last week announced merger of the networks, effective Oct. 1, as Intermountain Network.

The announcement was made by president, and Frank C. Carman and S. John Schile, president and vice president, respectively, of Rocky Mountain.

Intermountain Network will serve as exclusive representative for the Rocky Mountain outlets, KIFI Idaho Falls, KLIX Twin Falls, KWIK Pocatello, all in Idaho, and KOPR Butte, Mont., in addition to the 37 stations of Intermountain.

Now 41 Stations

The expanded Intermountain Network now has a total of 41 stations in seven mountain states—Utah, Idaho, Montana, Wyoming, Colorado, New Mexico and Nevada.

**George C. Hatch, Intermountain**

The network will also maintain a fulltime line to Los Angeles enabling program exchanges with the Don Lee Broadcasting System, operating in Arizona, California, Oregon and Washington. The two networks will jointly offer program coverage in 11 western states.

Plan TV Network

Rocky Mountain officials said they plan to devote their principal time to establishing a television network to serve the Intermountain area. Address of the Intermountain Network is 146 S. Main St., Salt Lake City.

**Mr. Schile (l) and Mr. Hatch discuss future network plans.**

**WCSS Joins Liberty**

WCSS Amsterdam, N. Y., 250 w on 1490 kc, has affiliated with Liberty Broadcasting System, effective last Monday, according to Cecil Woodland, station president.

**NBC SPOT SALES**

**Three Are Named**

THREE NEW appointments in national spot sales department of NBC have been announced by James V. McConnell, director: W. Martin Werner has joined the department as assistant manager of advertising and promotion; Richard H. Close, eastern manager of radio spot sales, has been transferred to eastern manage of television spot sales to succeed Charles H. Phillips, now assistant manager of WNBC-WNBT (TV) New York. Robert J. Leder, radio-spot salesman, succeeds Mr. Close as eastern manager of radio spot sales.

Mr. Werner's previous experience with advertising include association with such radio and video package organizations in Canada, 1926-1935: Mr. Leder joined the department in Augus 1930, after experience in local station sales management and as an advertising agency account executive.

**RCA Expands**

To Air-Conditioner Field

RCA plans to enter the home air conditioning field, it has been announced by Frank M. Folsom, President of RCA. The first room air conditioners to be sold by RCA will be placed on the marked li January 1955.

Present plans call for the introduction of three models—a one-third, one-half, and a three-quarter horsepower unit. A separate department within RCA will be organized to handle the new line of room air conditioners, with its own sales, merchandising, engineering and advertising groups.

**'Ed's Place'**

PIANO ditties on radio are nothing new but when you put a player-piano on the air, that's something, both old and new. WHIZ Zanesville, Ohio, is doing just that. Station discovered a player-piano for sale, bought it for $150 and launched Announced Ed Fisher on Ed's Place, a three-weekly show for a brewing firm. The station also got 200 piano rolls, mandolin and zither attachments. The ad-libbed program has caught the fancy of WHIZ listeners, station reports.

**BMI PROGRAM CLINICS IN YEAR'S FINAL SERIES**

And here is the schedule which concludes the BMI Program Clinic calendar of 1951

Make Plans Now to Attend

SEVENTEENTH NEW YORK PROGRAM CLINIC

Waldorf-Astoria Hotel

MONDAY and TUESDAY, OCT. 22nd and 23rd

A nd O n T ou r

HOUSTON, Texas

Shamrock Hotel

Ken Brown, Chairman, Texas Broadcasters Committee & NATB Director

OKLAHOMA CITY, Okla.

Skirvin Hotel

L. F. Bellati, President, Oklahoma Broadcasters Association

WICHITA, Kans.

Broadview Hotel

Harley Lubbers, President, Kansas Association of Broadcasters

SALT LAKE CITY, Utah

Utah Hotel

C. Richard Evans, Chairman, Utah-Idaho Broadcasters Committee

BILLINGS, Mont.

Hotel Northern

Paul McAdam, President, Montana Broadcasters Association

ABERDEEN, S. D.

Alonzo Ward Hotel

Robert Dean, President, South Dakota Broadcasters Association

MINNEAPOLIS, Minn.

Radisson Hotel

Dave Gentile, President, Minnesota Broadcasters Association

“MOST PROFITABLE DAY EVER SPENT,” is the repeated expression of the 2,362 broadcasters who have attended the 28 CLINICS just concluded in 28 states as well as the many hundreds who have been to the 16 CLINICS in New York.
FOR YOUR INFORMATION:

North Dakota has arrived as America's 27th oil-producing state. Oil was struck in the Williston Basin on April 5, last, after 29 years of patient search by a small army of geologists and equally patient probing of the earth by scores of exploratory, or wildcat, drillers.

Already, a spectacular rush is under way as oilmen by the thousands again compete to find the ever-increasing amounts of petroleum required to supply the United States and aid our allies. More than half of North Dakota -- a land area larger than Belgium, Holland, Denmark and Wales combined -- is now under lease by oil companies or individuals. Plans for the pipe-lines and other facilities needed to get the new crude oil to refineries will be translated into reality as fast as shortages of steel and skilled manpower permit.

The North Dakota strike was followed by another in Montana, less than 100 miles away. This leads producers to believe that these fields may be extensions of those which have proved so productive in Canada's Alberta Province to the northwest and they presage development of a major oil-producing area.

However that may be, there is no doubt that America's 27 producing states, together, are keeping well ahead of domestic demand for oil which has increased 75 per cent in the past ten years. Last year, for example, they passed the billion barrel mark in motor fuel production; raised refinery capacity to an all-time high by processing more crude oil than ever before; drilled the largest number of wells in history.

The North Dakota story is only one of thousands of evidences of petroleum's progress which will be reported to the American people during this third annual observance of Oil Progress Week in almost every community throughout the nation. By means of motion pictures, radio and television shows, speeches, posters, exhibits, community leader luncheons, school programs, parades, essay contests, open houses and other special events, as well as through the widespread use of colorful booklets, leaflets and newspaper and magazine advertising, local oilmen take their customers and neighbors into their confidence during this period.

Their objective is to show, by a recital of the things they have done to serve America during 1951, that the individual interests of the people, as well as those of the nation, in peace or in war, are best served by competitive, privately-managed oil businesses -- the very kind without which the North Dakota strike would have been long delayed, if not impossible.

If you would like further information about Oil Progress Week or about the petroleum business and its operations, please write to me.

H. B. Miller, Executive Director
Oil Industry Information Committee
American Petroleum Institute
50 West 50th Street, New York 20, N. Y.
ATTENTION
NIGHTTIME ADVERTISERS

WCKY invites you to use its famous Jamboree

WCKY invites you to compare it with any other media—newspapers, magazines or television

WCKY invites you to compare it by results, by sales

WILL YOU ACCEPT THIS INVITATION?

(Better hurry
or you'll have to wait until 1952!)

WCKY—ON THE AIR EVERYWHERE 24 HOURS A DAY 7 DAYS A WEEK 365 DAYS A YEAR
THE LATEST WCKY STORY

Before you accept, you should know this—

THE WCKY JAMBOREE IS GREATER THAN EVER

1. More mail than ever before
2. More national advertisers than ever before
3. More time sold to national advertisers than ever before
4. More sales success stories than ever before
5. More of everything that makes for a successful advertising campaign

Yes, this is nighttime radio on WCKY!

CALL COLLECT:

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

or

C. H. “Top” Topmiller
WCKY Cincinnati
Phone: Cherry 6565
TWX: Ci. 281
You Can't Say That!

IT CAME as no surprise when newsmen everywhere were outraged over President Truman's new security order and when a move to repeal it developed in Congress. Now the President has thoroughly confused everyone by warning all media, they must be, their censors—even after laws has been screened and approved under terms of his new order. Of what avail is such an order?

Imposing upon the freedom of the press ever so lightly and the press is galvanized into action. The fact that this affects radio equally wasn't mentioned until the President issued a second explanation Thursday. In recent years it has been radio on the freedom firing line, but all too often the press has been willing to stand by and let radio fight its own battles. And in that connection radio won its greatest victory a fortnight ago, thanks to the determination of a newspaper-owned station—WJLK in Asbury Park, N. J. Superior Court Judge Schettino held that free access to news, whether through printed words or radio, is a right guaranteed by the Constitution.

The President's new order bears directly on free access to the news—but by all media. Military censorship, via the Defense and State Depts. has been continuously in force, and properly so. The functions of these agencies involve the security of the nation. But it is hard to understand, why, in the name of security, classification authority should be extended to all agencies, with the agency head the arbiter.

One has only to look at very recent history to learn that there will be abuses. In 1942, the Office of Facts and Figures was created as a sort of twilight zone information organization. This journal was directly involved in one incident—of publication of a survey marked "confidential" by OFF Director Carl MacLeish. This survey showed that radio had displaced the newspaper as the public's primary source of war news. Mr. MacLeish and the press howled, but not the slightest semblance of violation of "security"—that which could give aid and comfort to the enemy—could be cited.

Along with all news media, we hope the President will see fit to rescind his new executive order. Even though there may be nothing as sinister in it as some observers contend, it can open a Pandora's Box of evils that fly in the face of our democratic precepts. The government will become suspect in the eyes of the public. And the free motto of the Voice of America will be blasted from every communist transmitter.

If the order does stand, and those inevitable abuses occur, we predict there will develop the clamor for reactivation of the Office of Censorship, which, ironically, was the first agency having a war-time connotation to close up shop after V-J Day. The record of that office, under the guiding geniuses of Byron Price, a practical newspaperman who abhors censorship, was impeccable. It handled its delicate assignment without serious complaint. It was not punished any more than the military. There were practically no recriminations from Congress—something of a record.

As we said last week—before the opposition reached white heat—we are convinced that, in this chaotic world, full-scale censorship is in sight. First Korea was merely a "police action," but by whatever name it was called, people were being killed and in the eyes of the world it was as important as the United Nations against the Reds.

The roles of radio and television, as instantaneous news media, are as important as they are frightening. The broadcast reporter has a responsibility transcending that of his colleague of the printed page. There is no copy desk, no compositor, no newsboy in between. Once he has access to the microphone, the broadcast reporter is "published" to all within ear-shot.

Stand-by plans are blueprinted for an Office of Censorship. The call may come sooner than you think.

The Import or Impact

IF IT HAS done nothing else, the furor over radio rates has stimulated a lot of new and original approaches to the dollar value of radio versus its competitors. Aside from the all-out crusades of the networks and of the syndicated program suppliers, individual stations are doing a job on the most recent order of WAVE Louisville [BROADCASTING * TELECASTING, Oct. 1].

Dr. Raymond A. Kemper, U. of Louisville professor, was retained by WAVE, not to conduct what he describes as a "vague inter-station popularity contest," but to get facts to guide in the formulation of future operational plans. It is significant, too, that WAVE Inc. also operates WAVE-TV.

This comparative research showed a lot of things, all attesting to the impact of radio in the Louisville market. The same story, it is to be assumed, is duplicated in a lot of other "Louisville's"—that is, cities of large size, with the other media.

Radio, the survey points out, is "always in position to compete with the other media. However, in some areas 'squatter rights' are exclusive. Some 66.1% of all the 7,779 radio sets found among the 3,500 sample households are in automobiles, or in rooms where there are no television receivers. By the same token, 44.5% of all radio sets were found in places where newspapers and magazines are not usually available. The author quotes: rooms, basements, barns, garages and utility rooms."

Dr. Kemper's research, we're certain, is practically infallible scientifically. What impressed us particularly was a bit of home-spin bringing home the truth that broadcasters and telecasters have too long accepted a double standard" of what he called "circulation morality." The publisher, he cited, is allowed to justify his circulation claims in terms of the number of units actually circulated, while the broadcaster must attempt to justify his circulation in terms of the number of places to which his units are circulated. "For example," he said "the writer's own case 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 proposal of the American Newspaper Alliance (ANA) we would be counted a non-radio home because of the presence of a television set." ANA, he's your witness.

The General Manager of KOA Denver is easy to get along with. But there is one subject about which Charles C. Bevis Jr. is slightly belligerent.

Anyone doubting that radio will weather the storm created by television is in for a torrent of arguments from Mr. Bevis.

"Give the public the solid, live programming, active and aggressive news coverage and a touch of the 'spectacular,'" Mr. Bevis prescribes, "and you will keep your radio station on the air and in good shape."

Mr. Bevis is constantly on the lookout for new ideas. He is opposed to the philosophy which says, "We are doing O.K., why change?"

His belief that AM stations will continue to serve a large part of the American public is tempered with the contention that AM's survival will be based entirely on the individual station's alert programming and consistent service to its listeners.

Mr. Bevis believes first that a station, large or small, should become a part of the community which is serves.

He feels that at KOA he has inherited such a station and credits Lloyd Yoder, whom he succeeded as manager last January, with making the NBC Denver outlet a strong factor in the community life of the Mile High City.

At 34, Mr. Bevis is one of the youngest general managers serving NBC's owned-and-operated stations. Despite his comparatively youthful years, he is well qualified to wear the mantle of "radio veteran."

Born Dec. 13, 1916, in New York City, Mr. Bevis attended Richmond Hill High School and later New York U., as a pre-med student.

It was during his senior year in prep school that he became interested in news work, which he used later in radio.

After he was graduated from high school, he embarked on a sightseeing voyage to South America.

While there, he became acquainted with a newspaper correspondent who mentioned that NBC was a good place to work and that it was an opportune company for someone who wanted to get ahead and was willing to work hard.

After three months, young Mr. Bevis returned to this country and filed an application with NBC. He was employed as a page in September 1936.

He first job was to help handle the eager crowds who filed into Studio 8-H to see what was then the biggest thing in radio—the Rudy

(Continued on page 61)

BROADCASTING * TELECASTING
THESE SIGNS* ARE NORMAL IN NEW YORK

Italian traffic signs* are a realistic recognition of the fact that the Italian language is more commonplace on the streets of New York than any other except English. More than 2,000,000 Americans of Italian origin live in the New York area. Their buying power exceeds $2,300,000,000 a year.

By showmanship, service, facilities and tradition, WOV long ago became the unrivalled first choice of the New York area Italian audience. So much so, that 90% of all expenditure for Italian-language radio advertising in New York is on WOV.

The only direct and inexpensive way to influence the buying of these 2,000,000 Italian-Americans is through WOV. Put it on all your New York schedules!

*The sign says "Pedestrian Crossing."
CROSLEY ELECTS
Two Murphys as V.P.s

ELECTION of John T. Murphy and Kieran T. Murphy as vice presidents of the Crosley Broadcasting Corp. was announced following a meeting of the board of directors Sept. 28.

John Murphy, formerly with NBC for 18 years, was placed in charge of Crosley's television operations. Kieran Murphy, originally with Hearst Radio when Crosley acquired WINS New York, was named vice president and controller of Crosley Broadcasting Corp. He had been serving as controller.

Simultaneously, James D. Shouse, chairman of the board of Crosley and vice president of Avco Mfg. Corp., and R. E. Dunville, Crosley president, announced the appointment of Harry Mason Smith as vice president of Crosley sales. He had held a similar post with WLW Cincinnati.

Mr. Smith, John Murphy started at NBC as a page boy and advanced to an executive post within the network's stations relations department. In that capacity he was liaison between the sales department and NBC affiliates. He was named TV operations supervisor at WLWT (TV) Cincinnati in October 1948.

Kieran Murphy was controller at WINS and joined the Crosley organization when it acquired that station. Later he was named manager of WINS and was transferred to Cincinnati where he assumed similar controller duties.

Mr. Smith joined Crosley in 1946 as manager of the WLW sales office in New York. A year later he moved to Cincinnati becoming WLW sales manager. In 1946 he was appointed to a Crosley vice presidency.

Crosley Broadcasting Corp. owns, in addition to WINS, WLW (AM), WLWA (FM) WLWT (TV) Cincinnati, WLWB (FM) WLWT (TV) Dayton, and WLW (TV) WBBM (FM) WLWC (TV) Columbus, all Ohio.

KIER Murphy

JERRELL HENRY, KREJ Farmington, Mo., appointed general manager at KNEM Nevada, Mo. AL MESCHI appointed sales manager at KNEM.

NORMAN H. SLOAN, assistant to manager KECA-TV Los Angeles, appointed coordinator of television production services ABC Western Div.

RALPH W. GOSHEN, account executive on local sales staff WBBM Chicago, appointed account executive CBS Radio spot sales.

WALLY SEIDLER, manager KOCO Ontario, Calif., appointed manager KPMO Pomona, Calif.

JOHN A. BUNING, account executive ABC Radio Network Sales, to sales department WNEW New York, in same capacity.


DAN SCHMIDT III, WOR New York, to CBS Radio Spot Sales, New York, as account executive.

DOUG CAPLEET is, manager KKEK Indo, Calif., appointed account representative KKO El Centro, Calif. MARC HANAN appointed salesman-announcer KKO. He was with KSYC Yreka, Calif.

RONALD C. IVES, salesman KNCY San Marcos, Texas, appointed commercial manager.

EVERY KNODEL Inc., N. Y., appointed exclusive national representative for KGLX Twin Falls, Id.

HERBERT BROWN, advertising manager for New York factory distribution division of Allen B. DuMont Labs., to WOR-TV New York, as account executive.

PERSONALS


DAVE KIMBLE, advertising and sales promotion manager of WBBM Chicago, discussed radio promotion last Monday at dinner sponsored by Junior Women's Advertising Club. . . . HAROLD A. SMITH, NBC Chicago TV network advertising promotion manager, spoke at luncheon meeting Thursday of American Marketing Assn. and American Statistical Assn. in Chicago. He discussed TV today and showed a motion picture on NBC's Hofstra Research project. . . . ELIAS I. GODFOSKY, president and general manager WHLI-AM-FM Hempstead, L. I., elected president of Long Island Peoples Symphony Orchestra Assn.

AN INVITATION TO SUCCESSFUL ADVERTISING

See Centerspread This Issue

ON THE AIR EVERYWHERE 24 HOURS A DAY

50,000 WATTS OF SELLING POWER

BROADCASTING • Telecasting
Graybar recommends

MACHLETT ELECTRON TUBES

For years, it has been Graybar policy to distribute only the finest in broadcast equipment. It is natural, then, that Graybar offers the Machlett line of tried and tested electron tubes.

Machlett products are backed by more than 50 years of experience and skill—you get a bonus of extra-long life and high-quality performance in every tube.

All types and sizes of Machlett tubes, as well as any of your other broadcasting equipment requirements, are conveniently available through Graybar's nation-wide network of warehouses. For facts, call your nearest Graybar Broadcast Equipment Representative. Graybar Electric Company, Inc. Executive offices: Graybar Building, New York 17, N. Y.

Distributor of Western Electric products


Manufactured By...

1. Altec Lansing
2. Ampex
3. Blaukrohn
4. Bryant
5. Communication Products
6. Continental Electronics
7. Cross-Minds
8. Daven
9. Fairchild
10. General Cables
11. General Electric
12. General Radio
13. Hubbell
14. High Lyons
15. Kino Metal
16. Machlett
17. Marlowu
18. National Electric Products
19. Peavey
20. Standard Electronics
21. Standard Triangles
22. Western Electric
23. Western Electric
24. Western Electric
25. Whitney Blakc

Graybar's network of more than 100 offices and warehouses in principal cities throughout the nation assures you of convenient service wherever you are. The 19 Graybar Broadcast Equipment Representatives are located in the following key cities:

ATLANTA
E. W. Stone, Cypress 1751

BOSTON
J. P. Lynch, Kenmore 6-4307

CHICAGO
E. H. Taylor, Canal 6-4100

CINCINNATI
W. H. Hanks, Main 0600

CLEVELAND
W. S. Rockwell, Cherry 1-1360

DALLAS
C. C. Ross, Randolph 6454

DETROIT
P. L. Gundy, Temple 1-5500

HOUSTON
R. T. Ashby, Atwood 8-4571

JACKSONVILLE
W. C. Winfree, Jacksonville 6-7613

KANSAS CITY, MO.
R. B. Uhlirg, Baltimore 1644

LOS ANGELES
R. B. Thompson, Angelus 3-7283

MINNEAPOLIS
W. G. Fleen, Geneva 1621

NEW YORK
J. J. Connolly, Stilwell 6-5858

PHILADELPHIA
G. I. Jones, Walnut 2-3403

PITTSBURGH
R. F. Grosseth, Allegheny 1-4100

RICHMOND
E. C. Toms, Richmond 7-3491

SAN FRANCISCO
K. G. Morrison, Market 1-5131

SEATTLE
D. I. Craig, Mutual 0123

ST. LOUIS
J. P. Lenkor, Newstead 4700
SAM J. SLATE, program director for New York office of British Broadcasting Corp., named director of programs and special events WCBS New York, effective Oct. 15. He succeeds DON BALL, who has been promoted to director of editing for CBS Radio Network.

RUTH RUSSELL, public relations and advertising staff Borden Co., N. Y., appointed publicity-promotion director WTOL (TV) Columbus, Ohio.

RALPH H. KLEIN, program director WONS Hartford, to WICC Bridgeport, in same capacity.

HOMER CUNNINGHAM, announcer-newscaster WIBW Topeka, elected president Topeka Toastmasters’ Club.

DOROTHY HENRY appointed program director KENM Nevada, Mo.

CAROL LEVINE, assistant to GERALD J. KAHN, public relations director DuMont TV Network, to WPIX (TV) New York, as assistant to public relations director.

WILLIAM G. TICE Jr., personnel director American Metals Co. Ltd., N. Y., appointed manager of personnel NBC. Mr. Tice replaces THEODORE M. THOMPSON, who has been recalled to active duty with Army.

ALAN DINENHART resigns as director of CBS-TV Alan Young Show, to develop his own television properties. RALPH LEVY, show producer, takes over director temporarily.


DAVE FENTRESS, WTK Durham, N. C., appointed staff announcer WTVJ (TV) Miami, Fla.

DON BRADLEY, WJOL Joliet, III., appointed to announcing staff WKAN Kankakee, Ill.

DICK FORTUNE, Pittsburgh Press, appointed director of public relations WDTV (TV) Pittsburgh.

GEORGE SWIFT, announcer WQIL Galesburg, III. to KYOE Santa Ana, Calif., in similar capacity.

“BIG BOB” SHAFFER, singer of modern folk ballads, to talent staff WLS Chicago.

JIM JOHNSTON, writer-announcer WOC-TV Davenport, Ia., to announcing staff WLS Chicago.

BOB HIBBARD, director of operations WGN-TV Chicago, recalled to active duty with U. S. Army Reserve for assignment in psychological warfare. He reported for duty at Ft. Sheridan, Ill., Oct. 2.

ROBERT F. BLAKE, director of public relations WOR-UN TV New York, appointed chairman of publicity committee for American Television Society.

CAROLYN OSTERBERG and MURIEL FREDRICKSON, “The Ranch Girls,” to talent staff WNAX Yankton, S. D.

JOHNNY KIRK, entertainer and continuity writer KTUL Tulsa, assigned to U. of Tulsa, as promotion liaison man in behalf of University.


PAT FERRINGS appointed assistant in publicity and promotion departments working with Miss Williamson.

MARK KOVEN, WNEC-TV Boston, Mass., appointed to production staff WLAB (TV) Cincinnati.

RED GAYNOR, graduate New York U., appointed to announcing staff WLOG Logan, W. Va.

HENRY LEWIS, WLIR New York, to WCAY Norfolk, as night disc jockey.

MARY and HOWARD JONES, stars of Mr. & Mrs. Show on WFIL-TV Philadelphia, awarded New Jersey State Fair Blue Ribbon Award for “meritorious service and consistently good television entertainment.”

EDDIE PHELAN, announcer WMIS Natchez, Miss., appointed to announcing staff WATN same city.

CHARLES GENSER appointed to announcing staff KXO El Centro, Calif. He was with KPMO Pomona, Calif.

DIME SMITH, women’s personality WDOD Chattanooga, Tenn., named “Women of the Year in Radio” for the Chattanooga area.

CHARLES J. KEYS, executive secretary to the general manager WEIL Philadelphia, appointed director of

WFIL-TV Newark and manager of film production. Mr. Keys succeeds WILLIAM C. DRISCOOLL, who becomes editor-and-chief of Telenews Productions Inc., N. Y.

JOHN ASPINWALL, general news supervisor for early-morning report, Associated Press, assigned to the radio news department preparatory to succeeding THOMAS H. O’NEIL, as radio news editor when the latter retires in January. Mr. Aspinwall will be succeeded by JAY DEUTCH of general news desk staff.

ROBERT STOECKER, graduate Rutgers U. and member of WRSU, college station, to night news staff of WMTR Morristown, N. J.

TED PARKER appointed to news staff WKNI Kankakee, Ill.

JOHN ALLEN, newsmen WKNI Kankakee, Ill., to news department WHAS Louisville.

ROBERT SCHAKNE, war correspondent International News Service, named to news staff WLW and WLWT (TV) Cincinnati, covering the fighting in Far East.

BILL INGRAM, newscaster KSTP-TV Minneapolis, presented award from St. Paul Junior Chamber of Commerce, for his outstanding contributions to public safety.
Respects
(Continued from page 56)

Vallee Show.
Also a page at that time was
Thomas B. McPadden, now
general manager of KNBH Hollywood.

Early in 1937, when the Nazi
war machine began rolling, NBC
expanded its news and special
events department and Mr. Bevis
was given a job in the news room.

Six months later he went into
NBC's night program department,
working under William Burke
Miller, who had won a Pulitzer
Prize for his coverage of the
"Floyd Collins Sand Cave" story.
Mr. Bevis believes he learned more
under Mr. Miller about news and
special events coverage than during
any other period of his career.

Mr. Bevis helped coordinate
NBC's coverage of the Hindenburg
burning and Hitler's march through
the low countries. Shortwave pick-
ups often necessitated working
around the clock.

In the spring of 1941, Mr. Bevis
enlisted in the Navy as an aviation
cadet. His initial assignment was
aboard the U.S.S. Ranger, the first
full carrier commissioned by the
Navy. As a dive bomber, he saw
action both in the European and
Pacific theatres and was awarded a
Distinguished Flying Cross for
scoring a direct hit on a Jap
destroyer.
Returning to inactive duty in
September 1945, Mr. Bevis re-
joined NBC as executive assistant
to John Royal, then vice president
in charge of television.

Shortly thereafter, he was made
manager of NBC's station rela-
tions for television. In 1948 he
supervised the planning of NBC's
WNBK (TV) Cleveland and served
as its general manager a year.
He returned to New York in 1949
as director of NBC owned and
operated stations.

As a result of the general NBC
reorganization, he was promoted
to administrative assistant to
James Gaines, NBC vice president
in charge of all O&O stations.

Goes to San Francisco
In January 1951 he was named
manager of KOA, succeeding Mr.
Yoder who was transferred to San
Francisco as manager of KNBC.

While working his way up
through NBC, Mr. Bevis learned
several rules for successful broad-
casting. One he considers a "must"
is to work with and give full co-
operation to sponsors.

From the day he arrived in
Denver, Mr. Bevis has spent hour
upon hour with KOA advertisers,
helping them merchandise their
products and strengthening their
belief in the sales power of radio.

In spite of his demanding front
office duties, Mr. Bevis finds time
to join his favorite department-
news and special events—in cover-
ing unusual happenings in the
Colorado capital.

The second day after he arrived
in Denver, Mr. Bevis was on the
scene of the spectacular Denver
Athletic Club fire, narrating inter-
views with survivors.

On June 9, 1942, Mr. Bevis
married the former Lorraine Park-
inson of Jarvis, Ontario, Canada.

Mr. Bevis has two daughters, Judy Ann, 7, and Barbara Ann, 1.

He is a member of Sigma Delta
Chi, Phi Alpha Eta, national busi-
ness fraternity, Denver Rotary
Club, Denver Club, Denver and
Colorado chambers of commerce;
Radio Executives Club of New
York, board of directors of Den-
ver's Better Business Bureau, a
director of the Denver Chapter of
the American Red Cross and a
director of the Colorado Division
of the Crusade for Freedom.

Mr. Bevis' hobbies are hunting,
fishing and golf. He has a grow-
ing interest in scale model rail-
roading.

DR. SMITH CITED

Given Diamond Award

DR. NEWBERN SMITH, Central
Radio Propagation Labs. Chief for
National Bureau of Standards,
has been named by Institute of
Radio Engineers as 1951 recipient of
the Harry Diamond Memorial
Award, given to a person in gov-
ernment service who has made out-
standing contributions to radio or
electronics.

Also named fellows of IRE are
46 radio engineers and scientists,
including:

H. W. Bode, Bell Telephone Labs.;
P. S. Christaidi, Allen B. Du Mont Labs.;
Howard Post Corwith, Western Union
Telegraph Co.; Arthur R. Crawford,
Bell Telephone; L. A. De Rose, Federal
Telecommunications Labs.; L. T. De
Vore, General Electric; D. W. Epstein,
BAC Labs.; R. N. Harmon, Westing-
house Radio Stations; R. S. Holmes,
BAC Labs.; W. E. Kegg, Bell Telephone
Labs.; Harold B. Law, Louis Miller,
BAC Labs.; William W. Mumford, Bell
Telephone Labs.; L. S. Mumford,
BAC Labs.; Harry Nyquist, Bell Telephone;
J. A. Quinert, Canadian Broadcasting
Corp.; Henry W. Parker, Sylvania Elec-
tric Products; D. W. Puglesey, General
Electric; Bernard Salzberg, National
Research Lab.; Dr. Smith; Phillip H.
Smith, Bell Telephone.

McCall's' Awards

Name Radio-TV Judges

JUDGES for McCall's awards to
women in radio and television have
been announced by Daniel D.
Mich, editorial director of McCall's.
Judges selected are:

Sen. Margaret Chase Smith (R-Me.);
Dr. Earl J. McGrath, U. S. Commiss-
ioner of Education; Mrs. Dorothy
Deemer Houghton, president, General
Federation of Women's Clubs; Mrs.
Harriet Sabine, board member, Amer-
ican Women in Radio & Television, and
Ohio Life Wire, editor and publisher
of McCall's.

According to Mr. Mich, "nearly 200
women executives and broadcasters
have submitted entries - - - to the
contest which closed Sept. 10. The
awards, seven in number, will be pre-
sented to radio and television women
judged to be outstanding in the public
service field. Presentation of awards
will take place at the 1952 convention
of American Women in Radio & Televi-
sion.

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Robert F. Brunton, production staff NBC-TV, appointed general manager of P. J. Rottono Co., New York construction firm specializing in the designing and building of stage and television settings.

MEDIA RECORDS Inc., N. Y., moves to new offices at 353 4th Ave. Telephone is Murray Hill 5-3976.

Robert S. Keller Inc., N. Y., appointed sales promotion representatives for WCBT Roanoke Rapids, N. C.

Edward Browning Jr., WDNZ Durham, N. C., to radio section Public Information Office, Fort Bragg, N. C., in civilian capacity.

William F. Craig, associate director of television Procter & Gamble Productions, takes over duties of Gilbert A. Ralston, who resigned as executive producer of film's Hollywood-originating shows. Mr. Craig continues to make headquarters in Cincinnati. Mr. Ralston left P & G to join Screen Television Productions, Hollywood.

Robert D. Merrill, assistant vice president and director of sales in charge of publicity and advertising American Cable & Radio Corp., N. Y., elected vice president in charge of commercial department.

TURKEY TALK, special holiday feature, is being released to subscribers by Associated Program Service, N. Y. transcription library. Series includes six five-minute strips on Thanksgiving food and origin of Thanksgiving customs and is designed for broadcast from Nov. 22-28 for sponsorship by local food outlets. Full-hour holiday program of music and narration, "Thanksgiving—1951," is included in package.

Charles Irving, producer-director CBS Television, announces opening of TV Production Assoc. Offices will be located at 130 E. 61st Street. Firm will produce TV and radio packages.

Equipment . . .

J. Herbert Behm, assistant to manager of fractional-horsepower engineering General Electric, appointed assistant manager to manage engineering in small apparatus division.

Arthur F. Vinson, manager of employee and community relations for division of General Electric, Lynn, Mass., appointed assistant manager of company's manufacturing services division. William V. Merrilhe, manager of employe and plant community relations for company's large apparatus division, appointed manager of newly established employe relations service department.

Radio Shack Corp., Boston (electronics parts distributor), announces publication of industrial mail-order catalog of its entire line. The 192-page catalog lists over 15,000 types of equipment and components.

Trevor H. Clark, Federal Telecommunications Labs, appointed director of military research and development Southwest Research Institute, San Antonio, Texas.


Palmer M. Craig, director of engineering electronics division of engineering department Philco Corp., Phila., appointed vice president of engineering for TV and radio division.


RCA announces new 17-inch kinescope utilizing low-voltage, electrostatic focus. RCA-17TP4 tube eliminates need for focusing coil or magnet, but also makes it possible to obtain voltage for focusing electrode from low voltage dc supply or filament circuit.


W. Victor George, broadcasting manager Canadian Marconi Co., Montreal, appointed director for public relations, publicity and advertising in addition to his present duties.

Technical . . .

Joe Higgenson, engineering staff WMJZ Macon, Ga., father of girl, Dorothy Jean, Sept. 28.

Luke Stripling, engineer KCVY San Marcos, Texas, appointed chief engineer, replacing Robert Martens, resigned to enter U. of Arkansas.

Fred Brooks, projectionist WAJD-TV Huntington, W. Va., appointed film director. Bill Taylor replaced Mr. Brooks, as projectionist.

'MUSIC NIGHT' CBS Sets Three Shows FRIDAY night became "Music Night" on CBS Radio一台 week as the network launched a program block of three shows, produced separately but linked together for continuous evening schedule.

The weekly feature will fill the 8:15-10 p.m. EST time spot until Nov. 23 when it will start 15 minutes earlier. Fourth half-hour show will be sold to local stations.

Musicland, U.S.A. is the title for the first segment, from 8:15-9 p.m., with Earl Wrightson the host. Songs from musical comedy and opera are performed by Virginia Haskins of the New York City Opera Company, Thomas Hayward of the Metropolitan, Alfredo Antonini's orchestra, and a mixed chorus.

Hit tunes from 1900-1925 are the core of the next program Big Time, with Georgie Price, Ray Bloch's orchestra, Jimmy Carroll, Sally Sweetland and Dorothy Loudon. Both segments originate in New York.

Third program, from 9:30-10 p.m., is broadcast from Hollywood with Paul Weston and orchestra and a weekly big-name vocalist. Already signed as guests are Jo Stafford, Peggy Lee, Patti Page, Connie Haines, Monica Lewis and Doris Day.

Music Night was idea of Lester Gottlieb, director of radio programs.
IMDRIN ORDER

Injunction Is FTC Victory

GOVERNMENT'S attempt to restrain Rhodes Pharmaceutical Co., Chicago, from allegedly false advertising of its medicinal preparation, Imdrin, was finally rewarded by a U. S. district court injunction last Monday.

The order, handed down by the U. S. District Court in Chicago, enjoins the dissemination of certain representations pending final disposition of last January by the Federal Trade Commission. The district court denied the initial plea but was overruled by the U. S. Court of Appeals for the Seventh Circuit.

Approval of the preliminary injunction represented a significant victory for FTC, which earlier this year warned drug advertisers it would seek such relief where questionable advertisements are continued pending "cease and desist" orders [Broadcasting * Telecasting, Feb. 5].

The injunction prohibits claims that Imdrin (1) will cure arthritis, rheumatism, neuritis, and related ailments; (2) is an "adequate, effective or reliable remedy for these ailments; (3) will enable so inflicted persons to return to their normal living, and (4) is a "remarkable, amazing or sensational new discovery."

Effect of Ads

Dissemination of these advertisements, the commission has charged, "may cause immediate and irreparable injury to the public in that persons induced by such false advertisements to purchase said preparation may delay proper treatment, and thereby suffer permanent and irreparable crippling."

Hearings on the complaint got underway in September 1950 and have been held intermittently in the past year, with request for injunction filed Jan. 27. In dismissing the suit, the district court explained that FTC had "failed to maintain the burden of proof" and chided the commission for its "delay" in launching hearings -- 13 months after commencing proceedings [Broadcasting * Telecasting, March 5].

The appellate court reversed the decision last July upon FTC's appeal and remanded the case to the lower court July 5. The complaint specifically cites the firm and its officers for alleged misrepresentation of the therapeutic properties and effectiveness of the product. Imdrin claims have appeared in radio continuities and other media advertisements.

AT TIMEBUYERs banquet in New York's Hotel Roosevelt Sept. 20 ore (l to r) Russ Young and Tom Lynch, Young & Rubicon; Herb Clossen, Rutkauff & Ryan; Graeme Zimmer, manager, WCAV Norfolk, Va.; Dave Harris, R&R; Ray Penner, WCAV program director, and Oscar Lutz, Indie Sales Inc.

Radio Promotion

MBS Campaign Praised

ASSERTING that radio is pretty wonderful after all, Mutual network's campaign—which has taken the form of a booklet containing 18 air announcements to promote its new medium [Broadcasting * Telecasting, Sept. 17] — has shifted into second gear: MBS officials are now offering copies of the booklet to all stations, regardless of affiliation, upon request.

Already distributed to Mutual stations, the booklet, "Radio—It's Wonderful!" is expressly not copyrighted and is intended to promote radio-at-large, not just MBS. Activity has caused comment:

Harold R. Follas, NATB president: "Congratulations . . . we are cooperating along other lines and hope that we too may help in bringing about national recognition of radio's greatness."

William B. Ryan, RAI president: "We medium can do a better job than radio itself. Congratulations for making these fine announcements available to stations that may not have the resources to do so as comprehensive a job on their own."

Frederic R. Gamble, AAAA president: "Certainly American radio is wonderful—and every other country has something to compare with it. You have taken a fine and sensible lead in helping to make listeners more aware of this."

Paul W. Morency, chairman of the Affiliates Committee: "It is a very fine idea . . . your material is excellent, and I certainly hope it will have the widest possible use."

MacQuarrie-CBS Suit

Settled Out of Court

A $750,000 plagiarism damage suit brought by Haven MacQuarrie, Hollywood radio producer--m.c. against CBS, has been settled out of court under undisclosed terms.

Mr. MacQuarrie had contended that his radio show, "We Take Your Word," was copied almost entirely by CBS for its "We Take Your Word." Neither show is now on radio. Settlement itself prohibited disclosure of terms, according to Max E. Gilford, attorney for the producer--m.c.

LBS Programs

Adds Two Phoenix Shows

LIBERTY Broadcasting System has announced two new shows beginning this month, both originating in Phoenix, Ariz.

Five times weekly LBS is airing "Breakfast in Phoenix," starring Bill Pennell, who has conducted similar programs at Orlando and Nashville.

On Oct. 6 the Junior Rangers of America began a nation-wide talent hunt under the direction of Lew King, president of the Phoenix ad firm, King, Ackerman, Deckard & Burch, agency for both Liberty shows. The Junior Rangers is set up as a nation-wide package for local level sponsorship.

Wtmv ReNUns Bid

Seeks Improved Facilities

IMPROVED facilities, first requested in 1947 but denied last year by the FCC in favor of a new station, is asked by WTMV East St. Louis, Ill., in a petition filed with the Commission to "restate, reconsider and grant."

WTMV, on 1490 kc with 250 w, alleges that the Belleville (Ill.) News-Democrat has given up the construction permit it won in the case, never made any attempt to construct the station and failed to keep FCC informed of its decision not to undertake the building.

The newspaper won out in a 1948 comparative hearing with WTMV. Latter wanted to change to 1260 kc with 1 kw directional. FCC's final decision, which was issued in June 1950, upheld an examiner's recommendation of a grant for the Belleville interests on the ground that it was better to have a first station in a community that had no service than to improve an existing station.

Since the newspaper has not given up its permit, WTMV says FCC should reopen the case and grant WTMV's original request. The petition was filed by Attorney Arthur Scharfeld.

What WTMV seems concerned about is that another applicant might file for the 1260 kc facilities and force it to undergo another hearing.

Growing with Macon . . .

the 124th Market

Middle Georgia Welcomes

NBC Affiliated with

Wbml

October 8, 1951 • Page 63
RIVERS’ OUTLETS
Common Control Denied

SEVEN RIVERS’ stations are not under common control and the FCC should not consider such ownership of even 10 stations “undue concentration of broadcast facilities.”

Therefore, says a petition for reconsideration and grant, filed at FCC by E. D. Rivers Sr., his son E. D. Rivers Jr. and James S. Rivers (brother of the elder Mr. Rivers), the FCC ought to call off its hearings and grant the transfers of, WMJM Cordele, AM-FM; WACL Waycross, Ga., to the junior Mr. Rivers; KWEM West Memphis, Ark., to James Rivers.

FCC had set the three transfer applications for hearing early last month on the grounds that approval of the transfers might “result in an undue concentration of control of broadcast facilities” [ Broadcasting - Telecasting, Sept. 17].


In their petition, the Rivers’ assert that their stations are not under common control, even though they themselves are related. There are no undisclosed agreements respecting management, ownership or control, the petition says. There are no interlocking stockholders, officers or directors or participation interests in the station which they already own or have applied to acquire.

Rivers’ have no other business interests in common, no real estate or property in common, no sharing of profits or bank accounts, no joint use of personnel or talent or equipment, no joint rates or contracts with national sales representatives, the petition states.

Each of the Rivers’ dwellings in a different city and has its own family, the petition goes on. There are no loans among them. All their stations are in separate markets except WEAS Decatur and WTJH East Point, Ga., which are located in the Atlanta metropolitan area about 12 miles apart. “WEAS and WTJH compete vigorously with each other,” the petition states.

PHILADELPHIA stations pledged to make a success of that city’s second annual drive for the United Fund, an ambitious community welfare project. Attending luncheon meeting at the Warwick Hotel are (1 to r): Tom Brady, WDAS; Chick Kelly, WPTZ; Joseph Zimmerman, WFIL-TV; John L. McClay, WCAU-TV; Norris West, WCAU; T. E. Paisley, WFIL, Clarence L. Jordan, United Fund public relations chairman and vice president of N. W. Ayer & Son; Murray Arnold, WIP; Joseph D. Gibbon, executive director, United Fund; E. Preston Stover, WPTZ; Rupe Werling, WBG; Jack Pearce, KYW.

FACTS & FABLES
Ad Fallacies Attacked

U. S. Chamber of Commerce, to help curtail misconceptions about advertising, has published a trio of pamphlets in a series titled, “Fables and Facts About Advertising.”

In amusing fashion, the pamphlets show advertising’s role in lowering prices, increasing jobs and enumerate why advertising can be believed. The “Fables and Facts” series is available at $2 per 100. For free samples write Committee on Advertising, U. S. Chamber of Commerce, Washington, D. C.

WBS Renewals

NEW CONTRACTS to furnish an additional 39 radio stations throughout the U. S. and Canada with transcribed library programs and commercial features have been signed by World Broadcasting System Inc., it was announced last week. Renewals also have been signed with 77 stations already affiliated since the last report.

JOS. WEED & CO.,
350 Madison Ave., New York.
Know about the
5000 WATT TRANSMITTER
Now in Use at
CHNS
HALIFAX NOVA SCOTIA
The Maritimes
BUSIEST
Commercial Station

KBON
INLAND BROADCASTING CO.
WORLD INSURANCE BLDG., OMAHA
Paul R. Fry, Pres. and Gen'l Sales Mgr.
John E. Pearson, National Repr.
**GERMAN FM**

ABOUT 100 FM stations, varying in being established throughout Western Germany as part of FM networks transmission, the State Dept. has power from 250 w to 10 kw, has been set up in Bavaria, with the prime center at Nuremberg. It carries the same programs as those originated at Munich. The network has been organized mainly by microwave facilities. The stations broadcast on 16 channels in the 87.7-93.7 mc band. Separation of 0.4 mc is provided. The network utilizes the upper portion of the band.

Nearly 40 outlets either have been completed or are in the final stages of completion in Western Germany. The network is under construction between cities. The German populace is reported generally tuning in more and more to free radio, and particularly FM, as a means of strengthening democratic elements in the country and as a bulwark against the revival of Nazism or state control.

**AWRT CHAPTER**

**Women’s Role Explored**

OPPORTUNITIES and responsibilities of radio and TV—including those of “educating the public to the facts that women are people and should be judged on their individual merits”—were stressed by Mrs. Mildred McAfee Horton, wartime commander of the Waves and president of Wellesley College. She addressed the newly formed New York chapter of American Women in Radio & Television Sept. 24 at a dinner meeting.

Citing “the challenge which faces everyone connected with radio and TV,” she said: “This is an incredible instrument. I am personally impatient with the people who expect a new tool to be managed with perfect skill in the infancy of everybody dealing with it. . . .”

Radio-TV, she said, “can be the instrument—as it is—by which truth permeates into lands where it is an unwelcome guest. Let it be equally true that it is an instrument at home to spread the truth without compromise.”

The 94 members and guests who attended the dinner meeting to meet and hear Mrs. Horton also discussed plans for the chapter’s future. According to President Margaret Cuthbert, supervisor of public affairs programs for NBC, there are 86 paid members in the local group, and over 500 in the national organization.

**100 Stations Seen Covering Country**

**IRISH NETWORK**

Set on 44 Outlets

IRISH Football Network has reached a total of 44 stations carrying the entire game schedule of Notre Dame this season. Series is being picked up by WSBT South Bend, Ind., where the school is located. Joe Boland, manager of the network and sports director of the station, plans to carry the play-by-play for both home and road games.

**WRUL STOCK NEWS**

Large Firms Sponsor WRUL Boston has started its fifth year of shortwaveing stock market quotations to listeners in Europe and South America. Spon- sored, the program is titled American Business Bulletins.

The quotations are furnished by Merrill, Lynch, Pierce, Fenner & Beane on two separate daily broadcastes, sponsored by Remington-Rand, Westinghouse and Electric Autolite. One is aired at 4:45 p.m. (EDT) for the East and the other at 7:15 p.m. for Latin America. Announcer is Jack Terry.

According to WRUL, licensed to World Wide Broadcasting Corp. with studios in Boston and New York, the commercials are dignified and restrained, serving to promote good will for sponsors and American business. They seek to spread the influence and knowledge of American free enterprise, as well as apprising foreign investors in American stock.

Series was conceived as an experiment in 1947.

**World Adds Two WIN NEEDLES and Paul Kempfer have been appointed to the field force of World Broadcasting System Inc., producers of transcribed library programs and commercial features.**
Statement of The Ownership, Management, Circulation, etc., Required by the Acts of Congress of August 24, 1912, as amended by Acts of March 4, 1933, and July 2, 1946

Of Broadcasting-Telecasting, published weekly at Washington, D. C., for October 8, 1951.

1. The names and addresses of the publisher, editor, managing editor, and business manager are:
   Publisher and Editor—Sol. Taishoff, Washington, D. C.
   Managing Editor—Art King, Washington, D. C.
   Business Manager—Maurice H. Long, Washington, D. C.

2. The known bondholders, mortgagees, and other security holders owning or holding more than 5% of total amount of bonds, mortgages or other securities are:

3. That the average number of copies of each issue of this publication sold or distributed, through the mails or otherwise, to paid subscribers, during the twelve months preceding the date shown above is 15,681.

4. That the known bondholders, mortgagees, and other security holders owning or holding 1 per cent or more of total amount of bonds, mortgages, or other securities are:

5. That the average number of copies of each issue of this publication sold or distributed, through the mails or otherwise, to paid subscribers, during the twelve months preceding the date shown above is 15,681.

PINPOINTING his native land is Matthias Felten (r), technical director of Radio Luxembourg, during visit to WLW-AM-TV Cincinnati. Discussing problems of converting from AM to TV operations are, in addition to Mr. Felten, James D. House (center), chairman of the board, Crosley Broadcasting Co., and James Rockwell (l), Crosley engineering vice president.

SCARCE METALS

RTMA Reports Savings

CONSERVATION techniques of radio-TV set manufacturers will save over 70,000 tons of critical metals in 1951, according to the Engineer-ing Dept. of Radio-Television Mfrs. Assn., headed by L. M. Clement, Crosley Division of Aecov.

The saving in materials has been effected by increased efficiency in design and production techniques and without any deterioration in the end product, according to RTMA. Metals involved are aluminum, cadmium, cobalt, copper, lead, nickel, iron and steel, tin, and zinc.

Basing its estimate on a production rate 20% below the 7,400,000 TV sets and 14,500,000 radios made in 1956, RTMA said most of the changes probably will not become effective until the second half of this year. Specific savings estimated for 1951 are: Aluminum, 1,234 tons or 21% compared to 1950; cadmium, 66 tons, 23%; cobalt, 229 tons, 36%; copper, 9,678 tons, 24%; lead, 236 tons, 21%; nickel, 367 tons, 28%; iron and steel, 54,088 tons, 24%; tin, 266 tons, 25%; zinc, 4,117 tons, 24%.

Bradley Barker

BRADLEY BARKER, 68, well-known imitator of animal voices for both radio and motion pictures, died Sept. 29, at his Manhattan home. Mr. Barker—for more than 20 years an imitator of animal cries for radio—had mastered the individual voices of 58 species of animals, and during his career often appeared on 20 radio shows per week.

Lot in a Name

JUNIOR Advertising Club of Philadelphia has changed its name to the Philadelphia Guild of Advertising Men. Club president, Lee Keeler, Hopson Adv. Agency, explained, "When you look around at members' balding pates and graying temples, it's downright difficult to imagine them as juniors in anything. Then, too, most of the club's members are executives with their companies and the junior connotation is hardly flattering." New name was submitted by J. T. Mc-Court, Gray & Rogers.

In Greater Grand Rapids

...the most ears are WOODpecked!

WOOD

GRAND RAPIDS, MICHIGAN

ALSO WFTD, FLINT; WEDG, EVANSVILLE; WBTM, INDIANAPOLIS • KATZ AGENCY

BROADCASTING • Telecasting

RADIO COPY GUIDE

BAB Aids Commercials

THREE-POINT radio copy formula for more effective commercials that will bring advertisers more results has been issued by Broadcast Advertising Bureau. System breaks commercials down into three parts: (1) The main sales idea; (2) the proof of that idea, and (3) the advertiser suggestion that will encourage listener action.

Produced as a chart with accompanying letter of explanation and example, the formula suggests stating the main sales idea clearly, truthfully, believably and in terms of listener interest. Prove the main idea, it advises, and then encourage buyer action with specific suggestions.

"Radio Copy-Minded Selling Aids" is available to BAB members for 15 cents and charts cost 25 cents. Non-members may buy them for 30 cents and $1, respectively, from BAB, 216 Park Ave., New York City 11.
W. I. GRIFFITH
Educator Dies in Iowa
WALTER IRVING GRIFFITH, 78, one of the nation's leading exponents of education by radio, died Sept. 28 in Ames, Iowa.

Mr. Griffith, born on a farm near Millersburg, Iowa, spent his adult life in education and kindred fields and looked forward to the development of education by radio and television.

In 1934, he was elected president of the National Assn. of Educational Broadcasters. He served as director of WOI Ames from 1938 to 1946. In 1946 he became educational director for the station.

Mr. Griffith prepared a "20-year plan" in which he stated that if and when television became a reality, WOI should take the fullest advantage of the service for the public.

In February 1950, WOI-TV became the first educational television station in the nation.

Mr. Griffith currently is treasurer of the National Assn. of Educational Broadcasters.

In 1904, he was married to the former Katherine M. Hess, a Lone Tree, Iowa, schoolteacher. They had three children, Eugene S., Gerald I., and Katherine M.

MBS NEWSCASTS
Service Increased
MBS NEWS and commentary programs each week now total 22, of which 14 are five-minute editions, network officials reported last week.

Two years ago, Mutual carried only nine news shows, including one five-minute digest.

Programming structure has been keyed to listeners' demands, with cold war in Europe and fighting in Korea considered the contributing factors, officials said. Two newscasters, H. R. Baukhage and Hazel Markel, have been added in recent months to the permanent staff of four: Bill Henry, Frank Singiser, Les Higbie and Robert P. Hurleight.

COLUMBIA PACIFIC "O'Hara" series moves to new Sunday period, 7-7:30 p.m. (FDT).

FLON NAMES YOUNG
Officers Re-Elected
FOREIGN LANGUAGE Network confirmed the appointment of Adam Young Jr. Inc. as its national sales representative at the annual meeting held last week in New York. Announcing that PN Garments has contracted for a series of programs on FLQN stations, Adam Young Jr. pointed out that foreign-language time sales have remained consistently high on all member stations.

Network officers re-elected include Ralph N. Weil, WVO New York president; Ald. Dominici, WNH New Haven, treasurer; E. Douglas Hibbs, WTEL Philadelphia, secretary.

William C. Mitchell
WILLIAM CLYDE MITCHELL, 62, president of CKCR, Kitchener, Ont., died of a heart attack Sept. 26 after being stricken at Toronto while attending the first annual meeting of the Central Canada Broadcasters Assn., where he was elected treasurer. Well-known in Canadian broadcasting circles since he started CKCR 22 years ago, he was formerly a hockey player with Toronto teams. He is survived by his wife and one son, James G., of Kitchener, as well as two brothers and a sister.

26 YEARS OF SERVICE
to the MADISON AREA
Thru POWER, PRESTIGE, PERFORMANCE

WIBA MADISON WISCONSIN
N. B. C.

Avery-Knodel, Inc., Representatives
Badger Broadcasting Company
5000 WATTS ON 1310 . . . ESTABLISHED 1925

BROADCASTING • Telecasting

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BROADCASTING • Telecasting
MO. SESSIONS
Name Griswold President

GLENN GRISWOLD, KFQJ St. Joseph, Mo., was elected president of the Missouri Broadcasters Assn. at its semi-annual meeting held Sept. 26 at the Hotel Rodolox, St. Joseph.

S. E. (Art) Sloan, KXWL St. Louis, was elected vice president. Pearson Ward, KTTS Springfield, was re-elected secretary-treasurer.

Directors for the coming year in addition to these officers are: John Schilling, WIB Kansas City; Sam Burd, KIXX KIrksville; Ernest Alldridge, KFRU Columbia, retiring president, and Bob Neathery, KWWJ West Plains.

Speakers at the meeting, attended by some 35 broadcasters, were Carl Haverlin, president of BMI, and John Naylor, Gardner Agency, St. Louis. Group was briefed on civil defense by Charles E. Dewey Jr., chief of communications of the Office of Civil Defense in Missouri. Others addressing the meeting were Col. VV. Logan, Central Air Defense Command, and Ernest Theleman, FCC.

SCOTT, MECK MERGER
Both Boards Approve

PROPOSED merger of John Meck Industries, Plymouth, Ind., with Scott Radio Labs, Chicago, was approved last week by the boards of both radio-television manufacturing companies. Meck and Scott shareholders will vote on the proposal Oct. 15 and 23, respectively.

The plan provides for absorption of the Meck company by Scott Radio Labs, with issuance of 1.3 shares of Scott stock for each Meck share. John Meck Industries would relinquish its 131,600 shares of Scott stock.

John S. Meck is president of Scott as well as the firm which bears his name.

Both boards, in making public their approval, stated operations of the two concerns are complimentary and the proposed merger would result in "substantial savings" in a "unified operation."

MICHIGAN Assn. of Broadcasters' board of directors drafts final plans for the association's annual meeting, set Nov. 2-3 at Detroit's Fort Shelby Hotel. Meeting last week in Battle Creek, board approved appointment of Jordan Jenkins, Lansing, as association's state-legislative advisor. Seated (I to r) are Lester Lindow, WPFD Flint, vice president; Dan Jayne, WELT Battle Creek, secretary-treasurer; and Edward Boughn, WGAP Ann Arbor, president. Standing (I to r) are Leonard Verselius, WLAV Grand Rapids; Dr. Willis Dunbar, WKZO Kalamazoo, and Don De Groot, WWJ Detroit.

MURRAY NAMED WORC General Manager

APPOINTMENT of Kenneth B. Murray as general manager of WORC Worcester, Mass., was announced late last week, along with other appointments under the station's new ownership. Station is launching a promotion campaign on the theme, "Things Are Happening at WORC."

Mr. Murray is former vice president and part owner of WNEB Worcester.

Arthur Sydney is commercial manager; Harry Cohn, news editor; Dorothy Murray, traffic manager. Bill Pierce, former WNEB personality, is chief announcer. Officials said a complete new announcing staff has been set up. Chet Marino is salesman.

WORC will be represented by Headley-Reed Co. It has installed new studio and office equipment and has Associated Press news service. The station is owned by Radio Worcester Inc., headed by President C. George Taylor and Vice President Robert T. Engles, owners of WHIM Providence.

MUSIC COURSE WQXR Works With College

"ENJOYMENT of Music," listed in the Brooklyn College catalogue as Music R-1, is being offered as an accredited home-study course by the school's Radio-Television Center with the cooperation of WQXR New York.

Course is built around WQXR's Symphony Hall, heard Friday 8:05-9 p.m. EST, and started last week. The same broadcasts are sponsored by General Electric over 13 stations of Rural Radio Network in New York and Pennsylvania.

Students are required to listen to 15 programs and complete five written assignments, outlined in a study guide which also gives information about music on each program, reading lists and additional recorded material. Guide was written by Harold C. Schenberg, music and record reviewer for the New York Times, and Harold G. Lawrence, director of recorded music for WQXR.

Study is intended to develop a capacity for creative—rather than merely passive—listening. Enrollees may take the course as an elective toward the two-year diploma from Brooklyn College or may study without credit. Radio listeners who want a copy of the study guide may obtain it from the college for $1.

KREG Joins CBS

KREG Eugene, Ore., has joined the CBS Radio network as a supplementary station in the Pacific Coast group, it was announced Monday (CLOSED CIRCUIT, Sept. 24). The 204th affiliate, KREG operates with 1 kw unlimited on 1280 kc. L. W. Trommlitz is general manager.

NJBA MEETING
Alger Elected President

SELLING and programming shared honors on the agenda of the New Jersey Broadcasters Assn.'s Fourth Annual Radio Institute held at Bridgeton Sept. 27-28.

Paul Alger, WSNJ Bridgeton, was elected NJBA president succeeding S. Carl Mark, WTTM Trenton. Ranulf Compton, WKNJ Camden, and Thomas B. Tighe, WJLK Asbury Park, were re-elected vice president and secretary-treasurer, respectively, while Fred Weber of WKNJ and Harry Godt of WNR Newark, were named to the executive committee.

Program awards for the year were presented to WNR, whose coverage of the summer's gas tank explosions in Newark was acclaimed the best public service broadcast; WTTM for its Meet Mary program, featuring Mary Wilson, which was named the best women's show; WCTC New Brunswick, for its farm bulletin program, adjudged first in the morning-show category, and for its Little League, best sport show; and WJLW for its coverage of the Woodbridge train disaster, named best news show.

Management problems were explained by an assistant of Fred Bernstein, WTTM, Mr. Godwin and Mr. Tighe. Mr. Bernstein reported WTTM had tackled the summer slump problem by concentrating on WNR in February and March, on sales of 26-week rather than shorter-term contracts. Result was that the past summer was the station's most successful.

Peterson Claims Fallacy

In a banquet address, Dr. Houston Peterson of Rutgers U. scoffed at the notion that TV will kill radio. He pointed out that radio serves a definite need. He advised station managers to realize that radio has its own space and extend radio's boundaries, following the example of little theatre groups, for instance.

Other features of the two-day meeting included an off-the-record talk by Dr. John W. Riley Jr., Rutgers U., a reporting on a recent visit to Korea; a presentation on "Your News and Its Revenue Potentialities" by Oliver Granimal of Associated Press, and an expression of congratulations to WJLK's Station Manager Tighe on his station's victory in winning judicial accreditation as best station in the state.

Theums stand parallel with the press under the Bill of Rights [BROADCASTING • TELECASTING, Oct. 1].
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TELECASTING

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Success Story
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THE CURTAIN'S UP...

on a great new hour and a half of top-flight television entertainment...

two wonderful TUESDAY night programs (designed for literate audiences) that will build and build and build:

KEEP POSTED — 8:30 P.M. (EST.)

A provocative thirty minutes spotlighting the "big issue" in the week's headlines

Presented each week by Curtis Publishing Company

COSMOPOLITAN THEATRE — 9-10 P.M. (EST.)

A full-hour dramatic presentation of outstanding stories by the foremost writers of the day

Presented each week by Drug Store Television Productions

DU MONT TELEVISION NETWORK 62 Affiliated Stations
A Division of Allen B. Du Mont Laboratories, Inc. • 515 Madison Avenue, New York 22 • MU 8-2600
$900 buys a lot of lunches in 8 big markets...

Look closely. This is a man who pays $900 to have a luncheon date with thousands and thousands of women in 8 major cities—all in one day. Magic? Not really. Good business? Decidedly. The man at the table is just one of the alert advertisers who picks up the check for low-cost, midday selling in the busiest, most vital television markets in the country today.

He discovers that for slightly less than $900 his one-minute sales message can reach housewives in an 8-city daytime market of 7,000,000 television homes.

He finds that over half of all television sets throughout America are concentrated within this 8-market area—and he learns that 33% of all U.S. buying power...30% of all retail sales...32% of all food consumption...29% of all drug purchases in the entire nation lie within their boundaries.*

He knows there is no better, more economical mid-daytime buy than participations in one or more of these top programs on the 8 key market stations represented by NBC Spot Sales:

**WNBT—New York**
Date in Manhattan..........................12:00-1:00....M-F
The Eve Hunter Show.......................1:00-2:00....M-F

**KNBH—Hollywood**
Foods for Thought ..........................2:00-2:30....M-F
Monty Margetts ..........................2:30-3:00....M-F
Bill Stullus’s Parlor Party.................3:00-4:00....M-F

**WNBJ—Chicago**
Meet Mints ..................................12:00-12:15....M-W-F
Matinee Playhouse ..........................1:00-2:00....M-F

**WPTZ—Philadelphia**
Deadline for Dinner .........................2:00-2:30....M
Charm Clinic ..........................2:30-3:00....M-W-F
Something Special .........................2:30-3:00....T-TH

**WBZ—Boston**
Hollywood Spotlight Review.................12:30-1:00....M-W-F
Down to Earth ..........................12:30-1:00....TH
Domestic Diary ..........................1:00-1:15....M-F
Matinee Today ..........................1:30-2:30....M-F

**WNBK—Cleveland**
Idea Shop ..................................12:30-1:00....M-F
Film Trio ..........................1:00-2:00....M-F

**WNBW—Washington**
Nancy’s Notebook ..........................12:30-1:00....M-W-F
Inga’s Angle ..........................12:30-1:00....T-TH
People’s Playhouse .........................1:00-2:00....M-F

**WRGB—Schenectady-Albany-Troy**
Taste Time with Bonnie Ross ...............1:15-1:30....M-W-F
Rollin’ with Stone ..........................1:30-2:30....M-F

Like to investigate this blue-plate special? The place to begin your selling schedule in daytime television is on the stations served by NBC Spot Sales.

The man to call is your NBC Spot Salesman who has all the details on the best daytime spot buys in these 8 major television markets.

The time to investigate is now.

**NBC Spot Sales** New York Chicago Cleveland San Francisco Hollywood
TV CODE TAKES SHAPE

By J. FRANK BEATTY

THE NATION'S telecasters—at least those who belong to NARTB—will have a chance next week to decide if they want to be regulated by a code of self-discipline.

A document setting up stringent program and advertising standards was drawn up last week by the NARTB Standards Committee. It will be submitted to the NARTB's television members at a meeting to be held Oct. 19 in the Stevens Hotel, Chicago.

Four subcommittees that had worked weeks on the code submitted the results of their labors to the full committee last Tuesday and Wednesday, under chairmanship of Robert D. Swezey, WDSU-TV New Orleans. They had drawn up their portions of the code in an NARTB move to ward off government censorship and listener wrath.

Highly Secret Draft

There emerged from the committee a highly secret draft that will be kept under wraps until the association's TV members enter the Stevens Tower auditorium Friday of next week. Non-members are not eligible to attend.

The full code committee worked a day-and-a-half on the four subcommittees reports. They came up with a document that is understood to have two key provisions [Closed Circuit, Oct. 1]:

1. NARTB seal for those subscribing to the code.
2. Penalty for subscribers who violate it.

Along with these features, not present in the 9½-year-old NARTB radio Standards of Practice, is a set of time standards for advertising copy. Committee members refused to make public the standards of these standards but it is believed they followed closely the time limits in the radio document.

Of special interest to telecasters, it was indicated, is a clause governing use of advertiser insignia during television programs. This applies a percentage formula to such insignia, limiting use of such advertising to a specified ratio.

The TV code situation took a new turn last week when it was learned that 15 of the 20 NARTB members had drawn up their own code. CBS as a network does not belong to NARTB-TV nor does it belong to NARTB's radio operation.

The CBS code is described as "a continuing study" and to some extent the principles are being put into effect as they are developed.

Meeting of NBC television affiliates was called for Oct. 18 in Chicago, a day ahead of the full NARTB TV membership meeting. NBC officials said the meeting was called "by a couple of affiliates" but they refused to discuss the matter and "weren't sure that all those signing the letter requesting a meeting were actually behind it."

Much attention was devoted last week by the NARTB code writers to the seal of approval and penalty provisions. Committee men felt the NARTB seal should be widely published. (Continued on page 81)

EDUCATIONAL TV

Sen. Johnson Gives Views

Standing, Harry W. Slevic, WMCT (TV) Memphis; Thad Brown, NARTB TV director; Harold Hough, WBPAP-TV Fort Worth; Paul Reibourn, KTLA-TV (TV) Los Angeles; James L. Caddigan, DuMont Network; James C. Hanrahan, WEWS (TV) Cleveland; Donald W. Thornburgh, WCAU-TV Philadelphia; Harry Bennett, WWJ-TV Detroit; C. E. Arney Jr., NARTB secretary-treasurer. Walter J. Damm, WTMJ-TV Milwaukee, is not shown.

PITHY observations on the use of reserved TV channels by educators featured a plea for more VHF channels for Colorado, particularly Denver, by Sen. Edwin C. Johnson (D-Col.) among the 122 filings last week in the "paper" TV allocation proceeding. Total filings as of Friday were 766.

Chairman of the Senate Committee on Interstate & Foreign Commerce, which oversees the FCC, and active in many facets of the TV freeze, Senator Johnson made these remarks about the reservation of frequencies for non-commercial, educational TV in his personal filing:

"There has been some intense drum beating throughout the country for noncommercial, educational purposes. In theory, and at first blush, this proposal shines with great luster. As a practical matter, after close scrutiny, one observes that the brightness covers little ground and the glitter is only skin deep. Why is this so?"

The Senator answered his own question by pointing to the "huge capital outlay" required to build a TV station and the "huge" expenses required for operations.

Sees 10 Year Delay

Neither the U. of Denver nor any other educational group will be ready during the next 10 years to apply for a license and state it is "fit, willing and able" to operate a TV station, the Senator declared.

"It is my belief, as I have repeatedly said," he continued, "that the Commission should and could impose a condition in all TV licenses that a certain amount of time be made available for educational purposes in the public interest as a sustaining feature."

"In this manner, TV can become available for educational work now without saddling schools with the enormous burden and expense of constructing and operating a noncommercial, educational station."

Senator Johnson first proposed the fixed-time idea when his committee had FCC Chairman Coy before it last July [Broadcasting • Telecasting, July 23].

It also has been taken up by Sen. William Benton (D-Conn.), who included it in his bill to establish a National Advisory Board for Radio and Television [Broadcasting • Telecasting, Sept. 16, 8].

In his request for more Denver VHF channels, Senator Johnson (Continued on page 85)

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NEW STATION BIDS
KOOL, KIFI File With FCC

TWO TV applications were filed last week with FCC for Phoenix and Idaho Falls, and an application for Mobile, Ala., was indicated.

KOOL Phoenix asked for Channel 10 with 300 kw radiated power. It estimated $359,208 for construction, $110,000 per year operating costs.

KIFI Idaho Falls filed for Channel 5 with 30 kw radiated power. It plans to spend $82,462 on building, $90,000 yearly for operating. Same interests intend to apply for Portland, Boise, Twin Falls, Idaho; Butte, Mont.

A Mobile, Ala. application will be filed in name of Mobile Tele-Vision Corp., organized by Mobile Press Register and WDSU-AM-TV New Orleans interests.

Officers of the new company are Edgar B. Stern, Jr., chairman; R. B. Chandler, president; William J. Hearin, Jr., Robert D. Swezey, A. Louis Read, Walter D. Bellinger, vice presidents; Lester Kaba, secretary and asst. treasurer; Arthur Tonsmeire, Jr., treasurer. Messrs. Stern, Swezey, Read and Kaba are WDSU principals; Messrs. Chandler, Hearin, are treasurer. Tonsmeire are Press Register principals.

Meanwhile, KDYL-TV Salt Lake City plans a new antenna installation atop 5,885 ft. Mt. Nelson in the Oquirrh Range west of Salt Lake, it has been announced by S. S. Fox, president and general manager of KDYL-TV. Power of 50 kw was not only cover 85% of Utah's population, but would also make some TV service available to Southern Idaho, Mr. Fox said.

HILL OR NO HILL
They Get Programs

OUT IN THE mountain area of western North Carolina two ambitious residents living on Route 2, Sparta, are getting TV reception in the shadow of a ridge.

Having bought receivers, Gene R. Irwin and Bert Shumate decided to do something about it when they couldn't get any pictures. Mr. Shumate's son Harv, who was a college student at Duke, was taking a correspondence electronics course at the time, went to work on the problem.

They managed to put up a 50-foot pole 1,500 feet away. It sat atop the mountain that was barring the TV signals. From an antenna on the pole they connected two No. 6 insulated wires, one running to a pole 300 feet away and the other to a pole 200 feet away. The wires were every five feet to keep wires an inch apart. The wires are held up by small posts. A two-set TV couple was attached at the Shumate home. From this location the Philips receiver set covered 1,500 feet to the Irwin home.

The Shumate signal was fine but the Irwin's had only a fair picture so they purchased a new set. Later another booster was installed. Antenna has automatic timer.

GULF Refining Co. becomes sponsor of Sports of All Sorts on WHIO-TV Dayton in this sendoff: (L to r) R. N. Mullen, mgr., Gulf retail sales; Si Bueck, sports editor, Dayton Daily News and emcee of program; Don Lyons, prog. dir., WHIO and show's announcer; W. R. Huber, Pittsburgh, gen. sales mgr., Gulf; R. R. Johnston, Div. gen. mgr., Toledo district.
WORLD SERIES baseball—as well as the playoff games between the Giants and Dodgers for the National League Pennant—were telecast coast-to-coast for the first time last week, through the combined efforts and competition of two networks and a local New York outlet.

Transcontinental television had been utilized previously for coverage of the Japanese Peace Treaty signing ceremony in San Francisco [BROADCASTING • TELECASTING, Aug. 27] and for the special Crusade for Freedom marathon [BROADCASTING • TELECASTING, Sept. 29].

The nation-spanning hookup had been introduced commercially for the first time Sept. 29 when networks started airing regular shows from East to West [BROADCASTING • TELECASTING, Sept. 30] while NBC purchased the Polo Grounds for a World Series playoff game. WOR-TV, which did not have a network affiliation but has rights to Dodgers games, was approached with virtually nation-wide offers to participate in their exclusive on the first playoff game. WOR in turn approached ABC, which thought it might obtain sponsorship from the American Tobacco Co., but while negotiations were in progress, CBS-TV bought the rights. The Columbia network was still clearing outlets five minutes before the playing started.

Since WOR-TV and CBS-TV facilities could not be connected readily, however, ABC was called upon to make the match, which they did through their 67th St. studio located next door to WOR-TV facilities. ABC then passed transmission along to AT&T, which relayed the program to CBS-TV outlets for participation by 42 stations. Since transcontinental facilities so far allow transmission of only one program in each direction, CBS-TV had to get a release from NBC, which had arranged for the time. In turn, CBS-TV yielded its Tuesday and Wednesday time to NBC-TV, which had secured network rights to the last two games.

KFEL's Closed Circuit

KFEL, Denver MBS affiliate, obtained series rights—although Denver is a non-television city—for closed circuit telecast. KFEL installed receivers in the local Brown Palace and Cosmopolitan Hotels and other locations for public viewing.

Coverage of the first playoff was cooperatively shared throughout the nation, while Liggett & Myers (Chesterfield Cigarettes), backer of all Giant games this season, sponsored the last two games, carried by NBC from the Polo Grounds after rights were purchased from WPIX New York, title-holder for Giant coverage throughout the season.

Multi-network carrying, the playoffs on radio, donated coverage of the first half of each game, while R. J. Reynolds Tobacco Co., for Camel Cigarettes, paid for the final half.

50 Million Viewers

NBC-TV, which had picked up the last two playoffs from WPIX, reciprocated by granting World Series participation to the local outlet. With WOR-TV handling World Series origination for NBC-TV, therefore, three television stations in New York—WNBTV, WOR-TV, and WPIX—and two radio stations—WOR and WINS were carrying the nation-wide television audience of top 50 million viewers, it was estimated, when some 82 stations affiliated with NBC carried the broadcast in addition to the Mutual-related TV outlets. Gillette Safety Razor, which had bought series sponsorship for the next three years, was sponsoring this program, it is understood he will fill guest spots on various NBC-TV shows for the time being. Mr. Borex for several seasons starred in Life of Riley on radio.

NBC-TV also is negotiating with Al Pearce, comedian, to bring him out of retirement and revive his radio show, Al Pearce and His Gang, on a five-week-the 60-minute daytime participating sponsorship basis for video. Since leaving show business a few years ago, Mr. Pearce has been devoting time to a prune-pitting machine which he developed and is marketing.

AUDIENCE participation program What's the Buzz, TV's answer to That Soup, KTLA-5, Los Angeles to KJJ-TV that city. Thrifty Drug Stores is sponsor through Milton Weinberg Advt., L. A.

R.I.P.: Tube RCA-8D21 TV TUBE RCA-8D21, 2,954.8 hours old, passed away while in operation last month at KING-TV Seattle, Wash. The TV transmitter tube was born in Lancaster, Pa., and was graduated from the RCA production lines in due course. Though serving almost exclusively and continuously with KING-TV, RCA-8D21 achieved recognition for its advanced, record-breaking tube. A prize which was attributed by George Free- man, KING-TV chief engi- neer, to old age. He reported it was "vigorous and full of electric life," but it was replaced by a younger mem- ber of the television trans- mitter section.

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IN REVIEW...

THE RED SKELTON SHOW, which made its video debut on NBC-TV Sept. 30 for Procter & Gamble, gave Star Kelton a rigorous workout in his initial performance that may be hard to maintain at all desirable—in subsequent showings.

Save for a brief musical interlude, when the Skylarks sang and danced "Hallelujah" and during a couple of filmed commercials for Tide and Camay, Mr. Skelton remained in front of the cameras—and microphone—for the full 30 minutes.

The program opened with a profile view of the star in full Indian chief headdress, held for fully three seconds before he turned to face the camera, grime and speak the immortal comedy line, "One moment, please." Then followed a fast and furious parade of the kind of sight gags with which Red has wowed 'em in vaudeville, night clubs and on the motion picture screen.

They were the American tourist in his first British-tailored suit, a covey of armed service hitchhikers—Army, Navy and Marine—and much an alarmingly numerous assortment of drunks that one might well have believed the pulled-up coat collar, battered hat and buckled knee to constitute Mr. Skelton's favorite pose.

Giving of himself without stint, Mr. Skelton helped his radio followers to accommodate him on his transition to television by giving in his first video show brief glimpses of some of the characters that made him household word—and vice versa—in radio. These were "Deadeye," desperado of the Old West, on whom Red hung the entire gag, moments of mis-synchronizing the action of shooting a gun with the sound of the shot; "Junior," who for years has won all honors as radio's most disagreeable brat; the crooked politician, "San Fernando Red"; the punch-drunk fighter, "Cauliflower"; the clumsy oaf, "Clem Reddington." "Portraying" is perhaps the wrong word. Most Red just talked the character, then showed a few of the steps of the individual will appear on future TV shows when Skelton takes the time to do makeup and costume, which he did on the opening show only for the Irish tenor sequence, largest single item in the program.

Red's lines, like his unparalleled mugging, were in the best low comedy tradition. For example, when introducing a commercial (and the fact he did introduce the commercial was in itself in full accord with the spirit of the show), Red asked the audience to stand by—"we'll be back in just a minute with an English movie." High spot of the show—at least for this viewer— whose love of low comedy is sometimes viewed with disfavor by the distaff side of the house—came at the end of the performance, when Mr. Skelton stopped before the curtain to explain that if this were radio they'd just cut him off when the time ran out but in television they could stay the whole night. Just then a pair of brawny hands reached out from beneath the curtain, grabbed his ankles and viciously dragged him off, face down.

As an opening program, the half-hour Skelton monolog was a reasonably amusing show. For a week-in, week-out diet, however, it appears to this reviewer that Red will need help from his writers and other actors to present the kind of comedy that will duplicate the popularity of his radio broadcasts.

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PROGRAM FACTS


THE SEPT. 29 COLLEGE FOOTBALL COLORCAST, a 35-0 walk-away by California over Pennsylvania, left this observer two principal impressions which at first might seem to be—if the word will do the necessary interpreting—obvious.

First, color is good for a football telecast. It is a compelling addition which makes watching easier, this particular performance, at least, displayed some imperfections which intermittently turned one's attention from the business at hand.

The color reproduction, in this on-looker's opinion, fell short of what nature had in mind. Without knowing what shades the Penn players are favoring this season, it seems safe to assume that the colors are more uniform than appeared to be the case in the TV version.

Color fringing sometimes made the stripes on the officials' shirts seem to have faded onto the adjoining white areas, and a color-tinge reddish on some of the four sets of CBS-TV had set up in its New York quarters, greenish on others—seemed to hang over the long-range crowd shots.

This viewer did not discern, as some observers reported they did, any color breakup or other flaws which might be deemed peculiar to fast-motion shots. And it was much easier to follow the plays in color; an advantage which the cameramen occasionally did not enjoy, though this was more a tribute to adroit ball-handling by the Cal stars and incomplete work of the camera work. Pennsylvania's football team, as the score suggests, encountered the same trouble.

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HEAVY SWIFT BUY

Takes Films on WPIX

SWIFT & Co., Chicago, enters New York television on an extensive scale Oct. 15 with an hour-long film program, Swift's Movie Time, to be aired on tonight's 7:15-8:15 p.m. under a 52-week contract. Agency is J. Walter Thompson Co.

Harold Wilson, New York district manager for Swift, says, "We intend to bring the best in film fare suitable for All-Family viewing to the city's TV audience each week-night day. We know that bringing this top-flight film entertainment to thousands of our consumers will help us maintain our metropolitan area dealers to move more of the Swift products." Some 12 freight cars of national food store sales are made in the New York area.

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Pabst Gets Fight

TEN-round heavyweight boxing bout between Ezzard Charles, former world champion, and Rex Layne will be carried coast-to-coast exclusively over CBS Radio and Television from Forbes Field, Pittsburgh, Oct. 10, 10-10:45 p.m., sponsored by Pabst Blue Ribbon Beer, through Warwick & Legler, New York.

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RCA TESTS

Public Showings Slated

RCA COLOR television tests will be open to the public in New York for the first time Oct. 9-19 when the transmission also will be extended to Washington for viewing by government officials. [Broadcasting] [Telecasting, Oct. 1]

RCA placed full-page ads in New York papers Wednesday to announce the tests and to request viewers who receive the morning programs at home to send their reactions to the company.

Color will be shown at the Center Theatre three times daily except Sunday. Transmission is authorized only under test license from the FCC, so only one color program each day—held at 10 a.m. before regular programming starts—will be carried over WNB'T New York's Channel 4. Home viewers will be able to receive these tests in black and white on their own receivers.

Other showings, at 2:15 and 4 p.m. will be carried closed circuit to the exhibition site.

Admission to the Center Theatre will be by ticket only, with a limit of two per person. They may be obtained from RCA Color Television, RCA Bldg., New York.

Ruppert Adds

JACOB RUPPERT Brewery of New York (Ruppert Light Ale, Mory's Stock Ale, and Ruppiner Dark Beer) extended its Candid Camera TV show, WTTG(TV), Washington for 13 weeks starting Sept. 24 and shortly will add WRGB(TV) Schenectady for 13 weeks. Agency is Bisw Co., New York.

NCAA plan for controlled football telecasts is outlined to members of the Chicago Television Council by Tug Wilson (standing), athletic director of Northwestern U., Big Ten commissioner and secretary of National Collegiate Athletic Assn. [Broadcasting] [Telecasting, Oct. 1]

L to r: George Harvey, commercial manager of WGN-TV Chicago; Mr. Wilson; Clifton Utley, NBC-AM-TV news commentator, who served as moderator, and Roy McLoughlin, sales manager of WENR-TV Chicago. Mr. Wilson spoke at Sept. 25 session.
GENERAL FOODS Corp. was top client of the TV networks during July, expending $467,668 for time on the video networks (at gross rates) according to a BROADCASTING • TELECASTING compilation of individual program time purchases during that month as reported by Publishers Information Bureau.

Procter & Gamble Co., which for months has stayed at the top of the TV network advertiser list, matching its perennial position as leading radio network advertiser, dropped to sixth place among the video network sponsors in July, following the summer layoffs of the Garry Moore Show, Kate Smith and Kukla, Fran & Ollie, which accounted for more than $850,000 of P & G’s gross TV network time purchases in June.

Despite changes in rank order, however, nine of the top ten advertisers on the TV networks in July (see Table I) were holdovers from the June top ten list. TELECASTING (Aug. 13). Quaker Oats Co., tenth ranking TV network client in June, was replaced in July by Philco Corp., which ranked tenth in June. Leading advertisers in the various product groups, are listed in Table II.

Overall, the TV networks in July did not suffer any such decline as is usual with the radio networks. The July combined TV gross time sales totaled $8,924,473, less than 1% below the June total of $8,996,540.

Breakdown of time sales by product classes [Table III shows class billings for July and for January-July, this year compared with last year] reveals little change from June to July. Foods continued to maintain the lead position as the most advertised type of wares on network television. As in June, smoking materials, in third ranked position, and toiletries third.

Soaps and cleaners, ranking fourth in June, were in fifth place in July, while automotive products, ranking fifth in June, took fourth position in July. Household equipment stood sixth in both months, beer seventh and radio and TV sets eighth. Candy and soft drinks, not included in the top ten categories in June ranked ninth in July, with drugs and remedies, in ninth position in June, standing tenth in July and household furnishings, in tenth place in June, not included in the leading classes in July.

Witting to Speak
CHRIS J. WITTING, director, DuMont Television Network, and Francis T. Murphy, director of inter-collegiate athletic relations at the U. of Pennsylvania, are to be guest speakers Oct. 10 (Wednesday) at the second fall meeting of the Television Assn. of Philadelphia.

TABLE I

<table>
<thead>
<tr>
<th>TOP TEN TV NETWORK ADVERTISERS FOR JULY 1951</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. General Foods Corp.</td>
</tr>
<tr>
<td>2. R. J. Reynolds Tobacco Co.</td>
</tr>
<tr>
<td>3. Colgate-Palmolive-Peet Co.</td>
</tr>
<tr>
<td>4. P. Lorillard Co.</td>
</tr>
<tr>
<td>5. Kraft &amp; Myers Tobacco Co.</td>
</tr>
<tr>
<td>6. Procter &amp; Gamble Co.</td>
</tr>
<tr>
<td>7. Lever Brothers Co.</td>
</tr>
<tr>
<td>10. Philo Corp.</td>
</tr>
</tbody>
</table>

JULY NETWORK GROSS

General Foods Tops

ARRANGEMENTS for TV presentation of a newsreel series are completed for ABC by Stocum Chapin (l), network vice president in charge of owned TV stations, as pact is sealed by handshake with Jack Bisco, vice president and general business manager of United Press. UP is collaborating on production with 20th Century-Fox.

EIDOPHOR-CBS
U.S. Showing Soon

PLANS for demonstration of Eidophor-CBS large screen theatre color television in the U.S. before the end of the year were announced last week by Spyros P. Skouras, president of 20th Century-Fox Film Corp., which last summer acquired rights to use the CBS color technique with the Eidophor large-screen system.

This large-screen color TV will be available in the nation’s motion picture audiences within a short time after its first U.S. showing, Mr. Skouras predicted.

The 20th Century executive’s announcement came upon his return from Zurich, Switzerland, where he witnessed a demonstration of the system for newsmen. He said the demonstration was “spectacular and overwhelming,” foreshadowing “a whole new era of prosperity for the motion picture industry.”

A CBS Labs. Division announcement of Mr. Skouras’ statement also quoted press reports from Zurich describing pictures in the demonstration as “very vivid, all colors perfectly natural, with shadings delicate and of exquisite reality,” and saying that observers “termed the quality of the pictures excellent.”

Kingsley resigns
ROBERT KINGSLEY, who co-founded Telenews Productions Inc. with Jack Tobin, announced his resignation Tuesday, following that of Mr. Tobin by several weeks. As chief of production, Mr. Kingsley's recent post was production supervisor for Your Eso Reporter, weekly half-hour news show on CBS Television. Mr. Kingsley will continue his association with motion pictures and television by operating as a TV film production and cost consultant.

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PROGRAM OBSERVING move of WSB-TV Atlanta to new tower and Channel 2 included (11) to James M. Cox Jr., vice chairman of board; George C. Biggers, president of Atlanta Newspapers Inc.; William B. Hartsfield, Atlanta mayor, and Tom Camp, Fulton County commissioner.

AT FOOT of new 1,062-foot tower of WSB-TV Atlanta, Penny Reinsch, daughter of Managing Director J. Leonard Reinsch (right) of Cox radio and TV enterprises, is interviewed by John M. Outler Jr., WSB-AM-FM-TV general manager.

The Atom
(Continued from page 26)

an hour lecture program in September 1949 featuring Dr. Clark Goodman as part of the Fordham study of the teaching possibilities on television. (Similar experiments have been run by the Census bureau and just recently by the Federal Civil Defense Administration.)

A course of 11 lectures on nuclear physics was given over WFLW-TV University of the Air by Dr. Thomas P. Merritt of Albright College. A 12th lecture on The Birth of the Bomb was included in another of the Philadelphia station’s courses.

Several lectures on the atomic aspect of physics were included in what is believed to be the first physics course ever given for credit via television. It was a joint project of Utah U. and KSL-TV Salt Lake City.

RTL-A and KTTV Los Angeles, in February of this year, with cameras on the top of Mt. Wilson—175 miles away from the scene—did the first live telecasts of an atomic explosion, one of the series being held at Las Vegas, Nev., at that time.

Mobilizing the Atom, a 30-minute documentary telecast March 18, 1951, as part of the CBS public service series Facts We Face.

The Bomb and Atomic Energy, which opened Mrs. Franklin Roosevelt’s famous television series on NBC in February 1950. This show featured Dr. Albert Einstein, Dr. J. Robert Oppenheimer and the then AEC chairman, David E. Lilienthal.

The Atom Tomorrow—two telecasts featuring top scientists of the AEC Radiation Laboratory at Berkeley, Calif., produced in December 1950 by the California Academy of Science for KGO-TV.

1951 and the Atom, produced by WOR-TV New York in September 1950 as part of a telecast mobilization series.

Atomic Report, a “March of Time” documentary featuring excerpts from two previous MOT films covering the atomic program, was produced by Chairman Gordon Dean of the AEC. Released for television syndication in August 1951.

All TV networks carried Operation Sandstone, a documentary film made for the AEC which depicted the 1948 atomic weapons tests at the Pacific atoll of Eniwetok.

Some 50 stations have telecast Engineering for Radioisotopes, a 21-minute film showing how an order is filled at the “world’s largest atomic drug store” at Oak Ridge.

As in radio, many established documentary and science programs feature some aspect of atomic energy from time to time. Included here are scripts from Dr. Roy K. Marshall, Nature of Things (NBC); Court of Public Issues and The Johns Hopkins Science Review, both Dumont programs; Meet the Press, Battle Report and American Forum of the Air, all NBC.

CROSLEY’S $2 MILLION CONTEST
To Serve as Promotion for 1952 Line

CROSLEY Division of Avco Mfg. Corp. will distribute more than $2 million in prizes in its “American Way” contest, now being launched through the company’s radio, TV appliance dealers to serve both as an introductory promotion for Crosley’s new 1952 line and as a rekindling of the public’s appreciation of the value of the American way of life.

Contestants filling out brief “True and False” quizzes on Crosley products and telling in 50 words or less “What the American Way of Life Means to Me” are eligible for 1,001 prizes topped by a first national prize of $10,000 in cash, with another $10,000 to be awarded to the church or charity of his choice, followed by scores of smaller cash and merchandise awards. Contest ends Dec. 1. Participants in the national and local contests, which together include cash awards to church or charity totaling $500,000, must visit their Crosley dealers to get the entry blanks, but are not required to make purchases.

Asks ‘Aggressive’ Selling

In announcing the contest at a news conference Wednesday, John W. Craig, Avco vice president and general manager of the Crosley Division, noted that just as the radio and television manufacturers had developed new means to maintain production at former levels in the face of stringent material limitations, so must they "carry forward aggressive sales, advertising and sales promotion activities." Declaring that "selling is as vital a part of our civilian economy as it is production," he said that his company is going to back the production of the products in its 1952 line "with intensive sales, advertising and sales promotion campaigns, for which the American Way contest will provide a launching and an impetus that we believe will be history-making in these industries."

W. A. Blee, Avco vice president and general sales manager of the Crosley Division, said, “This contest will provide an opportunity for millions of our customers to sit down and put into words what the American way of life means to them.”

Compared Radio Abroad

Contrasting what life offers the average citizen of America and of other lands, Crosley displayed radios and TV sets and appliances manufactured abroad alongside their own products, with war signs statistically describing the use of them in the United States, Russia and other countries. They showed for instance that while the U.S. boasts two radios for every three persons, in Russia only one person in 103 has a radio set, although there are eight million loud speakers in Russia wired to government propaganda stations.

The more than 12 million TV sets in the U.S. were contrasted with the 50,000 in Russia. Further figures noted that in order to earn the purchase price of a seven-inch tube set in Russia, a worker must put in 1,224 hours of labor, whereas in the United States, where lower prices and higher wages prevail, can buy a 16-inch tube set with the money he earns in 136 hours.

FILM PRODUCTION

Council Sets Union Area
TELEVISION producers in Hollywood have been informed by the AFL Film Council that union jurisdiction covered production of 16mm film for commercial release as well as 35mm film.

"Regardless of gauge," the council announced, "film union jurisdiction extends to all film production for commercial purposes."

The Film Council action followed reports that some TV producers have claimed union jurisdiction does not extend to the production of 16mm film for television.

The council has postponed its next regular meeting date inasmuch as one of its affiliates, IATSE, was scheduled to have met with producers last week.

ROGER W. CLIPP (L), general manager of WFLN-AM-FM-TV Philadelphia, cuts his birthday cake baked in the shape of the WFLN-TV building. Festivities took place during first monthly luncheon of the newly-formed "Mary Jones Club" in the hotel’s. Looking on are hotel chef (c) and Kurt Smith (r), hotel manager. Luncheon drew nearly 500 women radio-TV fans of Mary Jones, WFLN-AM-FM commentor, Mr. Clipp later presented the cake to the Children’s Heart Hospital. Gov. Alfred E. Driscoll of New Jersey attended the luncheon and presented Mrs. Jones the New Jersey State Fair Television Award.
On June 15, almost 29,000 people in several cities watched a heavyweight fight on movie screens as television cameras at ringside brought the event from Madison Square Garden. And Big Screen Television made its bow to the public over the network provided by the Long Lines Department of the American Telephone and Telegraph Company.

Since then other fights have gone over the Bell System's television network. And future plans call for more events going to more theaters, reaching more people.

This new kind of showmanship is one more example of the use made of the Bell System's network...facilities made possible by the experience and imagination of Bell engineers. The equipment for these facilities is specialized and expensive. Much of it must be precise and delicate, yet sturdy and long-lasting.

Last year the Bell System doubled its television channels, bringing them up to almost 23,500 miles. The value of coaxial cable, radio relay, and associated equipment used for television purposes is nearly $85,000,000. Yet the service is supplied at a very moderate rate.
“TALES OF THE TEXAS RANGERS” First-Run, First-Produced—with the same action, the same impact of the famous radio show of the same name!

1. Half-hour episodes—each a complete story.
2. Allows for 5 product identifications including time for Full-Length Commercial spots.
3. Authentic stories from files of Texas Rangers—with a ready-made audience.
4. Heavy promotional backing.
for the first time! "TALES OF THE TEXAS RANGERS"

now available for local and regional TV programs

This top-rated, big-time show offers all the advantages of a network production. Mail coupon above for exclusive programming in your area!

Just about every business in every market wants to get into TV. Unfortunately, though, the average firm with limited product distribution can't compete with national advertisers...

they run up against prohibitive cost and waste coverage.

The answer? NBC-TV Films. Take the latest development — the offering of major shows like "Tales of the Texas Rangers" and "Dangerous Assignment" for local and regional sponsorship on a long-term basis. They're already established through radio... and they've been getting high ratings, a good big share of audiences everywhere!

We suggest you bring these shows to the attention of your better prospects. Perhaps there's a bakery, a soft drink distributor, or a laundry for "Texas Rangers". And if there's a brewer in your market, how about Brian Donlevy's "Dangerous Assignment"?

Phone, wire, or send coupon above for immediate action — for prices in your market and audition film. Don't Delay — Mail this coupon today!
Radio-TV Employees

(Continued from page 28)

since 1943, according to the analysis, rising from 80 in the mid-war year to 58 in 1950. In 1929 the average was four employees per unit.

The number of persons "engaged in production" has risen from 29 in 1943 to 54 in 1950, indicating that most broadcast-telecast personnel take an active part in station operations.

Corporate sales of broadcast-telecast units rose from $421 million in 1940 to $454 million in 1950, according to the analysis. This figure falls short of the Broadcast-Telecasting estimate of total radio-TV net sales in 1950, which ran close to $540 million, apparently because of technical factors in the Dept. of Commerce's definition of corporate sales.

The analysis showed broadcast-telecast firms had $16 million of undistributed corporate income in 1950 compared to $12 million in 1949. Net corporate dividend payments were $9 million in 1950 and $8 million in 1949. Corporate income after federal and state income and excess profits taxes was $25 million in 1950 and $20 million in 1949.

Federal and state corporate income and excess profits tax liability was $24 million in 1950 compared to $16 million in 1949. Corporate income before federal and state income and excess profits taxes was $49 million in 1950 and $36 million in 1949.

Income of unincorporated enterprises was listed at $8 million in 1950 and $6 million in 1949. A section dealing with "supplements to wages and salaries" showed that employees in broadcast-telecast units earned an extra $9 million in 1950 and $7 million in 1949.

Total wages and salaries of broadcast-telecast personnel reached $240 million in 1950, compared to $219 million in 1949, $199 million in 1948 and $167 million in 1947. Total compensation attained the $100 million mark for the first time in 1944, according to the analysis.

Mr. Shannon (r) and his assistant, Wes Whitlock, prepare to film first scenes of Flight 226.

Wilson Report

(Continued from page 30)

[BROADCASTING • TELECASTING, Sept. 17]

"Shortages of steel, aluminum, copper and other metals are intensified by shortages of scrap necessary to the production of each," Mr. Wilson observed. Domestic output of tungsten has been on the upswing and imports have helped.

Actual production of radio- TV receivers and in other industries has remained high because of inventories of materials, substitution of less critical materials and "ingenious conservation techniques practiced by firms," the mobilization director pointed out.

"No shortages of consumer goods yet exist," he continued.

"Whether they develop during 1962 will depend not only on production, of course, but on demand. For the time being, demand for many articles is below supply."

In the radio-TV market, Mr. Wilson said such demand has not been high enough to eliminate some unemployment in the industry. Flexibility of CMP was cited by Mr. Wilson as an example of the way he and the government committee and other industries have helped.

Manpower shortages have not materialized to a large enough degree to disturb defense production, it was said. "Real shortages have developed in only a few localities, industries and occupations, among them electronics."

The Defense Production Administration has set up an industry-labor-government committee to look into unemployment [BROADCASTING • TELECASTING, Oct. 1].

Turnings to national civil defense, Mr. Wilson noted the "greatest obstacle . . . is widespread apathy." The government program is off to a "good start," it was said, and "real drive" along to "prevent catastrophe in the event of all-out attack."

Succeeding steps in the federal program touch on establishment of a national communications system, air raid warning alerts and stocking of essential supplies. Dispersal of key plants also was mentioned.

In recognition of the importance of radio amateurs in the civil defense effort, NPA last Thursday granted priority assistance to "ham" operators seeking critical materials for equipment. Besides the 40,000 operators now active, an additional 20,000 are needed to fulfill emergency duty, NPA said.

MAGNAVOX Co. reported highest sales in more than a year and expects further improvement in the future on strength of record-breaking advertising campaign and new products scheduled for the fall. The increased sales buoyed the company's profits to $225,000 after taxes. The company's net profits for the first quarter of this year were $124,000.

TV Soapbox

TELEVISION in Philadelphia brought a political story to the WFIL-TV audience when City Treasurer Richardson Dilworth, Democratic candidate for district attorney, stood on top of a sound truck replying to questions asked him. The interview took place near the entrance of the Bellevue-Stratford Hotel with the WFIL truck in attendance. Questioners from the sidewalk were introduced by Mrs. Dilworth for benefit of the candidate who was currently swaying to the truck. About 300 persons were in attendance at the unrehearsed sidewalk telecast, it was reported.

NABET, KHJ-AM-TV

Electoral Requested

PETITION was expected to be filed over the weekend with NLRB by a representative election among engineering department employees at Don Lee stations KHJ and KHJ-TV Los Angeles to decide bargaining agent. NABET represents engineers at KHJ-AM, UIBEW at KFI. Approximately 50 engineers and technicians are involved.

NLRB has ordered an election among engineering employees at six San Diego stations as a result of an earlier NABET petition. Date not yet set for election. Engineers and technicians at KFMB, KFMB-TV, KSDO, KGB, KQBP will choose between NABET and UIBEW for bargaining representative. At KSQ for NABET or no union. IBEW withdrew from the latter ballot.

Engineers at four San Francisco stations late Wednesday elected NABET (CIO) as bargaining representative at NLRB elections, ousting IBEW (AFL) which formerly represented them. Approximately 50 engineers, technicians and floor men are involved at the stations, including KSFO and KPIX (TV) and two short wave stations, KWID, KWIX. Election followed NABET petition for NLRB election.

WWRL Tie-In Plan

WWRL New York has launched "Corporation Tie-In," a merchandising promotion for sponsors which will provide free advertising in radio, television and newspaper products in some 150 newspapers and their associated newspapers and television stations in the New York metropolitan area. WWRL Negro disc jockeys and personalities will promote the product, without cost. First four products to be shown, each on weekly rotating basis, are: Pieol's Beer, Carolina Rice, Quaker Corn Meal and Aunt Jemima Self Rising Flour.

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BROADCASTING • TELECASTING
Electronics Museum

WTVJ (TV) Miami has announced plans for an "Electronics Museum" at the base of its proposed new 500-foot antenna. Lee Ruwitch, vice president and general manager of WTVJ, said the museum would be a showplace of "glass and gadgets" where the public could be given some idea of how a transmission system works. WTVJ said it would begin construction on obtaining FCC approval.

and vice president of Paramount Pictures Inc.

Committeemen were understood to have been caught spelling out some objectionable words, just as the movie code specifies words that should not be used on the screen. Reference for the deity is included, as in the radio standards.

Some parts of the radio document were lifted, with substitution of the word "telecast" for "broadcast," it was learned.

The entire document will run somewhat longer than the radio code, it was indicated. It opens with a preamble, citing purpose of the document and laying background. Separate sections cover education and culture, acceptability of material for programs, responsibility for children, decency in production, community role, news and public events, presentation of religion, community responsibility, presentation of controversial issues—Harold Hough, WBAP-TV Fort Worth, chairman; J. Leonard Reinsch, WSB-TV Atlanta; Henry W. Slavick, WMCT.

 assume the role of program director.

Members of the four subcommittees are:


Observance—Mr. Raibourn, chairman; Mr. Bannister; Mr. Thornburgh.

round up sales for your brand!

"Western Roundup" weekly mail count now over 1,000

Every weekday afternoon from 4:30 to 6:00 youngsters gather round the Chuck Wagon for a fast-moving visit to the Old West. The Wrangler and Blackie keep the youngsters fascinated with their western lore, cowboy rope tricks and stories highlighted with the drawing of exclusive personal brands for youngsters who have completed "achievement" cards. Join this exciting live wrap-around western film fare. The whole gang will round up sales for your brands with a "whoop" and a "holler." What the Wrangler says goes! For your brand and complete details on this unique WBNS-TV participation show, see Blair TV or write direct.
telestatus

NBC-TV's Your Show of Shows, back after a summer hiatus, replaced Arthur Godfrey's Friends as front-runner in Nielsen national ratings for the top 10 TV programs during the two-week period ending Sept. 8. The variety show emerged with the three top ratings, each representing a half-hour segment under different sponsorship. The Nielsen national report follows:

PERCENT OF TV HOMES REACHED IN PROGRAM STATION AREA

<table>
<thead>
<tr>
<th>PROGRAM</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Your Show of Shows (Raymond, J. P. Tobacco)</td>
<td>42.2</td>
</tr>
<tr>
<td>Your Show of Shows (Ansonia)</td>
<td>37.9</td>
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<tr>
<td>Your Show of Shows (Lehman &amp; Flieck Prod. Corp.)</td>
<td>34.7</td>
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<tr>
<td>Your Show of Shows (Arthur Godfrey's Friends)</td>
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<tr>
<td>Your Show of Shows (Lippert &amp; Myers Tobacco)</td>
<td>34.3</td>
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<tr>
<td>Your Show of Shows (Mearly)</td>
<td>34.3</td>
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<tr>
<td>Your Show of Shows (Pabst Blue Ribbon Bows)</td>
<td>33.7</td>
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<tr>
<td>Your Show of Shows (Amos 'n Andy)</td>
<td>33.9</td>
</tr>
<tr>
<td>Your Show of Shows (Gillette)</td>
<td>33.3</td>
</tr>
<tr>
<td>Your Show of Shows (Carnation)</td>
<td>33.0</td>
</tr>
</tbody>
</table>

For the first time in 30 years, the Nielsen "percent of home reached" gives a relative measurement of the audience obtained by each program in the particular station area where it was telecast—40 TV homes in those areas were able to view the programs being taken 100%.

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* * *

Crosley Survey On Quality Movies

RESEARCHERS at Crosley Broadcasting Corp. (WLTV (TV) Cincinnati, WLWD (TV) Dayton and WLWC (TV) Columbus) report audience success with first run movies on television. Stations inaugurated a series of 66 films never seen on TV in the area. In a special survey, Crosley found 80% of sets in use tuned to Family Theatre, the program showing the films. According to the firm, these figures represented some 500,000 persons in the three-city area in 175,000 homes.

Only six minutes of the entire late hour's program were devoted to commercials. Some 40% of sets were in use that night, according to Crosley.

* * *

St. Louis Radio-TV Preference Polled

A PREFERENCE ratio of four to one for television over radio was reported in special events coverage last Tuesday at St. Louis as the city opened its special season with the traditional Velleda Project Ball. According to KSD-TV St. Louis, a survey showed that of 795 persons contacted who were either viewing or listening, 80% were watching on TV. Total of 1,073 homes were contacted.

KSD-TV carried a two-hour telecast of the event with the last 30 minutes being fed to the NBC-TV network as a sustaining feature. KSD and KXOK aired the radio versions.

With 310,000 TV receivers now in the St. Louis area, perhaps more than one million people watched the ball on video, KSD-TV estimated.

* * *

WPTZ Issues New Rate Card

WPTZ (TV) Philadelphia has issued Rate Card No. 8, effective Oct. 1. Announcements were made by Alexander W. Dannenbaum Jr., commercial manager.

New rates, all for one hour, one time only, are Class A, $1,500; Class B, $1,125, and Class C, $750. Announcements are set at Class A, $300; Class B, $225, and Class C, $155.

Dillon Talk

CHARLES DILLON, chief of the Defense Dept.'s Radio-TV Branch, addressed the Armed Forces Information School last Friday on "Use of Radio and Television by the Dept. of Defense." He was to speak before 200 officers and enlisted men of the school as part of a regular program for prospective public information officers. Question and answer period and demonstration of kinescopes and recordings followed the speech.

Weekly Television Summary—October 8, 1951—TELECASTING SURVEY

<table>
<thead>
<tr>
<th>City</th>
<th>Outlets On Air</th>
<th>Sets In Area</th>
<th>City</th>
<th>Outlets On Air</th>
<th>Sets In Area</th>
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<tbody>
<tr>
<td>Albuquerque</td>
<td>KBTV-TV</td>
<td>9,450</td>
<td>Louisville</td>
<td>WAVE-TV, WHAS-TV</td>
<td>103,799</td>
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<td>Annapolis</td>
<td>WAGA-TV, WVS-TV, WTVY</td>
<td>5,791</td>
<td>Waco</td>
<td>KWTX-TV</td>
<td>86,300</td>
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<td>Atlanta</td>
<td>WAGA-TV, WVS-TV, WTVY</td>
<td>115,000</td>
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<td>WMST-TV</td>
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<td>Baltimore</td>
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<td>Northfield</td>
<td>WNIT-TV</td>
<td>173,000</td>
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<td>Boston</td>
<td>WITV-AM, WTNV-AM</td>
<td>706,284</td>
<td>New Orleans</td>
<td>WHDC-TV, WHBN-TV</td>
<td>15,000</td>
</tr>
<tr>
<td>Buffalo</td>
<td>WNBN-AM</td>
<td>214,357</td>
<td>Los Angeles</td>
<td>WOR-TV, WPIX</td>
<td>2,500,000</td>
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<tr>
<td>Bismarck</td>
<td>WBBN-AM, WJIM-AM, WSDR-TV, WHAR-TV</td>
<td>89,134</td>
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<tr>
<td>Chicago</td>
<td>WBBM-AM, WBBM-TV, WHBI-TV, WHBQ</td>
<td>949,792</td>
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<tr>
<td>Cincinnati</td>
<td>WCPO-AM, WCKY-AM, WHRL, WTVF</td>
<td>277,250</td>
<td>Oklahoma City</td>
<td>KOKW-TV, WHTV, WPTL</td>
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<td>Cleveland</td>
<td>WERE-AM, WHKQ-AM, Wnia, WXEL</td>
<td>494,338</td>
<td>Phoenix</td>
<td>KMCO-TV</td>
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<td>Columbus</td>
<td>WBNV-AM, WTVL, WTVN</td>
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<td>Pittsburgh</td>
<td>WOTI-TV</td>
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<tr>
<td>Ft. Worth</td>
<td>KRLD-TV, WFAA-AM, WRAP-TV</td>
<td>135,456</td>
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<td>Dayton</td>
<td>WDAY-AM, WDAY-TV</td>
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<td>Providence</td>
<td>WHAR-TV</td>
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<td>Detroit</td>
<td>WJBK-AM, WJIQ-AM, WXYZ-TV</td>
<td>627,164</td>
<td>Richmond</td>
<td>WTTR-TV</td>
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<td>WEIR-AM</td>
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<td>Rochester</td>
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<td>WLTV-AM</td>
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<td>WHN-AM, WVON-AM, WVNN-AM, WHLH-AM, WHER-AM, WHER-VHF</td>
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<td>WDAF-TV</td>
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<td>KECV-TV, KLTV-AM, KLAC-TV, KNBH</td>
<td>1,013,000</td>
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<td>KTLA, KSLV, KTTV</td>
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Total Markets on Air 63

Total Stations on Air 108

Estimated Sets in Use 13,598,000

Editor's Note: Totals for each market represent estimated sets within television area. Where coverage areas overlap, set counts may be partially counted. Five-day TV circulation committee estimates are based on data from Nielsen, distributors of sets, and manufacturers. Since many are compiled monthly, some may remain unchanged in successive summaries. Total sets in all areas are necessarily approximate.
WSB-TV makes no claims for Channel 2 as yet—

BUT...

In the first two days of testing over Channel 2 with 50 K. W. of radiated power from the 1,062-foot tower* ..... 

Verified reception already has been noted from distant points including these cities:

SAVANNAH, GA. 
PANAMA CITY, FLA. 
MONTGOMERY, ALA. 
BIRMINGHAM, ALA. 
HUNTSVILLE, ALA. 
CHATTANOOGA, TENN. 
KNOXVILLE, TENN. 
ANDREWS, S. C. 
GREENVILLE, S. C. 
AUGUSTA, GA.

We are as yet without complete information on characteristics of these tremendously powerful new facilities. Thus far we are gratified—and amazed.

Programming over the new facilities began Sept. 30. A more comprehensive report on the extent of the new market opened up will be made soon.

*Check this formula with any qualified TV engineer

LeBLANC CITED

A FORMAL complaint challenging the truthful and other advertisements as "false, misleading and deceptive" was served on the LeBlanc Corp. by the government last week.

The Federal Trade Commission which has been eying Hadacol repre
than vitamins B1, B2, niacin, B6 and pantothenic acid, plus iron, calcium, magnesium and phosphorus-all compounded in a gener
ous 12% solution of alcohol—
the government charged.

Contrary to claims in radio com
mercial, no new disease or

ers—all of which helped to build
the product into a multi-million
dollar industry—Hadacol is "of
no value" in treating cancer, epilep
tic fits, delirium tremens and a score
of other ailments. Vitamin and

eral deficiencies, for which it
might have some value, can only
be detected by diagnostic tests.

Often, certain symptoms and
conditions are not ascribable to these
but other causes, FTC argued.

Other Conditions

Turning to other conditions—
nervousness, irritability, fatigue,

etc., FTC said "the dissemination of
this advertising may cause persons
suffering from the described
symptoms . . . to delay obtaining
proper treatment, resulting in serio
us illness and even death."

The complaint also challenged
claims that vitamins and minerals
must be taken together—as in
Hadacol—to obtain the most ben
fit, and that Hadacol is preferred as
a diet supplement.

The commission continued:
"Hadacol is not as preferred as a
diet supplement, first, because it does
not contain all the vitamins nec
essary for human nutrition and, sec
ond, because where there is a defici
ency of the vitamins contained in this
preparation, better results can be
obtained by giving more of those
vitamins than contained in the daily
dose of Hadacol. . . .

The government also attacked representations that Hadacol in
sures good health, brings new hope
to those over 50, cures sickness and
suffering after all medicines fail, and makes the taking of medicines
unnecessary."

The FTC list of ailments, dis
esases and symptoms, was doc
umented even to the point made in
testimonial letters received by LeBlanc
Corp. It was the "content
and manner" of using these letters that
drew the FTC's attention.

"Neither the writers . . . nor
the respondents are competent to
judge" whether the symptoms were
the result of these deficiencies or
whether Hadacol relieved or cured
them, the complaint held.

The hearing will be held before
FTC Trial Examiner Abner E. Lips
comb. Sen. LeBlanc was president of
the corporation before the sale,
and is being retained as consultant
by the new company now in process
of reorganization (see story, page 27).

Hadam's Ills

(Continued from page 27)

5% of all claims. Others include:
Frances S. Levien of New York,
who is said to be a member of the
syndicate and who holds a note for
$244,900, secured by pledge of 85-
470 shares of the Louisiana Corpo
ration's capital stock; the Col
rector of Internal Revenue, who has
filed a lien for $665,000; Ein
son-Freeman Inc., lithographers of
Long Island City; L&H Brokerage
Corporation of Philadelphia, which
holds a note for $104,389.50; the Majes	ive Agency of Houston and/or
the American Credit Indemnity Co.

of Baltimore, whose claim is re
ported to be in excess of $300,000;
Owens-Illinois Glass Co. of
Toledo, which is said to be seek
$186,000 for bottles produced and
delivered; S. B. Penick Inc.,
New York; Standard Factors
Corp., of New York, which has
sued for upwards of $120,000 and
attacked the LeBlanc bank bal
ce of $58,000; the Whitney Na
tional Bank of New Orleans,
holder of a $150,000 note; and
Television Productions.

Creditors' meeting was held in
the First National Bank of New York.

Mr. Brown, a stockholder and
eXecutive vice president of the New York Credit & Finance Man
agement Assn. He announced that
the corporation had formed a
creditors' committee to protect
claims against LeBlanc Corp.

members—who will deal with LeBlanc
officers after reorganization,
with the apparent object to avoid
in case of bankruptcy, or representa
tives of J. T. Baker Chemical Co.,
which has a reputed claim of $14

Mr. Brown, according to the ap
cular investigation, has declared
the corporation to be worth per
million. Mr. Brown has been con
cluded that the corporation, unless
stopped, will sell for 50
cents, and that its market value
is $5 million.

Mr. Brown has previously
The LeBlanc Corporation,
which is worth $100 million, has
been declared bankrupt by the court
in New York.

The corporation is controlled by
Mr. Brown and his associates.

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is $5 million.
Educational TV

(Continued from page 71)

proposed that Channel 9 be re-signed from Boulder to Denver and that Channel 6 be reclassified from noncommercial to commercial, with Channel 26 reserved for educational TV. He suggested Channel 21 in Boulder be made noncommercial.

As an alternative, he suggested that Channel 12 be re-signed from Colorado Springs to Denver, with the same changes for Channel 6 and 7.

Third alternative involved a number of changes in the Rocky Mountain area: Channel 9 from Boulder to Denver, Channel 12 from Colorado Springs to Boulder as reserved wave length, Channels 11 and 13 from Cheyenne, Wyo., to Colorado Springs, Channels 5 and 6 from Cheyenne, Channel 11 in lieu of Channel 13 at Rawlins, Wyo.

FCC proposes Channels 2, 4, 6, 7, 20 and 26 to Denver, with Channel 6 earmarked for educational use.

NBC Rebuffed to WIP

A national allocation plan should not be based on any consideration of network affiliation, NBC averred in rebuttal to plan of WIP Philadelphiawhich, with other Philadelpia stations and applicants seeks to retain VHF Channel 12 there [Broadcasting Telecasting, Sept. 10].

Part of that plan envisages the continuance of WGB-TV Lancaster on Channel 4. In his affirmatory statement in support of that plan, WIP President Benedict Gimbel Jr. stated interference to NBC's WNBW New York and WNBW Washington, also on Channel 4, was not significant since other NBC affiliates would be carrying the same network programs.

"Affiliations are matters solely of business arrangements," the NBC rebuttal stated. In a footnote, it added:

"The irrelevance of network affiliation as a criterion in formulating an allocation plan is shown by an analysis of programs broadcast by WNBT and WNBW and by NBC affiliates in Philadelpia and Baltimore during the week commencing Sept. 2, 1951. During this period at least 53% of WNBT programs or over 48 hours of programs were not carried by WPTZ, the NBC affiliate in Philadelpia. During the same weeks about 44% of the programs of WNBW in Washington approximately 41 hours of programs were not carried by WBAL-TV, the NBC affiliate in Baltimore."

Filings have begun to take on the tinge of the courtroom.

During the last few weeks, motions to strike evidence have been received by the Commission, but last week that legal action was asked by KQV Pittsburgh against the filings of the following stations: WLOA Braddock, WEDO McKeesport, WJPA Washington,.

SCHOOL RADIO

TV is on Dec. 4-6 Agenda

BECAUSE of the rising interest of educators in television, that medium will assume a more prominent place this year on the agenda of the School Broadcast Conferences, Director George Jennings said in Chicago last week.

The 15th annual conference will take place in Chicago's Sherman Hotel Dec. 4-6, and it is expected to attract more than 2,000 teachers, school administrators and commercial radio people, he said. Concurrent meetings will be sponsored by the Assn. for Education by Radio, the Parent-Teachers Assn. and the National Society for the Study of Communications, a university group interested in communications research.

Television demonstrations will include origination of public service shows with students viewing them in their homes and then participating in test-discussions conducted by educators. Films which assist visual educators in presentation of material on TV also will be shown, including several filmed especially for TV by the U. of Illinois, the U. of Minnesota and the Chicago Board of Education, of which Mr. Jennings is radio council director.

Two leading workshop groups in the broadcast media will be invited to give student productions, and another will be presented by a group from the special schools class, probably with handicapped children.

Bi-aural tape-recording, which reportedly gives depth and another dimension to sound, will be explained and demonstrated by Gene Carrington of Allied Radio Corp., who helped develop the innovation in tape recording.

The conference can be attended by any interested person paying the registration fee, Mr. Jennings said.

New Kinescope

RCA has announced a new 17-inch kinescope utilizing low-voltage, electrostatic focus. The tube represents an engineering achievement in kinescope design which not only eliminates the need for a focusing coil or magnet, but also makes it possible to obtain the voltage for the focusing electrode from the low-voltage dc supply of the receiver.

Pa.; WTVJ Steubenville, Ohio; WWVA Wheeling, W. Va.

Motions were directed against portions of those filings which KQV claimed lacked judicial standinghearsay, non-expert opinion, lack of qualification, etc.

Filings this week covered the western states of Colorado, Wyoming, Nebraska, Utah, Idaho, Washington, Oregon and parts of Nebraska. Rebuttals were from Pennsylvania, West Virginia, Ohio, Kentucky and parts of Indiana.
EDUCATIONAL TV
Illinois U. Maps Plans

U. OF ILLINOIS plans to use television as an educational and research service “complementary to that of private broadcasters,” President George D. Stoddard has reiterated. The University’s projected plans for telecasting is opposed unanimously by the Illinois Broadcasters Assn., of which Ray Livesay, WLBH-AM-FM Mattoon, is president. The matter, resulting in a broadcasters resolution opposing the proposed construction of a TV station on the Urbana campus, came up for debate again at NARTB’s District 9 meeting. [Broadcasting • Telecasting, Sept. 24]

The University is considering the possibilities of TV for agricultural and other extension programs, for service classes in the professional groups, and for research in TV programming and the effects of video shows, Mr. Stoddard said. He added that a program exchange with other educational TV outlets may be used to reduce costs, and that the school may make its schedule available to broadcasters.

Mr. Stoddard, who disapproved broadcasters in a letter to Mr. Livesay, said he wanted to cooperate with them in the planning but that no concrete details had been formulated. A special TV committee, studying all phases of the medium, is now trying to find answers to such questions as these.

DuMont Color

DuMONT industrial color television system will be used to transmit demonstrations of the latest range of aircraft engine from the supersonic tunnel where they will be held for some 1,200 military and businessmen attending the four-day meeting of the National Advisory Committee for Aircraft in Cleveland, Oct. 9-12. Four tests will be shown each meeting day on 12-inch DuMont monitors by TA-164. A color equipment, operating by closed circuit. System is the product of the Television Transmitter Div. of the DuMont Labs., Clifton, N. J.

TIDE WATER-Associated Oil Co., San Francisco, signs for area games on KGO-TV San Francisco under NCAA experimental TV plan. Two live games will be telecast plus 30-minute delayed telecasts weekly of highlights of Stanford-U. of California games. Signing contract is P. E. Allen, company vice president in charge of sales. Standing (l to r) are Hal Deal, advertising and promotion manager for all firm; David Sacks, KGO-TV sales representative, and Gayle V. Grubb, KGO-AM-TV general manager [Broadcasting • Telecasting, Sept. 24]

WEWS TELECOURSES

AUDIENCE response to college telecourses launched by WEWS (TV) Cleveland in collaboration with Western Reserve U. has “exceeded anything we expected,” a school official has acknowledged.

Other university spokesmen agree that the TV project, which started as an experiment, has turned out to be an effective medium of public relations and goodwill. For concrete results, officials noted that telecourse enrollments reached 386 after the first week of telecasts, with 88 actually registering for the full-credit courses.

No cooperating was necessary to obtain audience reception. The university’s switchboard was jammed with calls within 30 minutes after the opening lecture on psychology. During the first hour 50 students signed up.

Many arranged for their home-study kits to be sent out C. O. D. so they wouldn’t waste any more time before beginning to follow the telecourse sessions. WRU classes occupy the 9:30-3:45 a.m. period. Psychology is seen Monday, Wednesday and Friday.

Comparative Literature is seen Tuesday and Thursday. An estimated 30,000 viewers watch TV during the morning hours, according to WEWS.

Registrations were pouring in, all at the regular college tuition fees for these courses—$48 per student for psychology and $42 each for the literature course. In addition, more than 160 of the 85 home-study books for non-credit students have been sold.

Dean John P. Barden, head of the university’s school of general studies and administrator of the telecourses, said TV spots, interviews and special shows heralding the start of the teleclasses had stirred up “the greatest response we have ever had from any advertising campaign.”

Personnel appearing “on camera” are all from the university’s faculty. Producer Barclay S. Leatham is head of the department of dramatic arts, which has done almost 200 telecasts on WEWS since 1947.

NINETEEN reformed Jewish Temples in Chicago area cooperated Thursday night to present story of Jewish high holidays on network TV for the first time. DuMont, from WGN-TV Chicago, planned to carry Prelude to the High Holidays on minimum of two dozen stations for half an hour.

HOAPP SPEAKS

On Education Programs

“IF WE can come to educators for advice on specialized subject matter, and if they will come to us with concrete suggestions for programs, together we can make television a great force in education,” William Hodapp, producer of The American Inventory TV series, said forthrightly. Mr. Hodapp addressed faculty members, parents, and experts in child development at a New York meeting of the Child Education Foundation.

In planning his radio series, jointly sponsored by the Alfred P. Sloan Foundation and NBC, Mr. Hodapp found that education had failed to help people live or to add to the joy and excitement of living. Educators working on television programming, Mr. Hodapp advised, should recognize the practical aspects of integrating a telecast and continue to provide research help throughout production.

KPRC-TV OFFER

School Postpones Action

KPRC-TV Houston offered Sept. 24 to present a daily telecast on school activities. The school board thanked Jack Harris, KPRC-TV general manager, but voted to postpone action on the offer until the board can present its own case for a TV channel to FCC.

The board chairman said it would jeopardize its chances of getting a channel if shown the school is already telecasting daily. Other board members felt it would aid chances for a channel because it would show that the board is taking advantage of the opportunities it had.

UN Week Spot

A ONE-MINUTE film spot, UN Plus You, or the Hope of Hopeful Herbert, has been contributed to video outlets nationally by the United Nations for the sixth annual observance of United Nations Week, Oct, 21-27. The film is animated—the first to be used by the UN—and has its message sung in folk style with guitar background. Theme expresses the importance of the individual’s support of the world organization, emphasizing the slogan, “UN Plus You.” Strip has been produced by the American Association for the United Nations in cooperation with the American Jewish Committee.

Firm Dissolved

WASHINGTON law firm of Fletcher & Milden has been dissolved, both attorneys continuing practice in the Munsey Bldg., Washington. Frank U. Fletcher continues with National 6006 telephone number; John H. Milden now has Metropolitan 6006.
FIRE prevention will be stressed in nine one-minute films ordered from the George Fox Organization, Los Angeles, by the California State Forestry Division. Fox recently completed a three-reeler on the causes of forest fires which will be shown on all California TV stations. The nine shorts will also be scheduled for viewing when completed.

Twenty-six half-hour Westerns will be presented on CBS-TV's Gene Autry series, starring in all of them and his TV production company, Flying-A Pictures, Pioneertown Calif., did the shooting earlier this year. First film in this series, Ghost Town Raiders, was telecast by CBS-TV Sunday, Oct. 7.

Brisbane Theatre TV films produced by Bing Crosby Enterprises last season have been renamed Coronet Theatre Productions and firm will add to the series 44 additional half-hour dramatic programs with distribution through United Television Programs Inc. on a weekly basis. Second run on Royal Playhouse, title under which old series was released, is also available for distribution according to Everett Crosby, president of BCE.

Sales promotion campaign for King's Crossroad series is being launched by Sterling Television, New York, according to Bernard Schulman, head of agency sales for Sterling. The campaign will include a sales promotion kit, trade advertising, direct mail, etc.

TV ROAD SHOWS

Planned by New Firm PRODUCTION of live television shows for agencies and stations outside New York has been undertaken by Sterling Television, New York independent packaging firm. Major casting, scripts, music and small props will be assembled in New York to produce, in effect, a road company that will travel from city to city doing the same television show with local variations.

Planning to operate as far west as Chicago, the organization has opened additional offices in Philadelphia to handle activities in that city, Baltimore, and Washington.

First account in the Quaker City is for Seibergen Inc., and calls for a weekly, hour-long production over WPIL-TV on Thursday nights, sponsored by William Gretz Brewing Co., Philadelphia.

BROADCASTING • Telecasting

SIGNING contract for the $500,000 Brazilian TV station to be built in Belo Horizonte with equipment furnished by RCA International are (1 to 10): Fernando de Mello, son of the principal owner of Emisoras Associadas; Dr. Augusto Chaves; Simion de Angelis, J. Walter Thompson Co., advertising agency; Dr. Carlos Pizanni, director of Emisoras Associadas; Dr. Artur Bernardes, president of Italconomi TV; Dr. Walter Obermuller, RCA International; Perry F. Hedlock, president of RCA Victor Radio S.A., Brazil.

AMA CLINIC OCT. 16

To Study Educational TV CLINIC will be held Oct. 16 by the Bureau of Health Education of the American Medical Association to show networks, stations, agencies and voluntary organizations how to use television for health education. The one-day clinic will be held in the ballroom of the Biltmore Hotel, New York.

Speakers include Dr. Thomas Coffin, supervisor of NBC's television program research division; Dr. Roy K. Marshall, producer - moderator of television's The Nature of Things; Ted Cott, general manager of WBNC and WNBTV (TV) New York; and Leo Brown, executive assistant to the AMA's general manager. Dr. Louis H. Bauer, president-elect of AMA, will give the key-note address, and Erik Bawum, editor of communication materials center of the Columbia University Press, will act as discussion leader.

Clinic will study characteristics of the TV audience and how to build television programs, with emphasis on costs, promotion, and evaluation of listener reaction. Kinetids and film in health subjects, which have already been presented on television will also be shown.

'HOPALONG' CITED Named in $180,000 Suit

SUIT for $180,000 was filed last week in Los Angeles Superior Court by John A. Daley, Hollywood publicist, who claims that amount is owed him by William (Hopalong Cassidy) Boyd.

Mr. Daley in his complaint alleged an agreement was made in October 1949 wherein he was to receive 3% of Mr. Boyd's net profits for public relations services. The complainant states Mr. Boyd's 1950 income amounted to $8 million and that his share should be $180,000. Television was described as a major source of Mr. Boyd's income.

Michell & Gold represent Mr. Daley.

'BRAZILIAN TV

Third Outlet Underway BRAZIL'S third TV station will be built in the mining center of Belo Horizonte (pop. 700,000) in the middle of that country. The $500,000 Emisoras Associadas station will be equipped by RCA and will begin operations in Channel 4 in about a year, it was announced last week.

Emisoras Associadas, principally owned by Dr. Augusto Chateaubriand, already owns TV station PRE-8-TV on Channel 6 in Rio de Janeiro and PRP-3-TV on Channel 3 in Sao Paulo. Firm also operates a chain of radio stations in Brazil. Dr. Chateaubriand in addition publishes a number of newspapers in that country.

Only other Brazilian TV is a construction permit held by Radio Televisao Paulista S. A. for Channel 5 in Sao Paulo.

Next applicant in Brazil is expected to be Sao Baptistas do Arma, owner of 11 radio stations in the state of Sao Paulo (three of them in the city proper). Mr. Arma, who also publishes the Sao Paulo Record, intends to build a TV station in that city as well as one in Rio de Janeiro. He is in the U.S. at the present time.

FREE if the rating on our completed 13 Craig Kennedy mystery shows isAmong Donald Woods, filmed especially for television, does not bear the rating of any mystery - detective TV show at end of 13 weeks (comparable time) in any city, we offer your sponsor 2nd run at no charge for immediate delivery first 13 15-hour TV films presented

CRAIG KENNEDY CRIMINALIST with Sydnor Mason and Lewis G. Wilson Available For National-Regional or Local Sponsorship LOUIS WEISS & COMPANY 655 N. Fairfax Los Angeles 36, California Phone: WEBster 5287 Write-Wire-Phone • Screening Prints Available October 5, 1951 • Page 67

Selling: SOAP?

William Strech Productions

1627 Broadway N.Y. 10 - J. 2091

BROADCASTING • Teletcasting

TV FILM PRODUCTIONS
MOPPET TALENT... . . . KEYNOTES D. C. APPLIANCE STORE VIDEO SUCCESS

A ROUND Washington, D. C., and out into several surrounding states, there's no place like Home.

Every Sunday noon, Home comes into its own as the Channel 4 facility of WNBW (TV) Washington, which morning and evening, presents the friendly messages of Home Appliance Co. to one of the largest audiences reached by any television program going out of the nation's capital.

Inevitably the Home Appliance Co.'s telecast has been centered around the familiar strains of John Howard Payne's classic song, a theme that has brought thousands of customers into the sponsor's showrooms.

A fortnight ago the program celebrated its second anniversary, a ceremony that was marked with cutting of cake and similar trappings. More important, the appliance store a week ago noted its appreciation of the program's appeal and its sales potency by entering its third year as sponsor of Your Junior Revue.

Moppet shows come and go in the video field but Your Junior Revue, which went on the air in September 1949, is going on and on because it is doing a successful full selling job for Home Appliance Co.

How successful?

This 12-year-old neighborhood store has tripled its business in two years and a substantial share of the credit is given Your Junior Revue store officials and their advertising agency, Robert J. Enders Adv. Inc.

Its ratings have soared to the astonishing peak of 33.3 (American Research Bureau), a larger audience than most network programs enjoy in the nation's capital city.

This has happened in a Class C time period that Washington sponsors spurned until Home appeared along with its kid show.

... . . .

NO BODY is brash enough to claim that Home's tripled business is entirely due to the telecast. The appliance business, especially television, has been good. In recent weeks the program is believed to have done an effective job of cushioning the nationwide decline in demand for major electrical goods.

Of course, there are high spots in the sales history of the program, like the two-program promotion for Thor ironers that sold every piece of this near-$100 item in the Home store and practically cleaned out the stocks of all the retailers in the region. The Thor people ran a piece in their house organ, crediting the Revue with the sale of more than 300 ironers at a time when ironers were not moving well.

Perhaps the best evidence that juvenile video can be a merchandiser's best friend is the observation of "Cousin" Joe Burke, manager of Home Appliance and heralded around the TV industry as the man who discovered Sunday noon. Mr. Burke puts it this way:

"Our rising sales during the last year promise us beyond all doubt that television can sell, and really do a job. Daytime programming of this ambitious nature was a novelty when we started but we have found a formula that drew an audience."

"Having a large and loyal audience, we are consistently obtaining customers from a wide area. We know they are television viewers because they comment, always kindly, about the program. More important, they are buying appliances."

"Your Junior Revue is a permanent part of our advertising plans and we know it will continue to do the job for us under the guidance of the Enders television staff." . . . .

HOME Appliance Co. started business in Washington's northeastern section, well outside the downtown business area. It catered to clientele in that residential area. Hence the name "Home," and hence the adoption of "Home Sweet Home" when the telecast was started.

The program opens with a teen-age line of dancers. Superimposed on the video screen is a paraphrase of Payne's poem as the audience in WNBW's Wardman Park Hotel studio chants the special lyrics.

In thousands of homes the viewing groups join this far-flung community sing. More than one disconcerted school teacher has called for classroom singing of "Home Sweet Home" only to hear the TV-minded youngsters eagerly respond with this version:

Let's all get together each Sunday at noon. We'll all have a good time, now join in the tune. Remember Home Appliance wherever you may roam. We're here to tell you there's no place like Home.

Presiding at the Sunday tele-

(Continued on page 93)

FOR SALE

For television micro-wave relay use—one 200 foot "Skyline" double guyed tower complete with required obstruction lighting.

Also, four reflecting screens which permit the mounting of micro-wave dishes on ground.

FOR DETAILS, WRITE —

J. M. MCDONALD, Assistant Director of Engineering

Crosley Broadcasting Corporation

Crosley Square, Cincinnati 2, Ohio

FOR SALE

For television micro-wave relay use—one 200 foot “Skyline” double guyed tower complete with required obstruction lighting.

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J. M. MCDONALD, Assistant Director of Engineering

Crosley Broadcasting Corporation

Crosley Square, Cincinnati 2, Ohio

A MOVIE ‘DRY RUN’ ON TV

Russell, Brisson to Test Screen Before Filming

IN A PRECEDENT move, television will be used as a testing ground for a motion picture in an experiment to be conducted by Rosalind Russell, film star and her movie producer husband, Frederick Brisson.

To get public and trade reaction to Never Wave at a Wave before it goes into production early next year, a 45 minute video version of Independent Artists projected movie first will be presented live on CBS-TV Schilt's Playhouse of the Stars Oct. 19. Miss Russell will star and her husband produce.

Miss Russell and her husband are said to have close to $100,000 already tied up in story and scripting costs on their projected production. They feel that putting it on live TV will definitely enhance its future value as a motion pic-
ture for regular theatre release through United Artists. Officials of the latter firm, it was said, have agreed to the experiment.

After watching her video screen for two years, Miss Russell declared her and Mr. Brisson convinced that not only could this medium be used for a testing ground, but to build greater poten-
tial audiences not yet reached. She reasoned.

If 40 or 50 million people view the Schilt's Playhouse version and like what they have seen, they automatically become bona fide audience for the feature version to be released many months later.

Just think what this could mean to the motion picture industry! Every major studio has millions of dollars in story properties tied up on their shelves for one reason or another, when, by the simple expedient of having it tried out on television, these producers may find solutions for their problems.

Admitting that her motives were "strictly selfish" and that she was in the profession to "make money," Miss Russell declared that "if we have any doubts whatsoever about how a story might be received, television is the way to find out about it and I intend to use it."

A kinescope of the TV show will be available for 80 days on live CBS-TV show. It will be studied by Miss Russell, her husband and other members of the independent film production company, to determine if improvement might be made before actual shooting starts. The movie will not be released until fall of next year, it was said.


FOR SALE

For television micro-wave relay use—one 200 foot "Skyline" double guyed tower complete with required obstruction lighting.

Also, four reflecting screens which permit the mounting of micro-wave dishes on ground.

FOR DETAILS, WRITE —

J. M. MCDONALD, Assistant Director of Engineering

Crosley Broadcasting Corporation

Crosley Square, Cincinnati 2, Ohio

FOR SALE

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Crosley Square, Cincinnati 2, Ohio

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Also, four reflecting screens which permit the mounting of micro-wave dishes on ground.

FOR DETAILS, WRITE —

J. M. MCDONALD, Assistant Director of Engineering

Crosley Broadcasting Corporation

Crosley Square, Cincinnati 2, Ohio
NOW...

GPL

Makes TV's Outstanding
Camera Chain

Even Better!

GPL's 1951 Image Orthicon Chain is delivering even more features—better performance—than the previous model which itself set new industry standards! Compare it for ease of operation, uniform high quality, flexibility in studio or field.

Set this camera up to meet varying requirements...control it remotely if desired...select any of four lenses at the press of a button...adjust focus from right or left side of camera, with the same 300° arc of focus adjustment for all lenses...choose color filters, masks, at the flick of a thumb...control the motor-driven iris from camera or camera control unit. Normal optical focus range automatically adjusts for constant 9" diagonal at close-up, for all lenses except telephoto. Overtravel switch provides extended focus range, obtaining full optical focus on all lenses.

In every way, GPL's is a "human-engineered" camera chain, built to do a tough job more easily, built to do your specific job best! Arrange to see this great new model at the earliest opportunity.

**Compare**

**THESE FEATURES WITH ANYTHING ON THE MARKET TODAY**

- Three Compact Units
- Push-button Lens Change
- Right or Left Hand Focus Knobs
- Right or Left Hand Lens Iris Control Buttons
- Turret, Focus and Iris Controls from remote location if desired
- High Resolution Integral View Finder
- Enclosed I.O. Controls
- Iris Setting Indicator
- Pre-loaded Color Filter Wheel
- Swing-up Chassis
- Focus Range Selector Switch
- Equal Flexibility in Studio or Field

WRITE, WIRE OR PHONE FOR DETAILS

**FINGER-TIP OPERATION from CAMERA or REMOTE LOCATION**

<table>
<thead>
<tr>
<th>Push-button iris controls</th>
<th>Iris setting indicator</th>
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<tr>
<td>High resolution integral view finder</td>
<td>Right or left hand focus controls</td>
</tr>
<tr>
<td>Push-button lens turret control</td>
<td>Actor cue light control</td>
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</tbody>
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**GENERAL PRECISION LABORATORY INCORPORATED**

Pleasantville New York
TY TYSON STARTS HIS 28TH
Radio Problems Repeat in TV Today

PROGRESS in sports broadcasting through the years was viewed by Ty Tyson, WWJ Detroit, as he signed for his 28th consecutive year of broadcasting U. of Michigan games. He noted early radio troubles in gridcasting seem much like those of television today.

Ty, who has been broadcasting football longer than most radio stations have been in business, stated:

"Back in 1924, when I handled the first football broadcast from Ann Arbor, I was lucky to have one spotter to help me keep the 'M' and Wisconsin teams straight. Back then, we had no shelter. It was a wide open broadcast, on a wide open windy day, with a wide open mike. Through that season and later ones, we used to sit huddled through drenching rains and blanket snow storms.

"I will admit, though, that the new high in blizzards came only last year at Columbus, Ohio, when the two spotters and I could hardly see the field in front of us, much less the players, but we were tucked away in nice dry, warm booths.

"I remember the first out-of-town game that WWJ brought to Detroit radio fans. It was from Ohio State in 1926. The line charge for that one broadcast was around $2,200. That would almost take care of a season's schedule now."

The current fear of college athletic departments that television will cut down box office receipts is an old story to Ty Tyson, who went through the same thing in the early days of radio.

"In those early days, too, the college football games were a virtual fear and trepidation for their gate receipts. Fielding H. Yost, U. of M. coach, was very unhappy about the first broadcast. But by Wednesday following the game, ticket sales had gone way up, and Yost phoned WWJ to say it would be all right to carry more games.

"I remember he said: 'It seems as though some of those rich alumni heard the broadcast and it sort of stirred up their old school spirit'!

"When asked whether TV has the same effect on the gate as early radio, Mr. Tyson said:

"'TV will not hurt football receipts if there is a good team with a good schedule and fair weather. If there is a heavy snow storm the day of the game, people will stay home to watch, but that will be balanced off by the extra attendance on days when mornings are fair.'"

Mr. Tyson opened his 28th year with the Michigan U.-Michigan State game Sept. 26. The series is being sponsored by the 27 Dodge-Plymouth dealers of greater Detroit.
NAME IT AND WIN

KWX St. Louis, Recall It and Win, featuring Tom Daily playing old songs from the 30s. Listeners are asked to identify tunes for cash prizes.

TOP PROMOTION

WPOM Pittsbugh, Mass., A.M. Coffee with Curtis, featuring Disc Jockey Allan Curtis, used new type promotional gimmick in connection with Perry Como's new RCA Victor recording "Rollin' Stone." Mr. Curtis offered free records of re-release, personally autographed by Perry Como, to first few listeners sending in a lock of hair and stone. Station reports that response was instantaneous and heavy.

FAIR COVERAGE

KTUL Tulsa, and WFIN Findlay, Ohio, reported last week of their fair coverage of recent weeks. KTUL played records, provided free entertainment and presented many giveaways to large crowds gathered around booth at State Fair at Tulsa. Station reports it gave away over 500 pounds of candy to children and adults attending festivities along with much things as book matches, emory boards, note pads and lipstick tissues. WFIN has already covered three county fairs and is now in progress of reporting coverage of fourth. At all fairs station presents special programming direct from fair grounds using "WFN Tent" as studio. Station reports crowds from 200 to 300 attend shows. Station utilizes local talent during shows.

THE NEWS

MARGO Wine Co., Phila, in cooperation with WIBG Philadelphia and local advertisers ran full page advertisement based on Radio Free Europe. Ad was headed "And now...the news..." translated into Russian. Ad explained that behind the Iron Curtain there are no real news shows like company presents on WIBG. Station and company usedwindow displays at studio and girls collected donations at noon hour on streets. John A. Margolis, president of company was presented Scroll of Appreciation by Brig. Gen. Hugh B. Hester, Philadelphia chairman of Crusade for Freedom, for work done by his radio program on WIBG.

'PERFECT COMBINATION'

WDSU New Orleans sent advertising trade five post cards during last week of September with different symbols and promotion messages saying "...the Perfect Combination..." Post cards were followed up with large folded mail piece headed "It's here! The Perfect Combination..." Inside it says "...WDSU New Orleans. Station WDSU is the New Orleans affiliate of the National Broadcasting Company effective Thursday, October 4, 1951." On outside of piece are pictures of all five post cards.

TOP D. J.

WIP Philadelphia sending trade and advertisers large "Jumbo mailing" piece featuring stories about Disc Jockey Mac McGuire. Stories from Broadasting * Telecasting and other journal gave inside view of Mr. McGuire's show. Inside follows up heading "twice in one week" saying "two of the nation's leading magazines pick Mac McGuire as Philip's leading disc jockey. This is followed by list of advertisers that "pick him, too."

EDUCATIONAL SHOW

NINETEEN stations through New York State began Oct. 1 carrying Empire State FM School of the Air 1:30-2 p.m., Mon. through Fri. Educational network was opened by Lieut. Gov. Frank E. Moore, speaking from Saranac Lake, N.Y., where the state council of school superintendents were meeting.

FISHING COVERAGE

WTMJ Milwaukee, presented on-spot coverage of its staff musicians fishing contest. Listeners who heard "The Grenadiers" band members return from vacations with tales of their fishing abilities invited them to settle their fishing matters. Station used short-wave facilities for pick-up.

FOOTBALL SHOW

KGO-TV San Francisco, Pappy Waldorf's Night Off, Wed. 8:30 p.m., sponsored by Craig Oil Co., Oakland. Features California head coach Lynn "Pappy" Waldorf in home setting on his "night off." Friends, sportswriters, coaches, fans drop in to discuss the Califormia team, prospects, errors and feats of past games and possibilities for scheduled games. Occasional films of play Waldorf is planning to use of is preparing his team to meet are shown.

STATION AUCTIONS

WLIZ Bridgeport, Conn., has started "Auctionbucks" giveaway in which station auctions off list of merchandise items to bidders. Participating merchants give customers "auctionbucks"—one for every dollar spent in store. Several hundred shopkeepers participating in Bridgeport, according to Philip Merryman, WLIZ president. Idea credited to Henry F. Auger, formerly of Bridgeport Post-Telegram, who has organized new firm, Auctionbucks Inc., with Mr. Merryman as president and himself as vice president.

FOUR ON ONE

WOL Washington, Four Star Disc Jockey Revue, 9 to 10 p.m., started Oct. 3, featuring four of station's top platter spinners. Disc Jockeys George Crawford, Mike Hunn Meutt, Gramps and Hal Jackson, entertained in his own style. Each presented 15-minute portion of show ranging from folk music to be-bop.

Further ideas or samples of the promotion items mentioned on this page are available by writing to the individual companies.

NO CONTROVERSY

On LBS Congressional Show

GIVE the legislator a microphone, but keep him away from discussing politics and controversial issues. With that unorthodox formula, LBS last week launched its new Lunck With Congress, taped each day in the dining room of the Congressional Hotel, Washington, D. C. Recorded shows are air-mailed to Dallas and fed to the network each weekday, 11:15-1:30 p.m. EST.

Conductors of the show, Betty Bradley and Arthur Reilly, single out a different legislator for each show and interview him on human interest aspects of his career and Washington—but studiously steer clear of "hot" issues. Each program also presents a tourist couple, who recount their reactions on meeting their Representative and Senator.

However, in the interests of averting complete frustration, the Congressman or Senator is finally allotted one minute to expound on his favorite political issue. Show is directed by Allan Filips.

THE LIVES OF HAPPY LIME

52 thrill-packed half-hour stories of the fabulous rogue made famous by Orson Welles in "The Third Man." Send for audition.

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whose

BROADCASTING

is this?

Of course, BROADCASTING belongs to everybody connected directly or indirectly with the business of broadcasting and telecasting. It’s the marketplace where sponsors, agencies, stations, networks and services all meet to do business.

This copy came to you as a subscriber who wants the latest, most complete news of all radio—AM FM TV

... or did it?

Are you at the leisure of a route-slip... reading an out-dated issue... or taking chances on a newstand copy?

Whatever the reason, there’s too much doing in radio-tv today that directly affects your job, your future. You need the news while it’s still news—while you can turn it into profitable decisions. Here’s a $7.00 investment that pays real dividends every week of the year. Use this coupon to make it...

your... Broadcasting

----

BROADCASTING • TELECASTING
870 NATIONAL PRESS BLDG.
WASHINGTON 4, D. C.

Yes, I want my own copy of Broadcasting every week. Please start with next issue.

☐ $7 enclosed ☐ please bill

NAME

COMPANY

STREET

CITY ZONE STATE

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VILLANOVA GAMES

Are Sponsored on WIP

PHILCO Distributors Inc. has signed to sponsor Villanova football games exclusively over WIP Philadelphia. Announcement was made by John Hawkins, general manager of Philco Distributors, at a luncheon attended by principals.

Jim Leaming, WIP sports director and former grid star at the U. of North Carolina, was signed by Philco Distributors to handle play-by-play accounts. Mr. Leaming will travel with the team some 17,000 miles, as eight of nine scheduled games are out-of-town.

ORSON WELLES

Interested in TV Production

ORSON WELLES, star of the transcribed series The Lives of Harry Lime, was interviewed Sept. 28 by United States press in a special two-way trans-Atlantic closed circuited to London.

Mr. Welles, whose radio series is being offered to U. S. stations by Lang-Worth feature programs of New York, said that The Lives of Harry Lime which will soon he heard on radio stations throughout the country is “the first leg of my journey home. I plan to come home soon after Christmas. I’m homesick and want to get back to American radio, TV, films and most of all to just America. Just as soon as I finish the film ‘Othello’ and complete an engagement at the St. James theatre, I’ll be homeward bound.”

Mr. Welles also indicated that although he had not seen American television he was interested in being a producer in the medium.

L. M. SMITH NAMED

By Blackburn-Hamilton

BLACKBURN-HAMILTON Co., radio and television station broker, last week named Lester M. Smith to manage the firm’s San Francisco office. Mr. Smith has resigned as operating manager of the Russ Bldg., San Francisco, and previously was active in radio and newspaper work there and in New York.

Ray V. Hamilton, co-owner of the firm and former resident manager of the San Francisco office, has transferred to the Chicago office because of “a step-up in radio and newspaper activity” in the Midwest. He is working with Harold R. Murphy, resident partner of the company there. James W. Blackburn continues to supervise activities in Washington.

HAILING WIP Philadelphia’s signing of Villanova football game broadcasts by Philco Dealers Inc. are (1 to r): Jack Beness, account executive, Weightman Advt.; William Horn, advertising and promotion director, Vic Hendler, Mr. Hawkins, general manager, Ed Berg, treasurer, all Philco Dealers; Rev. Edward B. McKeel, O. S. A., moderator of athletics, Villanova College; James Shallow, sales manager, Philco Dealers; Clyde Spitzener, WIP Philadelphia local sales manager; Benedict Gimbel Jr., president and sales manager WIP and Mr. Leaming.

'SHOW TRAIN'

Gets on the Track

SOUTHERN affiliates of NBC have arranged send-off programs for sections of the “Show Train,” which will carry guests from Dixie bound to New York for The Big Show broadcast of Oct. 11.

WDSU New Orleans, which joins the network Oct. 4, will produce a half-hour network show—to celebrate its affiliation as well as the Show Train—from 10:30-11 p.m. EST, Oct. 11. Also telecast locally, over WDSU-TV, the program will feature two Dixieland bands, a concert orchestra, a 93-voice choir, and commentary by Ben Grauer.

WSB Atlanta is holding a beauty contest on three of its programs to select Miss WSB, who will represent the station on the northbound train. Since Atlanta is the rallying point for all sections of the Show Train, the station will send a brass band to meet each section as it arrives.

Other stations participating in the send-off are KTBS Shreveport, La.; WMIS Natchez, Miss.; WPSA Montgomery, Ala.; WRRC Birmingham, Ala.; WSM Nashville, WMC Memphis, WAPO Chattanooga, and WROL Knoxville, Tenn.; and WDAK Columbus, Ga.

COVIDEO, JEWEL CITED

In Actions by FTC

DISTRIBUTOR of coin-operated TV sets and a supplier of push cards allegedly used in the lottery sales of radios and other merchandise figured in actions announced by the Federal Trade Commission last week.

Covideo Inc., New York, was charged by FTC with false advertising of coin-manipulated sets which it sells to hotels, motor courts and other establishments. Contrary to claims, FTC said, Covideo neither owns nor operates manufacturing plant and does not maintain a staff of competent engineers and technicians. Hearing is set for Nov. 5 in New York.

In an initial decision, lottery schemes would be prohibited in a proceeding filed against Jewel Radio and Television Corp. of America, New York; its subsidiary, Crosby-Palmer Industries, Chicago and Don J. Ferrari, president of Jewel. Firm is charged with supplying dealers with push cards used in reeling radios and other items by lot or chance.

CFRG Gravelbourg, Sask., new French-language 250 w station is to go on the air late in November, according to present plans.
Moppet Talent
(Continued from page 88)

casts is Sylvia Devey, who auditions, rehearses and becomes the young hopeful's competing for weekly prize plus many other prizes. Mary Griffin, Jr., Enders radio-TV director, is producer.

Commercials are handled in an easy and relaxed style by Stuart Finley, who has been with the show since its early weeks. He carries on the calm, friendly atmosphere of the store's promotion. Actually he carries the Home story into Maryland, Virginia, West Virginia and Delaware, as customer studies and program ballots reveal dramatically. In one week, the Enders agency adds that the program has a rating in Baltimore, 40 miles away.

THE program has an international flavor obtainable only in Washington. Each week a child from a foreign embassy is interviewed, with 50 countries represented thus far. After a brief illustrated panel about the customs and history of the country, the young guest performs a folk dance, sings a native song or tells a folk story.

Weekly adult guests take part, including leading entertainment and political figures. During the school season Washington choral groups are heard.

Winners are selected by weekly postcard balloting. Some of the winners have gone on to professional careers. A teen-age accordionist gave a concert in New York's Town Hall. A recent winner, 10-year-old Benny Brown, became a three-time winner of Ted Mack's Amateur Hour.

The program has received many scrolls and awards from civic organizations for its role in building community spirit and tolerance as well as combating juvenile delinquency.

The weekly mail count runs into the thousands as listeners vote for their favorites. A special promotion completed yesterday was built around selection of a name for the dancing line, with a TV set as prize.

WEARING farm hat to prove it, Frank P. Fagory, general manager of WQAM-TV Omaha, was judged winner member of a panel of "city slicker" judges in a district dairy show at Steward, Neb. Mr. Fagory was said to be well briefed on finer points of judging dairy cattle by Mel Honsen, WOW's farm service director.

BASEBALL AWARDS
Top Sportscasters Picked
FIRST video awards to honor television baseball commentators were announced last week by a baseball weekly newspaper, The Sporting News.

The publication has for years selected outstanding play-by-play sportscasters in each major league. Chosen to receive the first TV awards were Jack Brickhouse, WGN-TV Chicago, telecaster of the home games of the Chicago White Sox, and Russ Hodges, WPIX (TV) New York, who airs New York Giants home games.


This was the sixth consecutive win for Mr. Allen, whose reports are aired by WINS New York and a chain of stations. Mr. Caray previously won similar recognition in 1946, 1948 and 1949. His reports are aired over the Cardinals' network, originating at WIT St. Louis.

Strictly Business
(Continued from page 16)

City dress designer. They have three children, Alan R., 9, Gary E., 7, and Gloria Jean, 4.

This happy foursome makes its home in Deerfield, a Chicago North Shore suburb. Five acres around their home give Mr. Mintz ample opportunity to practice flower gardening, through which he finds relaxation. Mr. and Mrs. Mintz also enjoy horseback riding.

Contrary to persistent rumor, he is not related to Herbie Mintz, Chicago NBC-AM-TV pianist and radio veteran of 25 years. If he can be added, they both have the same doctor.

‘AM RADIO SALES’
R. Atlass Sets Up Firm
NEW REPRESENTATIVE organization has been set up by Ralph Atlass, general manager of WIND Chicago, to sell time on four stations in which he has interest. WIND Chicago, WMCA New York, WLOL Minneapolis and KIOA Des Moines. The company, to be known as AM Radio Sales, will open its New York offices Nov. 1 in the WMCA Bldg., 1657 Broadway.

Wilmot H. Losee has resigned as general manager of WINS New York to head the new company's operations there. Additional personnel will be added and the company plans also to open a Chicago office at 400 N. Michigan Ave.

Mr. Atlass and John Carey, commercial manager of WIND, will supervise operations. Mr. Atlass has controlling interest in WLOL and KIOA and is a consultant to WMCA.

Present plans provide only for representation of the four stations and future plans have not been determined, Mr. Carey said. He explained the stations previously worked with four station representative firms and that the new arrangement will offer faster and more complete service to all clients.

N. Y. Theatre Leased
FIVE YEAR lease on Colonial Theatre, Broadway at 62d St., New York, has been obtained by NBC from RKO Theatres. The Colonial, seating more than 1,000 persons, will be used for television. NBC previously acquired the New Amsterdam Roof Theatre for TV [Broadcasting * Telecasting, Sept. 17].

WMRY programs to more than 1/2 million Colored people throughout Southern Louisiana, Mississippi, Alabama and Northwest Florida.

600Kc-"THE SEPIA STATION"±
WMRY
NEW ORLEANS, LA.
JOHN E. PEARSON CO.
NOL'N. REPRESENTATIVE
THE ONE DIRECT APPROACH TO NEW ORLEANS' LARGEST MAJOR MARKET

S Armore MORE TIME with THESE SPOTS
Here's how you can sell more radio time to your local lumber dealer as you help him promote one of his most profitable lines—modern wood window units. Two new records contain 24 1-minute and 24 15-second radio announcements prepared with appropriate sound effects and professional talent. Plenty of time for fill-in.

Appealing TV Films also Available
13 new TV films plug the same profit line—modern wood window units. Professional quality. Generous time allotted for dealer's signature.

FREE MANUAL tells what you need to know to offer expert advertising advice to your local lumber dealer. Send for your copy today!

Wood Window Programs
59 South Dearborn Street
Chicago 3, Illinois
Please send me the free manual that will help me advise my lumber dealer advertisers. I am interested in radio announcements TV films.

Name
Address
City State

Broadcasting * Telecasting
**Page 94 • October 8, 1951**

**Open Mike**  
(Continued from page 20)

they did ... and we showed one around locally ... it doesn't phase them.

A local readership study based on "225 interviews" of a 30,000 circulation paper showed both these extremes.  

(1) The back page used by a department store daily for 30 years at a total cost of over $1 1/2 million per "how-fixing," with 97% identification.

(2) Quarter-page ads and national products got as little as 2% readership identification, yet these same people go right back in as a matter of habit and convenience.

In my 28 years in the advertising and radio business I have come to the conclusion that a local newspaper advertiser who gets "specific action on a specific item" cannot be unsold to the medium within statistics. Only results will keep him sold and results ought to be determined on equal expenditures under equal conditions.

I think we in radio—on a local level—try to get results for people who cannot be helped by any advertising medium. A concentrated effort to land the fish that have meat on their bones will result in acceptance, eventually ... there has to be a starting point ... why not now?

Let every radio station concentrate on getting the more successful business establishments in its community on the air on an equal footing and equal conditions with other media and the national accounts will take cognisance despite surveys.

Lou Poller  
WFWA Cheater, Pa.  
* * *

**Voice for Radio**

**EDITOR:**

It's always nice to know that we laymen in radio have broadcasting to serve as a "loudspeaker to the industry when we want to shout about something..."  

Dave Rodman  
WEIM Fitchburg, Mass.  
* * *

**Sight-Officers Invited**

**EDITOR:**

Was most interested to read in OPEN MIKE of Sept 17 that ZNH, in the Bahamas Islands, is now a commercial radio station. ... It might also be of interest that ZBM Hamilton, Bermuda, has always been commercial, from its inception in May of 1946. ZBM is a hard-hitting 250 w independent, whose operation could be well copied by quite a few of its American counterparts. ... anyone in the industry with a Bermuda vacation would find it worthwhile to stop in at ZBM's studios ... I was fortunate enough to be with Radio Bermuda for two years, so I know what I'm recommending.

Eddie Phelan  
WNAT Natchez, Miss.

**Dream Materializes**

HOW Mrs. Mary Lou Pfieffer, director of women's activities for WRFD Worthington, Ohio, saw her dream of a medical hospital at Ken- ton, Ohio come true, is told in the October issue of Good Housekeeping magazine. The WRFD personality initiated the drive for the hospital several years ago, helped its growth through auctions and other promotion.

**Chinese peace treaty conference—the one in which the Reds made their last-ditch effort to stall the meeting.**

It began at 9 p.m., Iowa time, and lasted until about 11:30 p.m. WOL-TV, Ames, the only station in the nation operated by an educational institution, didn't carry any of it although it was available.

WOW-TV, Omaha, carried all of it except for about 20 minutes at 10 p.m. when it interrupted for its own news/weather and sports.

Page Senator Benton

**EDITOR:**

Enclosed [above] clipping from the Des Moines Register makes it rather clear why those of us who live near an educationally oriented and operated station do not want to see the FCC allocate too many channels for educational use.

Judson D. Edwards  
6568 Colby Ave.  
Des Moines

**NEWSPAPERS**

**Video Aids Circulation**

TELEVISION was described as an aid to daily newspaper circulation in a report presented before the Associated Press Managing Editors Assn. in San Francisco.  

The report, anchored to extensive surveys by editors in 10 cities where the Senate Crime Investigating Committee hearings were telecast, was presented by Frank Eyerly, Des Moines Register & Tribune.

While there was some dissension, six editors reported telecasts not only failed to reduce circulation but "whetted the appetites" of newspaper readers. It was noted, however, that video will require newspapers to be more exact in descriptive details when reporting major news events.

Dissenting was Dick Clark, New York Daily News, who warned that as the quality of television improved, it will become increasingly difficult to sell newspapers.

Dale Stafford, Detroit Free Press, said the television Kefauver hearings definitely hurt his paper's circulation. Carl White, Santa Monica Outlook, whose record was described as "the most insensitive," said that video in California is having a negligible effect on circulation. "Television will be absorbed just as radio was absorbed," he predicted.

Turner Catledge, New York Times, commented that only in entertainment features and not in serious news reporting is television a competitive factor.

Herbert F. Corn, Washington Star, said TV did hurt circulation until the novelty wore off, then the loss in circulation was regained.

**WCBS-TV Antenna**

CONSTRUCTION of new WCBS-TV New York transmitting antenna started Sept. 27 when the first of 20 radiating elements were hoisted atop the Empire State Bldg. New antenna should be ready for use about the end of this month.
RADIO: OUR PRODIGAL SON

By TOM HOTCHKISS, Mgr.
THE VIKING NETWORK
PORTLAND, ORE.

BROADCASTERS like to get together these days and diagnose the ills of the industry. Coffee or cocktails will get you some of the analytical answers to "What's wrong with broadcasting today?"

It's surprising how often the answer seems to be:

"We've got to SELL radio!"

There's more to the problem than the need for selling. Selling alone won't save radio.

What is more pathetic than the figure of the tired radio salesman, in the market where TV's bright luster illumines the scene, plodding his route from door-to-door, peddling the same dingy wares?

Yes, I said dingy. For, generally, that is what radio has become. It seems about the same, in many cases, as the gramaphone did in its last days: ornate, tinny, out-of-place—almost vulgarly passe.

EXAMINE the average radio program. The program office. You will be somewhat shocked to discover a frayed and tarnished parade of wheezing and rheumatic "ideas."

You will find, in almost any given large city, two or more stations dishing out practically the same fare—programming based laxly and almost completely upon phonograph records, and news pulled directly off the wire.

You could take literally hundreds of stations and transplant them, jumble them up—from state to state—and no one would know the difference, so little are they identified or concerned with their community lives.

Cut out of a standard pattern, slapped together like a cheap suit, mass produced, they are a far cry from their progeny which faithfully reflected community life and which intrigued with refreshingly new ideas.

"Sell, sell, sell," sounds vigorous and exciting—but when we ask, "Sell what? it is inclined to have a hollow ring—a long and lonely echo.

True, radio salesmanship is in an ailing state. Gone is the old luster and verve. Half-hearted, weak, and failing fast, radio's one-time lusty confidence has been severely shaken.

Radio's inferiority complex is being reflected more and more in the fluid ranks of its salesmen—men without conviction, resigned to picking up the crumbs. Sales Clinics—some of them inspired, others farcical—have all failed to rally the faltering forces.

For there is no quick and easy cure for radio. Its ills are basic and deep-rooted, and salesmanship alone can never do the job.

ANY blame for radio's crumbling foundation can be fixed squarely upon its programming. Practically every station facing death can logically, step by step, narrow its degeneration down to its diseased programming.

Have enterprise, imagination, and creative writing skill been the requisite of program directors? In successful stations, yes—and some of them can afford to face television with ocky assurance. But in a large majority of stations—and this is a scandalous fact—the program director is ill-qualified to hold what is certainly the most responsible post in broadcasting.

Program directors have been chosen because they were "the best announcer," a "good sportscaster," a "fine disc jockey," a "capable traffic manager," and for lots of other equally illogical reasons.

Often prima donnas, self-styled executives, mike-happy over-age announcers—all too rarely men of true creative skill—that motley crew of gilt-edged phony's, utterly lacking in vision and with small woneen even in this hour of crisis for radio's destiny, is now riding the broken-down bandwagon on what may be its last mile.

Jealously containing the station's programs within the confines of their own personal tastes, slamming the door on dozens of fresh outside ideas, doing everything the easy way—this reckless fraternity has gained a stranglehold on a vast segment of the broadcasting industry.

It all happened, of course, because management or ownership was lax or short-sighted or misguided—and it will fall to the men at the top to institute the shake-up and begin the purge that will rid radio of the good-for-nothings without the faith or fortitude to rise to the occasion.

Open the back door for all the weaklings who quake at the challenge of today—turn them out! There's new blood banging at the front door!

It's time for radio to dare! The tape recorder has fired the imagination—given radio a new scope in news, in special events, in all kinds of programming.

THERE'S talent in your town—talent that would have been on the air before World War II, when radio quit working very hard at its trade. Build it into programs! Surprise your listeners out of the deadly apathy into which radio has lulled them.

Call on industry—radio seldom has. In almost every station's territory there is heavy industry of some kind with public relations dollars to spend on programs of local significance.

Get out of your studios—out into the town and country. Show the staff out the door, thrust them out into the world. There's more to radio than spinning records or rid-

(Continued from page 101)
CAPT. CLARK NAMED

Succeeds Maj. Meranda

APPOINTMENT of Capt. Chester H. Clark (USAF) to succeed Maj. Mark D. Meranda (USAF) as assistant chief of production for the Defense Dept.'s Radio-TV Branch was announced last Tuesday by Charles Dillon, branch chief. Maj. Meranda has been transferred to the Air University, Maxwell Field, Ala.

Captain Clark was staff announcer at WCAE Pittsburgh from 1938 to 1947 when he resigned to manage WLOG Logan, W. Va. In 1948 he helped put WRYO Rochester, Pa., on the air. Subsequently he served as account executive at WWSW Pittsburgh.

Major Meranda wrote and produced the Air Force Hour on MBS for five years and the Armed Forces Review on MBS since last July.

Foreign Shows

TWICE daily Polish language news broadcasts, first of a series to originate in European studios, was launched in Munich last Monday by the State Dept.

New policy is designed to reduce the time lag in programs emanating from New York and to make available interview-type segments. Broadcasts supplement standard Voice of America language shows from New York and also feature eastern European news.

FCC actions

SEPTEMBER 28 THROUGH OCTOBER 4

September 28 Applications

ACCEPTED FOR FILING

Modification of CP

WOOF Dothan, Ala.—Mod. CP authorizing changes in power, etc., for extension of completion date.

WODM Marquette, Mich.—Mod. CP authorizing change in frequency, power, location, etc., for extension of completion date.

WALK Patchogue, N. Y.—Mod. CP authorizing new AM station for extension of completion date. AM—1320 kc

Circle Bng. Co., Hollywood, Fla.—Amend CP to change from 1260 kc to 1520 kc and make changes in stockholders, officers and directors.

License Renewal

Request for license renewal: W.W.O.D.-FM Lynbrook, N. Y.

October 1 Decisions

THE SECRETARY

KCRM-FM Des Moines, Iowa.—Granted mod. CP for extension of completion date to 3-28-52.

WFBC-FM Greenville, S. C.—Granted mod. CP for extension of completion date to 4-1-52.

WFMT Chicago, Ill.—Granted mod. CP for extension of completion date to 3-18-51.

WARD-FM Johnstown, Pa.—Granted license to amend station; Ch. 221 (92.2 mc) 285 w; ant. minus 87 feet.

KPC-FM Los Angeles, Calif.—Granted license for FM station; Ch. 282 (104.3 mc) 8.6 kw, ant. 190 ft.

WLOG-FM Lima, Ohio.—Granted CP for extension of completion date to 1-10-52.

WGAF Valdosta, Ga.—Granted CP for extension of completion date to 12-1-51; cond.

Wrag Carrollton, Ala.—Granted license for AM station; 590 kc, 1 kw. D.

WLRJ-FM The Bowling Green Biscuit Co., Bowling Green, Ky.—Granted CP for extension of completion date to 12-18-51.

October 1 Applications

ACCEPTED FOR FILING

Modification of CP

WIBL Medford, Mass.—Mod. CP, as mod., authorizing new AM station, for extension of completion date.

WLCB-FM Baton Rouge, La.—Mod. CP for new FM station to change ERP, ant. height, etc.

WFBC-FM Greenville, S. C.—Mod. CP, as mod., for new FM station, for extension of completion date.

KBSD (FM) San Diego, Calif.—Mod. CP, as mod., for new non-commercial FM station, for extension of completion period.

Modification of License

WDNY Lawrenceburg, Tenn.—Mod. of license to increase power from 500 w to 1 kw.

October 2 Applications

ACCEPTED FOR FILING

Modification of CP

KUGN-FM Eugene, Ore.—Mod. CP authorizing new FM station for extension of completion date.

License for CP

KDAS Malvern, Ark.—License for CP as mod., new AM station.

KDLF Detroit Lakes, Minn.—License for CP, as mod., for new AM station.

WIFR Ironton, Ohio.—License for CP, as mod., for new AM station.

FM-91.5 mc.

WLVA-FM Lynbrook, N. Y.—CP to make changes in ant. height from 2840 to 2850 in exchange for adjacent terrain, etc.

License Renewal

Request for license renewal: KFBR Fairbanks, Alaska.

APPLICATION RETURNED

WPAT Pottstown, Pa.—RETURNED application for license for CP, as mod., for new AM station.

October 3 Decisions

ACTION ON MOTIONS

By Wayne Coy, Chairman

Sky Way Rest., Corp., Columbus, Ohio.—Granted motion for correction of oral argument transcript of July 16, regarding its application and that of Stephen H. Kovalen, Welston, Ohio.

By C. R. Rees, Jr., Jones


FOR FINEST TAPE RECORDING

KMBC Kansas City, Mo.

MAGNECORDER

—FIRST CHOICE OF ENGINEERS!

Only Magnecorder offers all the flexibility, high fidelity and features you expect at a price that you can pay.

FITS EVERY PURPOSE—EVERY USE.

500 V. Michigan Ave., Chicago 1, III.

WAGB (FM) ON AIR

A NEW educational station, WAGB (FM) Boston, was scheduled to go on the air Saturday, Oct. 6 at 8:30 p.m. with what is described as the first full-length performance of the Boston Symphony Orchestra to be broadcast in that city in 25 years. An open house was held Oct, 3 in the Symphony Hall studios, now nearing completion. WAGB (FM) is licensed to the Lowell Institute Co-operative Broadcasting Council, a project jointly sponsored by Boston College, Boston U., Harvard U., Lowell Institute, Massachusetts Institute of Technology, Northeastern U. and Tufts College.

AN INVITATION TO SUCCESSFUL ADVERTISING

See Centerspread This Issue

ON THE AIR EVERYWHERE 24 HOURS A DAY

50,000 WATT SELLING POWER

COMMERCIAL RADIO MONITORING COMPANY

PRECISION FREQUENCY MEASUREMENTS

"A reliable service for over 20 years" For immediate service phone

5340 JF

P. 0. Box 7057 Kansas City, Mo.

BROADCASTING • TELECASTING

CUSTOM-BUILT EQUIPMENT

U. S. RECORDING CO.

1121 Vermont Ave., Wash. 5, D. C.

Stirling 3456

SERVICE DIRECTORY

by}

WCKY COMMERCIAL RADIO MONITORING COMPANY

PRECISION FREQUENCY MEASUREMENTS

"A reliable service for over 20 years" For immediate service phone

5340 JF

P. 0. Box 7057 Kansas City, Mo.
CONSULTING RADIO & TELEVISION ENGINEERS

JANSKY & BAILEY
Executive Offices
National Press Building
Offices and Laboratories
745 15th Street, N.W.
Washington, D.C.
ADAMS 4514
Member AFCCB

JAMES C. McNARY
Consulting Engineer
National Press Bldg., Wash., D.C.
Telephone District 1205
Member AFCCB

A. D. RING & CO.
26 Years’ Experience in Radio Engineering
MUNSEY BLDG., REPUBLIC 3347
WASHINGTON 6, D.C.
Member AFCCB

GEORGE C. DAVIS
501-514 Munsey Bldg.—Sterling 0111
Washington, D.C.
Member AFCCB

Everett L. Dillard, Gen. Mgr.
INTERNATIONAL BLDG. DI. 1319
WASHINGTON, D.C.
P. O. BOX 7527 JACOB 5302
KANSAS CITY, MO.

Craven, Lohnes & Culver
MUNSEY BUILDING DISTRICT 8215
WASHINGTON 4, D.C.
Member AFCCB

E. C. PAGE
CONSULTING RADIO ENGINEERS
BOND BLDG., EXECUTIVE 5670
WASHINGTON 5, D.C.
Member AFCCB

Gautney & Ray
CONSULTING RADIO ENGINEERS
1052 Waverly Bldg.
Washington, D.C.
National 7757

LYNNE C. SMEBY
"Registered Professional Engineer"
1311 G St., N.W.
WASHINGTON 5, D.C.

RUSSELL P. MAY
1422 F St., N.W.
Kellogg Bldg.
Washington, D.C.
Republic 3964
Member AFCCB

WELDON & CARR
CONSULTING ENGINEERS
1605 Connecticut Ave.
Washington, D.C.

WALDING & CUMMINS, JR.
CONSULTING ENGINEERS
HIGHLAND PARK VILLAGE
DALLAS 5, TEXAS
JUSTIN 6108

GEORGE E. LLOYD
ASSOCIATE MEMBER AFCCB

George E. Lloyd
ASSOCIATE MEMBER AFCCB

October 3 Applications ... ACCEPTED FOR FILING

 Modification of CP
KABC-FM Tula, Okla.—Mod. CP authorizing new FM station for extension of complete date.
License for CP
KPDQ Anchorage, Alaska — License for CP authorizing changes in frequency, etc.
WAMS Wilmington, Del.—License for CP authorizing changes in operating hours, etc.
WLBJ-FM Bowling Green, Ky.—License for CP as mod., authorizing changes in station.
CP to Replace CP
KMCM Moheley, Mo.—CP to replace CP authorizing changes in frequency, etc.
WEWO-FM Laurinburg, N.C.—CP to replace CP authorizing new FM station.
APPLICATION RETURNED
Sunshine Network Inc., Delray Beach, Fla.—RETURNED application for CP new AM station.

(Continued on page 108)

October 8, 1951 • Page 97
HELP WANTED

MANAGERIAL

WANTED: Commercial manager for Louisiana station. Hard and sincere worker can have relaxation prospects. This station has always operated in black. Box 1261, BROADCASTING.

SALES MANAGER

Going increased power, need another salesman. Excellent account and commission. Excellent section of Idaho. Write, references KIFT, Idaho Falls, Idaho.

SALES MANAGER—male or female, independent, 15% commission. $75.00 + week guarantee. Contact Nicoll, WNWA, North Adams, Mass.

ANNOUNCERS

Morning man. 5000 watt net affiliate. A super-Hopper, personality breakfast announcer man. box not required if you've got what we want. Send audition, Hooper rates, business and personal references in first letter. Box 471, BROADCASTING.

Teo independent southeastern market has openings for announcer with excellent personality and sales ability. Average salary schedule for responsible man. Reply box not required with good business and personal references. Send audition with commercial spots, five minute news and disc spots. Replies confidential. Box 915, BROADCASTING.

WANTED: Combination news and sports program manager. Prefer interest in making news and sports equal. Full documentation required. Send letter box 1261, BROADCASTING.

ANNOUNCER-ENGINEER

Name of station, address, qualifications, including experience, background and references. Air work not essential. Send ticket or photo. Address, Engineer, WLOX, Biloxi, Mississippi.

HELP WANTED

(CONT'D)

WANTED: Immediate opening for an announcer-engineer in highest rated 250 watt station. All phases! Good earnings. Contact, WJH, Jackson, Mississippi.

WANTED: Two engineer-announcers. Must be good. One strong on sports, one strong in programming and morning announcing. Local independent station with ambition to grow. Interested in family man who wants future and lots of hard work. $25 or more per week guaranteed. Right man. Send full information, references, etc. All replies will be acknowledged. Contact Jack West, 203 N. Main, Waterloo, Iowa.

WANTED: Announcer-engineer. Emphasis on background, sales ability. Must be well acclimated to a 1000 watt going network November 1st. Permanent position. All replies, qualifications, salary requirements. Reply to Box 31, BROAD-CASTING.

ANNOUNCER

WANTED: $55 per week. Minimum 5 years experience. Bush audition disc and complete details. KNEA, Jonesboro, Arkansas.

COMBINATION ANNOUNCER-ENGINEER

WANTED: Emphasize on announcing. Salary commensurate with ability. Must rent long distance at telephone 7800 collect. WBEN, Binghamton, N. Y.

COMBO MAN, with first ticket. Immediate opening. Permanent. Daytime operations. Must have 3 years' experience. Apply now. Reply in full. Address, Details, disc, photo. WDLA, Walton, N. Y.

WANTED: Experienced versatile announcer, strong on sports, morning drive, and news. Good starting salary, good promises. Box 602, BROAD-CASTING.

WANTED: Announcer-coprywriter wanted for growing independent. Good working conditions. Box 115, BROAD-CASTING.


ANNOUNCER—ENGINEER

WANTED: Experienced combo man, immediately. $70.00 for four hours. Well established 250 watt progressive MSS affiliate. KBMW, Billings, Montana.

WANTED: Good salary for right man. Must be tons on board with management and sales. Full details and disc with letter. CoNORE, KENT, Shreveport, Louisiana.

ANNOUNCER-ENGINEER

Opportunity for advancement at station located near Birmingham. $55.00 to start. Good position for able manager, selling not required but will pay more to the right man. Box 1261, BROADCASTING.

ANNOUNCER-WANTED: Good salary for right man. Must be tons on board with management and sales. Full details and disc with letter. CoNORE, KENT, Shreveport, Louisiana.

ANNOUNCER-ENGINEER

Opportunity for advancement at station located near Birmingham. $55.00 to start. Good position for able manager, selling not required but will pay more to the right man. Box 1261, BROADCASTING.
Situations Wanted (Cont'd)

Announcer, had own weekend band on radio, clear voice, sober, dependable, good references, good pay wanted. Box 121L, BROADCASTING.

Announcer-newman, 3 years all phases college radio. Single, interested in program development in view of Midwest potential. Will give full attention to all work for position. 146L, BROADCASTING.

Sportscaster, announcer, Married, draft exempt. SRT graduate, three years in broadcasting. Can write copy, commercials, disc jockey, all phases of radio, good voice. Please give full details. Box 120L, BROADCASTING.

Lots of melody plus quiet, convincing way of 'talkin' to 'em makes households listen. Interested in present market. Will do for you at $25.00 a week, talent. Box 132L, BROADCASTING.

Combo or engineer, first phone, 14 years' experience, went from Midwest, Box 133L, BROADCASTING.

Hillbily DJ. Know, like hillbillies. Seven years with own western unit. Want right permanent spot. Please no 'stud shirt' type station. Applies. Is capable, news, commercials, details, transcription request. Available one week. Box 144L, BROADCASTING.

Announcer-engineer-salesman. Attention Kansas, Oklahoma, Texas and all points west; if looking for permanent help I'm your man. Experi- enced, knowledgeable, dependable. Letter, phone, Marion, Iowa. 145L, BROADCASTING.

Announcer, SRT graduate, single, draft exempt. Strong on newscasts, disc jockey, commercials, production. Phone details on request. Box 145L, BROADCASTING.

Morning man with first ticket. Experi- enced, good, dependable, interested in public service. Looking for opportunity in Florida or South. Box 146L, BROADCASTING.

Announcer-sewriter. Eight years chief announcer for an all-news-station. Full-time writer for CBS affiliate. Vet., married, no children, sober, dependable, personality. Experience movies. TV. Box 147L, BROADCASTING.

Particular announcer for particular station. Self-starter, able to handle Traffic. Staff, DD and PD. If you want tape: state sal- ary. Box 148L, BROADCASTING.

Announcer, draft exempt. Married, college background, SRT graduate. Strong on newscasts, news, production, tape writing, photo details. Box 150L, BROADCASTING.

Wanted: Chief engineer's job. AM, FM, TV. Presently employed in radio, but interested in construction. Box 928L, BROADCASTING.

Engineer with first class ticket, car and pay. Has experience. Phone, write. Box 40L, BROADCASTING.

Engineer with degree and 15 years experience in radio, give all details in writing. Box 122L, BROADCASTING.


Chief engineer—Long experience all phases. Available for position in southeast. References. Box 151L, BROADCASTING.

Engineer, 5 years experience construction, maintenance and all phases of operation. 250 kw. Box 152L, BROADCASTING.

Commentator, recent graduate, excellent appearance, present M-St. Louis. Box 161L, BROADCASTING.


West-southwest. Engineer or combo, interested in experimenting. Photo on request. Harold Higgins, 1109-26th Street, Marion, Iowa.

Production-Programming, Others

Program director—news, farm, sales, public service, sales. $400 month. Box 110L, BROADCASTING.

Program director—announcer, ten years in radio, three years as program direc- tor-assistant manager. Now at 5000 watt CBS affiliate. Desire program di- rector post at smaller station. References from past and present employers. Box 111L, BROADCASTING.

Program director: 13 years all phases of radio. Two years TV. Experienced, can work. Will guarantee profit in station with TV plans. Want to work for station with Married, one child, 51. Box 131L, BROADCASTING.

Attention Chicago stations: Ambitious, hard worker. Numerous letters and refer- ences. Box 132L, BROADCASTING.

Young woman, university graduate, 22, interested in community radio station operations including continuity and program- ming. Four years with 50 kw. station. Can write dramatic pro- grams and sell commercials. Available after October 15. Prefer west or southwest. Box 135L, BROADCASTING.


Attention, California! Has experience as program manager-program di- rector 1 kw. box. Box 140L, BROADCASTING.

Copy-continuity writer. Heavy public- ity work: all phases. Must be skilled at music background. Can assist at announcing, production, drive, etc. Box 142L, BROADCASTING.

Looking up: Experience in all direc- tions. KA, college, commercial. Good watt. NY, NJ, 500 watt suburban and city station. Experience in news, programming, production, copy, pro- motion. 21 years; two children, age 25, own car. Box 150L, BROADCASTING.

10 years radio, TV. Like to utilize program supervision, sales, engineering knowhow on progressive station as PD or asst. manager. Box 151L, BROADCASTING.

In Arts degree plus business adminis- tration—writing college, faculty men- tion. Best references. Box 152L, BROADCASTING.

Situations Wanted (Cont'd)

Television

Announcers

Presently employed as announcer-control operator and enjoying a reputation for superior voice work. Has anything to offer in TV audio control operator with TV program production and direction. Ultimate aim. Box 155L, BROADCASTING.

Technical


Production-Programming, Others

Experienced asst.-director-floor man- ager, heavily headed own TV pack- age firm, program-production manager, etc. Has TV know-how and auxiliary station opportunities of main interest. Presently em- ployed in New York. Box 156L, BROADCASTING.

For Sale

Stations

9000 watt unlimited southwest station, FCB. 50 kw, 1st program. Equipment, station. $30,000. Box 110L, BROADCASTING.

Available for position in south. Box 40L, BROADCASTING.

3rd class license, $15,000; 1st class license, $25,000. Station available immediately. Box 41L, BROADCASTING.

WANTED: 1 kw amplitude modulated station, age, Box 42L, BROADCASTING.

Will buy: 250 watt transmitter. Must be in good shape and worth the money. We are interested. Station KNBO, Oke- mulgee, Okla.

Want to buy only AM radio station in the inland west or one of two in a city over 60,000. Will deal directly with owner. F. F. McNabney, Pekin, Illinois.

HELP WANTED

Announcers

COMBO MAN WANTED

Must be interested in announcing and sales. Must be a reliable, well-ex- pected Ortho Bell. General Manager.

KLMR, Lamar, Colo.

Production-Programming, Others

HELP WANTED

Creative man for large midwestern radio station. Must have proven record as one who can operate and produce live and taped shows and can execute his ideas by working with producers. Address Box 122L, BROADCASTING.

FOR SALE—Two slightly used complete Western Electronic 918-A, 8-channel console; complete with picking-up arms, cutting heads and spare motors. Mounted on mobile trailer. 15,000.00. Write or phone Vann Campbell, 1551 West 17th Street, Chicago, 12, Ill.


For sale—Two slightly used complete Western Electronic 918-A, 8-channel console; complete with picking-up arms, equalizers and three spare diamond record stylus; rare! Price: Bob Moloney, WTR, West Point, Miss.

HELP WANTED

Largest Radio-TV operation in the midwest needs a skilled continu- ous, 24-hours-a-day man who can ac- celerate-study established mystery shows for both radio and TV. Address Box 123L, BROADCASTING.

BROKERS NOTE: If you have listings that fit the above requirements please reply.

FORMER STATION OWNER AND OPERATOR DESIRES TO RE-ENTER BUSINESS.

For local, regional, class 1 or TV network or non-station network. Southeast preferred but will consider other locations. Immediate action on realistic proposals if all information furnished first contact. All replies treated confidence.

Not a broker but just what this adv. says—former station owner and operator.

BOX 139L, BROADCASTING.
PIETRO FROSINI, accordionist in the Gambleeers Musical Ensemble on John B. Gambling's Musical Clock morning program on WOR New York, died Sept. 29 at his home in New York. Widely known to audiences as "Fros," he had been a member of the John B. Gambling group for 21 years. Mr. Frosini was also noted as a concert accordionist, composer and teacher. He made the first accordion recording for Victor in 1908 and in 1911 gave a command performance for King George V in London.

**Schools**

**COURSES**

- ANNUAL ACTING
- SCRIPT WRITING - ADVERTISING
- OUTSTANDING FACULTY OF NETWORK PROFESSIONALS
- CO-EDUCATIONAL - DAY OR EVENING
- SMALL CLASSES
- APPROVED FOR VETERANS
- WRITE FOR PROSPECTUS
- SCHOOL OF RADIO TECHNIQUE

**WANTED**

One kilowatt transmitter and any or all equipment for new AM station, for cash. Box 97L, BROADCASTING.

**EXECUTIVE PLACEMENT SERVICE**

Confidential nation-wide service placing qualified, experienced managers, commercial managers, program directors, chief engineers and disc jockeys. Inquiries invited from applicants and employers.

**NEED AN ANNOUNCER?**

- looking for a job
- equipment for sale
- need an engineer
- want to buy a station

The best way to get results from any of the above classifications is to place an ad in BROADCASTING * Telecasting . . . where all the men who make the decisions meet every Monday morning.

**SITUATIONS WANTED**

- Help wanted, 29¢ per word ($2.00 minimum)
- All other classifications 25¢ per word ($4.00 minimum)
- Display ads, $12.00 per inch

Please address all correspondence to Classified Advertising Dept., BROADCASTING, 870 National Press Bldg., Washington 4, D. C.
NEPH AWARD

Cites Radio, TV Efforts

AN AWARD for coordinating four years of national network radio-TV coverage in observance of the President's Committee on National Employ the Physically Handicapped was presented to Carl R. Gray Jr., Veterans Administrator, last Tuesday in the VA's Washington office.

Presentation of the Distinguished Service Certificate, made by Vice Admiral Ross T. McIntire (USN retired), chairman of NEPH Week, drew recognition that radio and television station managers had given nearly $500,000 in free time and talent during the 1950 campaign. It also cited an annual fact sheet and spot announcements prepared by the VA in cooperation with the Advertising Council and NARTB.

The 1951 drive is underway this week, Oct. 7-13. The award to Mr. Gray was "for year around program of public education and information to provide greater employment opportunities and economic security for qualified physically handicapped men and women workers." It covered four years of VA efforts in this field.

NBC Buys Survey

TRENDEX Inc. has announced that NBC has subscribed to its new "TV Report" which will be based on an confidential "readers viewing conducted from the 1st through the 7th of each month and on the 15th. Designed to eliminate network size from program ratings, it covers only primary markets where the majority of network shows can be seen with equal facility: Atlanta, Baltimore, Cincinnati, Cleveland, Columbus, Detroit, New York, Los Angeles, Philadelphia, San Francisco and Washington.

In the Public Interest

WMT Scholarships

WILLIAM B. QUARTON, general manager of WMT Cedar Rapids, has given his personal best wishes for school success to two winners of WMT scholarships: Ted Hutchcroft, Medipolis, Iowa, won the fifth annual WMT farm scholarship. For him, this will mean $1,000 plus summer employment at the station and additional work during his senior year at Iowa State College, Ames, as WMT's correspondent there. Marge Lala, Marion, Iowa, won the title of Miss Eastern Iowa over 34 other candidates and was awarded one of the four full-tuition scholarships in music and drama which WMT maintains at Coe College in Cedar Rapids.

Disaster Service

WOKZ Alton, Ill., performed valuable public service when an oil plant explosion Sept. 17 killed 13 workers and seriously injured 17 others. The station recruited nurses, blood donors, baby sitters and transportation for blood donors. WOKZ recorded on-the-spot broadcasts the night of the disaster and enabled the commander of the fire department where the explosion occurred, to make official announcements. Ironically, the Red Cross was to begin its regular appeal the next day over WOKZ. Announcers, salesmen and the entire staff gave all their time to aid victims.

Play Helps Chest

SEATTLE radio men, in addition to their usual support, are aiding the local Community Chest campaign through acting in a playlet entitled, "The Lightest Hand." Details of the comedy have been sought by national Chest officials. Cast includes George Dean, KOMO public relations representative; Sam Pearce, KOMO newscaster; Paul West, director, Housewives Protective League, KIRO; Frederick Lloyd, KOMO announcer. Skit was idea of the president of the Seattle Gas Co. The company's ad agency, Horng-Cooper Co., liked the idea and Al Amundsen, account executive in charge of radio and TV, wrote and produced the play.

Farm Program Lauded

PUBLIC service tribute was paid Tri-State Farm & Home Hour by Agriculture Secretary Charles F. Brannan on its 15th anniversary Sept. 28 over WWVA Wheeling, W. Va. Program is station's farm service feature in tri-state area of West Virginia, Ohio and Pennsylvania. WWVA General Manager William E. Rine congratulated farm services for their support. Also on program: J. O. Knapp, director, Agricultural Extension Service, U. of W. Va.; George B. Crane, assistant director, AES, Ohio State U.; County Agent W. C. Gist; and Home Demonstration Agent Kathleen Stephenson, who started with program 15 years ago.

VIDEOS' MORALS

Topic of Walker Address

PEEK into the contents of correspondence on radio and TV programs received by the FCC was given Monday by Paul A. Walker, speaking to the board of directors of the National Council of Churches of Christ in the United States of America in New York last Tuesday.

Excerpts cited by Mr. Walker, who is vice chairman of the FCC, mainly concerned with "advertising of alcoholic programs, indecent or profane programs, false or misleading advertising, crime and horror stories and other types of inferior programs."

One example was the following received from a "distressed woman," said the Oklahoma Commisioner. "My little five-year-old granddaugther is in utter absorption oblivious to everything else around her, listening to all the gruesome murder stories, people shooting and being shot, beating each other up, screaming and dying, et cetera. It seems to hurt her, too, and has a bad effect upon the kids."

Although some stations support government censorship to improve programs, Mr. Walker disavowed that school of thought. "I do not believe that a few officials in Washington should have the power to tell 150 million people what they may hear and see on radio and television," he said.

Comr. Walker urged the Council to plan and experiment with TV programs. Referring to the opening of the transcontinental TV link, he asked, "Can we imagine fully the impact of this development upon the thinking and the behavior of our people and the possibilities of its use for educational and the moral improvement and spiritual awakening of our nation?"

Ziv Show

WGRV Cleveland starts Frederic Ziv Co.'s radio show package, "Bright Star," featuring Irene Dunne and Fred MacMurray, for 52 weeks under sponsorship of Cleveland-Sandsky Co. broadcasting Co., bottlers of Gold Bond Beer. Show is placed on 5:30-6 p.m. segment, John B. Garfield, WGRV sales manager, has announced. Howard L. Oliver, director of the agency.
PEARSON SUIT
Depositions Taken

ATTORNEYS, taking pre-trial depositions last week in Radio Commentator Drew Pearson's $5,100,000 omnibus assault-libel-conspiracy suit against Sen. Joseph R. McCarthy (R-Wis.) and nearly a score of other defendants, argued freedom of the press and speech.

Among those named are Columnist Westbrook Pegler; Radio Commentator Fulton Lewis jr.; Edward K. Nelson, a writer for Mr. Lewis; George Waters, publicity man, Don Sarine, employed in Sen. McCarthy's office; Morris A. Bealle, author; J. B. Matthews, a writer, and two unidentified persons listed as "John Doe" and "Richard Roe."

Another defendant is the Washington Times-Herald, whose attorneys were unsuccessful in having depositions " sealed," closing them to the radio and to the press.

In entering motions for dismissal, defendants claimed violation of freedom of the press and freedom of speech. Mr. Pearson's attorneys argued that the contrary was true, that Mr. Pearson alleged being attacked for what he says and writes.

Alleged Argument

Involved among other things in the suit is the argument between Sen. McCarthy and Mr. Pearson in the fashionable Sulgrave Club in Washington, an alleged libel by the Senator against the plaintiff in a speech last year; alleged conspiracy by all defendants to attack and ridicule Mr. Pearson, including the issuing of false statements and urging a boycott of his radio sponsor's products.

Mr. Pearson said derogatory "attacks" by Sen. McCarthy and others cost him $150,000 a year via radio alone. He said incidents including senate speeches and unfavorable publicity caused loss of sponsor, Adam Hats, two prospective TV sponsors and a prospective radio show. He said his news show now is only partly sponsored and income is $100,000 compared with $250,000 received before.

May Battle Bowles

SENATE Republicans last week formed battle lines over nomination by President Truman of Chester Bowles to become Ambassador to India. Decision to fight confirmation came after the full Senate Foreign Relations Committee approved the nomination. Mr. Bowles, former Governor of Connecticut and co-founder of Benton & Bowles, advertising agency, squeezed past a subcommittee in a close vote a fortnight ago. [BROADCASTING • TELECASTING, Oct. 1.] In announcing GOP strategy, Sen. Robert A. Taft (R-Ohio) said opposition was based on Mr. Bowles' qualifications.

Charles Cole, chairman of Pacific Council AAA, announces registrations for this month's convention at Coronado, Calif., 100% ahead of attendance at 1956's convention.

checking heavy radio schedule are (1 to r) Rod Quick, KDAL sales manager; Fred Johnston, Westinghouse Duluth manager, and Odon Rausland, KDAL commercial manager.

New CAB List

NEW list of advertising agencies enfranchised by Canadian Assn. of Broadcasters, Ottawa, gives 70 Canadian, American and British agencies. Included were 13 American agencies with branch offices at Toronto or Montreal.

KDAL Signs Westhoush

KDAL Duluth, Minn., has made what it describes as the largest package sale in Duluth-Superior, Wis., radio history.

Westinghouse Electric Supply Co. and six local Westinghouse dealers are co-sponsoring a saturation campaign of 17 hours and two half-hours per week for 17 weeks.

milestones

KDCA Pittsburgh marked the 30th anniversary of football broadcasting Sept. 20 when it aired the Pitt-Duke game from Pitt Stadium. Oct. 8-9, 1921, KDCA broadcast the Pitt-West Virginia game. That was reportedly the first time a play-by-play gridiron tilt was broadcast. The announcer was Harold W. Arin, reportedly the first full-time announcer.

WDRC Hartford is observing three anniversaries this month. I. A. Martino, chief engineer, has been with the station 29 years. With WDRC President Franklin M. Doolittle, Mr. Martino took part in founding the station. Carlton Brown, transmitter supervisor at WDRC-FM, has now been at the station 12 years. Robert Coe, transmitter operator, is chalking up his sixth year.

— member of the staff of WGAR Cleveland almost since the day the station took the air, is celebrating his 20th anniversary as a studio engineer this month.

KTV (TV) Los Angeles' Calo Pet Exchange starts its third year. During its two years on the air the program has found over 1000 new homes for cats and continuous sponsorship of Calo Pet Food Co. show is station's oldest sponsored show. Frank Wright is the m.c.

WIBG Philadelphia's Newswheel of the Air, nightly hour-long news- cast, celebrated its eighth anniversary late last month. Both the station and the newscast sponsor, The Margo Wine Co., made the anniversary celebration an all-out drive for the Crusade for Freedom. Harold Stassen, U. of Pennsylvania president, was among Crusade leaders heard.

Open house celebration was held last Wednesday by WEXL (AM)-WOMC (FM) Royal Oak, Mich., on occasion of Royal Oak Broadcasting Co.'s 26th anniversary and dedication of its new studios and enlarged facilities. Open house was held 2-10 p.m. Invitation was mailed to trade by Gordon A. Sparks, Royal Oak secretary-treasurer and WEXL program director.

WBAL Names Wilkes

APPOINTMENT of Arnold Wilkes as public service director for WBAL-AM-TV Baltimore was announced last week. Mr. Wilkes formerly served on the faculty of Middlebury College in Vermont and is now with Johns Hopkins U. in Baltimore teaching television. He has been closely associated with WGY-WRGB Schenectady and WSYR Syracuse. Until his new appointment, Mr. Wilkes had been acting as WBAL-TV program man-

방송송 신년 첫 주요 경합

미래의 포커스

1. KDDL Pittsburgh: 30th anniversary of football broadcasting on Sept 20th, when it aired the Pitt-Duke game from Pitt Stadium.
2. WDRC Hartford: Celebrating 3 anniversaries: 29 years with I.A. Martino, chief engineer; 12 years with Robert Coe, transmitter operator; & 6 years with Carlton Brown, transmitter supervisor.
3. WDRC-FM: 12 years with WFBC, 12 years with Robert Coe, and 6 years with Carlton Brown.
4. KTV (TV) Los Angeles' Calo Pet Exchange: 3rd year of broadcasting.
5. WIBG Philadelphia: 8th anniversary of "Newswheel of the Air" news-cast.
6. WBAL (AM)-WOMC (FM) Royal Oak, Michigan: 26th anniversary celebration with Margo Wine Co. as sponsor.
7. Open House celebration held last Wed. by WEXL (AM)-WOMC (FM) Royal Oak, Michigan.
8. WBAL-AM-TV Baltimore: Appointment of Arnold Wilkes as Public Service Director.

新节目

1. KDDL Pittsburgh: 30th anniversary of football broadcasting.
2. WDRC Hartford: 3 anniversaries.
3. WIBG Philadelphia: 8th year of "Newswheel of the Air".
4. WBAL (AM)-WOMC (FM) Royal Oak, Michigan: 26th anniversary celebration.
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**FCC Actions**

(Continued from page 97)

**APPLICATION DISMISSED**

WBC St. Louis, Mo.—Dismissed application for CP to change frequency, increase power, etc.

**October 4 Decisions**

BY THE COMMISSION EN BANC

WKAT-FM Miami Beach, Fla.—Granted CP to replace expired CP which authorized new class B station on Ch. 230 (531 kc) 285 kw, ECP.

WXJL Easton, Md.—Granted CP to replace expired CP which authorized new class B station on Ch. 281 (104.1 kc) 47.5 kw, ECP.

WGC Greenbriar, Conn.—Granted CP to replace expired CP which authorized new class B station on Ch. 281 (104.1 kc) 47.5 kw, ECP.

WJZ Denver, Colo.—Dismitted application for CP to make changes in DA pattern, etc., cond.许可．WJZ requested 25 pending financial reorganization.

**SUMMARY THROUGH OCTOBER 4**

<table>
<thead>
<tr>
<th>Class</th>
<th>AM Stations</th>
<th>CPs</th>
<th>Grants Pending</th>
<th>Summary Through October 4</th>
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<td>On Air</td>
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<td>FM</td>
<td>652</td>
<td>620</td>
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<td>151</td>
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*On the air*

**CALL ASSIGNMENTS**

KYNC Winston, Ariz. (Gila Bestg., Co., 1010 kc) 1 kc—local sunset, 500 watts (W); KCLV Clovis, N. M. (New-Tex Bestg., 1240 kc, 100 kw, full time); KGAR Salem, Ore. (W. Gordon Allen, John B. Trush, Justine H. Clark, 1490 kc, 1 kw day); WDAT-FM Swalesboro, Ga. (Jack A. Thompson and Nancy M. Thompson, Ch. 269 (101.7 mc), 970 watts, antenna 110 feet); WLTW (TV) Atlanta, Ga. (WKTU-TV Station, 4-wk permit) (WCTF-AM Benham, Md. (Broadcast Man. & WATF-AM, 15 w); WJCTF-AM Newark, Del. (WJCTF-AM, 15 w; WDBT-AM, 15 w; WDRD-AM, 15 w; WQRT-AM, 15 w); WJCTF-TV Newark, Del. (WJCTF-AM, 15 w; WDBT-AM, 15 w; WDRD-AM, 15 w; WQRT-AM, 15 w); WJCTF-FM Newark, Del. (WJCTF-AM, 15 w; WDBT-AM, 15 w; WDRD-AM, 15 w; WQRT-AM, 15 w); KFM (FM) Portland, Ore.—License for CP authorizing changes in FM station, effective Oct. 2.**

**New Applications**

AM APPLICATIONS

Crossville, Tenn.—Arthur Wilkerson Jr./Arthur Wilkinson Lumber Co., 850 kc, 250 watt, full time; estimated cost $10,000; first year operating cost $2,000; first year revenue $3,000. Applicant is licensee of WURL-Memphis, Tenn.

**FCC Roundup**

**Non-Docket Actions**

FM GRANTS

WTOC-FM Savannah, Ga.—Granted invocations for CP to increase ERP from 43 kw to 5 kw and antenna from 310 to 260 feet.

WEBN (FM) Chicago, Ill.—Granted increase in ERP from 24.5 kw to 25 kw and antenna from 240 to 260 feet; conditions.

WFBM-FM New York—Granted decrease in ERP from 25 to 20 kw and increase antenna from 810 to 1270 feet; conditions.

**New Applications**

AM APPLICATIONS

Crossville, Tenn.—Arthur Wilkerson Jr./Arthur Wilkinson Lumber Co., 850 kc, 250 watt, full time; estimated cost $10,000; first year operating cost $2,000; first year revenue $3,000. Applicant is licensee of WURL-Memphis, Tenn.

**Key Pocatello, Idaho—Transfer of control Radio & Television Bestg. Co. to Howard A. DeMattos, 2515 John E. Fifer, Pocatello, Idaho; Claire G., Arden D. and Rachel D. Hale to The Scripps Newspapers Inc. (24%), Burt C. Magadone (24%), Robert S. Ellick (24%), Harry H. Canfield (10%), and William J. Hennessey (5%) through sale of 50% Interest for Scripps Newspapers Inc. (25%); please note agreement and filing of $7,500 advance against 350 monthly payments for five years with option to purchase for $3,370 at end of five years. Scripps Newspapers own part of KVIU Cour d'Alene, Idaho, and KNAM Spenard, Anchorage, Alas. Admitted 1,500 KC of KVNI and 960% of KVNFI. Mr. Howard is 51% owner of The Dailies Chronicle, The Dairies, Ore. and owns part of several other newspapers. Mr. DeMattos is an attorney and part-owner of KVNI and KVNFI. Filed Oct. 1.

**TRANSFER REQUESTS**

**KEYPEP, Pocatello, Idaho—Transfer of control Radio & Television Bestg. Co. to Howard A. DeMattos, 2515 John E. Fifer, Pocatello, Idaho; Claire G., Arden D. and Rachel D. Hale to The Scripps Newspapers Inc. (24%), Burt C. Magadone (24%), Robert S. Ellick (24%), Harry H. Canfield (10%), and William J. Hennessey (5%) through sale of 50% Interest for Scripps Newspapers Inc. (25%); please note agreement and filing of $7,500 advance against 350 monthly payments for five years with option to purchase for $3,370 at end of five years. Scripps Newspapers own part of KVIU Cour d'Alene, Idaho, and KNAM Spenard, Anchorage, Alas. Admitted 1,500 KC of KVNI and 960% of KVNFI. Mr. Howard is 51% owner of The Dailies Chronicle, The Dairies, Ore. and owns part of several other newspapers. Mr. DeMattos is an attorney and part-owner of KVNI and KVNFI. Filed Oct. 1.

**KWDI-AM-FM Jacksonville, Ill.—Assignment of license of from Milton Edge and Edgar J. Kornsmyer d/b a as Edge and Kornsmyer to Jacksonville Radio & Television Bestg. Corp. for $50,000. Transference is owned 90% by Jacksonville Radio & Television Bestg. Corp. and 10% by Mr. Edge and General Manager of Jacksonville Radio & Television Bestg. Corp. Mr. Edge is President and manager of Jacksonville, Ill. Chamber of Commerce. W. A. Fay is president of transference and 16.5% owner of the Journal-Courier Co. Filed Oct. 2.

**WWNY-AM-FM Watertown, N. Y. and WMEA-AM-FM Massena, N. Y.—Involuntary assignment of license from W. A. Fay to Consolidated Bestg. Co. for $47,700 plus 85% of accounts receivable on date of transfer. Mr. Edge is President of the firm, Mr. Fay is 15% owner of transference.**

**KALI Pasadena, Calif.—Assignment of license from John H. Pool to Consolidated Bestg. Co. for $1,000 plus 10% of total business. Mr. Pool is 100% owner of transference. Mr. Edge is 100% owner of KALI.**

**WBNR Saratoga Lake, N. Y.—Transfer of control Upstate Bestg. Co. to Jacques DeMattos, Thomas J. Day and Daniel B. Shain, owners of 100% of transference. Mr. Day is 50% owner and manager of transference; Mr. DeMattos is 25% owner; Mr. Shain is 25% owner.**

**KVER Albuquerque, N. M.—Assignment of license from Westerlin Inc. to Associated Newspapers, Inc. for $1,000,000. Mr. Edge is 50% owner of Associated Newspapers, Inc. and 50% owner of Westerlin Inc. Transference is to be owned 50% by the group.**

**KIIU Riverton, Wyo.—Assignment of license from Mr. Edge to J. D. Ford and J. N. Ford for $50,000. Transference is to be owned 50% by Mr. Edge and 50% by J. D. Ford and J. N. Ford. Mr. Edge is President of the firm; J. N. Ford is Treasurer.**

**K腹2 Vicksburg, Miss.—Assignment of license from Mr. Edge to Associated Newspapers, Inc. for $50,000. Transference is to be owned 50% by the group.**

**KIIU Riverton, Wyo.—Assignment of license from Mr. Edge to J. D. Ford and J. N. Ford for $50,000. Transference is to be owned 50% by Mr. Edge and 50% by J. D. Ford and J. N. Ford. Mr. Edge is President of the firm; J. N. Ford is Treasurer.**
Radio: Prodigal Son
(Continued from page 95)

stacked up against almost anything else available in pro-
gramming, features of intensely local or regional interest, handled
by local personalities through whom the sponsor can promote and mer-
chandise, are your most quickly salable and longest-term accounts
—and they’re exclusive.

Base your programming on some research. Written requests for
musical numbers are not an accurate
guide to overall listener tastes. A telephone survey or question-
naire may reveal valuable new in-
sights to your community’s radio
appetite.

Portray your salesmen with some-
thing concrete. Get a program man who can wrap up his ideas on paper,
who’ll work hand in glove with
your account executives. There are men like that around and they're well worth the extra wages
they should command. Some of
these men aren't even in radio be-
cause you haven't made it worth
their while—but they're working
somewhere in your area.

Radio’s a big boy now—better
do a man-sized job than he realizes. He's out of the errand
boy stage, and if he'll just stop
the frenzied quest for the fast buck
and buckle down to the adult busi-
ness of doing a grown-up job, he'll
gain a new stature in the world.

Lying before radio are dozens of
unexplored hours per week that no other medium can devour.
Limited only by the thinking of its program department that pro-
duces the commodity AM-FM sales-
men sell, radio can still be the strong man.

But radio must stop looking for
the Prince Charming to come riding
up on a white charger and solve all its fretful problems.

When the weekly newspaper
thought it had found the perfect
formula in “boiler plate” and be-
gan to buy its inside pages already
printed up—letting the “national advertising” get by free-of-cost—
it's fiber soon weakened and it
crumbled fast.

Men who claim to offer the pan-
ad ego are on the radio scene today,
but the real answer for most will
not be found in looking up to a
cross-country telephone line or buy-
ing a big inventory of transcrip-
tions, because unless a radio sta-
tion is a mirror of the area it
serves, a chronicle of the life and
times of its own people, it will not
be greatly missed when it passes.

There is a very simple truth that
has become apparent about radio: The station that dies is never
missed—the station that would
be missed never dies.

I love in your town—but be as
different from your competitor as
Life is from the Saturday Evening
Post, and both of you will get along
as prosperously in a competitive
market as those two magazines do

* * *

THERE is no set formula. No
monthly subscription fee will
buy it. No handbook will ever pro-
vide it. No network can give it to
you. A good program department
that thinks and feels and lives the
way your territory does is the only
answer.

It's not simple. The industry's
condition is serious and the re-
cover cannot be fast. If radio is
to regain its stature, it will be a slow
process of again schooling and
developing personnel in cre-
ative programming and production.

We can be thankful that within
the industry there seems to be an
awakening to the urgent need for
a whole new concept of programming,
on a localized or regionalized basis,
initiated by individual stations.

The showdown looms near. It
takes courage to start the tortuous
road to creative, colorful, com-
pletely fresh home-town program-
ing—to embark on the steep trail
that leads to the loftiest peak. But,
some are doing it now—and others
will.

Americans love a “come-back.”
There is no nation in the world so
ready to embrace again a prodigal
son—so willing to support the
underdog and lionize the ex-champ
returned. They make only one
stipulation: Guts!

WEATHER HOBBY
WFBF's Wizard Forecaster

HOBBY of predicting the weather
according to his aches and pains
practiced by Rufus Banks, WFBF
Baltimore janitor, now has become
a regular feature of Jim and Phil
Christ's Morning in Maryland show.

Mr. Banks first was heard on the
program when he got into an
open mike conversation with Jim
Christ. He was asked what the
weather looked like outside since the
disc jockey was concerned about
his convertible that had its
top down. Mr. Banks said the
weather looked very good. He
was right.

The mail the following day de-
manded that Mr. Banks predict
the weather every morning and
invariably he has been correct. As
Bill Roche, station's promotion di-
rector, emphasizes: "He's a man
you can bet your umbrella on."

* * *

Sometimes when the aches and
pains fail, the crystal ball helps
Mr. Banks (r.), who paces for
Jim Christ.

TRANSMITTERS WANTED
used, in good operating
conditions and appearance

• TV TRANSMITTERS
Studio equipment, cameras

• AM BROADCAST
TRANSMITTERS and
studio equipment

• SHORT WAVE
TRANSMITTERS
For immediate or future delivery.
Substantial cash binder available.
Negociations strictly confidential.
Write Box 170
Cronwell Advertising Agency, Inc.
175 Fifth Ave., New York 10

WICHITA WAS focal point for NARTB District 12 members. In above
group (seated, 1 to r): J. I. Myerson, KOME Tulsa; John Esau, KTUL Tulsa; Jack Todd, KAKE Wichita, district director; Dr. Forrest Whon, U. of
Wichita; Frank V. Webb, KFH Wichita. Standing, Richard P. Doherty, NARTB; Robert B. Jones Jr., KRMG Tulsa; Grover C. Cobb, KVGB Great
Bend; Fred L. Conger, WREN Topeka; Robert L. Pratt, KGFG Coffeyville.

TEN-MAN DELEGATION at NARTB District 12 meeting includes (seated, 1 to r): Richard Holloway and Paul Logo, Logo & Whitehead, Wichita agency;
Hale Bondurant, KFBI Wichita; William Hoover, KADA Ada, Okla.; Francis McDonough, Dow, Lohnes & Albertson, Washington. Standing, Ken
Parker, SESAC; Frank J. Lynch, KBYE Oklahoma City; Joe Bernard, KOMA
Oklahoma City; Pat Murphy, KSMI Seminole, Okla.; Walter Turner, KWBW
Hutchinson, Kan. Dist. met Sept. 28-29 [BROADCASTING * TELECASTING, Oct. 1].

Page 104 * October 8, 1951
“NEW YORK’s First Station,” the identification phrase used by WJZ, could be interpreted literally since the station—which quietly noted its 30th anniversary Oct. 1—has been on the air since 1921. Only WJZ mention of the event came on local shows during the day and in station break announcements throughout the week.

Unruffled deference to Oct. 1, 1921, date of its first broadcast, was one indication of how much WJZ has changed since its institution—the station’s start was a hurried one. The operating license was granted June 1, 1921, to the Westinghouse Electric & Mfg. Co., and just four months later the first program was on the air, using a small shack built on the Westinghouse factory roof in Newark to house the 600 kw transmitter.

WJZ was not a commercial station in the current meaning of the term. With only 29 other stations licensed in the country, it operated on an experimental basis and thus had to create a use, if not a demand, for the radio sets which Westinghouse was beginning to produce.

Staff of Five

The staff consisted of four people in addition to the late Charles B. Popenoe, who headed the group. Thomas J. Cowan, senior announcer for New York’s municipal station WNTC today, was engineer as well as program supervisor, general utility man and in charge of contacting artists.

One contact, a singer he inveigled to go to Newark to appear on radio free since the station paid no fees, was Milton Cross, who became the outlet’s second announcer. The others who joined the payroll for $45 per week was a man with whom his son, Norman Broken-shire, and an erstwhile dancer, furniture salesman, and Florida real estate promoter named Ted Huseing.

Listeners in those days were essentially hobos who, with ear phones clamped tightly over their heads, searched the airwaves to pick up the WJZ signal. “WJZ has come a long way in the past 30 years,” General Manager Ted Oberfelder recalls, “and we are proud of its record of service to the community. I would like to predict that during the next 30 years, WJZ will continue to be New York’s First Station’ in terms of service and entertainment as well as historical facts.”

When radio caught on, Westinghouse sold its outlet to RCA, which moved the facilities across the river to New York in 1923, with quarters on the sixth floor of the Aeolian Hall on 45th St. The station then had such ambitious programming features as a live broadcast of the New York Philharmonic orchestra and a stage program from the Capital Theatre.

In 1923, WJZ joined one of the first networks—four stations were affiliated—and the first broadcast from an airplane was carried the next year when station engineers pieced up, by means of a special portable transmitting equipment, the voice of an aviator flying over Central Park. In 1925, a concert broadcast from London was received and rebroadcast by WJZ. That was also the time of the Coolidge inauguration, the broadcast of which was capped, after four hours of ad-lib description by Mr. Brokenshire, by Mr. Coolidge’s terse, “I do.”

In 1925 the WJZ transmitter moved from the roof of the Aeolian Hall to Bound Brook, N. J., and later to the factory roof on Central Park. In 1927, studios were moved to 711 Fifth Ave., where the AT&T station WEAF shared space.

WJZ headquarters are now at 30 Rockefeller Plaza.

When the Blue Network of NBC became a separate and independent organization in January 1942, WJZ became one of its affiliated stations, a position it retained when the Blue Network became the American Broadcasting Co. after Edward J. Noble purchased it in 1945.

MULL TAX BILL

Adjournment Seen Oct. 20

SENATE and House committees huddled on the revenue bill last week. The legislation, as passed by the Senate 10 days ago, contains provisions affecting the radio-TV industry excess profits tax relief (Broadcasting • Telecasting, Oct. 1).

The bill (HR 4475), as passed by the House, did not provide for excess profits tax relief. If the House accepts the Senate version in conference, and the measure is approved by both chambers, the relief provisions would go into effect after the President signs the bill.

Action on tax legislation came as Senate Majority Leader Ernest McFarland (D-Ariz.) predicted Congress would adjourn not later than Oct. 20, perhaps earlier.

MALCOLM MCCORMACK (II), farm director of WBZ Boston and WBZA Springfield, Mass., welcomes Mr. and Mrs. Jack Reynolds at the Westinghouse Radio Stations Inc. booth at the Eastern States Exposition in Springfield. Mr. Reynolds, manager of the Wisconsin State Fair, takes over as manager of the eastern exposition next January. The Westinghouse stations broadcast a series of programs from the fair grounds, where WBZ and WBZA started their radio history 30 years ago.

GORRIE NAMED

For NSRB Chairmanship

JACK GORRIE, former Washington State newspaperman and close associate of Mon C. Wallgren, Federal Power Commissioner and stockholder in KIRO Seattle, Wash., has been nominated for the chairmanship of the National Security Resources Board.

Mr. Gorrie’s nomination was sent to the Senate by President Truman last Wednesday. He has been serving as acting chairman of NSRB since last April when W. Stuart Symington resigned to head the Reconstruction Finance Corp.

The appointment of Mr. Gorrie is unique since his associate, Mr. Wallgren, was rejected for the NSRB chairmanship in 1949 when the Senate Armed Services Committee refused to approve his nomination. Mr. Gorrie served as assistant to Mr. Wallgren when the latter was governor of the State of Washington.

SALE of WLDS-AM-FM Jacksonville, Ill., to Jacksonville Journal and Courier interests for $100,000 was approved by the FCC last week. KEYY Pocatello, Ida., and WNBZ Saranac Lake, N. Y., also filed transfer applications.

WLDS asked assignment of license from Milton Edge and Edgar J. Korsmeyer to Jacksonville Radio & Television Broadcasting Co. owned 99% by the Jacksonville Journal-Courier Co. W. A. Fay is president of the broadcasting company and owns 50.2% of the publishing firm. Other 10% of the broadcasting company is owned by R. Karl Baker, vice president and general manager of the transferee and executive secretary of the Jacksonville Chamber of Commerce.

The same interests which control KVIN Courer d’Alene, Ida., and KNEW Spokane, Wash., were parties in an application to buy control of KEYY Pocatello. Scippis Newspapers Inc., Buri C. Hagedon and Robert S. Howard want to take 24% each and Harry Henke Jr., wants 8%. Total purchase price for the 80% to be transferred is $1 plus a lease-agreement involving a $7,500 advance against $300 monthly payments for five years, with option to purchase for $8,770 at that time.

Scippis Newspapers publish the Times-Press-Examiner Herald, Logan, Utah; Herald-Journal, and Courer d’Alene Press. Scippis Newspapers and Mr. Hagedon control KVNI and KNEW. Mr. Howard owns 33.7% of The Dulles (Ore.) Chronicle and has interests in several other papers. Mr. Henke is an attorney and holds an interest in KVIN and KNEW.

Jacques DeMatto, sales manager of WBNZ Saranac Lake, N. Y., his wife, and Thomas J. Day have filed to purchase WNBZ for $50,000 from Thomas Durkan and Eugene Fitzpatrick. Mr. Day is owner-manager of the Northwood Sanatorium. He would own 10% while Mr. and Mrs. DeMatto would own 90%.

AN INVITATION TO SUCCESSFUL ADVERTISING

See Centerspread This Issue

ON THE AIR EVERYWHERE 24 HOURS A DAY

50,000 WATTS OF SELLING POWER

October 8, 1951 • Page 105
PLUMMER, COTTON TERM RICHARDS’ ANSWER EVASIVE

ANSWER of Mrs. G. A. Richards to FCC’s request for clarification of Goodwill stations’ purchase transmission for radio-telecasting (Telecasting, Sept. 24, 10) was termed evasive last week by FCC Broadcast Bureau Chief Curtis Plummer and General Counsel Benedict Cotton.

In “Comments” on Mrs. Richards’ answers, Messrs. Plummer and Cotton again urged FCC to instruct examiner to issue regular decision on news-slinging charges against KMPC Los Angeles, WJR Detroit and WAGR Cleveland. Examiner had recommended dismissal of charges after death of G. A. Richards.

Mrs. Richards told the Commission that stations were and would in future abide by statement of principles, also had detailed specifics regarding bias, news-slinging, etc. FCC had asked her to clarify her response to a question regarding program plans in her application for involuntary transfer. She had answered that there would be no change in such policies.

CANADA DRY STARTS BIG PROMOTION DRIVE

CONTEST offering 255 pedigree puppies as prizes—said to be biggest advertising campaign company has ever placed behind single promotion—will be launched by Canada Dry Ginger Ale, New York, through J. M. Mathes Inc., the company’s commercial agency, through October and November with closing date Nov. 20.

In addition to live “dog” commercials to be seen on Super Circus (alternating Sundays, ABC-TV, 5-6 p.m.) starting Oct. 7, company will launch nationwide dealer co-op campaign on both radio and TV in every major and minor market, according to agency spokesman.

FANCHON & MARCO DENIED

FANCHON & MARCO request for permission to intervene in ABC-Uniled Grand Junction case [Broadcasting • Telecasting, Aug. 13, 6] was denied Friday by FCC Comr. Sterling on ground that there was no standing as party in contest. However, that does not mean that Fanchon & Marco cannot or will not testify—it can do so upon request by FCC or on its own.

Howell Urges Comparative Media Data

ASSERTING broadcasters have forged weapons “to cut each other’s throats through support of measurement and rating services,” Rex Howell, president-general manager of KFXJ Grand Junction, Colo., served notice Friday at the NARTB District 14 meeting in Salt Lake City he would offer resolution Saturday designed to place radio on fairer co-op footing with other media, notably newspapers.

His resolution read as follows:

Whereas, the broadcasting industry has long felt the need of a scientifically determined measurement that would properly reflect radio’s circulation in comparison with the printed media, and

Whereas, the need of such an audit measurement while providing useful information such as program ratings and share of audience do not give radio a fair basis of consideration in comparison with other media, and

Whereas, the use of the highly definitive studies such as the ratings services are demanded by advertisers in the absence of any other method of measurement, resulting in a generally confused evaluation of radio against other media, and

Whereas, broadcasters have unwittingly contributed to intramedia conflicts by reliance solely upon a system which merely compares one broadcaster’s service against another’s rather than giving useful information on advertising coverage as a whole, therefore;

Be It Resolved that the 14th District members of NARTB in convention assembled do recommend the establishment of a new nationwide form of audience study incorporating the useful aspects of the comparable circulation surveys made in Louisville by Dr. Raymond A. Kemper as reported on page 255 of the Oct. 1 issue of Broadcasting • Telecasting, titled “Impact,” and

Be It Further Resolved that the District 14 broadcasters hereby go on record as opposing the further resolution for action except on such basis as will properly provide comparisons such as cost-per-thousand when compared to costs achieved by the application of readership to the printed media.

Radio Free Europe Fund

PROPOSAL that broadcasters, under NARTB agia, contribute their highest half-hour rate for Radio Free Europe to yield sufficient funds to build powerful full-cycle station. Meeting was called by NARTB District 14 meeting at Salt Lake City Friday by George Cory, KUBC Montrose, Colo.

Cory was in form of resolution to be submitted at District’s Saturday workshop session. Mr. Cory said this gesture would embody very personification of what free radio has achieved in United States in three decades. He declared it would provide “very sharp sword to cut through the Benton Bill and other overt thrusts at all radio’s freedom.”

TV Studio Projects Turned Down by NPA

REQUESTS of Allen B. DuMont Labs and CBS Television to start work on TV studio projects rejected by National Production Authority for fourth quarter. Sums were $1,150,000 for WABD (TV) and $230,000 for CBS. In list of construction denials for period ending Sept. 30, NPA also rejected project bids of following:

Neely Broadcasting Co. (WJAM Marion, Ala.), which received FCC’s purchase of radio station WJAM per -thousand bid, (WJBK-Fort Industry, D.), which has for 9 kw x 10 kw d. (50,000), Radio Station KABR (KABR Aberdeen, S. D.), “radio station” $4,565; Vine Street Realty Corp., Los Angeles, “TV studio,” $5,250,000.

WGN MEDIATION SESSION

AFTER three-month delay, first arbitration between AFRA and WGN Chicago scheduled Oct. 23 with three mediators present. AFRA wants its members to handle video sound effects, adds to meetings this week. WGN, in accordance with existing contract, AFRA and IBEW expect to meet with management of WCFL Chicago again this week for continuing talks on salary increases. Station has offered each group $350 raise and another $2,50 next January which unions reject.

People...

CARINO, BARON

LOUIS J. CARINO, WMGM New York program supervisor, has resigned to manage newly formed Cwe Personnel Agency, New York city, in clerical help for radio and TV stations. Mr. Carino has more than decade service with WMGM. Paul Baron, WMGM night management staff and formerly with KFMB San Diego, WHC Hudson, N. Y., and WQN Albany, succeeds Mr. Carino as program supervisor. Ray Lapolla, of WMGM news editing staff and former news editor of WGNR New Rochelle and WLNA Peeksill, N. Y., replaces Mr. Baron.

JOHN W. PACEY

JOHN W. PACEY has been named director of Public Affairs Department of ABC, Pres. Robert E. Kintner revealed Friday. Mr. Pace was appointed acting director of the department in mid-August when Robert Saudek was assigned to join Ford Foundation [Broadcasting • Telecasting, Aug. 20]. Prior to that, Mr. Pacey had served since May, 1950, as assistant to Mr. Saudek, vice president in charge of public relations. The new director joined ABC as trade news editor in 1945.

FRANK B. ROGERS JR.

APPOINTMENT of Frank B. Rogers Jr. as vice president in charge of sales for Reeves Soundcraft Corp., Long Island City, N. Y., was announced Friday. Former vice president and assistant general sales manager for Ampco Corp., Chicago, he receives his post as part of company’s current expansion program.

ROBERT MCKEE

ROBERT MCKEE, formerly sales manager for Network Radio Sales in ABC’s central division, has joined NBC Radio Network Sales in Chicago as account executive. Mr. McKe, for the first 15 years of his advertising career, was vice president, treasurer and part owner of the Homer McKe Co., which had headquarters in Indianapolis and offices in New York and Chicago. He joined NBC’s blue network in 1940 as account executive, remaining in network sales when ABC was established shortly thereafter.

ROBERT E. WILLIAMS

ROBERT E. WILLIAMS, treasurer and director of Doremus & Co., New York, since 1920, elected vice president.

WARREN COX

WARREN COX promoted to director of public relations and publicity for J. M. Mathes Agency, New York, to succeed Arthur F. Monroe, who becomes executive for Capehart-Farnsworth Corp. account. Mr. Monroe, who with the agency for 33 years, will retain overall supervision of public relations and publicity.

British Election Coverage

GENERAL election in Great Britain will receive special coverage by ABC Radio beginning with British elections program Tuesday, Oct. 23 (8-8:30 p.m. EST) and continuing through election day, Thursday, Oct. 25. On-the-spot reports of climactic portions will be included in schedule under direct supervision of Frederick B. Oppen, manager of ABC’s London new bureau.

Broadcasting • Telecasting
Wholehearted
On The Air — or In Person!

Program organization and the wide coverage of The KMBC-KFRM Team provides an important daily link between the trade capital, Kansas City, and thousands of rural homes in Kansas, Missouri, and portions of the surrounding states which comprise Kansas City’s Primary Trade Area.

Just as important, however, is the wholehearted personal link between the Team personalities and the listeners. During the Missouri State Fair, the Kansas State Fair, and the American Royal, thousands of folks met and visited with Phil Evans—with Hiram Higsby and other KMBC-KFRM personalities. Similarly, every Saturday night hundreds more attend the “Brush Creek Follies” and during the course of the year, countless contacts are made through the sports, news and special events departments.

Evidence of the success of this “on-the-air or in-person” technique is that it is in part responsible for the fact that in urban, rural and metropolitan areas alike, The Team is on top by a margin of 3 to 2.

This advantage of more loyal listeners means more impacts for the advertiser, less cost per thousand and more product or service sales. Write, wire or phone KMBC-KFRM or your nearest Free & Peters Colonel.

To put it simply, to sell the Whole Heart of America, Wholeheartedly, use...
Since the formation of the NBC network 25 years ago, WWJ has been Detroit's receiving end for the sales pitches made by NBC advertisers. WWJ has done a league-leading job of batting-in billions of dollars worth of business for these advertisers, in an era which has seen Detroit's radio audience soar from 100,000 to over two million!