BROADCASTING
TELECASTING

IN THIS ISSUE:

SPORTIEST STATION IN TOWN!

Baltimore sports fans by the thousands stick to WITH the year round. Reason why: WITH carries more sports programs and events than any other station in town! Orioles baseball games in the summer... University of Maryland football games and Bullets basketball games in the winter... late results of all contests every day in the year... just this season, a great new feature was added: the high school football game of the week, broadcast play-by-play from Baltimore Stadium. WITH is a sports fan's dream!

These thousands of sports fans make up part of WITH's huge loyal audience. They are one reason why WITH regularly delivers more listeners-per-dollar than any other radio or TV station in Baltimore... one reason why WITH is the BIG BARGAIN BUY! Get all the facts from your Headley-Reed man.

The Results Station
Baltimore, Md. W-I-T-H

Tom Tinsley, President—Represented by Headley-Reed
The popular WHAS-TV sports team of Jimmy Finegan and Phil Sutterfield has made "Sportraits" the top-rated strip sports show in Louisville. With Finegan and Sutterfield alternating before the cameras, Louisville viewers get first and foremost a rundown of all the late sports news... then, such plus features as film briefs of top national sports attractions... films of local sports events taken by the WHAS-TV cameramen... and interesting interviews with a steady parade of local and national sports personalities such as Pee Wee Reese, Princeton Football coach Charlie Caldwell, Happy Chandler, Strangler Lewis, Bill Corum and others. Tops in sports... tops in audience, that's "Sportraits." See your Petry man today.

More than twice the power of Louisville's second station

Serving a market of more than 100,000 television homes

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

REPRESENTED NATIONALLY BY EDWARD PETRY AND CO. • ASSOCIATED WITH THE COURIER-JOURNAL & LOUISVILLE TIMES
You can't get very far in this part of the Northeast without WTRY—the NUMBER ONE MEDIUM in the Albany-Troy-Schenectady market, morning, afternoon and evening.*

You can go along just for the ride on the Number Two station. Failing to deliver the WTRY-size audience in the market, the Number Two station boasts outside coverage— in secondary markets where 21 other radio stations bid for and win audiences.

When you put your money on WTRY, you're not on a cock horse to nowhere. You're on the best station in the Nation's 27th market—at one-half the cost of station Number Two!

WTRY

5000 w day and night at 980 kc

The CBS Radio Network

*Oct '50 – Jan '51 Hooper
133 Owners and Operators of KRLD 50,000 Watts

The CBS Station for Dallas and Fort Worth

RATE KRLD-TV
(Channel 4, DALLAS)

The First Station IN NORTH TEXAS

OF 196 DEALERS SAY KRLD-TV'S PICTURE AND AUDIO BEST....

Here are the RESULTS of a New Dealer Survey!

A direct survey addressed to 750 Television Sales and Service Dealers in the North Texas Area produced a 33% return; analysis of which furnished an insight to TV station performance and coverage. Here's the breakdown of usable returns:

<table>
<thead>
<tr>
<th>FIRST:</th>
<th>KRLD-TV</th>
<th>STATION A</th>
<th>STATION B</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>133 or 67.9%</td>
<td>62 or 31.6%</td>
<td>1 or 0.5%</td>
</tr>
</tbody>
</table>

Combined FIRST and SECOND:

<table>
<thead>
<tr>
<th>FIRST</th>
<th>KRLD-TV</th>
<th>STATION A</th>
<th>STATION B</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>191 or 49.6%</td>
<td>135 or 35.1%</td>
<td>59 or 15.3%</td>
</tr>
</tbody>
</table>

108 DEALERS REPORT KRLD-TV RECEPTION IMPROVED WITH NEW INCREASED POWER...

 Owners and Operators of KRLD 50,000 Watts

John W. Runyon
President

Clyde W. Rembert
Managing Director

The Branham Company
Exclusive Representatives

TEXAS' MOST POWERFUL TELEVISION STATION.

Page 4 * October 15, 1951
INDIANAPOLIS broadcasters are one of several metropolitan area groups planning surveys on effective use of radio similar to that conducted by Dr. Raymond Kemper for WAVE and the Louisville area [B • T, Oct. 1].

NUMBER of Mountain States stations, notably in Intermountain Network, keyed by KALL Salt Lake City, have advised NARTB that they will withdraw action on joining trade association until forthcoming December NARTB board meeting, and will join only if association takes positive action on radio rate cuts.

FLORIDA CITRUS COMMISSION will start sponsorship of announcements and participation programs in radio and television in practically every market east of Mississippi on Nov. 1 for 29 weeks through J. Walter Thompson, N.Y. This is result of adding $75,000 to bring to $666,000 total which commission voted to spend in radio and TV [B • T, Oct. 8].

ACTION AT NARTB District 14 meeting (Salt Lake City) in copyright sphere, seeking appraisal of all catalogs to enable broadcasters to gauge licensing needs, was preceded by informal suggestions that BMI explore possibility of acquiring SESAC, or of licensing its music. Carl Haverlin, BMI president was button-holed on it.

NEXT move in industrywide effort to block rate-halting and economic attacks on broadcast medium may be proposal to set up permanent agency to carry on work started by Affiliates Committee.

EARLY ISSUE of Saturday Review of Literature will carry letter from Raymond Rubicam, retired co-founder of Young & Rubicam, supporting Sen. Benton in his fight for educational television and creation of National Citizens Advisory board for TV. In the same issue a letter from Maurice Mitchell, vice president and general manager of Associated Program Service (which Sen. Benton owns), will give commercial broadcasters arguments against Benton plan.

WHITEHALL PHARMACAL Co., N.Y., through John F. Murray Adv., N.Y., buying number of smaller markets for radio spot announcements for Anacin in addition to its heavy major market campaign which started in September.

DESPITE PLEAS by NARTB President Harold Fellows at district meetings that Associated Music Publishers be not penalized because its owner, Sen. William Benton (D-Conn.), is author of legislation which would hobble radio's freedom, broadcasters are calling for reprisals. Plans to adopt resolutions specifically (Continued on page 6)

WHO0 ORLAND0, FLA., BOUGHT BY EDWARD LAMB

WHO0 Orlando, Fla., was purchased last week by Edward Lamb, Toledo attorney and broadcaster, for $200,000 subject to FCC approval. Mr. Lamb acquires property from Martin Andersen, publisher of Orlando Sentinel-Star.

WHO0 operates on 990 kc with 10 kw day and 5 kw night. Its FM transmitter operates at 106.7.

Mr. Lamb is owner of WTOD Toledo and two TV stations, WICU (TV) Erie, Pa., and WTVN (TV) Columbus, Ohio. He plans to carry on WHO0's community service policies. No particular changes in personnel or operating schedules are planned, he added. WHO0 is an ABC affiliate.

With purchase Mr. Lamb takes over WHO0 TV application. Negotiations for sale were handled by J. W. Blackburn, of Blackburn-Hamilton Co., Washington.

SENATE KILLS DEFENSE ADS

IN FIRST PIECE of anti-broadcasting legislation passed by 82d Congress, Senate Friday passed and sent to White House defense funds bill including specific prohibition against use of military money for recruiting advertising in any medium. This will mean broadcasting loses $735,000 which Dept. of Defense had earmarked for recruiting spot campaign next spring, although present commitments for advertising not affected. Recruiting advertising appropriations had been cut from defense funds bill by House fortnight ago. (See early story page 25.)

SCHREIBER PLEASED

FRANK SCHREIBER, general manager of WGN Chicago, said in regard to the Don Lee, Yankee, WOR merger: "I think General Tire's purchase will certainly be the best investment for Mutual Broadcasting System. The new direction of the WOR properties will further strengthen Mutual and facilitate the operation of the network." (See story page 29.)

FCC Majority Blasts Benton Video Bill

MAJORITY on FCC are not in favor of Sen. William Benton's (D-Conn.) plan to create National Citizens Advisory Board for Radio and Television because of censorship dangers involved.

Comments filed with Senate Interstate & Foreign Commerce Committee, which has Benton Plan before it for study, render separate views were Chairman Wayne E. Nixon and Comm. Paul A. Walker.

Letter, signed on behalf of Commission by Chairman Coy, said majority of FCC believes creation of board of type contemplated by Benton Bill (S 1579) to be "undesirable.

Referring to majority on Commission, Chairman Coy said: "They believe that the functions of the board as contemplated by the bill involve dangers of censorship.

Under Benton Plan, both radio and TV programs would be subject to review by citizens group. As described by Sen. Benton, board's duties would perform "annual Blue Book."

Referring to "investigative" functions bill proposes to assign board, majority asserted those functions are under FCC and should (Continued on page 108)
LEGISLATIVE RADIO-TV BAN IN CALIFORNIA PROTESTED

STRONG condemnation of radio-TV ban imposed by California State Legislature and Commerce Commission, protesting broadcasters and telecasters "from enjoying the same privileges as other press or information services with respect to news coverage of public meetings, twice denounced Friday by NARTB District 15 at San Francisco meeting (early story page 32). Seventy-five delegates were registered.

The resolution contended this was "open discrimination against radio and television" and denied public full and complete news coverage guaranteed by the U. S. Constitution. The resolution was adopted after considerable floor discussion led by Paul R. Bartlett, KFRE Fresno, Resolution Committee chairman. Also adopted, but with unanimous vote, was resolution denouncing the legislative proposals of Sen. William Benton (D-Conn.). President Truman's Government gag rule was protested by delegates.

For first time at current series of district meetings no resolutions endorsing BAB and BMI were adopted. However, district endorsed administration of NARTB President Harold E. Fellows and stewardship of Glenn Shaw, KLK Oakland, district director.

Richard P. Doherty, NARTB employee-employer relations director, predicted during question-answer session that next five years will present radio with most difficult labor and union situation in its history. Unfreezing of TV with additional hundreds of stations going into operation, will contribute to problem, he said. He urged broadcasters to avoid labor pitfalls that have created havoc in motion picture industry.

UTILITY'S BIG SPOT DRIVE

ELECTRIC ASSN. of Kansas City, in cooperation with TV set distributors and the Kansas City Power & Light Co., has embarked on what is described as heaviest concentration of radio spot announcements ever undertaken by single advertiser in Kansas City area. Four-week schedule of 608 one-minute announcements on five Kansas City radio stations began Sept. 27. Campaign costs $11,750 and is designed to sell TV sets by publicizing TV programs, an activity for campaign is R. J. Potts, Calkins & Holden Inc.

TV SET OUTPUT TO DROP

OUTPUT of TV sets during fourth quarter to run between 1,000,000 and 1,200,000 units due to controls and shortages, Glen McDaniel, president of Radio-Television Mfrs. Assn., said Friday in talk to International Assn. of Electrical Leagues at New Orleans. Shortages rapidly becoming more acute because of dealer orders, he said, adding that set sales are in serious. RTMA estimated 2,744,851 set shipments shipped to dealers in first eight months of 1951.

FTC SETS HEARING

FEDERAL Trade Commission Friday set Oct. 16 for final phase of hearings at Buffalo on complaint charging Rhodes Pharmacal Co. (Indtri) with failure to comply with S. Circuit Court of Appeals (7th District) denied firm's plea for injunction stay. Hearing will be devoted to government rebuttal of Rhodes testimony.

In this issue-


The new NBC economic plan is liked by some, disliked by others. Affiliates will hold rump meeting in Chicago this week to talk about what it means, and there's evidence the network won't have smooth sailing in forcing its adoption by affiliates. Page 28.

Sports broadcasting gets new lease on life as American and National Baseball Leagues revoke territorial limitations on baseball broadcasts and Dept. of Justice files suit against National Football League charging restraint of trade in getting rights to radio and TV broadcasts. Page 25.

For the past 11 years, broadcasting has anted up more than half of all the measurable advertising in the five major media on behalf of U.S. Savings Bonds drives. Page 25.

All-Industry Affiliates Committee meets Thursday in Chicago to see what can be done about equalizing media research. Page 26.

Tax relief for radio-TV broadcasters is passed by Senate-House conference. Page 27.

Evita Peron's television station, first in Argentina, will go on the air to celebrate the counter-revolution that sprang her husband from jail and into the limelight. A special report. Page 28.

NARTB television members meet Friday in Chicago to wrestle with their consciences. The tough question: Will they adopt the stiff code an NARTB committee has recommended? Page 26.

RCA calls in the public and Washington brass for a look at its color TV system. Page 71.

Employment is on the rise in Hollywood, the movie capital, but the enterprise doing the hiring is television. Page 73.

The Lawrence tri-color tube is "in process of production," the Paramount subsidiary, Chromatic Television Labs, reports. Page 30.

Upcoming

Oct. 15-16: NARTB District 16 meeting, Beverly Hills Hotel, Los Angeles.
Oct. 18: All-Industry Affiliates Committee meeting, Hotel Stevens, Chicago, 5 p.m.
Oct. 18: NBC Affiliate Group meeting, Hotel Stevens, Chicago.
Oct. 18-19: North Carolina Assn. of Broadcasters, Battery Park Hotel, Asheville, N. C.
Oct. 19: NARTB Television membership meeting, Hotel Stevens, Chicago.

Closed Circuit

(Continued from page 5)

mentioning AMP so far thwarted only by intercession of NARTB officials.

AT LEAST one TV station will go to NARTB's video code meeting next Friday prepared to vote "no" or pull out of proceedings if effort is made to adopt weak set of standards or pull teeth out of enforcement clause.

LIGGETT & MYERS, N. Y. (Chesterfield Cigarettes), adding spot announcement campaign in 34 to market for works through Cunningham & Walsh, N. Y., starting immediately.

PROJECT LAUNCHED in West for award of plagues to radio advertisers who have used medium for five years or longer without hiatuses [8 • T, Sept. 24], may be picked up as national project under auspices of Broadcast Advertising Bureau and Radio Pioneers. Ed Crane, manager of XL stations of Pacific Northwest; former Sen. C. C. Dell, of Washington, co-author of Radio Act; William B. Ryan, BAB president, and Carl Haverlin, BMI and Radio Pioneers president, last week discussed national expansion.

CROSLEY TV SETS, Division of Avco Mfg. Corp., Cincinnati, through Benton & Bowles, N. Y., planning another TV spot campaign Nov. 18 through Dec. 7 on stations used in October drive.

GATES RADIO CO., independent transmitter manufacturer, shortly may announce introduction of VHF television transmitting line. It has been testing two units, but has made no public announcements.

CHRYSLER CORP., Dodge cars, Detroit, through Ruthrauff & Ryan, N. Y., on single dealer basis placing three-week spot announcement radio campaign to start in November in the 8 a.m. and after 6 p.m. time periods.

DENTISTRY ON COLOR TV

DENTAL techniques to be demonstrated via CBS color TV at American Dental Assn. meetings in Washington, D.C., May 27-30, Tuesday through Thursday, in cooperation with E. R. Squibb & Sons (dental products) and Remington Rand, whose Vericolor equipment will be used. Pickups at Mt. Alto Veterans Administration Hospital will be microwaved to convention site at National Guard Armory. John Martin, CBS Labs. Division, in charge of production.

HALSEY LAUDS CRUSADE

ADM. WILLIAM F. (Bull) Halsey, retired hero of Pacific war, sanctioned work of Crusade for Freedom's Radio Free Europe in Chicago speech, saying effectiveness of broadcasts has been proved by specific results. He pointed out that RFE, because it is subsidized privately and not by government, is not restricted in its air messages by diplomacy and protocol. Adm. Halsey spoke on behalf of Crusade, which hopes to raise $8.5 million nationally for continuation of two more radio stations in Europe and similar psychological warfare by radio in Pacific.

for more AT DEADLINE see page 106

BROADCASTING * Telecasting
The successful WCFL "Sports-Music-News" Formula—now brought to fullest realization! Here is proved and constantly improved 3-Power Programming that captures, holds, and builds potent listenership. It makes this independent station a major factor in your Chicago Market strategy.

**SPORTS**

**that command the DOMINANT audience!**

Sensational White Sox baseball—the complete schedule for '52 . . . Notre Dame football Classics . . . Chicago Cardinal football (a WCFL exclusive) . . . outstanding hockey, tennis, and basketball events, race results . . . all identify WCFL to masses of listeners!

**NEWS**

**of DOMINANT interest—timely, most complete!**

The only station in Chicago that presents hourly newscasts, all of them especially edited and written by the newscasters themselves: crack newsmen John Vandercook, John T. Flynn, Vic Barnes, Bill Hamilton and others . . .

**MUSIC**

—the Common Denominator of every listening mood!

Star disc-jockeys Bill Evans, Mal Bellairs, Marty Hagan, Howard Miller . . . balanced by such vastly-popular symphonic shows as the Music Lovers Hour, one of radio's oldest, best-loved classical programs.

WE PLANNED IT THAT WAY—to achieve ever-greater

**WCFL LISTENER-PULL!**

PUT the pull of "DOMINANT-Three" programming effectiveness to work for you! Call George Isaac at WCFL, or contact your Bolling Company representative.
WFBR FAMILY PROMOTION!

25,000 PACK LOCAL AMUSEMENT PARK!

"WFBR Family Day was biggest mid-week attraction in history", say officials of Gwynn Oak Amusement Park in Baltimore, as 25,000 people pack park! Promotion was exclusively WFBR's—no other advertising medium used!

Families all over Baltimore listened to WFBR's advance promotion for WFBR "Family Day" at Gwynn Oak Park. They believed what they heard—and then acted!

Family after family stormed the park!

WFBR is proud of this record-breaking promotion—proud, too, that it is Baltimore's real "family station"—the station whole families listen to, enjoy and trust implicitly.

Yes, we have the Hoopers, too—in some cases startlingly high. But more than that—we have the confidence and solid loyalty of Baltimore families!

Ask any WFBR representative or John Blair man to tell you about it.

Baltimore's FAMILY RADIO STATION!

ABC BASIC NETWORK • 5000 WATTS IN BALTIMORE MD. REPRESENTED NATIONALLY BY JOHN BLAIR & COMPANY
"Madam, how do you spend your time?"

In the WAVE area, people spend 5,141,760 home hours per week listening to radio — against 2,582,573 for television and 1,751,925 for newspapers.

WAVE radio reaches more people, for more hours, for less money. Ask Free & Peters!

Facts above are from scientific, authoritative survey made by Dr. Raymond A. Kemper (head of the Psychological Services Center, University of Louisville) in WAVE area, July, 1951. Copy on request.

5000 WATTS • NBC • WAVE LOUISVILLE

Free & Peters, Inc., Exclusive National Representatives
Reliable estimates indicate that above 90% of all national spot radio business is "placed" by agencies in New York, Chicago, Detroit, Atlanta, Fort Worth, Hollywood and San Francisco.

This heavy concentration would obviously make it pretty easy for any representative to rely almost entirely on "sit-at-home selling," if he wished. Thus the amount of traveling done by F&P becomes a rather good index of our willingness to work—to spend time and money to keep in touch with the realities of radio advertising, to know our markets, and thus to render better service to you agencies and advertisers who buy our products.

Even though Free & Peters maintains offices in all the cities mentioned above, there is hardly a business day in the year when we are all at our home offices. During 1950, for example, our Colonels spent 737 working days in "outside" cities—made literally thousands of sales and service calls (on jobbers and dealers as well as on agencies, advertisers, and the stations we represent). . . .

In other words, F&P is interested in the sale of your goods and ours, and proves it with work instead of words. That's one of the "secrets" of our success, here in this pioneer group of radio and television station representatives.
Calls

Photo Courtesy American Air Lines

INC.

HOLLYWOOD    SAN FRANCISCO

REPRESENTING RADIO STATIONS:

EAST, SOUTHEAST
Boston-Springfield  WBZ-WBZA
Buffalo            WGR
New York           WMCA
Philadelphia       KYW
Pittsburgh         KDKA
Syracuse           WFBL
Charleston, S. C.  WCSC
Columbia, S. C.    WIS
Norfolk            WGH
Raleigh-Durham     WPTF
Roanoke            WDBJ

MIDWEST, SOUTHWEST
Des Moines         WHO
Davenport          WOC
Duluth-Superior   WDSM
Fargo              WDAY
Fort Wayne         WOWO
Kansas City        KMBC-KFRM
Louisville         WAVE
Minneapolis-St. Paul WTCN
Omaha              KFAB
Peoria             WMBD
St. Louis          KSD
Beaumont           KFDM
Corpus Christi     KRIS
Ft. Worth-Dallas   WBAP
Houston            KXYZ
San Antonio        KTSA

MOUNTAIN AND WEST
Boise             KDSH
Denver             KVOD
Honolulu-Hilo      KGMB-KHBC
Portland, Ore.     KEX
Seattle            KIRO
Here's Archer!

Gene Archer

WRC's Gene Archer, to be exact. Gene's delightful, hour-long mid-day program features the Cliff Quartette's individual music, popular records... plus Gene Archer's own brilliant baritone style.

Participation in this choice time period (12-1:15 PM, Monday through Friday) promises business in Washington. An impressive list of current national spots amply supports Gene's selling story.

Audience loyalty of "Here's Archer" offers an immediate association with a "Name Performer" in the Nation's Capital.

A few choice availabilities remain, contact WRC directly or NBC Spot Sales.

In the Nation's Capital
Your Best Buy Is

First in Washington

WRC

5,000 Watts 980 KC

Look Here!

If you're looking for power... we have the kind that counts!

The power of the largest listening audience in Wilkes-Barre... Wyoming Valley Area.

Peter Folger

W.B.R.E. learned to sell coffee by first learning about coffee itself.

In the learning process, he did not neglect such important questions as who buys coffee, when, how and why.

By the time he was ready to step into an executive position with the western coffee firm bearing his family name—organized more than 100 years ago by his grandfather, James A. Folger—he had the answers to these questions firmly in his mind.

Coffee is bought, as it is used, every day of the year. It is bought mostly (85%) by housewives and it is bought for its flavor.

With these facts dictating his sales promotion and merchandising approach, Mr. Folger decided radio

WBS' John L. Sinn (1), president, and Robert W. Friedheim, general manager, examine some of the company's promotional effort.

* * *

Uncounted thousands of times a day listeners are being reminded that radio is a fundamental part of their lives.

While many groups are taking part in the movement to make people recognize radio's basic nature instead of taking it for granted [B • T, Aug. 27 et seq ], one of those which is conducting the campaign on many fronts in the World Broadcasting System, transcribed program package firm.

Spokesmen for World, an affiliate of the Frederic W. Ziv Co., estimate that the "Listen—Wherever You Go, There's Radio" message which World is distributing is being broadcast close to 20,000 times a day.

These discs are transcriptions of the "Listen" message by 16 name personalities. World has distributed them to the more than 800 World affiliates and also is making them available to non-affiliates. The stations insert them during station breaks and at other appropriate times throughout the broadcast day. Reports indicate wide usage, running in at least one case as high as 55 times in one day.

In addition to these messages being sent out by World, Mutual is distributing to stations a 20-page

(Continued on page 101)
It's impossible...

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

Call your shots in the Beeline!
That one market... inland California plus western Nevada... has a 3-billion-dollar "pool" of buying power... a 2 1/3-billion-dollar stake in retail sales.*

But you're behind the eight ball on outside stations — even far-reaching Los Angeles and San Francisco stations. Because Beeline people are independent inlanders who prefer to listen to their own strong stations. So take this cue: Do your Beeline shooting on the five on-the-spot BEELINE stations.

With all five, you rack-up the whole market. With each one, you pocket a major Beeline trading area. For example...

KERN BAKERSFIELD
It's the CBS station for 59,000 radio families in oil-rich Kern County — with a BMB home-city total weekly audience of 84% daytime, 92% at night. Hoopers 60% more audience than next best station, weekday mornings; 70% more, weekday afternoons; 31% more, weekday evenings!

*Sales Management's 1951 Copyrighted Survey

McClatchy Broadcasting Company

SACRAMENTO, CALIFORNIA • PAUL H. RAYMER CO., National Representative

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

KOM
Reno (NBC) 5000 watts, day; 1000 watts, night 630 kc.

KERN
Bakersfield (CBS) 1000 watts 1410 kc.

KWG
Stockton (ABC) 250 watts 1230 kc.

KMJ
Fresno (NBC) 5000 watts 580 kc.
WWL, the South’s Greatest Salesman, can help send your food sales Up—Up—Up! No tricks. It’s simple arithmetic: With WWL, you get more reach, more audience, more advertising extras than any other medium in the Deep South has to offer.

Coverage unsurpassed in the Deep South—intensive coverage over a 4-state market, rich with new industry and still unquestionably radio-dominated. That’s WWL!

Highest Ratings—built up over a period of 25 years through excellent programming, featuring CBS and Southern stars, the finest news coverage, outstanding special events. That’s WWL!

All-out advertising support—with liberal use of store displays, 24-sheet posters, streetcar and bus dash signs, newspaper ads, and personal calls on jobbers and distributors. Product push no other station South gives advertisers. That’s WWL!

Let WWL, THE SOUTH’S GREATEST SALESMAN, Sell the South for YOU!

50,000 WATTS CLEAR CHANNEL CBS AFFILIATE
A Department of Loyola University • Represented Nationally by The Katz Agency
in West Virginia... your dollar goes farther with "personality"

More than a million West Virginians, (with a half-billion dollars to spend annually) can hear your sales story when you put this potent pair of "Personality" Stations to work for you. And WKNA and WJLS are yours at a combination rate that is about the same as you would pay for any single comparable station in either locality. Make us prove it!

JOLES MONTENIER Inc., Chicago, testing its new product, Secure Stick Deodorant, in Portland, Ore., and South Bend. Broadcast media will be considered seriously when testing is completed, probably in December. Agency: MacDonald-Cook, Chicago.

ROSEFIELD PACKING Co., Alameda, Calif., begins two-week $15,000 radio-TV spot campaign in Chicago today (Monday) for Skippy Peanut Butter. Bill Thompson, Mr. Wimpie of Fibber McGee and Molly, appears on transcribed spots for WGN WENR WMAQ WBBM WIND and WLS. TV commercials will be used on WGN-TV WNBQ WENR-TV and WBKB. Cut-ins will be featured on Skippy's You Asked For It telecast by DuMont Friday night. Agency: Guild, Bascom & Bonfigli, Hollywood.


ANHEUSER-BUSCH Inc., St. Louis (Budweiser beer), Oct. 4 renewed for 13 weeks transcribed Hollywood Theatre of Stars on six Montana stations, KBOW Butte; KMON Great Falls; KFDW Helena; KJRF Miles City; KOOK Billings; KFRE Livingston. Program produced by C. F. MacGregor, Hollywood.

IDEAL TOY CORP., N. Y., (Toni doll), launching TV spot campaign—including some participation in 14 markets, contracts to run approximately 12 weeks. Agency: Atlantic Advertising Co., N. Y.


AMERICAN SAFETY RAZOR of Canada Ltd., Montreal (razor blades), starts transcribed five-minute show five times weekly on seven eastern Canadian stations. Agency: F. H. Hayhurst Co., Toronto.

ADREM PHARMACEUTICAL SALES Ltd., Toronto (Sarana), starts spot announcements and newscasts on western Canadian stations three to five times weekly. Agency: Armand S. Weill Co., Toronto.

UNITED NATIONS WORLD Magazine starting five-market spot radio test for its first newstand sale of magazine. It may expand to 14 markets if test succeeds. Agency: Colonial Adv. Assoc., N. Y.


Network • • •

RALSTON-PURINA Co., St. Louis, which sponsors Space Patrol on ABC-TV, has bought an AM version of program on same network for its wheat cereal, instant Ralston cereal, Wheat Chex, Ry-Krisp and Rice Chex. Show aired Sat. 9:30 to 10 a.m. (CST). Agency: Gardner Adv., St. Louis.

BILLY GRAHAM Evangelist Assn., renews Hour of Decision on ABC for 52 weeks Sun. 2:30 to 3 p.m. CT. Show is telecast on same network Sun. from 9 to 9:30 p.m. Agency: Walter F. Bennett & Co., Chicago.

CLUB ALUMINUM PRODUCTS, Chicago, renewed Club Time on ABC for 52 weeks Sat. 5:45 to 6 p.m. CT. Agency: Leo Burnett, Chicago.

(Continued on page 18)
Leading Independent Radio Stations are Pushing Sales Curves UP!

It Will Pay You to do some INDEPENDENT THINKING

If you have been hearing dire predictions about the fate of radio in general, just cast an eye at the leading independent radio stations! Competition has kept them toughened up, made them today's best buy when you really want profitable results. You owe it to yourself to get the facts. Just write to any AIMS member listed below.

**THESE ARE THE LEADING INDEPENDENT RADIO STATIONS:**

- WCUE — Akron, Ohio
- WBMD — Baltimore, Maryland
- WBNY — Buffalo, New York
- WJMO — Cleveland, Ohio
- KYMR — Denver, Colorado
- KCBC — Des Moines, Iowa
- WKY — Evansville, Indiana
- WCCC — Hartford, Connecticut
- WKLY — Indianapolis, Indiana
- WJXN — Jackson, Mississippi
- KLM — Lincoln, Nebraska
- WKTW — Louisville, Kentucky
- WHHM — Memphis, Tennessee
- WME — Miami, Florida
- WMLA — Milwaukee, Wisconsin
- WKDA — Nashville, Tennessee
- WWSW — Pittsburgh, Pennsylvania
- KXL — Portland, Oregon
- WHIM — Providence, Rhode Island
- WGGI — Richmond, Virginia
- KSTL — St. Louis, Missouri
- WMIN — Minneapolis-St. Paul
- KNAX — Salt Lake City, Utah
- KITE — San Antonio, Texas
- KSON — San Diego, California
- KYA — San Francisco, California
- KING — Seattle, Washington
- KREM — Spokane, Washington
- WACE — Springfield, Massachusetts
- KSTN — Stockton, California
- WOLF — Syracuse, New York
- KMJ — Tulsa, Oklahoma
- WNEB — Worcester, Massachusetts
- WBBW — Youngstown, Ohio

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

Aim for BULL'S-EYE results...with the AIMS GROUP
Questions . . . Questions . . . from broadcasters all over the nation. All of them about those remarkable new APS Specialized Libraries. And here are the answers:

Q. These new Specialized Libraries sound terrific. But none of the five you describe exactly fits our needs. Can you build a special library for us?

A. Certainly. Tell us what you want. We have the music—the best in the business. We've just finished building a special concert library for one station . . . cost $32.50 per month.

Q. What's in these Special Libraries? Different music? Are they old discs?

A. These Specialized APS Libraries are built from the full, basic AP Library. The selections are from that library. The music is the same. And every disc is brand new.

Q. I'm ordering two of your APS Specialized Libraries, and I'd like a cabinet. Yours seems to be perfect for our library, but since we don't get a cabinet with these small libraries, how can I arrange for one?

A. We'll sell you a brand, new APS Custom-Built Cabinet, designed by broadcasters for broadcasters, for $125, FOB New York. Then it's yours for all time, to use as you wish.

Q. I'm using these APS Specials, and my staff is wild about them. Now I wonder whether I made a mistake in not ordering the full Library. Can I still do this without penalty?

A. Certainly. You can convert to the full APS Library any time during the life of your APS Special Library contract, simply by signing a full Library agreement.

Q. Can you let us see the list of titles and artists comprising these Special Libraries before we decide?

A. On request we'll send you condensed catalogues for the APS Commercial Library ($22.50 per month); Production Library ($19.50); Show Medley Library ($22.50); Popular Library ($39.50); and Radio Music Library ($47.50). We'll have catalogues on the newest units, a Concert Library and a Novelty Library, shortly. Just write for them.

Q. We're subscribing to the APS Commercial Library. Do we get the eight half-hour sales meetings and instructions already issued or do we just get one new meeting a month from now on?

A. Both. We ship you all eight meetings already released right away . . . the others come along monthly at no extra cost.

Q. What about these APS Christmas Shows every body's talking about? Who gets those?

A. The APS Jumbo Christmas Program Release—biggest in our history—goes to APS Full Library subscribers only.

ASSOCIATED PROGRAM SERVICE

151 W. 46th Street, New York

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open mike

Coverage Note

EDITOR: ... I would no more like to start out on my weekly itinerary without having read your current magazine than I would to start out without my pants on.

William G. Broughton
District Sales Mgr.
Broadway Equipment
General Electric Co.
Syracuse

Kudos for Kemper

EDITOR: Dr. Raymond Kemper's article on impact [B • T, Oct. 1] is one of the most convincing pieces of research I have seen in a long time. Everyone who has a responsibility of buying advertising should read this convincing report...

C. H. Topmiller
Sales Mgr. & Chief Exec.
WCKY Cincinnati

Duped by Duplication

EDITOR: The time has come for a showdown with AM operators who gyp the public with six hours of FM duplication. WMGM [New York] pulled the stunt of the year by interrupting the Dodgers' games at the climax of the baseball season each evening at nine o'clock to tell listeners to re-tune to AM. Owners of FM-only sets (like my Zenith Major) and TV sets with FM bands are thus deprived of a broadcast service which had been started and not completed.

In areas where FM channels are at a premium, the FCC should tell these AM-FM'ers to put up or shut up; either broadcast full FM services or get off the FM air and let other broadcasters in who will utilize the ether in the public service.

George K. Thompson
Staten Island, N. Y.

Two Yearbooks

EDITOR: Congratulations on your excellent idea of publishing two separate YEARBOOKS. Since radio and television are two separate mediums of entertainment, they should be treated as such. Each new YEARBOOK should be received with great enthusiasm in its respective field.

Ed Calteth
104 S. Green St.
Statesville, N. C.

Gloomy Sunday

EDITOR: Your publication is of little interest to me. I understand that I am one of four who takes an air-mail edition. I go to the post office at 6:30 a.m. each Sunday; if it has not arrived, I ignore the whole matter until about 8:30 a.m. I check again at 11:30 and today at 1:30, 4:30, 5:30. It still is not here. ... Usually it arrives some time in the early afternoon or morning...

Never before in my business experience have I known any publication to compare with BROADCASTING • TELECASTING. Your complete coverage of all details of our industry and your editorial opinions are of such great value to broadcasters that it is difficult to compare with any other trade journal.

William T. Kemp
President
KVVR Albuquerque

New Business

(Continued from page 16)
nurse, and Art Gilmore as announcer. All three have been with program since its inception, as has Dorothy B. McCann, program producer for agency, McCann-Erickson, N. Y.

EKCO PRODUCTS CO., Chicago (Foot cutlery, kitchen tools) is sponsoring first quarter-hour of Frank Sinatra Show on CBS-TV Tues., 7 to 8 p.m., CT. Agency: Earle Ludgin Agency, same city.

PHILIP MORRIS & CO., N. Y., sponsoring new Eddie Cantor Show, starting yesterday (Sunday), 9:30-10 p.m. over NBC Radio. Agency: Biow Co., N. Y.

LEWIS-HOWE Co., St. Louis (Tums) Sept. 18 starts Hollywood Theatre on 26 Trans-Canada network stations, Tues. 8:30-9 p.m. Contract runs through March 11. Agency: Dancer-Fitzgerald-Sample, N. Y.


NORTH AMERICAN VAN LINES Inc., Fort Wayne, Ind., Oct. 14 (Continued on page 67)

BROADCASTING • TELECASTING
Judging by ratings, film programs on television have millions of fans. Some of the most enthusiastic are the advertisers who sponsor them. And for good reason.

Advertisers and agencies know that film programs assure uniform and pleasing picture quality which is too often lacking in kinescope recordings. And even more important, film opens the door to a better way to TV coverage—through Spot program advertising.

Spot program advertising gives you a station line-up custom-fitted to your specific selling plans. You use as few or as many markets as you need. If you're "feeling your way" in television, Spot program advertising relieves you of any "must" stations or minimum group requirements.

If you're going "all out," Spot program advertising allows you to cut across network affiliations (such as they are in television) to develop the broadest coverage for your program. In the greatest number of markets... on the best stations... with the best adjacencies... and at the lowest rates.

All this extra selling power—at no extra cost! For Spot rates are generally lower than network rates for the same time periods, over the same stations. Enough lower to cover the film prints needed, their handling and distribution. There's a saving which Spot program advertisers can apply to promotion... or to merchandising... or to the addition of more time... or more markets.

Spot program television makes good sense—to more and more advertisers. If you'd like to get more sell out of your television dollar, you should get the full story on Spot program advertising. You can get it from any Katz representative. It shows, in detailed close-up, that in television...

you can do better with Spot. Much better.
William W. Wilson Jr., associate radio-TV director Young & Rubicam, Chicago, named manager of radio-TV department, and Phil Bowman, formerly in charge of department, appointed director.

Alex Evans, vice president and manager of Brisacher, Wheeler & Staff, L. A., to Botaford, Constantine & Gardner, S. F., as account executive.

Richard E. Williams, treasurer and director Doremus & Co., N. Y., elected vice president.


Frederick N. Polangin, vice president in charge of Los Angeles offices for Buchanan & Co., to Hutchins Adv. Co., Phila., to work on all creative and merchandising phases of Philo account.

L. H. Martineau, director of radio and TV Standish Adv. Inc., Providence, to Cunningham & Walsh, N. Y.


James Campbell Douglass, vice president in charge of radio and television for Erwin, Wasey & Co., New York, is not a man to whom to apply traditional standards. He is the fellow who went down under to reach the top; just as he is the person who will never be investigated for having joined the Russian navy.

The latter juncture occurred during the closing seven months of the war when, as a lieutenant commander with the American fleet, he traveled to the Aleutians to serve as liaison with the Soviet sea force there; the trip down under was to Australia and New Zealand directly after the war to represent Colgate-Palmolive-Perf in its radio campaign in that area.

It was as a result of his civilian successes in the South Pacific that he was recalled to the states by the parent company to function as co-ordinator of its radio advertising. In that capacity he helped launch the company on its impressive sail into television. Among the TV projects he helped inaugurate were the Colgate Comedy Hour, the early sponsorship of the Howdy Doody show, the Miss Susan program and Strike It Rich. In radio

he was instrumental in buying the Our Miss Brooks and Mr. and Mrs. North for the company.

On Sept. 17 he joined the Erwin, Wasey company as vice president in charge of radio and television. Among the radio and TV accounts he now handles are Admiral Radio, Pertuzain, Barbasol, Musterole, and Kremi.

Born in Washington, Ind., Mr. Douglass was educated at Hastings College of Conservatory Music and the U. of Nebraska. He received his A.B. degree majoring in fine arts and business administration in 1933. He worked his way through school as a conductor of orchestras and a leader of his own dance band.

When he was graduated from the university he taught music at an Omaha high school for one year and then returned to the entertainment field conducting everything from jazz bands to grand opera throughout the country. In 1938 he returned to Omaha and joined WAAW there as assistant manager. One year later he moved to Central State Broadcasting System as director of programs for its stations.

Two years later he went to St.

(Continued on page 100)

The “St. Louis Ballroom” plus is promotion! Bigger, better than ever! 24 sheets, exterior bus and streetcar cards, interior bus and streetcar announcements on Transit Radio, newspaper display ads, special mail promotions and personal appearances, promotion announcements on KXOK are scoring a wide plus for “St. Louis Ballroom” advertisers. Get details from your John Blair man or from KXOK today.

KXOK

Represented by John Blair & Co.

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GERRY MARTIN, vice president in charge of television, Duane Jones Co., N. Y., to Geyer, Newell & Ganger, N. Y., as vice president and account executive.

THOMAS CADDEN, continuity director WIL St. Louis, Mo., to Smith, Taylor & Jenkins Adv., Pittsburgh, as radio-TV writer.

HOWARD S. FOLEY, J. Walter Thompson, N. Y., to Doherty, Clifford & Shenfeld, N. Y., as copy supervisor.

KENDALL J. MAU, west coast publicity director Ross Roy Inc., L. A., to Buchanan & Co., that city, as account executive.

GORDE-DIAMOND-EWING Adv., S. F., changes name to The Sam Ewing Agency, following purchase by SAM EWING of firm's major accounts.

ALBERT F. VISKANT named director of mechanical productions for Chicago office Fuller & Smith & Ross. He was with Standard Rate & Data, Chicago.

MYRON KIRK, vice president Kudner Agency, N. Y., appointed chairman of radio division for 1951 Travelers Aid Society.

RUTHRAUFF & RYAN, St. Louis, appointed by KXOK St. Louis, to handle advertising.

THOMAS R. COOPER rejoins J. Walter Thompson Co., S. F., as account representative.

BILL COLDREN, N. W. Ayer & Son, Phila., transfers to agency's San Francisco office, as account executive.

PHILIP M. BOTTLELD, assistant director of publicity Benton & Bowies, N. Y., named associate director of publicity.

CHARLES P. GRAVES, Grant Adv., Washington, to Federal Adv., N. Y., as radio and TV copywriter.

JIM EVANS, program director WICC Bridgeport, Conn., appointed account executive Moore & Beckham Adv., Greenwich, Conn. RALPH KLEIN, program director WONS Hartford, succeeds Mr. Evans at WICC.

LYLE T. SMITH, advertising manager of Borden's Dairy Delivery Co., S. F., to Sidney Garfield & Assoc., S. F., as account executive.

THOMAS H. CALHOUN Jr., sales staff WEEI Boston, to N. W. Ayer & Sons, N. Y.

JOHN P. (Pat) COLIHAN, western states promotion manager C. D. Beck Co., Sidney, Ohio, (inter-city motor coaches), to creative department Brisacher, Wheeler & Staff, S. F.

TOM MONAHAN, copy writer Walter McCreey Inc., Beverly Hills, and FRED H. COMSTOCK, newspaperman, to Yambert, Prochnow, McHugh & Macaulay Inc., that city, as copy chief and public relations director respectively.

MAURY BAKER, assistant radio-teleVision director BBD&O, S. F., named head of radio-TV department. He succeeds JAMES A. BARNES, who retires to travel and free-lance.


JEAN SHEPHARD, office manager and media buyer Will Grant Adv., L. A., to Don Jenner Adv., that city, as production manager and media buyer.


ROBERT W. TANNEHILL, Benton & Bowies, N. Y., to Compton Adv., same city, as account executive.

Monday thru Saturday
6 to 6:45 pm

Frontier Theater is one of the most-viewed local TV programs in the Nation's Capital. Featuring a top-flight Western film thriller, it is the only early evening film show available six nights a week in the rich Washington market! With consistently high ratings in a choice time period—Frontier Theater not only offers the spot advertiser MAXIMUM results, but at LOWER COST!

*ARB TV Survey, July 14-21, 1951

Get the Facts From —
THE KATZ AGENCY, INC.

WMAL-WMAL-TV WMAL-FM
The Evening Star Stations
WASHINGTON, D. C.
...So he spends the bulk of his radio advertising dollar with KTSA.

PIGGLY WIGGLEY
San Antonio Company
E. A. Basse, Owner

San Antonio's largest chain of self-service markets with 29 outlets uses KTSA exclusively to sell their merchandise. 100% of the Piggly Wiggly radio budget is spent on two daily quarter hour programs with outstanding results.

Ask your F & P Colonel for the full KTSA-les story.

5000 WATTS AT 550
OWNED AND OPERATED BY THE EXPRESS PUBLISHING CO.
AVENUE E AT THIRD ST. * SAN ANTONIO 6, TEXAS

Represented Nationally by
FREE and PETERS

Page 22 • October 15, 1951
By RUPUS CRATER

A MOVE toward unification of the ownership of Mutual Broadcasting System, raising the prospect of potentially far-reaching effects upon the network’s position in both radio and TV, came suddenly last week with announcement of plans for merger of the radio and TV properties of General Tire & Rubber Co. and those of New York’s R. H. Macy & Co.

The new company, with General Tire owning “a substantial majority” of the stock, would have approximately 58% interest in Mutual.

It would also own and operate the owned stations of Don Lee and Yankee networks, currently owned by General Tire, as well as WOR-AM-FM-TV owned by the Macy company through its subsidiary, General Teletro Inc., and would operate the Don Lee and Yankee regional networks.

Long-range effects and possible changes which might result with Mutual under the control of a single entity were not mentioned except for a short assertion of belief that Mutual “would be further strengthened and be able to render greater public service.” But there was immediate speculation that in the run the effects might be sweeping, perhaps extending to conversion of the network to “old line” standard type of network operation, and that it may herald Mutual’s entry into TV networking on a major scale.

O’Neil Would Head

With General Tire holding substantial controlling interests in the new company, Thomas F. O’Neil, vice president of General Tire and president of its Thomas S. Lee Enterprises Inc. (Yankee and Don Lee), would head the new organization. He already is board chairman of Mutual.

Details of the merger plan were not disclosed as to how, in fact, being finally set, pending final determinations of values and inventories. But it is implicit in the transaction that General Tire will hold more than 75% of the stock of the merged companies. It was thought probable that in addition to a minority stock interest in the new company, Macy’s would also receive cash or like consideration. New firm’s name is not set.

Spokesmen for the negotiators said they hoped to have final details worked out in time to file for the necessary FCC approval in less than 60 days.

Mr. O’Neil told Broadcasting/Telecasting that no changes in Mutual operation are planned at present. Mutual’s TV plans also are “status quo,” he said. The merger itself, he made clear, does not involve Mutual but only the respective radio and television properties of the two companies.

This did little, however, to still industry speculation as to the ultimate results. Assuming FCC approval of the merger, it was pointed out, the unified Mutual ownership will control three TV stations—Don Lee’s KKH-TV Los Angeles, Yankee’s WNBC-TV Boston, and Macy’s WOR-TV—and may have available WGN-TV Chicago via the 19.3% interest in Mutual held by the Chicago Tribune, owner of the WGN properties.

With four TV outlets, Mutual would be only one short of the FCC-set maximum held by NBC and ABC, and even with only three would be ahead of CBS-TV, which currently owns two outright and has a 45% non-voting interest in a third. (CBS-TV also has bought WBKB-TV Chicago, though that acquisition currently awaits FCC approval as a corollary to the proposed merger of ABC and United Paramount Theatres.)

General Tire Holds 38.6%

The new General Tire-Macy company’s stock control of Mutual would derive from General Tire’s present 38.6% interest (19.3% via Yankee and 19.3% via Don Lee) and the Macy 19.3% holdings.

A provision of Mutual’s by-laws prohibits any single entity from voting more than 30%, but authorities appeared confident that this prohibition could be removed, perhaps by several methods, through votes of controlling stockholders.

Announcement of the merger plan was issued Thursday by Mr. O’Neil and Jack I. Strauss, president of Macy and chairman of General Teleterado (WOR-AM-FM-TV).

Due to FCC’s policy limiting multiple ownership in AM to seven stations, addition of WOR would require General Tire to dispose of one of the seven AM outlets it currently owns. The one designated for sale is WICC Bridgeport, Conn., in the Yankee group.

The announcement said “the ultimate purpose [of the merger] is to vest in one operating company the following radio and television properties:”

“Radio stations WOR New York, WNBC Boston, WEAN Providence, WONS Hartford, KJH Los Angeles, KFRC San Francisco, and KGB San Diego.

“Television stations WOR-TV New York, WNBC-TV Boston, and KJH-TV Los Angeles, and the Yankee and Don Lee regional radio networks.”

The announcement said “no change in present operations or personnel of the constituent companies.”

(Continued on page 38)

BROADCASTING • Telecasting

WHAT HAPPENS TO MBS?

Don Lee, Yankee, WOR Merge

A FEW RUMBLINGS were audible in the background, but for the most part, quiet prevailed last week as all elements of the radio broadcast field studied the far-reaching NBC blueprint which may affect their operating policies and their futures (B • T, Oct. 8).

Some early reverberations suggested it may have been the calm that precedes a storm.

Industry officials almost unanimously pleaded for more time to study the NBC plan before commenting publicly and directly, but the week saw these developments in the wake of its release:

The plan was slates for scrutiny in an NBC affiliate meeting called for Thursday in Chicago—a meeting to which NBC officials were not invited. That some complaints would be aired at this meeting was considered inevitable in view of the vehemence opposition already expressed by some affiliates (see below).

The National Assn. of Radio and Television Station Representatives called a membership session for today (Monday) to explore the implications of the plan.

ABC, without referring specifically to the NBC blueprint, circulated a letter to advertisers and agencies noting that ABC has had “flexibility” for some time and inviting suggestions as to new ways it may serve advertisers.

With a few exceptions, NBC Radio affiliates were reluctant to comment at all. They have not been advised what their individual situations are with respect to proposed adjustments in their respective network rates—one of the most provocative features of the overall plan.

Double Response

Those who devised the plan—affiliate representatives and network officials—conceded that stations for which a downward rate adjustment is indicated undoubtedly will set up a protest, “just as those which get boosts will applaud.” But they were equally confident that in the long run the principles employed in the rate plan will be accepted as realistic, and that the overall blueprint will be welcomed as a realistic approach to radio’s present-day problems.

NBC officials said the reaction they have received thus far from affiliates has been “very good.” Advertisers and agencies also “showed great interest” in the new policy which henceforth will permit them to designate which stations they use, rather than force purchase of “must buy” stations.

Agencies and advertisers already have been notified of this change and it is now in effect, though no new sales have been made.

This new policy could not be expected to set well, it was felt, with some of the 29 “must buy” affiliates. The same would be true of those who lose rank in another feature of the blueprint—reclassification of affiliates.

For instance, three of the 29 stations formerly classified as “basic,” which were also must buys, will not be in the group—40 to 50—which will be designated as “primary.”

But NBC Executive Vice President Charles R. Denny, in announcing the new plan, emphasized (Continued on page 84)

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AM-TV Splits
Three Stations Complete

SIGNIFYING a continuing trend in creating autonomous radio and television operations, three broadcast licensees have announced separation of these functions. Operators are Jefferson Standard Broadcasting Co. (WBT-AM-FM, WBTW, Charlotte, N. C.), Stromberg Carlson Co. (WHAM-AM-FM-TV Rochester, N. Y.) and WAVE Inc. (WAVE-AM-TV, Louisville, Ky.).

A division in the sales department of WBT-AM-TV was announced by Larry Walker, acting general manager.

Keith S. Byerly continues as general sales manager for all operations, coordinating all spot sales and establishing policy. He also will act as sales manager of WBT-AM-FM, concentrating on radio.

Wallace J. Jorgenson has been named sales manager of WBTW, handling regional, national and local sales for television. He formerly was local sales manager for AM and video operations. Bennett K. McKinnon will serve under Mr. Byerly as radio sales representative. John D. Veller has been assigned to the TV sales staff.

WHAM-FM-TV split into separate radio-TV divisions after 27 months of joint programming, according to William Fay, vice president in charge of Stromberg Carlson Co., announced last Wednesday.

Charles W. Siverson, overall program director the past 15 years, was appointed general program director. Sylvester Novelli and Eugene Zachar will report to him as assistant program directors for radio and television respectively. Mr. Novelli had been chief WHAM producer, Mr. Zacher WHAM music director and Charles Clerks, TV program sales coordinator.

WAVE and WAVE-TV now are operated autonomously, with Jim Caldwell, former WAVE newsroom director, becoming radio program chief. Hugh Sutton succeeds him at the news post. George Patterson was named TV programming director.

Mr. Jorgenson  Mr. Byerly

duPont Awards Plan

Scholarships For '51

UNIVERSITY scholarships and fellowships will be granted winners of The Alfred I. duPont Awards Foundation radio-TV public service awards in the future, it was announced today (Monday).

Mrs. Alfred I. duPont, widow of the famous scientist and philanthropist, and founder of the Memorial Awards, designated Washington & Lee U., Lexington, Va., as the advisory educational institution to collaborate in the new scholarship program.

Established in 1942, the duPont awards were limited to radio stations and commentators until 1949 when the scope was broadened to include television.

Winners to Select

Winners of previous awards received a plaque along with a $1,000 check. Under the scholarship plan, selection of the persons to receive the scholarship, the schools and the courses of study or training will be made by the stations and commentators receiving the awards. Selection will be subject to approval of the Foundation. Graduates or undergraduates specialized in the field of communication will be eligible.

In announcing the scholarship plan, Mrs. duPont said: "The tremendous potential developments of the sciences and arts of communications have made increasingly evident the acute need for proper training of the youth of this country for leadership in this important field of endeavor in order that the full potential of this great pursuit may be realized for the increased welfare of mankind."

Washington & Lee was selected as the advisory school because of its "traditionally sound and universally recognized principles of education," Mrs. duPont said. However, the winner of any future award may select any college or university other than W & L, it was further pointed out in the awards announcement.

Procedures governing the enlarged program of the Foundation will be announced soon, it was said. Entries and records of performance by stations and commentators will be submitted to the College of Journalism of W & L for review and consideration by the Committee of Awards.

First awards under the scholarship plan will be for 1951, and announcements made early in 1952. The awards have a perpetual existence through a continuing trust.

Mrs. duPont

AGENCIES MERGE

Lazarus Joins B & J

MERGER of two advertising agencies—Bozell & Jacobs and Harry J. Lazarus & Co.—effective Nov. 1 was announced in Chicago last week. Nathan E. Jacobs continues to head the Chicago office of B & J. Harry J. Lazarus will become vice president under the consolidation, with responsibility for financial and consumer accounts.

Mr. Jacobs

RESEARCH SCOPE

Each City Seen to Vary

BROADCASTING research "often strives for absolutes in a field where no absolutes exist," Murray Grabhorn, managing director of National Assn. of Radio and TV Station Representatives, said last week in an address to the Radio and TV Research Council in New York.

"The important complexities of individual market problems," he said, "are washed away with generalities far from the scene of the buyer's purchase."

Explaining that the competitive aspects of spot selling call for more detailed analysis of each market rather than a generalized measurement of audience, Mr. Grabhorn said, "living habits and people themselves vary so widely in different cities, time zones, and sections that a purely statistical analysis is of secondary importance to qualitative information of a non-competitive nature."

Kellogg Renews

KELLOGG CO., Battle Creek, Mich. (Kellogg's Corn Pops), has renewed sponsorship of "Wild Bill" Hickok for 52 weeks over MBS, starting Dec. 30. Weekly drama will be switched to a new time spot, 4:30 p.m. Sunday, to fill a full half-hour, effective same date. Agency: Leo Burnett Inc., Chicago.
By J. FRANK BEATTY

WIDE-OPEN bidding for rights to broadcast and telecast baseball games will develop this winter as networks and stations once again enjoy the right to bargain without the handicap of organized restrictions.

It was apparent at the weekend that artificial "territorial" barriers imposed by baseball, football and other organized sports were on the way out, if the Dept. of Justice can obtain court support of its theory that the public is entitled to enjoy complete radio and TV freedom.

The sports world was turned upside down last week as:  
- Major league baseball teams decided Monday to drop their "territorial" rules cramping radio-TV rights.
- The Dept. of Justice went to court in an effort to break down professional football's ban.
- The National Football League and the National Basketball League have reversed their 1949 lockout and have agreed to sit down with the Treasury Dept. to talk over mixed-gridiron games.

The line-up of events developed completely changed the radio-TV side of the sports universe. Of greatest impact was the baseball ruling, voluntarily adopted by major league clubs without consulting the minor leagues.

The baseball ruling means that the matter of granting radio and TV rights was reverted to the individual major league clubs instead of the leagues.

League officials insisted they did not act last Monday because they might handle the decision of a court complaint filed Tuesday by the Dept. of Justice.

Heading the baseball negotiation parade this winter will be Mutual and Liberty networks, each of which has featured daily networking of major league games to the entire nation outside major league territories.

MBS, LBS Proposals

Because of last week's developments, Mutual and Liberty are proposing to carry daily major league games to the Midwest, East and Northeast. Major league teams are centered in these areas and stations within their borders have been generally out-of-bounds for the two networks because of territorial rules.

Liberty already has acquired rights to games of the Chicago White Sox.

Gordon B. McLendon, president of Liberty, predicted that the network will be able to enter major league territory and said he did not believe minor leagues would suffer from the baseball ruling.

MBS officials weren't ready to comment on the proposed high-priced executive said, "We would like to have baseball again next year. We want it and we plan to have it.

Liberty broadcasting professional football games every Sunday, having contracts with two clubs.

The football action from the Dept. of Justice was announced Tuesday by Philadelphia's Sen.-Elect General J. Howard McGrath.

A civil suit charging the National Football League and its member clubs with entering into an agreement to restrain trade in broadcasting and telecasting of games was filed in federal court on an effort to clarify radio-TV rights in relation to the sports world.

One of the strongest monopolies in all sports, the National Collegiate Athletic Assn., college football and baseball, will continue despite the government suggestion that monopolies are in the doghouse.

Ralph Furey, Columbia U. athletic director and a member of NCAA's Television Committee, told Broadcasting • Telecasting he sees no reason why the government suit should affect NCAA's TV schedule. He called it "perfectly reasonable" and said he contemplates no change in the program as a result of the football suit or statements of government attorneys in it.

The Dept. of Justice action grew out of an inquiry that has lasted several years. First formal action to fight the sports monopolies was taken in 1949 by Frank U. Fletcher, radio attorney, at that time part owner of WARL, Arlington, Va., and later a member of the NARTB board.

Prosecution was hinted by the Dept. of Justice in 1949 and the major clubs relaxed their Rule 1-D, enabling MBS to start its game of the day and Liberty to start a sports network that later developed into the present nationwide hookup.

Major leagues are interested in several bills now pending in Congress, designed mainly to protect the "reserve clause" governing player contracts.

Broadcasters themselves have been anxious to obtain freedom of contract negotiation with major league baseball clubs and at the same time to protect minor league clubs in what to them is a declining economy.

Last year NARTB cooperated with the minors by promoting attendance at games, with Robert K. Richards, public affairs director, coordinating the project. Mr. Richards is NARTB liaison in a new joint radio-TV committee that will work with the clubs next season.

NARTB Position Not Definite

As of Thursday night NARTB officials had not formally discussed the allegations presented next year, but it appeared the wide-open baseball negotiations would stimulate industry cooperation with both major and minor league clubs in an effort to promote attendance as well as good relations between club owners and the industry.

The original Rule 1-D of the major league clubs flatly banned broadcasting or telecasting of any big league game by stations without the consent of major and minor league clubs in that city and within 50 miles. When the Dept. of Justice threatened suit in 1949, Rule 1-D was softened to give the clubs more power during periods when they played at home in, or in the case of TV, also during periods when their road games were being telecast at home. This softened rule was repealed last week.

Consequently those desiring to broadcast games must now dicker with the home team in each case instead of with the respective league.

The major league clubs must decide to what extent they wish to protect minor leagues from impact of their game broadcasts.

"We'll be in there bidding for rights, just as we have other years," Mr. McLendon told Broadcasting • Telecasting. "At this point the rule is vague enough that we don't know how we will approach the situation."

"I think the new baseball rules will have a salutary influence on the public and the broadcasting industry," McLendon said. "But it will be the first chance to carry major league baseball and changes the whole structure of baseball broadcasting."

"For the first time Liberty will be able to bring games into the Midwest, East and Northeast."

 Asked what effect the new situation might have on minor league teams, Mr. McLendon said they will not be hurt. He recalled that, when Liberty started broadcasting (Continued on page 105)
OSU CLINICS

TWO broadcast advertising clinics—one each for radio and television—are programmed for the Eighth Annual Advertising Conference to be given by Ohio State U. at Columbus, Oct. 19 and 20.

Radio clinic, conducted by L. A. Pickel, president of WCOL Columbus, and of the Ohio Assn. of Broadcasters, will start at 10 a.m., Friday, Oct. 19 with a speech on "Adjudging Radio Advertising to Today's Conditions" delivered by John Karol, Vice President in charge of sales for CBS Radio, New York.

Ten-minute spot analyses will include: "How We Intend to Use Radio Advertising," with John H. Hosch Jr., vice president of J. Walter Thompson, New York, and Ray Wunderlich, president of Cusins and Fearn Co., Columbus; "Beat Buys in Radio Advertising Time Today," with Fred C. Brokaw, vice president of Paul H. Raymer Co., Chicago; "Importance of Quantifying Advertising Audience," by Dr. Kenneth H. Baker, president of Standard Audit and Measurement Services Inc., New York; The radio clinic will close after panel and open forum discussion.

Television clinic will start at

ETHICS REVIEW

Solons New Report Bill

PROPOSED "Commission on Ethics" in government got up some steaks last week in the waning days of this session of Congress.

Authored by Sen. J. William Fulbright, D-Ark., the measure (S. J. Res 107) was given favorable report by the Senate Labor and Public Welfare Committee. Hearings were held before a subcommittee headed by Sen. Paul H. Douglas, D-Ill. It would set up a 15-member commission that would study "the problem of morals and ethics in government" and recommend legislation to maintain high moral standards.

Among those who testified before the committee were Sen. Fulbright, Sen. William Benton (D-Conn.), author of the so-called Benton Plan to create an advisory board to review radio and TV programs, and Chairman Wayne Coy of FCC.

Chairman Coy had testified on the practice of leasing the employ of the government for a job in the industry, when the firm involved may have had dealings with the agency and with which the employee was familiar.

Meanwhile, Sen. Richard M. Nixon (R-Calif.) introduced a bill (S 2335) to make it a federal offense for an officer or employee of the government to accept compensation or gratuity from any officer or member of the committee of a political party. Co-sponsoring measure in the House (HR 5688) was dropped in the hopper by Rep. Patrick J. Hillings (R-Calif.).

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4 p.m. the same day with Victor Sholin, vice president and director of WHAS Inc., Louisville, as chairman. Keynote speaker will be Robert M. Reuschle, manager of time buying for McCann-Erickson Inc., New York, and his topic will be "How to Buy Television Advertising Today." Panel members, who will give ten-minute talks, are George Bolas, director of radio-TV, Tatham-Laird Inc., Chicago, who will discuss "Television's place in Advertising and Selling"; Robert W. Dailey, radio-TV director for McCann-Erickson, Cleveland, with "New Developments in TV Commercials"; Leonard Matthews, time buying supervisor for Lo Burnett Co. Inc., Chicago, "Where Are We Going in TV Rates and Production Costs?"; and Franklin Snyder, general manager of WDEL Cleveland, who will talk "Is Television Overrated Today?"

Theme of the conference is "Adjudging Advertising to Today's Conditions." Co-sponsors of the event with Ohio State are the Fifth District of Advertising Federation of America, member advertising clubs, and Ohio trade associations.

Other convention meetings include retail and newspaper advertising clinics and a luncheon speech by Secretary of Commerce Charles Sawyer, who will discuss "Government Economy—Its Prospects and Possibilities." Conference will end after a reception, banquet, and entertainment Friday night and a breakfast business meeting Saturday morning.

L&M Sales Staff

REORGANIZATION in sales staff was announced last week by Liggett & Myers Tobacco Co. E. S. Peters, a member of the board of directors and Midwest sales manager headquartered in St. Louis, has been named general sales manager under G. W. Thompson, vice president in charge of sales, New York. Mr. Peters will transfer from St. Louis to New York E. C. Harbur, supervisor of sales in St. Louis, succeeds Mr. Peters as Midwest sales manager. O. A. Lowengel, department manager, Chicago, becomes sales supervisor under Mr. Harbur, and P. T. O'Connor, formerly Chicago division manager, will succeed Mr. Lowengel.

RESEARCH

Unfair Comparison Tops Chicago Agenda

SOLUTION to one of radio's worst headaches—unfair research position in inter-media competition—will be sought next Thursday in Chicago by the all-industry Affiliates Committee headed by Paul W. Morency, WTIC Hartford.

The committee has been conducting negotiations with Assn. of National Advertisers in an effort to halt ANA's pressure tactics designed to beat down radio rates on the unsupported theory that people in TV cities don't listen to radio in the evening.

Meet With ANA Group

Committee representatives met in New York last Monday with an ANA group. Findings will be reported to the full affiliate group in Chicago.

The committee was organized last April during the NARTB convention when CBS started the rate-cutting trend among radio networks. It is an all-industry operation entirely outside the NARTB structure and under Chairman Morency has led the radio effort to protect rates from ANA's onslaughts. Its future place in the radio picture will be discussed at the Thursday meeting.

Main strategy of the committee has been to find out the basic area of agreement on radio's actual performance and to analyze the elements involved in rate attacks. Considerable progress has been made, committee members said.

There still remains a basic headache—the fact that radio supplies the very research information with which advertisers, agencies and competing media use in crucifying broadcasters.

Agencies and advertisers insist on having all the specific audience and program data now supplied, yet they do not require comparable information about other media, the committee contends.

ANA members have been told by the committee that it has only sketchy information on readership of printed media, since publications promote circulation times the number of readers per copy. This general information, unsupported by actual readership data in most cases, is widely accepted by buyers of space whereas buyers of time use Nielsen, "Hooper, Pulse, American Research Bureau and others.

ANA has been asked by the Affiliates Committee whether it doesn't leave radio studies in the hands of its sponsored Advertising Research Foundation, instead of leaving the job to a special advertiser group. Affiliates committee members who met last Monday with ANA representatives included Mr. Morency; Edgar Kobak, consultant; and Clair R. McCollough, WGAL Lancaster.

The tabulating and research aspects of radio's current dilemma have been carefully considered at all 10 NARTB district meetings held this season. Every district has adopted and is conducting efforts to undermine radio's economic position.
A SINGULAR tax victory for the radio-TV industry was chalked up on Capitol Hill last week.

Conferences meeting on the 1951 revenue bill, which the Senate and House Appropriations Committees have approved a formula that is designed to provide excess profits tax relief to the industry.

Section approved by the conference is Senate Amendment 237, section 519 of the bill (HR 4473), which specifically relates to television broadcasting companies.

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

The relief section is patterned after that contained in the bill (S 3161), introduced by Sen. J. Allen Frear (D-Del.). It was the Senator's measure upon which the Senate Finance Committee based the new relief provision [B = T, Oct. 7-8].

Agreement on the relief provision was announced last Tuesday following a session of the conference. Work on all sections of the revenue bill was completed last Thursday.

Following the release of a conference report, both branches of Congress must concur. Then, the bill will be sent to the White House for President Truman's signature.

The new revenue bill will raise $5.75 billion, the second-largest increase in history. President Truman requested and Congress approved $10 billion boost. Increased is the regular corporation income tax, some $2.3 billion, retroactive to last April 1. Excess profits tax hikes are effective July 1.

Can Gain 2%.

In computing the excess profits tax, corporations will be given credit on 83% of earnings in the best three years of the 1946-49 period, thus dropping off two percentage points of the current 85% credit. The conference did not change the capital gains tax which stays at 25%, but cooperatives would be required to pay taxes at the regular corporate rates on earnings not paid to members.

Last week's action seemed to broadcasters like the ship coming in out of the storm. The case of the TV-broadcaster, who suffered losses while attempting to get established in the new medium, was repeated both in the House Ways & Means Committee and the Senate Finance Committee this Friday and also last year, so much so that it began to resemble an old wives' tale.

The relief boat could not get out of lock in the House, where the Ways & Means Committee ignored the pioneer telecaster.

But in the Senate, the arguments were hammered home by NARTB and ABC, and the Senate Finance Committee finally voted and also last year, so much so that it began to resemble an old wives' tale.

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DAYTIME scheduling of 3½ hours daily by Philip Morris over ABC gets sendoff by (l to r) O. Parker McComas, president of cigarette firm; John E. McMillin, Cecil & Procest account executive for the firm; and Robert E. Kintner, ABC president.

Measures. McComas and Kintner were guests at special premiere Sept. 30 of PM sponsored Against the Storm, one of the daytime segments.

EYE '52 OUTPUT

Congress Previews Needs

IN AN almost unprecedented move, members of both the Senate and House Small Business Committees last Friday called in top mobilization officials for a first-hand preview of 1952 first quarter production needs.

The special session was set by Sen. Burnet Maybank (D-S.C.), chairman of the Senate Banking Committee. Key witnesses scheduled to appear before Mobilizers Charles E. Wilson and Defense Production Administrator Manly Fleischmann.

Mr. Maybank was prepared to apprise members of the four groups of production and allocation plans in "crucial" months ahead—the last quarter of this year and the first 1/3 of 1952. Mr. Fleischmann quoted as telling Sen. Maybank that "the real impact of military production" will be felt early next year.

Sen. Blair Moody (D-Mich.), who heads the Senate Small Business Subcommittee, said he had received complaints from numerous groups protesting their use of their own earnings in civil production. He added that his group would look into cutbacks with an eye to minimizing plant unemployment in the shift to defense output.

MBS ADDS FOUR

New Station Affiliates

FOUR more stations have signed affiliation contracts with Mutual, Earl Johnson, MBS vice president in charge of station relations, announced.

They are: WCMP Campbell, Ky., 280 w, 1400 kc, owned and operated by the Blanfax Radio Co.; KOSY Texarkana, Tex., 600 w day and 1 kc night, 700 kc, owned by Gateway Broadcasting Co.; WKMH Jackson, Mich., 1 kw, 970 kc, owned by Jackson Broadcasting and Television Corp.; and WNIR Youngstown, Ohio, 250 w, 1290 kc, owned by Glaus G. Merrill.

CONTROL OF TSN

Goes to Richardson, Cagle, Dillards

MAJORITY control of Texas State Network is transferred in a $900,000 transaction filed for approval with the FCC last week. The network was purchased by a group of stockholders, paying notes.

Remainder of the stock will be held by Sid Richardson, Texas oil man and TSN director, 900 shares; Gene L. Cagle, TSN president as well as president-general manager of the TSN-owned KP29 Fort Worth and KDKO Dallas stations and Dillards family, of Wichita Falls, 50 shares. TSN owns KABC San Antonio, WACO Waco and KKKO McAllen, all transferred at $350 per share as well as the Fort Worth outlet.

Rearrange Capitalization

Purpose of the transaction, it was explained, is to permit redemption of a portion of the capital stock on a fair and reasonable basis and to rearrange capitalization. The network is paying $250 a share for the stock.

Selling their stock to TSN, according to the FCC filing, are Ruth Roosevelt Eldison, former wife of Elliott Roosevelt who was an official of the network, 800 shares; Emily Roesser Trust, 650 shares (the late Charles Roesser was in partnership with Mr. Richardson); Ellen Roesser trust, 650 shares; Elliott Roesser, 175 shares; Ruth Parker (Emily Roesser), 175 shares; Vivienne Hanger Laughlin, 260 shares; Charles Roesser estate, 50 shares.

Interest in the TSN headquarters building in Fort Worth was transferred to those selling stock, with the network to rent back the building from them.

TSN was founded in 1955. It has 17 affiliates plus the four owned stations and is sold to advertisers as a unit. Elliott Roosevelt, former TSN president, left the network in the early '40s.

The transfer application was filed for TSN by Eugene L. Burke, attorney.

NCAB MEETING

'Selling Radio' Is Theme

"SELLING RADIO" will be the theme of the North Carolina Assn. of Broadcasters' fall convention Oct. 16-19 at the Battery Park Hotel, Asheville.

First day's agenda includes addresses by Ralph Hardy, director of government relations, NARTB, on "Selling Radio to the Listener"; Oliver Gramling, assistant general manager of AP, who also will present a film, "Your News"; and Ken Sparnnon, BMI. On Friday, Maurice Mitchell, vice president of Associated Program Service, will speak on "Selling Radio to the Advertiser." The two-day schedule is rounded out with several panel discussions on current industry topics and a business session of the NCAB.

Wednesday evening 8 p.m., as a preliminary to the convention, North Carolina FM broadcasters will meet at the Battery Park.

AFRA DRIVE

Continues in San Diego

WEST COAST chapter of AFRA last week started its drive to organize the two remaining non-AFRA stations in San Diego—KSON and KRDO—and negotiated $5 weekly increases for announcers at the city's four other member stations.

Claude McCue, executive secretary of AFRA, this week expects to start talks with the two non-AFRA independents.

Other four stations, network affiliates KFSF, KGB, KBMB and KCBQ, approached by AFRA for cost-of-living increase on the contract expiring May 1952, agreed in a $5 weekly increase for announcers effective Oct. 1 for two years. Increase brings present salaries from $65 to $70 for new announcers; $75 to $80, after first year.

In Conferences’ Plan

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BROADCASTING  •  Te lecasting  
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PERON-STYLE VIDEO TO BOW
LIKE RADIO, TV WILL BE PERONISTA MOUTHPIECE

By HERBERT M. CLARK
BUENOS AIRES, (Special)—Television in Argentina is on the way to Argentina Oct. 17, just in time to highlight the celebration of "Loyalty Day." Occasion is the anniversary of the day in 1945 when demonstrating "descamisados" (shirtless ones) forced a shortlived counter-revolutionary coalition to release Juan Peron (then a colonel), Vice President and Secretary of Labor, from prison and restore him to rank and office.

Peron went on to become a general and Argentina's president, and, barring more serious accidents, than the absence of revolution ary bid of late September, is likely to win a second term in elections scheduled Nov. 11.

Like radio broadcasting, television will be a "free and private enterprise," TV was brought here by Radio Belgrano, ostensibly headed by Jaime Yankelevich though actually forming part of the tremendous holdings of Madame Evita Peron, Argentina's glamorous and now-sitting "first lady.

Partial admission of the actual ownership was contained in the announcement from the Presidential press office which, confirming a date long rumored to have been picked for the TV premiere, added that Radio Belgrano was in this instance "acting as the agent of the Ministry of Telecommunications." The latter is headed by Oscar Nicolini, sometime escort of Senora Juanita Duarte, Evita's mother, and Yankelevich's partner and a new news agency, Agencia Periodistica Argentina, which has become the exclusive processor of news for radio in the six weeks since it was opened on Aug. 17.

'Best in The World'
Argentina's TV will be "the best in the world, far clearer than that in the United States, because of the competence of Argentine technicians," the President Under Secretary of Information said in an announcement. Both transmitting and receiving equipment are entirely American, of course, and while Peron's press spokesmen ignored the fact, four Standard Electric Company engineers have been retained for installation of the transmitter, a 5 kw Standard Electric job expected to have 42 kw in modulation from a 150-foot tower built on top of the Ministry of Public Works building in midtown Buenos Aires.

At its outset the bulk of the TV audience will be furnished by those watching the 1088 receivers (Capehart tabletops) which rounded out the initial purchase from Standard Electric. They will be spotted in schools and political clubs belonging to the Peronista Party, the president's own supporting unit.

Private Sets Few
Purchases of sets by private citizens have been few. Only important importer today is, again, Yankelevich, who got the concession in return for his cooperation in the original deal.

He has brought in several Capehart models, the bulk of them the tabletop set priced in the $200-$300 bracket in the U.S., but retailing here at 13,500 pesos, $946 at the government's nominal "official" would-be users of local facilities permitted to operate.

Sources close to the Casa Rosada, Argentina's pink "white house," believe that if President-General Peron nurses the country through to national elections on Nov. 11 and wins a second term in the balloting, he may incline to more liberal treatment thereafter.

Similar hopes have been expressed in the past, however, and there is nothing in the current campaign for the posters to indicate a return to normal democratic standards: Opposition forces are rationed as to public electioneering meetings, cannot buy so much as a newspaper of radio time, are able to present their views in only a handful of papers as a result of the out of Argentina, so far as is known, one (for ABC) for which an ordinary French telephone set was used from a studio improvised out of rugs and blankets on a living-room floor.

The clamps were tightened in March after BBC had short-waved a program for retransmission over long wave for domestic Argentine listeners which criticized Peron sharply for his handling of the case of La Prensa. Next day all programs under similar foreign sponsorship, including United States Information Service news and-comment shows and others put on by such South American neighbors as Venezuela and Peru were also withdrawn. The measure was ostensibly taken by individual stations, with the government denying intervention.

A new amendment to the "Manual de Instrucciones para las Estaciones de Radiodifusion" (Instruction Manual for Radio Broadcasting Stations) issued by the Ministry of Communications says, however, that before Argentine stations sell time for programs sponsored by foreign governments or institutions, "they shall require guarantees of reciprocity—amount of time, program hours, costs, etc. —in the country concerned.

BBC Ban Remains
After the American Embassy, to which U.S. diplomats, had been denied, the American news agencies, a new news agency, Agencia Periodistica Argentina, which has become the exclusive processor of news for radio in the six weeks since it was opened on Aug. 17.

Under Firm Control of Evita Peron, television goes on the air in Buenos Aires to celebrate the anniversary of the counter-revolution that swept her husband out of jail and on his way toward iron-fisted rule of Argentina. The new TV station, like Argentinian radio, will be exclusively reserved for pro-Peron campaigning in his rigged bid for reelection Nov. 11. This report from our special correspondent, Herbert M. Clark, shows how broadcasting can be corrupted by a strong man.
INDICATION that broadcasters and telecasters are disturbed over President Truman's recent extension of military security to all federal agencies continued to appear as two NARTB districts adopted strong resolutions protesting the order.

The two districts, 14 (Mountain) and 17 (Northeast), also were concerned over news conference statements by the President which called on broadcasters and publishers to exercise voluntary censorship.

Destruction of basic American freedoms is feared in view of the fact that no official safeguards have been set up to prevent bureaucrats from becoming individual and all-powerful censors.

On Capitol Hill Republican legislators continued to condemn the Presidential mandate. Forty-four of the 46 Republican Senators denounced the order and signed a manifesto calling it "a new and dangerous departure in American history."

The manifesto pledged its signers "to rally to the defense of every newspaper and against common controls directed as a result of the exercise of his Constitutional right of freedom of speech."

Secretary of Commerce Charles Sawyer last Tuesday called upon publishers to adopt a voluntary security code to prevent vital defense information from reaching potential enemies. Traditional freedom of the press "does not mean freedom to print everything we know or can find out," he told the Poor Richard Club in Philadelphia.

Advocates Self-Censorship

While advocating a self-censoring system for the newspaper industry, Mr. Sawyer declared there have been "emotional outbursts" about the President's order designed to bring about uniform security practices in government agencies [8 T, Oct. 8].

Secretary Sawyer envisioned "a changing pattern" of publishers and top-ranking government officials to consider nationalizing or regulating the press. He said this "would alleviate fear on the part of the press that anything unreasonable is being done. I would like to see responsibility assumed by the press on what should and what should not be published. If they don't, then maybe the government should go ahead with the plan."

He did not support a plan to form a separate government information service, saying "there are too many publicity men in the government now."

Walter J. Mahoney, New York State senator, chairman of the State Senate Finance Committee, attacked the Truman security order. He said, "A national government, long riddled by the subtle activities of communists and their allies, daily sinking more and more to the degrading standards of British society should be such an exception that its entrenched leader urges a system of newspaper censorship of governmental affairs."

Charges Data Gone

He charged the President "has discovered that the anti-American tendencies in his Administration already have given away 95% of the so-called top security information."

Arthur Krock, writing in the New York Times, said the President's Oct. 4 observations "have created a mystery." He said that while repudiating the "wish to impose censorship in any form, including the 'voluntary' kind, the burden of his remarks was that the press and radio should act as voluntary censors of his own administration."

Ernest B. Vaccaro, Associated Press White House reporter, said Washington newsmen are now confronted by a greatly expanded censorship at the source of government news along with a lack of a complete system to make it work, and an absence of specific guides for security officers to follow in saying what news they will withhold.

Mr. Vaccaro observed that the President, while saying he was not asking the press and radio to impose voluntary censorship, at the same time called on them to use good judgment for the safety of the United States.

EDWARD R. MURROW, CBS commentator (t), gets some opinions from Aluminum Co. of America officials at WNOX Knoxville, Tenn., where the commentator broadcast reports from the Governors Conference in nearby Gatlinburg. WNOX gave a party in Mr. Murrow's honor, attended by 135 Tennessee business and industrial leaders. Officials are R. M. Ferry, Tennessee manager, ALCOA (1), and A. D. Haddleston, regional manager for ALCOA public relations.

Security Order

Opposition Still Mounts

Executive Order Lists Duties

HARADEN PRATT, 60-year-old vice president of American Cable & Radio Corp., last Friday was sworn in as telecommunications advisor to the President.

Earlier, President Truman had issued an executive order formalizing the appointment of the communications executive, which the White House announced last August [8 T, Aug. 6].

Swearing-in ceremonies were to be presided over by Matthew J. Connolly, Presidential assistant. Mr. Pratt will serve with an annual compensation of $15,000 under the jurisdiction of the Executive Office of the President.

To Aid President

According to the executive order, issued by Mr. Truman last Tuesday, Mr. Pratt "shall assist and advise the President" on these and other telecommunications functions which the Chief Executive may designate:

- Coordinating development of telecommunications policies and standards applying to the Executive Branch of the government.

- Assuring "high standards of telecommunications management" within that branch.

- Coordinating development by several agencies of executive telecommunications plans and programs "designed to assure maximum security to the U. S. in time of national emergency with a minimum interference to continuing non-governmental requirements."

- Developing radio frequencies to government agencies under Sec. 305 of the Federal Communications Act (as amended), and "establishing policies and procedures governing such assignments and their continuance."

- Developing U. S. government frequency requirements.

Of prime importance to broadcast executives throughout the country of Mr. Pratt's appointment is the potentiality of the government restoring valuable spectrum space to the radio for emergency purposes.

He will work with personnel of the National Security Resources Board, which is charged with long-range mobilization planning and particularly censorship and wartime activities.

Mr. Pratt assumed his duties this past week and is in the process of gathering a professional staff. He will headquarters in Room 4 of the old State Dept. Bldg., which now houses the NSRB. His appointment was not subject to Senate confirmation. It stems from a set of recommendations laid out by the non-defunct President's Temporary Communications Policy Board under the chairmanship of Dr. Irvin Stewart, former FCC Commissioner and president of the U. of West Virginia [8 T, March 12].

Will Have Small Staff

The communications executive, who has an outstanding background in engineering and science, as well as in international radio conferences, expects to function with a small professional and secretarial staff.

Already set to assist Mr. Pratt—though not officially designated with titles—are Fred C. Alexander and William E. Plummer, both of whom collaborated with the Stewart committee on its report.

Mr. Alexander organized and directed the technical studies leading up to the report, especially on frequency utilization.

Mr. Plummer had been with Glenn D. Gillett & Assoc., Washington consulting radio engineering firm, until early this year when he left to assist the communications board as a senior member. He had been with the firm from 1935 to 1941, served with the U. S. Army and returned to Gillett where he was named a partner in April 1946. After his work with the Stewart group, he was assigned to classified work for the U. S. government.

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Executive Order

Lists Duties

PRATT TAKES POST

Opposition Still Mounts

Edward R. Murrow, CBS commentator (t), gets some opinions from Aluminum Co. of America officials at WNOX, Knoxville, Tenn., where the commentator broadcast reports from the Governors Conference in nearby Gatlinburg. WNOX gave a party in Mr. Murrow's honor, attended by 135 Tennessee business and industrial leaders. Officials are R. M. Ferry, Tennessee manager, ALCOA (1), and A. D. Haddleston, regional manager for ALCOA public relations.
COMR. HENNOCK
Action Seen Deferred

HEARINGS on the nomination of FCC Comr. Frieda B. Hennock to be a federal judge in New York's southern district were slated to draw to a close over the weekend, amid these developments:
- Senate Judiciary Committee Chairman Pat McCarran (D-Nev.) announced Thursday that this meeting probably would be the committee's last.
- An unidentified member of the committee said action by the Judiciary committee might be deferred until next year [B • T, Oct. 1]...
- Proponents of Miss Hennock's nomination, all of them from New York, testified last Thursday with others expected to appear Oct. 13 (last Saturday)...

At his Thursday news conference President Truman was asked if he planned a delay in court, which would achieve the purpose of his court, and the White House announced the next day.

Heard Thursday were Judge Agnes Craig of the New York Municipal Court in the Bronx; Jacob L. Holtzman of the New York State Board of Regents; Judge Doris S. Byrnes of the New York Court of Special Sessions; and David Schenker, New York attorney.

A fortnight ago, hearings were interrupted because of an illness suffered by Miss Hennock. However, they were resumed last Thursday...
More Samples from the WHO Mailbag

Dear Mr. Shelley:
I received a copy of news mention of my husband, Marine Lieutenant Donald Hougé's survival of his fourth plane accident as reported on your 10:15 news broadcast on April 6th.

I'm sure that in instituting this service from your station you fully appreciate the great kindness you are performing to many war-burdened people.

In this instance I had three days of mental anguish trying to trace a report appearing in an Omaha paper on April 3rd. And to this date I have never had any acknowledgment of a wire sent to this paper requesting information.

There are times when civilian reserves, such as my husband was up to August 1, 1950, have occasion to feel embarrassed by the turn of their lives and fortunes, but such actions as this from your station makes things much easier to face knowing that there are persons concerned with the welfare of affected families.

Thank you for your kindness.
Sincerely,
MRS. DON HOUGE
Aberdeen, S. D.

Editor's Note: Shortly after the outbreak of the Korean War, WHO began making copies of all broadcast news items concerning Iowa-Plus personnel in Korea. We mail these copies to the Postmaster in the serviceman's home town with the request that they be delivered to his nearest relatives.

Dear Mr. Loyet:
Please accept the thanks of the National Safety Council for the cooperation of your station and Messrs. Kenneth Geller, Del Donahoo, and Jack Ker-"ginn in connection with a "Green Cross Song Festival" broadcast from your city on April 21.

The National Safety Council has long since learned that it can depend upon WHO for full-hearted public interest support of its nation-wide campaign to prevent accidents. Your cooperation in connection with the Festival series is just another example of this continuing service to safety.

Very truly yours,
NED H. DEARBORN
President
National Safety Council
Chicago

Dear Sir:
I appreciate your 8:00 a.m. Weather Report. Believe it is best report on air. A real help to farmers.

Keep it on the air.
Yours truly,
JOHN C. CAMERON
Wayland, Mo.

Gentlemen:
On behalf of the local American Legion post and all posts in Greene County, we wish to extend to all concerned our thanks and appreciation for the announcement of our meeting postponed. We realize how powerful you are and the value of time allowed for us.

We received great results; only two families showed up out of a possible 500.
Very truly yours,
BILL PEARCE
County Commander

United Food Markets
Jefferson, Iowa

Dear Mr. Shelley:
The Overseas Affairs Branch, Department of the Army, is very appreciative of the public service time given by your station in aiding our recruitment of civilians for overseas service.

Please accept my personal thanks and that of the Department for your cooperation and assistance.
Sincerely yours,
JOHN H. PLATTENBURG
Representative
Overseas Affairs Branch
Department of the Army
Civilian Personnel Division
Chicago

To the News Staff of Radio WHO:
Just a few lines of "fan mail" in appreciation of the way the news men at WHO compile and present the news. We are a farm family, and having little time to read much in the summer months, especially, we really enjoy the concise accounts of the news, and try to hear the 7:30 a.m. and 12:30 p.m. periods, particularly.

Somehow, you have a secret for injecting into the news a live spark that makes the news so meaningful and easily understood. We have often agreed that the same news heard within the hour on other broadcasts (other stations) just doesn't sound like the same news—and often sounds as if the newsmen were bored, or tired of reading.

On one of Jack Shelley's noon broadcasts, he stopped midway to say, "Now, Clay Rusk"—Our 3 year old, Glenn, who was sitting at the dinner table and who has often been cautioned about playing too hard and rough, reached over and patted his mother's shoulder and said, "Mom, the man said 'Now, play rough!'

Our thanks again.

Regular listeners,
Mr. & Mrs. RALPH SCHULTZ
Kiron, Iowa

Few professional advertising men, we suppose, have ever written a personal letter to a radio station. Therefore it may be difficult for you to realize why WHO gets mailbags of personal letters—to understand the feelings of friendship and inter-dependence that exist between WHO and its listeners.

Read these few typical letters, and we believe you'll get some new ideas of what WHO means in Iowa Plus—what WHO can mean to advertisers, too.

WHO
Des Moines...50,000 Watts

Col. B. J. Palmer, President
P. A. Loyet, Resident Manager
FREE & PETERS, INC. National Representatives
Warned of Inroads on Radio

D. J. ‘PROBE’

AN ALLEGED feud between WMCA New York’s nighttime disc jockey, Barry Gray, and a Greenwich, Conn., newspaper editor, reached the sensitive ear of a Congressmen last week.

The dispute was revealed when Albert P. Morano (R-Conn.) sent a stinging letter to FCC Chairman Walter F. Bray and last week asked for a disc jockey investigation.

Outlining the situation, brought to his attention, Bray was asked to provide the “insider” to the air.

The letter, written by Mr. Morano, said he had a suspicion that Barry Gray had been “on the prowl” recently.

Mr. Morano was quoted in complaint.

Requested of FCC

in Complaint

NAME famous in broadcasting legal annals is involved in station sale, reported last week.

Sale of WKGB-AM-FM Muskegon, Mich., by Grant P. Ashbacker to Arch Shaw of Detroit, Mich., for $150,000 has been filed for FCC approval. The station has been identified with management of WTOL Toledo and WJR Detroit, among other radio stations.

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D. J. ‘PROBE’

AN ALLEGED feud between WMCA New York’s nighttime disc jockey, Barry Gray, and a Greenwich, Conn., newspaper editor, reached the sensitive ear of a Congressmen last week.

The dispute was revealed when Albert P. Morano (R-Conn.) sent a stinging letter to FCC Chairman Walter F. Bray and last week asked for a disc jockey investigation.

Outlining the situation, brought to his attention, Bray was asked to provide the “insider” to the air.

The letter, written by Mr. Morano, said he had a suspicion that Barry Gray had been “on the prowl” recently.

Mr. Morano was quoted in complaint.

Requested of FCC

in Complaint

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Morning and Afternoon

...Your best bet's WJZ!

<table>
<thead>
<tr>
<th>Time</th>
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<tr>
<td>6:00</td>
<td>Phil Alampi</td>
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<td>6:30</td>
<td>Listen to Sheldon</td>
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<td>7:00</td>
<td>Don Gardiner</td>
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<td>7:10</td>
<td>Weather Report</td>
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<td>7:15</td>
<td>Listen to Sheldon</td>
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<td>7:45</td>
<td>Don Gardiner</td>
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<td>Listen to Sheldon</td>
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<td>Inside News from Hollywood</td>
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<td>The Breakfast Club</td>
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<td>10:00</td>
<td>My True Story</td>
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<td>10:25</td>
<td>Edward Arnold</td>
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<td>Betty Crocker Magazine of the Air</td>
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<td>Against the Storm</td>
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<td>11:00</td>
<td>Lone Journey</td>
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<td>When a Girl Marries</td>
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<td>Break the Bank</td>
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<td>12:00</td>
<td>Jack Borch</td>
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<td>Victor H. Lindlahr</td>
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<td>12:30</td>
<td>Herb Sheldon</td>
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<td>Mary Margaret McBride</td>
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<td>2:00</td>
<td>Ilka Chase</td>
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<td>2:30</td>
<td>Family Circle</td>
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<td>3:30</td>
<td>Mary Marlin</td>
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<td>3:45</td>
<td>The Strange Romance of Evelyn Winters</td>
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<td>4:00</td>
<td>Valiant Lady</td>
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<td>4:15</td>
<td>Marriage for Two</td>
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<td>4:30</td>
<td>Dean Cameron</td>
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<td>5:00</td>
<td>Big Jon and Sparkie</td>
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<td>5:30</td>
<td>Mark Trail</td>
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<td>5:55</td>
<td>Victor Borge</td>
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“It's one o'clock...and here's Mary Margaret!” Famous words introducing radio's most famous lady—Mary Margaret McBride. Millions love the warmth and cordiality of this charming and gracious lady...love her celebrated and informative program, which has made Mary Margaret the greatest single selling force in the history of advertising and marketing.

WJZ is proud of Mary Margaret...proud of her accomplishments...of the strength and loyalty of her following...proud, too, of the credit she brings to this station and the American Broadcasting Company. WJZ, too, is celebrating an anniversary—its 30th—with radio's greatest line-up of daytime entertainment. Top dramatic programs, audience participation, comedy, music and news are yours on New York's first station. Today and every day tune to WJZ first...and stay tuned for the best in daytime radio.
AD COSTS

House Group Rejects Capehart Plan

A MID CHARGES that government plans to discount advertising costs in formulation of new price ceilings, the House Banking & Currency Committee last Thursday sustained the Administration by spurning the so-called Capehart formula in the present economic control law.

The committee voted 15-7 to up-hold the Administration position, after receiving a sharply-worded protest from American Newspaper Publishers Assn. The group held hearings last week on the bill (S 2170) already passed by the Senate. Early action by the lower chamber was indicated.

The advertising issue arose on the heels of a letter from Cranston Williams, ANPA executive, urging the committee to set "the record clear on where advertising may find itself."

"I am concerned about the drive in Washington to eliminate advertising as a specific factor in costs," Mr. Cranston had advised Rep. Paul Brown (D-Ohio), a committee member. "I am skeptical about leaving too much authority with the bureaucrats because we know they have a large number who are making plans to limit or cripple or to eliminate advertising in every way possible."

DiSalle Denies

Price Stabilizer Michael DiSalle, who described himself as anything but a "bureaucrat," categorically denied any such plans were afoot. The proposed legislation, he stated during hearings last Tuesday, provides for "reasonable allowances" for advertising in computing price ceilings.

Inquiries on advertising's phase in the economies control law were pursued by Rep. Brown on the basis of Mr. Cranston's letter. Similar charges had been raised by newspaper and other groups in recent weeks. Some groups charged an attempt to cripple advertising and control all media.

The control bill was slated to be reported by the House committee in substantially the same form as it passed the Senate. There appeared to be some doubt, however, whether the House Rules Committee would clear it for floor debate. Group is controlled by a coalition of GOP and Southern Democratic members.

Actually, Mr. DiSalle's testimony threw very little light on just how the new proposal would work out in actual practice. Of chief concern in many quarters are the allegedly vague and loose definitions contained in the Administration bill. Latter is an alternative to the formula sponsored by Sen. Homer Capehart (R-Ind.).

Another frontal attack was delivered by the National Assn. of Manufacturers, which claimed it would give the Office of Price

(Continued on page 36)
amazing revelations about the Pacific Coast

28 Stories in One! If you need effective* penetration in Northern California at the lowest possible cost, KNBC will deliver all 28 of the key markets as compared to 14 for the largest magazine, 8 for the area's leading newspaper, and only 1 for the leading television station.

Tender Love Story! KNBC has the largest weekly BMB audience of any S.F. station—in the city, the entire Metropolitan area and the whole state of California. In fact KNBC reaches 50% more people daily than the next best station.

Blazing Passion! Even in TV peak viewing time (6-10 PM) radio has 63% of the S.F. broadcast audience. There are 9 times more radio homes (1,885,000) in San Francisco than television homes (210,000).

Treasure Chest! KNBC literally poured gold into the coffers of a national book-publisher, delivered the lowest cost-per-order of any of the other 78 stations he used across the country, 20% lower than the next best station. One year later KNBC delivered sales for the same advertiser at a 30% lower cost-per-order than he had expected.

Thrilling Characters! KNBC's own top favorites, backed by stars of NBC's big network shows, help station's Hooper and popularity outstrip all other S.F. stations—such as Judy Deane (9-10 am), Jane Lee's Woman's Magazine of the Air (10-10:30 am since 1932), Bob Letts (10:15-10:30 pm WFW), Jimmy Lyons Discapades (midnight -1 am, Mon-Sat).

You can't afford to miss this story

These are some of the reasons on the books why KNBC is your best media buy in San Francisco and Northern California. Just so, all seven major market stations represented by NBC Spot Sales are the best buys in their areas. And that's only one reason why first calls just naturally are put in to NBC Spot Sales. Serving only seven key radio stations, your NBC Spot Salesman has the time to devote to your account...the knowledge, organization and research service to show what Spot can deliver for you in the nation's key markets...

via Radio, America's No. 1 mass medium

From the NBC SPOT SALES Best-seller Group

Here are the Authors of the 7 NBC SPOT Best-sellers:

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

Represented by

NBC SPOT SALES
New York Chicago Cleveland
San Francisco Hollywood

*B."Effective penetration" is defined as delivering 25% or more of the total families in each market.
"Radio Free America?"

P.L. Agents Touting Their Christmas Wares

Radio advertising can be obtained "free" on 400 stations, according to an advertisement in the October issue of Popular Mechanics.

An advertising agency—Letta Advertisers, Frankfort, Ill.—boasts that it can supply a list of in-put stations for the modest sum of $5.

This novel wrinkle in the P.L. market gives advertisers access to stations that "will advertise your product for just a small percent of each sale, instead of a set fee."

While stations scan the usual pre-Christmas rush of mail order propositions, they have an opportunity to accept more business from National Radio Advertising Co., Seattle, whose advertising techniques match those of Hadacon in their time-buying ingenuity though operated on a less spectacular scale.

Hundreds of stations are bravely hoping to save some money out of the Hadacon "reorganization" proceeding (B 3 T, Oct. 8). Large numbers of stations are reported to be working with the various reorganizations as Dun & Bradstreet to have made inquiry about the Seattle firm.

National Radio Adv. Co. is currently placing "two very active accounts." Design for Living (home decorating book) and a tulip offer for Mt. Baker Bulb Co., Seattle. Writing to stations, Edwin A. Kraft, National manager, offers to buy 12 five-minute periods a week "at the published one-hour rate."

This letter offers "to pay cash in advance on this basis" with the accounts to run "for about eight weeks."

William V. Stewart, general manager of WPBC Minneapolis, offers "fellow broadcasters" a Christmas greeting package to sell for $2, out of which the station gets 50% of the run-through. "Join WPBC for a very successful Merry Christmas campaign!" Mr. Stewart writes.

Paley Reception

RECEPTION was held in Washington last Wednesday for Mr. and Mrs. William Paley, with W. Stuart Symington, Reconstruction Finance Corp. director, as host. Mr. Paley, board chairman of CBS, has been dividing his time between New York and Washington, where he serves as chairman of the President's Materials Policy Commission.

Mr. Symington presided over a dinner attended by 50 guests at the 1925 F St. Club.

WNYC New York was scheduled to start its second annual American art festival last Saturday with special address from Brooklyn Museum by Seymour N. Siegel, director of radio communications for CBS, New York. A 24-hour period of time on WNYC will be devoted to all phases of art during the festival week, which ends Oct. 29.

INVITATION TO LEARNING, Sunday feature of CBS Radio, 11:30 a.m.-12 noon, EST, introducing new series of informal discussions on still-living books from last half of 19th century titled Grandfather's Bookshelf. New series will run through remainder of year.
Ratings are People...and People buy Things

That's why WGBI's audience figures add up to one of the nation's best buys—day or night!

Hooper gives WGBI 61.1% of the listeners in the Scranton area in the morning, 53.6% in the afternoon and 71.6% in the evening. To add an exclamation point to this story of intensive radio listening, WGBI heads all CBS stations in the morning, afternoon, evening for the March-April 1951 period.

When you consider that these percentages pile up in Scranton, which is part of the Scranton-Wilkes-Barre Metropolitan Market—comprised of 674,000 spending people—it makes sense to investigate such facts as extremely reasonable time costs. Your John Blair man has all the data—call him today!

WGBI

MRS. M. E. MEGARGEE, President
GEORGE D. COLEMAN, General Manager
CBS Affiliate 910 KC 1000 Watts Day 500 Watts Night

JOHN BLAIR & COMPANY, NATIONAL REPRESENTATIVES
What Happens
(Continued from page 32)

companies is contemplated by the plan."

In Los Angeles, Mr. O'Neill expressed the hope that Theodore C. Streibert, president of General Teleradio, will remain in charge of the New York operations under the fusion. One of the nation's outstanding broadcasters, Mr. Streibert is a charter member and former chairman of the board of Mutual, and has been identified in the leadership of industry affairs for almost two decades.

Affiliates Told

Text of the O'Neill-Straus announcement of the merger plans was read to Mutual affiliates Thursday morning on a conference call by E. M. Johnson, MBS vice president in charge of station relations and engineering, who acted on behalf of Mutual President Frank White, who was out of the city. Mr. Johnson told the affiliates that he and Mr. White were confident, with Messrs. O'Neill and Strauss, that the plan would strengthen the network.

Mr. O'Neill has been involved in a half-dozen major radio-TV transactions in recent years.

The 36-year-old son of General Tire's principal owner was instrumental in the acquisition of Yankee from the Shepard family some five years ago for $2,100,000.

Last December, General Tire acquired the Don Lee radio and TV properties from the Thomas S. Lee estate for a record $12,800,000, at the same time selling Don Lee's KTCL (TV) Los Angeles (new KNX-TV) to CBS for $333,765 plus long-term lease arrangements for studios, transmitter site, and other facilities for a total rental of $5,115,000. At the same time, to meet FCC's multiple-ownership policy, Don Lee's KDB Santa Barbara was sold to Lincoln Dellar (owner of KXOA - AM - FM Sacramento, KKOB Stockton, and KKOC Chico, Calif., for $25,000.

Just a few months ago KFI-TV Los Angeles (now KHJ-TV) was added to the General Tire ownership group by purchase from Earle C. Anthony Inc. for $2,500,000.

Father Heads General Tire

Head of the General Tire operations in Mr. O'Neill's father, William, but the son as vice president of the tire company and president of Thomas S. Lee Enterprises (Yankee and Don Lee) directs the radio-TV operations from New York headquarters. William M. O'Neill, brother of Thomas, is owner and operator of WJW Cleveland but is not connected with the General Tire radio-TV enterprises except through participation in the O'Neill family's ownership of about 20% of General Tire's stock. Willet Brown, president of Don Lee for the past several years, directs the West Coast operations while Linus Travers, executive vice president of Yankee, has supervised Yankee operations since the retirement of the late John Shepard 3d several years ago.

Messrs. Brown and Travers both held comparable positions with the original ownerships, underscoring the O'Neill policy of continuing competent management personnel.

Stockholders of Mutual, in addition to General Tire's 38.6% and WOR's 19.3%, are WGN Chicago (Chicago Tribune) 19.3%; United Broadcasting Co. (WHKX Cleveland, WHKX Akron), 10.4%; Pennsylvania Broadcasting Co. (WIP Philadelphia), 6.1% and Western Ontario Broadcasting Co. (CRLW Windsor-Detroit), 6.1%. These figures are carried to the nearest tenth and do not total exactly 100%.

In Los Angeles with Mr. O'Neill last week was W. Theodore Pierson of the Washington law firm of Pierson & Ball, chief counsel for Don Lee-Yankee, who had participated in the negotiations almost from their inception some eight months ago. Blythe & Co. acted as consultant to both parties during negotiations.

MBS and Metro-Goldwyn-Mayer have worked out a plan, subject to affiliate endorsement, calling for MGM Radio Attractions to provide six hours of star entertainment a week for the Mutual evening schedule, starting in November and continuing at least through 1952 [B - T, Sept. 24].

Conroy Names W&S

THE THOMAS F. CONROY Advertising Agency, San Antonio, Tex., has appointed Wyatt & Schuебel, N.Y., as its New York office television and radio department, Mr. Conroy, head of the firm announced in New York last week. The prominent Southwest agency is a member of the 4 A's. Mr. Conroy has been active in the association for many years.

Folsom Returns

FRANK M. FOLSOM, president of RCA, returned to New York Wednesday from a business trip to Europe which he started Sept. 21 with a flight to Paris. After three days in the French capital, he flew to Rome, where he remained until Oct. 2. Mr. Folsom spent his last week abroad in Madrid.

NEW CORPORATION formed by Bing Crosby under the name of Bing's Things for merchandising and distributing approximately 20 different articles including children's and adults' wearing apparel, toys and games. Officers of new organization are Bing Crosby, president; Everett N. and Larry E. Crosby, vice presidents; Basil Griffin, secretary-treasurer, Bing Crosby Enterprises, secretary; Larry Shea, general manager; Ray Fahn, production manager; Jim Fahn, sales manager. BROADCASTING - Telecasting

Buy the Whole Pie for the Price of a Piece

$40 to 57.50 MONTHLY
based on advertising rates
FOR THE BIG, COMPLETE SESAC
Transcribed Library

INGREDIENTS:
4000 SELECTIONS COVERING ALL PROGRAMMING NEEDS
500 SCRIPTS TO START AND LARGE MONTHLY RELEASES
1200 BRIDGES, MOODS AND THEMES
PROGRAM NOTES FOR EVERY NUMBER

SESAC, INC.
475 Fifth Avenue New York City

Page 38 * October 15, 1951
The facts about radio in California's $660 million
FRESNO MARKET

IN THE CITY OF FRESNO
for example...

AND IN THE WHOLE 4-COUNTY FRESNO MARKET —

KMJ is again the top station — with a BMB penetration of
92% daytime, 91% at night. In fact, KMJ's "day after day"
audience (72% of the market's 143,030 radio families) is
3/4ths larger than that of second best station!

Note that in each of the 4 segments reported by Hooper, KMJ is the
top station. KMJ also leads in 5 out of the 7 individual evenings rated,
Of the 115 quarter and half hours rated (morning, afternoon and
evening, throughout whole week) KMJ rates highest in 69. That's a
76% lead over next closest station!


NUMBER 1 STATION IN THE $660 MILLION FRESNO MARKET

KMJ

AFFILIATED WITH THE FRESNO BEE

BROADCASTING * Telecasting

October 15, 1951 * Page 39
Radio-TV Funds Pass Senate

SUM of $3 million was approved by the Senate last Monday for communications, "the nerve system of civil defense," together with a $1,545,000 outlay for educating the "man on the street" to civil defense through radio, TV and other media.

These funds were recommended by the Senate Appropriations Committee with the proviso that "no part" of the $3 million be "used for duplicating existing communications facilities" but be retained for any emergency.

The Senate also allotted another $2.5 million to be expended as federal contributions to the states in their communications planning. The government's attack warning system of air raid sirens was allocated $240,000 for operations and an additional $3 million in contributions to be matched by the states.

The Federal Civil Defense Administration was assured the full amount of money requested in the budget for preparation of materials for radio and TV stations, previously approved by the House.

The communications outlay comprises fixed radio equipment, enabling control centers to communicate with district command posts, and is part of the overall plan involving participation of broadcast stations in the event of enemy attack (also see story this issue).

Additionally, various sections of FCDA are turning out technical manuals for use by state and city CD groups. Among those slated for early release is one on communications—common carrier and broadcast—spelling out plans for national civil defense. Role of the media will be explored as a followup to the President's handbook released last year.

Paint That Station!

WTTM Trenton, N. J., demonstrated radio's ability to effect communication when it joined the two-year crusade of local residents to have the Pennsylvania Railroad repaint its Trenton station and install escalators. The WTTM campaign—led by News Commentator George Taylor—paid off last week when the railroad agreed to the plan. City Council Louis Josephson said, "I want to thank the local Chamber of Commerce, the local press, and particularly WTTM for its aid and support which greatly assisted in bringing about the result."

MURPHY NAMED

Head AWRT in Mo., La., Neb.

DORIS MURPHY, KMA Shenandoah, Iowa, has been elected president of the Missouri-Iowa-Nebraska chapter of Assn. of Women in Radio & Television.

The "Heart of America" chapter held its annual meeting in Omaha Sept. 29-30. Proceedings included tour of Boy's Town and a report by Miss Murphy on the AWRT New York meeting. Discussions were held on work attitude by Betty Wett, WMA Des Moines; handling of news, by Ann Hayes, KCMO Kansas City; show production by Betty Brady, WHO Des Moines; transcription selling, by Kay Wilkens Farris, Perfax Co., Shenandoah, Iowa; Sam Reynolds, Omaha civilian defense director, spoke on radio's role in this sphere.

General chairman was Belle West, KOIL Omaha. She was assisted by Martha Bohlsen, WOW Omaha; Mayne Allison, KRON Omaha, and Nancy Condon, KFAB Omaha.

HERE'S REAL WITCHCRAFT

This "witcher" tells Kansans where to dig their wells. When he walks across the land, this forked twig mysteriously turns downward—despite all efforts to hold it—and points to a supply of water underground.

You don't risk much when you "witch" for water, but you can't afford such unscientific methods when you're looking for more sales in Kansas.

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TWO MILLION PEOPLE have paid their way to see the Midday Merry-Go-Round in a 15-year whirl on WNOX Knoxville, and uncounted millions more have heard it on the air. AND THERE'S A WAITING LINE of audience and sponsors for a radio show that is a Tennessee phenomenon.
4-A MEET

PLANS for the eastern annual conference of the American Assn. of Advertising Agencies, to be held Oct. 30-31 at the Hotel Roosevelt, New York, on the theme of "Advertising Under the Microscope," were announced last week by Fletcher D. Richards Inc. and conference chairman.

A radio and TV production group meeting will be held Tuesday afternoon, Oct. 30, under the chairmanship of Adrian Samish, vice president of Dancer-Fitzgerald-Sample, as one of nine group sessions to be conducted during the two-day meeting. Total attendance at the conference is expected to exceed last year's record of 1,600-plus, Mr. Richards said.

The final conference session on Wednesday afternoon, open to all 4-A agency personnel, will hear speeches by 4-A Board Chairman Louis Brockway and President Frederic R. Gamble, along with summaries of the various group meetings. These group sessions, and their respective chairmen, are:

Copy and Art—Elwood Whitney, Foote, Cone & Belding, New York.
Marketing and Merchandising—R. W. Welch, McCann-Erickson, New York.
Radio and TV Production—Adrian Samish, Dancer-Fitzgerald-Sample, New York.
Agency Library—Delphine V. Humphrey, McCann-Erickson, New York.
Research—Fred B. Manchee, BBDO, New York.

"This year," Chairman Richards

CHARITY DRIVE

WTAM Raises $10,000

THANKS to a ten-day promotion drive by WTAM Cleveland, a fund for the Society for Crippled Children was swelled $10,000 and the station broke its own three-year promotion record.

The NBC-owned-and-operated outlet raised that sum by offering an admission to the special Ice Capades charity matinee Oct. 13 for each dollar donation. The air campaign was launched Sept. 24 under the leadership of WTAM General Manager John McCormick.

By Oct. 5 all tickets had been committed, assuring over $40,000 over a four-year period for the campaign. Cleveland chapter of the society receives 100% of the contributions.

All station personnel and outside volunteers drew congratulations from Mr. McCormick, who singled out the effectiveness of regional and national radio broadcasting in making the 1951 drive an unqualified success.

AMA AGENDA

Weiss Among Speakers

LEWIS ALLEN WEISS, former president of Don Lee Broadcasting System and MBS board chairman, now assistant administrator for civilian requirement of the National Production Authority, will be one of the speakers at a one-day conference sponsored by the New York Chapter of American Marketing Assn. Oct. 29 at the Waldorf-Astoria, New York.

Plans call for a morning session at which business and government officials will participate in panel discussions on the Fair Trade Act and "Unfair Sales Act" or loss leader laws. During the afternoon panelists will discuss the Robinson-Patman Act and the anti-trust laws. Luncheon session will be addressed by George Sokolsky, author of nationally syndicated newspaper column, on the subject "The Effect of Government Regulations on Marketing Practices."

Other officials to date who have agreed to participate in the panel discussions include J. W. Hubbell, vice president in charge of merchandising and advertising, Simmons Co., and Joseph Kodolny, managing director, National Assn. of Tobacco Distributors.

WGN Chicago has completed construction of a 258-foot vertical antenna for emergency operations. Tower is 880 feet from station's 750-foot primary antenna on transmitter site near Roselle, Ill. Test transmissions will begin mid-October.

WGY Chicago has completed construction of a 258-foot vertical antenna for emergency operations. Tower is 880 feet from station's 750-foot primary antenna on transmitter site near Roselle, Ill. Test transmissions will begin mid-October.

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In Northern California

MORE PEOPLE LISTEN — more often — to KNBC than to any other radio station

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

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

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

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

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

PLUS-Market Case History
Santa Cruz-Monterey

- Population—195,831, an increase of 65.8% from 1940-1950
- Effective buying income*: $273,411,000, an increase of 151.5%
- Retail Sales*: $205,017,000, up 194%
- KNBC Audience: Week after week, over 4/5 of the radio families listen regularly to KNBC.

*Sales Management’s 1951 Survey of Buying Power

KNBC Northern California’s NO. 1 Advertising Medium
- 50,000 Watts — 680 K.C. San Francisco

Represented by NBC Spot Sales
SET MAKERS
Thrd Practice Parley Set
SPADE work for a third industry-government conference on proposed trade practice rules for radio-TV set manufacturers will get underway under auspices of Radio-Television Mfrs. Assn. in New York next week.

RTMA's Trade Practices Conference Committee is scheduled to meet at association headquarters under the chairmanship of Benjamin Abrams, Emerson Radio & Phonograph Corp. Preliminary session Monday will be used to brief RTMA members who were unable to attend second general conference held by Federal Trade Commission Sept. 26-28.

At that time, following conclusion of a three-day meeting, FTC authorities suggested formation of a broad all-industry committee to discuss its proposed rules. Both the Commission and RTMA suggested a third meeting, to be held later this year [B • T, Oct. 1].

Because of the complexity of problems posed by the new trade rules, it appears that the third industry-government session may be delayed until early 1952.

The RTMA meeting next week will be the forerunner to an over-all industry conference of RTMA members, wholesalers, retailers, and better business bureau groups. A committee is to be set up under the tentative chairmanship of Louis B. Calamaras, representing the National Electronic Distributors Assn. FTC authorities have offered to confer with the group after initial meetings later this year.

Immediate objective of the RTMA Fair Trade Practices Committee is to obtain an adequate consensus of association membership on various facets of FTC's proposed code. Meeting will be held in the engineering room of RTMA's New York headquarters.

Auction Aids Crusade
THE BONUS baseball fans enjoyed with the Giants-Dodgers playoff in New York proved to be a bonus for the Crusade for Freedom drive in Florida. WFTL Fort Lauderdale auctioned off sponsorship of the series to local merchants and turned over all proceeds to the Crusade.

General Manager R. L. Bowles reported that the proceeds from the three games helped put the Crusade over the top in Broward County and "also created a great amount of good will for the station."

The committee was active in preparing suggested revisions in the current standards which cover only radio set practices. Subsequent discussions probably will be necessary before RTMA members meet with other industry segments.

RINE Elected
At W. Va. AP Radio Meet
WILLIAM E. RINE, vice president and general manager of WWVA Wheeling, was elected president of the West Virginia Associated Press Radio Assn., succeeding John T. Gelder, manager of WCHS Charleston. Group named its new slate at a full meeting and news clinic in Huntington Oct. 6.

Mr. Gelder was named to one of the three vice presidencies, along with Pat Beacon, manager of WMMN Fairmont, and Ellis Landreth, manager of WDRW Welch.

Flem Evans, manager of WLPF Huntington, was elected treasurer, and Richard K. Boyd, Huntington AP correspondent, was reelected secretary. Mr. Evans also remains chairman of the association's news study committee.

An illustrated talk, "Your News — and its Revenue Potential," was presented by Oliver Gramling, assistant general manager of AP. Clinic speakers included Paul A. Myers of WWVA; Ross Edwards, WCHS; Joe Farris, WGVK Charleston; and Ted Eliland, WSAZ Huntington.

"Local Newsroom Operation" was the subject of a talk by William R. Barrett, news, sports and special events director for WJLS Beckley. The attendance of 65 was the largest in the eight-year history of the organization.

BOB HAWK PACT
Camels Pays $1 Million
DETAILS of Bob Hawk-R. J. Reynolds Co. (Camel Cigarettes) contract signed last month and just made available reveals that over a million dollars are involved in the three-year contract. The pact insures the CBS Bob Hawk Show being on the air 39 weeks a year for each of the three years, with a definite 13-week vacation each summer. Overall salary goes over the $1 million mark.

According to the terms, Mr. Hawk is given the sole right for approval of material used on his programs, as well as complete non-exclusivity of the show in both radio and television. Sole reservation is that he not broadcast for competitive products.

'Touchdown Tips' Gains
INCREASE for 1961 of 250% in dollar volume over 1960 of RCA's syndicated, 13-quarter-hour football program series, Touchdown Tips With Sam Hayes, has been reported by A. B. Sambrok, manager, RCA Recorded Program Services Sales. "After an intensive six-weeks' sales effort . . . enthusiastic stations and sponsors are already picking up options on Touchdown Tips for 1962," Mr. Sambrok stated.
Whether for video or standard broadcasting, Engineers, with an eye to the future, will appreciate the exceptional versatility of GATES Speech Input Equipment. Here is equipment with unusual adaptability to the ever-changing demands of programming techniques. If you are planning a studio installation today — think of tomorrow, and consider the flexibility, the expandability of GATES Speech Input Equipment.

Space prevents fully describing the circuit handling capabilities of the three consoles shown. You are invited to write for the GATES SPEECH INPUT CATALOG where functional block diagrams and additional data will better acquaint you with these versatile GATES Consoles — truly, Speech Input Equipment With A Future.

**52-CS STUDIOETTE**

Ideally suited for small station studio applications or as part of larger master control type installation, the GATES 52-CS Studioette has all of the necessary facilities for complete studio operation and will fulfill the most rigid requirements of fidelity, low noise and distortion. Facilities include four mixing channels, two preamplifiers, one program amplifier and one monitoring amplifier plus complete power supply are self-contained.

Send for GATES SPEECH INPUT CATALOG Today.

**GATES SA-50 DUAL SPEECH CONSOLE**

Typical of a comprehensive GATES Speech Input system is the SA-50 Dual Speech Console, illustrated above.

Consisting of the main console and power supply unit, the SA-50 provides almost unlimited facilities for smooth uninterrupted studio operation of the most complex nature. Nine mixing channels: five for microphones, two for turntables and one each for remote and network service. Separate PBX type keys allow selection of any mixing channel into one of two program amplifiers.

**NINE AMPLIFIERS**

Five 2-stage preamplifiers and two 4-stage high gain program amplifiers are contained within the console. A ten watt low distortion monitoring amplifier and a two watt cueing amplifier are part of the separate power supply unit. Space is provided in console for two additional preamplifiers if needed. Side chassis units are individually removable for servicing without disrupting operation of balance of console.

**SA-40 SPEECH INPUT CONSOLE**

Similar in size and symmetry to the SA-50, the SA-40 Console is characterized by its extreme flexibility of operation. Of modern design, it is generously equipped for a most comprehensive installation.

Nine channels are provided: live for preamplifiers, three for turntables and one for network. Seven amplifiers include live 2-stage preamplifiers, one 4-stage program-amplifier and one 3-stage monitoring amplifier. Provision is made for connecting external cueing amplifiers. Cabinet construction follows that of the SA-50 and features easy accessibility of all components.

GATES RADIO COMPANY • MANUFACTURING ENGINEERS • QUINCY, ILLINOIS, U.S.A.

2700 Polk Avenue, Houston, Texas • Warner Building, Washington, D.C. • International Division, 13 E. 40th St., New York City

Canadian Marconi Company, Montreal, Quebec
IN BETWEEN 17th NARTB district sessions in Spokane Oct. 8-9, the Oregon State Broadcasters convened for consideration of intrastate problems. Seated (1 to r): Frank Coffin, KGW Portland; Chet Wheeler, KWIL Albany; Lee Bishop, KORE Eugene; Irwin Adams, KGGG Oregon City; H Quentin Cox, KGW Portland; Ted Cooke, KOIN Portland; OSBA President Richard M. Brown, KPOJ Portland; John Biref, KWIL Albany. Standing (1 to r): Harry Buckendahl, KOIN; John Jones, KLBM LaGrande; Gordon Capps, KSRV Ontario; S. W. McCready, KUGN Eugene; Al Bishop, Multnomah College, Portland; Al Barnard, consulting engineer, Portland; Lee Jacobs, KBKR-KLBM Baker and LaGrande; L. W. Trommlits, KERG Eugene; Gordon Sabine, U. of Oregon, Eugene; Mike Miksahe, KRKO Prineville.

NARTB TO STUDY RATES

THE WHOLE question of radio rate structures, looking toward use of standard methods in fixing station rates for all classes of time, will be placed before the NARTB board of directors at its Dec. 5-6 meeting with the recommendation that the association institute a basic revaluation study.

This was disclosed by NARTB President Harold E. Fellows last Monday at the opening session of the 17th District meeting. Presiding at the sessions was H Quentin Cox, KGW Portland, district director.

After Loren Stone, general manager of KIRO Seattle, had commented that there was "no rhyme or reason" to existing rate structures, Mr. Fellows said he felt the topic was within the board purview, and that he would recommend the study wholeheartedly.

Drawing upon his two decades as a station operator before he assumed the NARTB presidency four months ago, Mr. Fellows said station rates originally were set arbitrarily more or less by following the network pattern. The question to be probed, he said, is what factors should be considered in fixing station rates. He observed that the tradition of fixing the daytime rate at one-half night rates is outmoded.

While it has been standard practice to fix the spot announcement rate at 10% of the hour rate, Mr. Fellows pointed out that perhaps 60 to 90% of station revenue is derived from announcements and participations, with the balance from "program time." He said one station group, which he did not identify, fixed its 1 minute announcement rate at 36% of the hour rate; station breaks at 16% of the hour rate. This group also uses the rule-of-thumb of a 50% increase in overall rates from every 100% increase in circulation.

After a discussion of the part NARTB should play in the overall rate controversy, R. M. Brown, general manager of KPOJ Portland, commented that the question of basic rate structure was in the sphere of management and therefore should fall within the purview of NARTB rather than BAB, which is sales and promotion. On a showing of hands, the district voted practically unanimously in favor of the undertaking. It was pointed out that network rates for affiliated stations should not be the criterion, since the networks themselves have stated there's no real relationship.

In adopting resolutions the district pointed to the results of the research and revaluations that have resulted from incomplete research data and lack of equitable comparison with other media. The delegates recommended to all segments of the industry the development of research "that brings radio into focus with other media on a scientific and comparable basis."

A second resolution condemned rate pressures from inside or outside the industry as well as network or program service action "which undermine the basic economy of broadcast stations by competing with them for sources of revenue on which the stations rely to maintain a financial stability." District 17 urged BAB, NARTB and the Affiliates' Committee to do all they can to "stabilize this phase of the broadcasting industry."

NARTB was urged to develop ideas for uniform rate formulas. The recent Presidential order extending security censorship to all media was referred to the research and re-proof from District 17 on the ground that no machinery was set up to safeguard basic rights (see censorship story this issue).

Benton Plan Assailed

Other resolutions condemned the Benton Plan for setting up a radio-television program review board; endorsed administration of President Fellows and key staff officials; commended William B. Ryan, BAB president, for efforts to aid broadcast sales; approved BMI's clinics and general operations; praised administration of Director Cox and thanked local broadcasters for convention arrangements.

Members of the Resolutions Committee were Mr. Brown; Arch Morton, KJR Seattle; John Jones, KLBM LaGrande, Ove, and Tom Olsen, KGY Olympia.

In discussion of the basic broadcast research problem, with the need of bringing media data to a comparable basis, Mr. Jones said the action was inspired by an article in the Oct. 1 issue of Broadcasting • Telecasting, titled "Impact!"

Techniques in radio selling and steps taken by BAB were reviewed by Mr. Ryan in a half-day clinic. Operations of the new NARTB headquarters organization under President Fellows were described by Robert K. Richards, public affairs director, who used his "black magic" board to illustrate the setup. Mr. Richards called on broadcasters to develop their local and regional news operations as a public service and as a means of rais-

Mister PLUS, the smity, stands Beneath the chestnut tree, Holding in his sturdy hands A vast community: "MBS has STRONGEST GRIP On Home-Town U.S.A. Eleven-million listenership Is platinum—not hay!"—the difference is MUTUAL!

++ + + + + FOR DETAILS: THE MUTUAL BROADCASTING SYSTEM • NEW YORK 18, NEW YORK + + + + +
WJBK is 1st on Sunday afternoon with a whopping 57.4 Hooper! ... 1st on Wednesday and Friday evenings ... and 2nd (only to a 50,000 watt net) in Total Rated Time Periods with a thumping 24.7! These Hoopers show that WJBK has the audience in Detroit.

Yes, Sir! And you can reach more of the 5 billion dollar Detroit market, more effectively, at less cost, when WJBK delivers your sales message with the punch that pays off. Call your KATZ man today.
Radio-TV Materials Status

PROSPECT that the radio-TV industry may be granted relief from certain building limitations by allowing broadcasters to self-authorize greater quantities of scarce materials was under consideration by the government last week.

This possibility arose following a conference between NARTB representatives and officials of the National Production Authority. A decision was expected by week's end.

NARTB had sought the meeting on the basis of an NPA order which shifted newspapers and other printing establishments from the commercial to the industrial category. The new order would, in effect, enable newspapers to claim larger amounts of steel, copper and aluminum for projects than are now provided under the commercial classification.

According to the government order, issued last Monday, publishing enterprises would be permitted to secure 25 tons of steel, 2,000 pounds of copper and 1,000 pounds of aluminum each quarter without NPA authorization. Broadcasters still are bound by the two-tons-of-steel, 350 pounds-of-copper ceiling in going ahead with construction, alteration or remodeling projects.

NARTB branded the action "highly discriminatory" and reminded NPA authorities of past assurance that neither media would be given "preferential treatment."

The issue originally cropped up earlier this year, with the result that the agency rescinded an identical order.

The meeting was held in the office of Richardson Bronson, NPA assistant general counsel. Representing NARTB were Ralph Hardy, government relations director; Vincent T. Wasilewski, attorney; Neil McNaughten, engineering director; Thad H. Brown Jr., television manager and counsel; and Oscar Elder, assistant director, NARTB Public Affairs Dept.

The new reclassification, Mr. Bronson said, stems from a reconsideration of "basic criteria." Radio-TV broadcasting is not construed to come under the "industrial plant, factory or facility" category, he explained, since it is not an industry which produces an "end product" like newspapers, books, magazines, etc.

NARTB countered that the end products of radio-television and newspapers actually are comparable in terms of public consumption of news and other vital information.

Peter Black, special assistant to Production Administrator Manly Fleischmann, said this line of reasoning had been under study by NPA and that reclassification would be considered. NPA officials frankly acknowledged the matter of definition has been a thorny problem in recent months.

Other NPA officials present were Rufe B. Newman Jr., director of NPA's Construction Controls Division, and Henry Badoux, his assistant.

The Government last Monday also warned radio-TV set and other manufacturers they will face "serious difficulties" in obtaining steel, copper and aluminum for the first quarter of 1962 if they failed to file applications prior to the Oct. 1 deadline.

The warning was sounded by Mr. Fleischmann in a statement pointing out the evils of plant shutdowns which would result for lack of materials.

By inference, Mr. Fleischmann alluded to manufacturers who produce civilian radio-TV receivers and who are required to file for materials on Application Form CMP-4B. Conceivably, output of station equipment (transmitters, etc.) could be seriously affected, too, if these manufacturers fail to obtain materials for these commercial products. Both categories are subject to the government's Controlled Materials Plan.

A number of electronic manufacturers have cited growing unemployment in their plants. Aside from the usual inventory backlog, the problem is chiefly one of cutbacks on the one hand, and lagging defense orders on the other.

Broadcasters Fare Well

On the construction front, NPA has taken an increasingly dim view of requests for authorization to build or alter present commercial structures. Broadcasters have fared surprisingly well, considering government rejection of over 2,000 bids, though the pinch on scarce materials continues.

In cases involving projects already launched, shortage of steel, copper and aluminum has taken some toll, despite small costs estimated in applications filed with NPA.

Two most recent examples are those of Penwire TV Co., Lewis-town, Pa., which proposed to set up a community TV antenna system; Neely Broadcasting Co. (WJAM Marion, Ala.), and KABR Abbe-deen, S. D. The two radio stations have received construction permits from the FCC but are not yet on the air.

There was little ground for fear, however, that both radio stations would be unable eventually to take the air because of the denials.

Lester M. Neely, licensee for WJAM, told NARTB in a letter that he had started construction Aug. 15 and had set a target date of Oct. 1 for completion. Under FCC Rules & Regulations, CP holders must complete construction within three months of the grant. Neely Broadcasting was rejected in a bid for materials totaling $12,000. Percent of completion of project was not indicated.

Because building already has started and FCC had issued a CP, it was believed that Mr. Neely could establish his case for more materials to complete construction and enable the station to go on the air. NPA stressed again that denials are not tantamount to final rejection and pointed out the applications in question could be "rebroadcast in quarters." Authorities conceded that WJAM may prove a hardship case in this instance.

In the case of KABR, construction began Aug. 15 and is 66% toward completion. Target date was set by KABR for Sept. 15. Project was placed at $4,465.

Penwire TV Co. started work in August on a project designed "to assure TV signal in an area where individual reception is impractical"—the counties of Lewistown, Burnham and Derry in Pennsylvania. Its deadline was set for June 15, 1962, with the TV antenna project estimated at $85,000. Construction would consume over 10 tons of steel and some 1,800 pounds of copper.

Allen B. DuMont Labs was turned down on TV studio project for its WABD (TV) New York at an estimated cost of $1,160,000, as was CBS Television for similar work at $230,000 [B + T, Oct. 8].

CBS was fortunate on another front, however, receiving authority to proceed with construction on its Gilmore Stadium TV studios valued at $530,000. Applicant was Vine Street Realty Corp., Los Angeles. NPA originally had rejected this bid, as reported in BROADCASTING • TELECASTING, but reconsidered the denial last week.

The firm reported its project, begun on Dec. 29, 1950, at 5% completed. Its target date was Sept. 30 this year, but additional materials will be needed to speed completion.

In such cases as those of KABR and WJAM, authorities pointed out, FCC grant of a CP is not necessarily a primary factor in any consideration of requests. Principal yardstick is availability of materials during any one quarter, with provision for refiling.
The VOICE that SELLS on TULSA’S MAIN STREET!

KTUL carries twice as many locally-sponsored quarter-hours as its nearest competitor. Tulsa merchants know where to spend their advertising dollars for DAY BY DAY RESULTS!

Not only do local merchants prefer to spend their advertising dollars on KTUL—they STAY on KTUL year after year: (Globe Clothiers—17 years; Clarke’s Clothiers—15 years; Brown-Dunkin—16 years; Vandeaver’s—15 years; S. G. Holmes & Sons—12 years; Walkover Shoe Store—12 years; Talbot Theatres—12 years; Gray’s Jewelers—12 years; Midwest Chevrolet Co.—12 years; George Fuller Chevrolet Co.—9 years; etc.)

KTUL produces SALES for local advertisers—IT CAN DO THE SAME FOR YOU!

JOHN ESAU, Vice Pres.-Gen. Mgr. • AVERY-KNODEL, Inc., Radio Representative Affiliated with KFPW, Fort Smith, Ark., and KOMA, Oklahoma City
Mister PLUS needs diving gear,
Complete with pump and hawser,
To make our low costs crystal clear:
Lowest you ever saw, sir!

ROCKBOTTOM COSTS, our rate card shows,
Par thousand folks who listen,
In urban markets or in those
Where other nets are missing!

--the difference is MUTUAL!
The case of the missing warehouse!

For many alert businessmen, the big, overcrowded warehouse is virtually disappearing.

The reason? It's because they've found a way to cut their inventory to a minimum!

No huge stock ties up their capital. No sudden price-drop hits them hard. No big storage bills cut their profit.

For they have a "warehouse" in the sky! Whenever they need parts to keep production lines moving, or merchandise to keep shelves stocked, they get them overnight or sooner—with Air Express!

Whatever your business, you can profit by inventory control via the world's fastest shipping service. Here are its unique advantages:

IT'S FASTEST—Air Express gives the fastest, most complete door-to-door pick-up and delivery service in all cities and principal towns, at no extra cost.

IT'S MORE CONVENIENT—One call to Air Express Division of the Railway Express Agency arranges everything.

IT'S DEPENDABLE—Air Express provides one-carrier responsibility all the way and gets a receipt upon delivery.

IT'S PROFITABLE—Air Express expands profit-making opportunities in distribution and merchandising.

For more facts call Air Express Division of Railway Express Agency.
WSKB PLIGHT

Competitors Charged In FCC Complaint

CHARGES that a conspiracy among Mississippi interests forced WSKB McComb, Miss., off the air after 13 years of operation have been filed with the FCC by Julia D. and George Blumenstock, directors and officers of McComb Broadcasting Corp.

Named in the complaint are Louis Alford, president and manager of WAPF McComb, and described as attorney for the First National Bank and Kramer Service Inc., of McComb; Southwest Broadcasting Co., operating WAPF and WGLC Centerville, Miss.; and applicant for a 250-w daytime station on 1200 kc at Hazelhurst, Miss.; the First National Bank and Kramer Service Inc., McComb.

WSKB charges that the parties cited planned for two years “to obtain control of WSKB— destroy it and obtain its frequency 1250 kc on 5000 w power.”

The defunct station claims the First National Bank obtained a one-fourth interest in WAPF by a foreclosure and delivered this to Mr. Alford as its attorney. WSKB was banking at First National, it claims, with the bank carrying $10,000 in short-term notes.

Mr. Alford also was attorney for Kramer Service Inc., owning the Hotel McColgan in which WSKB studios have been located, it is charged.

Recites Rent Troubles

First, WSKB says in reciting its story, the hotel raised its rent from $50 a month to $75, and then without 60 days’ notice to $100. With two months rent past due, WSKB charges, the hotel through Mr. Alford padlocked WSKB’s studios and had sheriff’s notices posted on the doors and around city and county offices “all without due process or notice to the McComb Broadcasting Corp.” This destroyed WSKB’s business and credit, according to the complaint.

Next, the station charges, the bank refused to renew its notes though there was no mortgage on any properties or equipment and despite the fact that it previously had agreed to give a $25,000 mortgage on the $150,000 property. However, WSKB claims that the bank reduced the mortgage to $20,000 at the last minute and included a clause that it could take over the station if additional security was not supplied in 24 hours. Besides, Mr. Alford was named as trustee for WSKB, the station contends, adding that it refused to sign for such a loan.

WSKB claims the bank and Mr. Alford blocked its efforts to obtain outside financial aid so it went off the air last Feb. 17 because its electric bill was so high. FCC three times granted 30-day periods of silence, the station says, but “every effort was made to frustrate each plan.”

The station came back on the air last June 3, with a group of local churches subscribing $25,000 in stock, it is stated. At that point, the complaint continues, ministers and others were notified that a

STERLING DRUG
Reports on Radio-TV

STERLING DRUG Inc., N. Y., again is issuing “accounts” of its business with wholesalers—including a booklet Where You Can See and Hear the Advertising of Sterling Drug Inc.—to members of the National Wholesale Drugists Assn. when it convenes this week in Houston.

This advertising booklet, with coverage broken down by city, state and media, identifies Sterling with “the world’s largest drug advertising budget that is truly effective because it’s local.”

Network radio programs sponsored by Sterling include My True Story on 212 and 291 stations, respectively, of the ABC network; Purse on 141 CBS stations; Stella Dallas and Young Widder Brown on 146 NBC outlets; and Ladies Fair on 36 Mutual stations. The drug concern also has radio spots on 473 stations throughout the country.

Television programs are Songs of Sale on 12 stations of CBS-TV and Mystery Theatre on 21 ABC-TV outlets.

NEW NEVADA AM
KORK to Take Air With NBC

KORK Las Vegas, Nev., announced last week that it was scheduled to go into regular operation “in a few days.” KORK is the new NBC affiliate in Las Vegas, replacing KRAM. The new station will operate on 1340 kc with 250 w fulltime.

KORK is located on the grounds of the Hotel Thunderbird. David McKay, president of the new station, is also president of KOLO Reno and KGYS Vallejo, Calif. Manager Jack Kehoe is former sales manager of KOLO. Chief Engineer is Bill Biford.

Copyright, 1951, United States Brewers Foundation

From where I sit by Joe Marsh

Got so around these parts that everywhere a hunter went this fall, he came up against signs saying “PRIVATE PROPERTY, NO HUNTING, KEEP OFF.” But not out at Happy Preston’s place!

Happy’s signs say “PRIVATE PROPERTY, GOOD HUNTING, BUT BE CAREFUL.”

“Don’t hunt myself,” Happy says, “but there’s plenty of game on my property. I tell the hunters where the best spots are likely to be—away from where I’m working and where nobody else is hunting. It works out pretty well all around.”

From where I sit, Happy has once again shown why he gets along with everyone and why everyone respects him. Happy’s likes and dislikes might not be the same as his neighbours’, but that doesn’t stop him from understanding. When it comes to opinions on hunting, fishing, politics, ways of farming, or whether your favorite beverage is beer or cider, try to be like Happy and the chances are you’ll be really happy!
Want economical circulation in the Midwest? You'll get it when you put your program on WOWO. Not only does WOWO deliver listeners in 3 of the Midwest's most populous states... but WOWO produces top ratings in morning, afternoon and evening periods. No matter when your program goes on the air, you can count on an active, established following!

At 7:00 AM, for example, WOWO's rating* is 4 times as high as that of the nearest competitor. At 7:30 AM, 4.6 times as high. At 8:00 AM, 5 times as high. At 5:30 PM, 2.2 times as high. At 10:00 PM, 1.6 times as high.

A comprehensive data book on the WOWO area gives full information on population (almost 2 million), geographical extent, effective buying power (almost $21/2 billion), retail sales, and listening habits in cities and on farms. If you haven't a copy, get it from Paul Mills at WOWO or from Free & Peters.

* Survey by Edward G. Doody and Company, St. Louis.
NOW Ready-to-use plans

NOTE - ALL WEIGHTS ARE APPROX.
...for any TV power up to 200 kw!

The drawings spread across these pages are layouts of typical TV transmitter rooms using RCA equipment. They are prepared expressly for TV station planners in accordance with the best engineering practice known today. Each plan represents the basic or minimum TV transmitter room equipment needed to get "on the air" for a specific power. Each indicates the approximate space needed for the equipment—including approximate weights of individual units. Each provides wide flexibility for equipment rearrangements to meet the special or future requirements of individual stations.

"Ready-to-use" plans like these are just one of RCA's many television services now available to you—through your RCA Sales Representative. For a complete engineering analysis of your station requirements, call this expert. He can show you exactly what you will need to get "on the air" for a minimum investment.

*Effective radiated power
**On the Firing Line**

RADIO has been tapped so often for donations to protective movements and causes, all based on the rate card, that such propositions these days—if they do not fall on deaf ears—meet with understandable resistance.

There is one such proposal—for one time, the highest half-hour rate from every broadcaster—made at the 14th NARTB district meeting in the fastness of the Rockies—that has laudable emotion and, to us, great merit. The funds would be earmarked for Radio Free Europe and for the purchase of a transmitter. George Cory, KUBC Montrose, Col., who saw his resolution passed by acclamation, wants free the American people from free thought and sympathy “the minds of the people behind the Iron Curtain.”

The NARTB board will have to authorize the trade association to become the repository for such a fund. We hope it does.

**No Easy Job**

FROM ALL INDICATIONS the meeting of television members of the NARTB this Friday in Chicago may not be among the most harmonious on record, since their purpose is to consider the adoption of standards of self-discipline somewhat more rigorous than some have been practicing.

Harmonious or not, the meeting must not end without positive action—all unless telecasters wish to deliver their futures to the hands of Senator Benton and his proposed government-sponsored censorship board.

We have not had access to the full text that will be submitted to the membership, but we have been told enough about it to cause us to believe that Robert D. Swezy’s committee has done a uniquely competent job in assembling it.

It contains measures that are stiffer than those in any other broadcasting code. Among other innovations, it prescribes penalties for violations, a provision that alone elevates it measurably above the NAB radio code which was adopted in 1945 and, theoretically at least, is still in existence.

It also requires administration by a board of directors, an important and necessary element. We suggest that the NARTB TV members give their most serious consideration to establishing this board as more than a mere review body.

The board should act as a spokesman agency for television when questions about program standards are raised. It should maintain a complete and timely reservoir of information about what is on the air, in short be a central authorizer of license programming and commercial practices.

The only question we reserve as to the proposed code cannot be answered until its details have been disclosed. That is the question of whether it is stringent enough to discourage artistry.

Codes can too easily be written with such strictures that they lead to mediocrity, particularly if a penalty system exists. The creative mind can be so unfortunately distracted by worrying over trifling prohibitions in an unsound code that it turns hopelessly to routine production, a consequence of which is the inevitable deterioration of the medium.

Whatever is done in Chicago must be done well if the whole matter of television is to be established. The code that emerges must be stiff enough to banish smut and discourage such offensive material as over-commercialism but flexible enough to let the artist thrive. It won’t be an easy job.

**Where Credit Is Due**

ANOTHER SESSION of Congress is about to end. In toting up the radio tallies, the records show that while an unprecedented number of bills and resolutions dealing with the broadcast media were introduced, not a single piece of legislation adverse to the well-being of the broadcasting industry caught on and was not killed in committee.

The legislative record, then, must be regarded as favorable. Beyond that, broadcasters are more respected on Capitol Hill than was the case in several past sessions. There’s greater sympathy for their problems.

Credit must go to those who operated on the Washington front during the session. The new command at the NARTB was of immeasurable help. Ralph Hardy, who now works full time as the legislative contact for NARTB, has figured importantly. He talked as a practical broadcaster (having been associated with KSL Salt Lake City before joining NARTB two years ago). There has been excellent coordination between the two organizations, and with a group of vigilantes who, at their own expense, converged on Washington when their talents were needed.

And while credit is being handed out, the network vice presidents on the scene shouldn’t be overlooked. In order of seniority in Washington radio they are: F. M. (Scoop) Russell, on the firing line for NBC since 1929; Earl H. Gammons, the ubiquitous CBS vice president since 1942 and since 1947 has been ABC’s stalwart since 1946, but whose distinguished Washington background began in the thirties when he served the late President Roosevelt in many high executive capacities.

Nine knows better than these men, however, that the legislative task (call it lobbying if you will) is a continuing one, in which all broadcasters should participate. There can be no off-duty broadcasting during the recess—particularly in an election year. The locale is simply transferred from Capitol Hill to the grass-roots habitus of the legislators. Every Congress- man, every Senator must be inculcated with the truth about some inimical proposals as the Benton censorship bill, the O’Mahoney onslaughts against government use of radio commercially while paid newspaper space is bought, and against the continuing flood of legislative proposals that would inundate radio’s free charter.

**Back in Business**

THE GOVERNMENT’S suit against the National Football League and the not unrelated decision of the major baseball leagues to eliminate restrictions against broadcasting come as welcome news.

They may encourage the abandonment by all major sports of the artificial and arbitrary rules limiting the granting of broadcasting rights. Like most broadcasters, this publication has always advocated that broadcasting arrangements must be made on different terms from any other business transaction in which sports enterprises engage.

Let every team make its best bargain with radio and television without the encumbrance of phony league rules. It’s the sporting as well as businesslike thing to do.

**Our respects to:**

EDWARD ANDERSON WHEELER

DURING the summer months, Ed Wheeler is careful to remain seated behind a big desk at WEAW (FM) Evanston, Ill., while talking to VIPs about the sales and program views of his station.

Visitors are surprised enough at his age (he’ll be 29 Oct. 24) and bedrock knowledge of the industry, but would probably be thrown completely off stride if they discovered he frequently wears tennis shorts at work. Many a balmy day he slips out during lunch time for a fast game and only adds a white shirt and striped tie for work.

An accomplished FM broadcaster as well as athlete, Ed Wheeler has been a leading proponent of FM since 1945. He has put WEAW (FM) Evanston on the air and operates WOKZ-AM-FM Alton, Ill.

North Shore Broadcasting Co. of which he is president, three years ago introduced experimental multiplex facsimile reportedly for the first time beyond the banks of the Hudson. The company pioneered also in store broadcasts and has a winning daily-double on WEAW in music programming to 164 Jewel stores through Consumer Aid Inc. and 54 I.G.A. supermarket in the Chicago metropolitan area as half-owner of Store Broadcasting.

Mr. Wheeler went to Washington in 1945 to apply for an AM station in Evanston, the rich, North Shore Chicago suburb with a lot of business and buying power but then with no radio station.

He switched from AM to FM for two reasons: (1) “The first people I met there were Leonard Marks and Everett Dillard, which is enough said,” and (2) “I found out shortly there was no AM channel available in Evanston at that time.”

His initial exposure to broadcasting occurred when he was an engineering student at the California Institute of Technology in Pasadena, where he announced, without pay, for KPCC, a 100 w spare-time church station. Visits to broadcast operations in Washington state owned by a friend’s father also netted him knowledge.

A native of Washington state, Edward Anderson Wheeler was born in Tacoma on Oct. 24, 1922. He moved to Pasadena when he was 10, but revisited Tacoma frequently because his parents had extensive real estate interests there. He learned the pattern of the business (“I was a lousy rent collector”) between terms at Shawngan, a prep school in British Columbia and Cal Tech.

He transferred to Stanford U., getting a B.A. (Continued on page 90)
...and in the Southwest

it's WFAA!

HOW BIG is Tremendous? Stupendous? Colossal?

Under the shadow of the big tent the Barker for the side show glibly employs all the superlatives.

But the big show is under the big top! Imagine a tremendous tent covering 116,000 square miles, ringing 171 counties of big, rich Texas, Oklahoma and Arkansas!

That's Radio Southwest, the stupendous primary coverage area of WFAA! And the show is yours, your product and your story, selling in 1,148,500 high income radio homes! That's colossal!

What about television? Drawing enthusiastic, capacity crowds in 130,000 homes, WFAA-TV is a great show, too!

BUT the big show is Radio - the biggest show on earth - and in Radio Southwest it's WFAA, showing to and selling millions with billions to spend. It's the spot for your spot if you want to play BIG TIME!

Radio Southwest

The Only Mass Medium Covering This Great Southwest Market...

Martin B. Campbell, General Manager
Radio Service of The Dallas Morning News

EDWARD PETRY & CO., Representatives

WFAA

DALLAS

820 570 TV

50,000 Watts 5,000 Watts Channel 8
RICHARD G. CAHILL, sales staff WNBQ (TV) Chicago, named supervisor of Midwest Div. NBC Syndicated Films for TV, newly created position.

WILLIAM W. FIRMAN and CHARLES M. ADELL to CBS Network Radio Sales in Chicago. Mr. Adell was with MBS, and Mr. Firman at WOR's Chicago sales office.

JOHN T. ROGERS, commercial manager WCVA Culepeper, Va., appointed general manager. He will also continue duties as commercial manager.

DONALD N. MANN, sales manager WKNK Muskegon, Mich., and CLEM LOWDEN, WMTR Norristown, N. J., appointed to sales staff WBBM Chicago.

TOM MASTErSON, sales staff Dallas Times-Herald, appointed account executive KEYL (TV) San Antonio.

J. NUGENT LOPES, consultant with Carl Byoir & Assoc., Inc., N. Y., to sales department WOR-TV New York, as account executive.

E. SAWYER SMITH transfers from work as sales service manager CBS Radio Chicago, to the network's central division sales staff. CARL GYEFE, former special agent with Continental Casualty Co., named sales service manager.

THOMAS M. PEDEN, announcer and assistant program director WIRE Indianapolis, to WAOV Vincennes, Ind. as general manager. He succeeds HOWARD ZINN, resigned.

CHARLES E. BURGE appointed assistant sales manager KXOK St. Louis.

WILLIAM DALLMAN appointed head of Grocery Div., merchandising operation, Crosley Broadcasting Corp. (WLW, WLWA (FM), WLWT (TV) Cincinnati, WINS New York, WLWB (FM), WLWD (TV) Dayton WLWF (FM) and WLWC (TV) Columbus). Mr. Dallman has been TV salesman for company's specialty sales force. He succeeds JAMES SANDNER, resigned.

QUENTIN W. WELTY, program manager WMVO (FM) Mount Vernon, Ohio, appointed general manager.

JOHN F. CONBOYE, sales staff WDVA Danville, Va., appointed to sales staff KTSM El Paso, Texas.

GILMA MARTINSON named administrative assistant to FRANK C. MCIrTYRE, vice president and general manager KLIX Twin Falls, Id. Miss Martinson was with the Cowles Publications in Des Moines. DAVID HILTY appointed to sales staff KLIX.

WALTER (Wally) GREEN, sales manager Treasure Master Corp., Minneapolis-St. Paul (greeting cards), appointed to sales staff WTCN-AM-TV Minneapolis.

Mr. Conboye

ALAN MILLER, program director KBEC Mt. Vernon, Wash., appointed manager KEIS Moses Lake, Wash.

FREE & PETERS, S. F., moves to suite 1226 in Russ Bldg., S. F. New telephone number is Sutter 1-3796.

ALISTAIR MacKENZIE, commercial manager CFAC Calgary, named general manager CKY Winnipeg.

HOMER GRIFFITH, commercial manager KBIS Bakersfield, Calif., named national sales manager for San Joaquin Valley Group of stations comprising, KYNO Fresno, KOKK Tulare, KAFY Bakersfield.

TOM SLOAN, assistant Canadian representative of British Broadcasting Corp., Toronto, appointed Canadian representative succeeding BASIL THORNTON who has been moved to New York, as North American representative of BBC. MARY PEMBERTON appointed assistant Canadian BBC representative at Toronto.

PAUL W. COLLIN, sales staff WROK Rockford, Ill., to Humphrey Cadillac and Olds Co., Rockford General Motors midwest distributor, as radio and TV director on business in Rockford area.

BRANHAM Co., N. Y., announces opening of offices in San Francisco and Los Angeles. San Francisco offices will be located at 703 Market St. Telephone YUKon 2-1592. WALTER F. PATZLAFF directs office. Los Angeles offices are located at 6367 Wilshire Blvd. Telephone WEBester 1-1551. NORMAN E. NOYES and ROY BRISCOE DAVID will head Los Angeles office.

HAROLD F. MATHEWS, promotion department Duncan Hines, N. Y., appointed to sales department WDSU New Orleans.

ADAM J. YOUNG Jr., appointed national representative for WKXL Concord, N. H., effective immediately.

PERSONALS

JOHN WHITE, sales staff KXOK St. Louis, father of boy, Sept. 27 ...
HENRY A. CURTH, sales department WSBA-AM-TV Atlanta, appointed chairman of radio-TV group for local 1951 Community Chest Campaign ...
TOM MCCRAY, director NBC Western Div. Radio Network Operations, named radio-TV director on public relations committee of local 1951 Community Chest campaign. ... MURRAY B. GRABHORN, managing director of NARSTR, will speak on "The Importance of Audience Research to National Spot" on Oct. 24 at the Tenth annual luncheon given by Pulse Inc., Audience Research Organization, at the Biltmore, New York. ... RALPH E. MCKINNIE, sales manager Paul H. Raymer Co., N. Y., appointed instructor in division of general education at New York U.

WILLIAM T. KEMP, president and owner KVER Albuquerque, N. M., father of boy, William Thomas Jr., Sept. 25 ... ALLEN WANNA-MAKER, general manager WGMT Wilson, N. C., father of daughter, Mildred Morris, Sept. 22 ... ELZIE M. ROBERTS Jr., vice president KXOO St. Louis, elected to board of governors of St. Louis Advertising Club.
THE EXPANDING UNIVERSE OF STEEL

When you studied geography, did your book tell about the "inexhaustible" store of high grade ore in the Mesabi Range of Minnesota? Millions of tons are still there, but we now know that this store of ore is not "inexhaustible". The enormous growth of the steel companies of America has forced them to develop new iron mines thousands of miles from home.

NORTH: WORKMAN WAITS FOR PLANE to fly to Ungava iron ore fields in wilderness of northern Quebec. Several hundred million dollars are being invested in Quebec and Labrador ore fields by American companies. It is estimated that hundreds of millions of tons of high grade ore will be made available by this new development.

EAST: NATIVE OF LIBERIA casts off mooring lines as first shipload of iron ore leaves for the States. An American steel company built a railroad into the back-country of Africa to serve its new mines.

FINDING ORE, mining it in the wilderness, transporting it thousands of miles is an adventure story, having its source in the growing need of American steel companies for more ore. Behind the struggle of men against geography is the planning and building of tremendous new production capacity. These stories make interesting reading. Write for reprints from Steelways Magazine, "Iron Boom In Liberia" and "Case History Of Expansion." Excellent for schools and study groups. American Iron and Steel Institute, 350 Fifth Avenue, New York 1, New York.

SOUTH: THE WHOLE FREE WORLD has been searched by American iron ore prospectors. In South America they turned up a mountain made of high grade ore, plus other rich deposits. This picture shows road-building in Venezuela, to reach new ore fields being opened up by American steel companies.
Respects
(Continued from page 56)
in industrial relations in 1943 after an active life as member of Chi Psi social fraternity and a multiple-sport athlete.

Still interested in athletics, he combines himself nowadays to flying (renting a Cessna to commute to his Alton station), speed-boating at Lake Geneva, Wis., playing tennis and badminton and water-skiing. He's eliminated rugby from his efforts, nostalgically describing the Shawmigan sport as "a violent form of football which allows no replacements for injured players."

This summer he played golf for the first time since he was 14, shooting the same score of 87 for 18 holes.

His business score is even better. WEAW, which took the air February 1947 with 225 w., now has 36,000 w. Daytime hours are sold out with double commercials sent to Jewel and I.G.A. stores—and available for 500,000 FM homes—9 a.m. until 6 p.m. Monday through Saturday. He has petitioned the FCC for a daytime directional AM in Evanston, which makes his own program less audible from the FM outlet and promote the latter's evening shows.

"We've nothing left to sell on FM during the day, so want to concentrate on AM," Mr. Wheeler says.

Plans for Facsimile
He still plans to put facsimile to profitable use some day.

Mr. Wheeler says a million persons shop each week in stores which carry WEAW broadcasts. He says WEAW's commercials affect 14% of every food dollar spent in Chicago.

The client's advertising money for store broadcasting, he reports, usually comes from the merchandise rather than the broadcast budget because the medium "is a point-of-sale activity."

The Jewel network reportedly makes 800,000 impressions weekly at a cost of 69 cents per thousand, while the I.G.A. network makes 120,000 impressions weekly for $1.76 per thousand. Combined, they get 920,000 impressions at 72 cents per thousand, or 1/14 cent each.

Ed Wheeler has translated efficiency methods and industrial relations learned with American Can Co., Clayton-Mark and Western Felt Works, all Chicago, to his radio stations. Convinced that FM "and all of its services" are legal as long as they operate in the public interest, Mr. Wheeler believes the Communications Act should be clarified so there "is no question of legality within reasonable standards" for FM services.

"It's too late now, but networks missed their biggest bet in cutting rates. They would more than have made up what may have been lost to TV by measuring FM in the larger cities," he charges.

Another conviction: "Hardship cases excluded, AM stations with FM affiliates should be required to broadcast the same number of hours daily as does the AM station, whether duplicated wholly, partially or not at all."

Inventive in manual arts as well as broadcasting concepts, Wheeler has a workshop in the basement of his Wilmette house, where he has built everything from radios to outboard racing boats. His wife is the former Barbara Wakeley of Kenilworth, Ill. Their children are Beth, 8, and Robert, 1 1/2.

The head of the house is home every night, despite membership in the Indian Hill Country Club, Evanston Chamber of Commerce, Stanford Alumni Club, Radio Management Club, California Institute of Technology Alumni Club, NARTB and BAB. The most distinctive membership, in one way, is that in the Evanston Rotary Club. He's the only member who had to register for the last draft.

Women in Radio
INDEPENDENT Canadian stations are being urged by the Canadian Assn. of Broadcasters to employ more women commentators for both better programming and for station promotion work among women's clubs. Not enough Canadian stations are doing this, CBS believes.
ONCE upon a time (namely, now), a lot of gasoline pumps were trying to win the affection of the same motorist.

They led each other a merry chase indeed.

Every time a pump developed something New and Improved, other pumps would come along with something Newer and even more Improved.

Let one pump turn up with a Super gasoline, and the others would get busy on a Super-Duper gasoline. Soon every pump would be obliged to dash back to his laboratories to be the first out with a Super-Super-Duper gasoline.

And so it went, without rest.

Now, while it cannot be denied that every pump sometimes secretly wished that its rivals would go jump in a lake, the competition was a fine thing for all of them.

It kept them from becoming fat and lazy.

It kept them constantly improving their products.

It kept them offering better values all the time.

Of course, the real gainers from all this were Mr. Public and the country he lived in.

This particular Mr. Public, whose front initials are U. S., gets more fuel, better fuel, and cheaper fuel, for his car, home, railroads, ships, airplanes and industries, than any other Mr. Public in the world...simply because the many oil companies in his country keep each other hopping day and night.

The reason why we are telling you this story is that we want you to think well of us. Competition for your approval is behind all the progress our industry has ever made.

To keep everything hopping is the American way to get ahead. We are proud to be one of the hoppers.

ESSO STANDARD OIL COMPANY

This is an advertisement appearing during Oil Progress Week, Oct. 14-20, in newspapers in the 18 states and the District of Columbia where Esso Products are marketed.
FOREIGN MARKETS

Mestre Advises Exporters

AMERICAN EXPORTERS are faced with a weakened position in the international marketing scene, Goar Mestre, president of the Pan-American Broadcasters Assn., warned the Export Advertising Assn. fortuitously ago as he received the association's first annual award for distinguished services in international advertising [B • T, Oct. 8].

Mr. Mestre, central figure in Cuban radio and television, spoke from London via facilities of NBC. He said an increasing number of American exporters seem to be deviating from aggressive and progressive advertising methods, thus relinquishing business to “that handful of local firms” abroad which are displaying the alertness “generally associated with Americans.”

A Fears Trend

“This is a trend that worries us,” he explained. “We would not like to see all business in Cuba concentrated in a few hands the same way that we would not like to see CMQ [Mr. Mestre’s Havana station] without strong, alert competition.”

“We do not think that a small number of very large firms is conducive to greater general industrialization,” he continued. “We want those of you who have small businesses in Cuba today to achieve a large volume of business that would make it worth your while to manufacture your products in Cuba tomorrow.”

Arturo Chabau, sales manager of CMQ-TV Havana, accepted the plaque award for: Mr. Mestre at the EAA third annual convention held in New York’s Plaza Hotel.

JUNGLE DAZE

Bird, Beast Invade Fla.

REPORTS from Florida last week indicate that at least two stations in the state are competing for zoological honors.

A racing pigeon released in Georgia by WDAK Columbus got its signals crossed and was sighted circling around the transmitter tower of WTAL Tallahassee. Inexplicable engineers captured the bird and found the WDAK identification band on its leg. The pigeon has been shipped back to Georgia pre-paid by WTAL.

WALT Tampa Manager Walter Tilson looked out of his office window and sighted a monkey. A spot news announcement was made on the jungle beast’s presence and a telephone call from the other end of the city soon followed. Yes, a female voice answered, it was her monkey all right, but before she hung up the only thing she wanted to know was how far it had ventured, “It’s been gone 30 days!”

Pass the Milk

MEMBERS of the new Advertising Club of Chicago are boasting they are the only advertising people who really face the facts of business life realistically. The name of their new club publication is The Ueer.

CONSTRUCTION RECORD

Is Claimed by WIRO

RECORD time in station construction from ground-breaking to going on the air is claimed by WIRO Iron City, Ohio. On July 28, trees were removed from the studio and transmitter building site and 57 days later the 250 w station was broadcasting.

Glaus G. Merrill, who owns W H A R Clarksburg, W. Va., is also the owner of WIRO. He supervised station construction. WIRO is affiliated with MBS.

NEW SERIES, entitled Save Your Sorrows giving stories of members of the Armed Forces who have received Medal of Honor is being produced for and distributed by Armed Forces Radio Service to APRS stations overseas."
PRESTO has been a byword of discriminating broadcast and recording engineers for almost two decades. Recognized as the designer and builder of the finest tape recorders available today, PRESTO stands behind this reputation with a complete guarantee of satisfaction on every instrument sold. For smooth operation, for minimum maintenance, for best results...tape it with PRESTO, the best buy in tape recorders today.

PRESTO AMPLIFIER 900-A2
The recommended amplifier for the RC-10/24 tape recorder, has a frequency response of 50 to 15,000 cps., a low level three mike mixer and a bridging input. Five-way switch for recording, playback, remote, erase current and bias current.

PRESTO MODEL RC-10/24
World favorite for relay rack mounting. Accommodates 10½" reels, three magnetic heads, push-button controls, response up to 15,000 cps. Panel size 19" x 24½". Also available in console unit.

PRESTO PORTABLE PT-920
Brand new and improved successor to the famous PT-900. Three motors, no friction clutch or tension adjustments. Fast forward and rewind speeds, instantaneous monitoring from tape. Compact case contains 10 watt amplifier, two speakers, power supply.

PRESTO PORTABLE RC-10/14
Portable version of the RC-10/24 with smaller panel size (19" x 14") and rotary switch selector. Weighs only 68 lbs. Superb audio quality, speed control and reliability.
‘PIRATING’

Discussed at Ad Meet

“ACCOUNT Pirating and What Agencies Can Do About It” was the subject of an address by Milton J. Simon, Philadelphia attorney, at the League of Advertising Agencies meeting Oct. 4 in the Ben Franklin Room of the Advertising Club of New York.

“The time for agency principals to protect themselves against pirating is yesterday,” Mr. Simon asserted. If at the time an account man is hired he is asked to sign an agreement satisfactory to both sides, Mr. Simon added, then under law the principal is protected not only during the length of employment but for two or three years after the account man leaves his agency. When no agreement has been drawn, the employee is free to take his accounts with him at the time of his termination, provided no soliciting has been done during his employ.” Mr. Simon noted that such agreements are and should be tailor-made to fill requirements of individual agencies. The attorney stated that although he was not citing any specific example, it would be wise for all agency principals to protect themselves at the outset.

The group plans to hold regular meetings the first Thursday of every month. Tentatively slated for the next session will be a discussion on television and how it affects printed media, according to an AAA spokesman.

Chairmen of various units of the league were also announced at the Oct. 4 meeting as follows: Credit Bureau-Bertram W. Fritsch, Will Burgess & Co.; Ethics—Ray Mitchell, Samuel Mitchell Agency; Government Relations—Kenneth Rader, Kenneth Rader Co.; Membership—S. Duane Lyon, S. Duane Lyon Inc.; Program—Harry Waterston, Waterston & Fried Inc.; Publicity—Ben Smith, Ben Smith Adv. Inc.

WCTT CEREMONIES

New Building Dedicated

CEREMONIES held jointly by WCTT Corbin, Ky., and its parent company, Carvin Times-Tribune, marked the dedication of a new two-story brick newspaper-radio building. WCTT at the same time changed facilities from 250 w. to 1400 kc to 1 kw on 680 kc, directional night. More than 1500 persons attended the ceremonies, held Sept. 29.

WCTT went on the air in 1947. John L. Crawford is the publisher of the newspaper and general manager of the station. Kenneth Z. Turner is station manager and S. G. Hembree is commercial manager.

DEDICATION ceremonies of new Mack Trucks Inc. plant at Bridgewater, N. J., was carried by WNJR Newark in a special broadcast recently.

KING MIDAS Feed Mills, Minneapolis, buys Harvest Hints, Mon.-Fri., 12:45-1 p.m., 52 weeks, on WDGY there, plus personal appearances and half-hour broadcast at different Minn.-Wis. stores each Saturday. Sale approximates $30,000. Seated is Frank Helfinger, sponsor gen. mgr. Standing (I to r): Bob Mullen, King Midas, adv. mgr.; Harry D. Puck, WDGY v. p.-gen. mgr.; Bill Sandberg, station acct exec.; Jim McGhee, radio-TV dir.; Glumst-Foley Adv.; Carl Hagen, King Midas sls. mgr.


HARTLEY’S, Worcester dept. store, signs for year of news and spots on WTAG there as part of plan to put 20-25% advertising into local radio. Seated are Harry Bifulo (I), Har- tley’s mgr., and WTAG sales mgr. Richard L. Grafel, Standing: Mario Baratta (I), Baratta-Wardell Agency, and Bernard S. Marley, WTAG.

PEPSI-COLA Bottling Co. of Cleve- land vice pres. Urban H. Benderman affirms renewal of Bill Gordon (I) morning show on WHK Cleveland Watching is WHK acct. exec. Bill Brusman.

TRU-FRUIT Co., bottler Virginia Dare soft drinks, takes daily participation on Bob Lynn Show of WWFB Miami, Fla. Concluding pact (I to r): WWFB sls mgr. Bernard Neary; George Branch, mr., Tru-Fruit; Mr. Lynn.

ITALIAN Swiss Colony Wines buys weekly Rogers Gallery on KGO San Francisco. I to r: Jack Davis, Honig-Cooper media dir.; Paul Jones, KGO sls rep.; William Honig, agency acct. exec.; Gayle V. Grubb, KGO gen. mgr.

WILDROOT Co., Buffalo, sponsorship of The Shadow on MBS is set by Alan D. Lehman, BBDQ acct. exec.; Jack Overall, MBS eastern sls mgr.; J. Ward Maurer, Wildroot adv. dir.

Leaves Falling? Trees Getting Bare?

New shoots are busting out all over….we look better than ever this fall.

We had a good Summer. More tourists, business and building than in any other Summer in our history.

We had a good Summer at WIOD, too. Local accounts were “way up” (And, those local boys are your best barometer. Their cash registers total the results every day!)

Yep, our “grass” is getting greener every day! To find out how we do it…Call our Rep, The Bolling Company.
FAITHFUL SERVANTS of AM Broadcasting

By faithfully serving the important requirements of AM broadcasting, RCA tubes have won an unqualified reputation for engineering excellence, dependability, and true operating economy.

In the future, as in the past, AM broadcasters can look to RCA for the finest in power tubes. RCA consistently follows a program of developing new AM tube types and of improving earlier AM types. For example:

RCA 892-R—The forerunner of a group of RCA-designed air-cooled power amplifier tubes that simplified transmitter construction and introduced new operating and maintenance economies. Today, hundreds of these tubes are demonstrating their long life and dependability in the nation’s leading 5- and 50-kw AM transmitters.

RCA 833-A—Originally designed by RCA engineers, this power triode features a giant zirconium-coated anode for greater dissipation, shielding that eliminates bulb bombardment, and a husky filament that has tremendous emission reserve for peak loads. These features have contributed to more dependable operation, longer service life, and greater operating economy.

RCA 5671—A recent addition to the RCA line, this power triode with its thoriated-tungsten filament draws 60 per cent less filament power than the previous pure-tungsten-filament type... making possible a saving of $1200 or more a year in filament power in standard 50-kw AM transmitters. Performance-proved in the field.

✓ A REMINDER—RCA tubes for all types of broadcast service are available from your local RCA Tube Distributor or direct from RCA.

RCA LABORATORIES PRINCETON, N. J.

THE FOUNTAINHEAD OF MODERN TUBE DEVELOPMENT IS RCA

RADIO CORPORATION of AMERICA HARRISON, N. J.
Good Morning...you bet!

March, April, May, 1951

Hooper in Chattanooga

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<th>Monday thru Friday</th>
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<td>SHARE OF RADIO AUDIENCE</td>
<td>B C D E</td>
<td>8:00 A.M.—12:00 Noon</td>
<td>9.3</td>
<td>12.2</td>
<td>33.5%</td>
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1370 KC
5000 WATTS
Carter M. Parham, President

WDEF

CHATTANOOGA

REPRESENTED BY BRANHAM

March 15, 1951

air-casters

Marilyn Rohan, continuity department WIL St. Louis, Mo., appointed continuity director. She succeeds Thomas Cadden (see Agency Box). Sue Fittner, graduate of Washington U. St. Louis, appointed to continuity staff.

Jim Purvis named promotion manager CHAB Moose Jaw.

Eddy Guest, public relations director CKEY Ottawa, to CKEY Toronto, in similar position.

Norman Lee, KGBG Galveston, Texas, appointed to announcing staff KGB San Diego, Calif.

Allis Rice named director of South Dakota School of the Air for KUSD, U. of S. D. station in Vermillion. She was with KUMO Minneapolis.

Jean Hershot, CBS Radio Dr. Christian, Iowa, named first honorary staff member of Los Angeles Cancer Detection Clinic.

Dan Tobin, actor CBS Television Network, and Jean Holloway, writer CBS Television, married.

Jim McKibben, program director KIDD Boise, Idaho, father of boy, Dennis Sean. Marilyn Pearson, continuity writer, resigns.

Pat Jenkins, traffic manager KJAY Tepaka, resigns. RTFA Rae Overbey, record librarian, succeeds Miss Jenkins.


Herbert O. Phillips, art director KCEA-TV Los Angeles, elected chairman of TV Section Society of Motion Picture Art Directors at Bayou Klate, art director KTTV (TV) Los Angeles, elected vice-chairman; Carl F. & Bealey, art department KCEA TV, appointed secretary.

Art Collins, librarian CKEY Toronto, to CHUM Toronto, in same capacity.

Larry Mann, announcer CHUM Toronto, to WDMAM-TV Rochester, as announcer.

Dyer S. Huston, writer-producer, KFI Los Angeles, father of boy, Oct. 5.

Dick Thomas, former staff announcer disc jockey WCBA Cornings, N. Y., now stationed in Korea.

Bob Anthony, emcee of Tulon Ballroom on KRMG Tulia, father of boy, Christopher.

Alan Courtney and Charles Hamilton, public service directors NBC Western Division and KFI Los Angeles, respectively, represent Southern California Broadcasters Association. Education Committee on discussion panels at Geo. Warner's Conference on Problems of the Aging at Sacramento, Oct. 15-16.


William M. Petty, director of Home & School on the Air at CFCA Montreal, appointed supervisor of public service broadcasts.


Anne C. Baldwin, publicity director WOV New York, resigns to marry Philip A. Perkins, Boston banker.


Bob Bolten, production assistant WDIV (TV) Pittsburgh, father of daughter, Patricia Lynn.

Pfc. J. L. Dacey, formerly on announcing staff WCAM Cornings, N. Y., appointed to announcing staff Radio Tokyo, which is operated by Armed Forces Radio Service.

Robert de Grasse, cameraman REKO, to Ance 'n' Andy show, CBS Television Network, as director of cinematography. Irving Schoenberger, named assistant editor of TV series.

John Archer, announcer and news director WWPA Williamsport, Pa., appointed program director WCMB Lenoye, Pa.


Caroline Buree, producer-director NBC-TV, named chairman of the theatrical, radio, and television committee for National Bible Week, Oct. 15-21.

Edward A. Dally, George B. Holley Co., N. Y., to NBC Television station relations department, as contact representative.

News...

Jesse Mass, news writer ABC, appointed news editor of radio network department ABC. He replaces John H. Dunn, who transfers to newly created television news department.

George Betcher, sports caster WAND Canton, Ohio, appointed to announcing staff WMVO(FM) Mount Vernon, Ohio, as newscaster and sports man.

Hal Halvorson, KDAL Duluth, Minn. appointed to announcing staff KGBQ San Diego, Calif. Mr. Halvorson replaces Bill Browning, who will handle music shows and production.

John Ford, newscaster WFCN-TV Minneapolis, appointed secretary of Associated Press News Broadcasters in area.


Rulon Bradley, newscaster KIDO Boise, Idaho, resigns to return to college.

Chuck Lambert, music director WGFG Kalamazoo, Mich., appointed assistant news editor and special events man WZKO Kalamazoo.

John Hanlon, publicity and public relations director WGN-AM-TV Chicago, elected first vice-president of Publicity Club.

Merrill Muelierr, NBC commentator in San Francisco, is taking five month leave of absence starting Oct. 10 to enter Mayo Clinic in Rochester, Minn., for surgery. Mr. Mueierr is heard over NBC Pacific Coast Network for Fisher Flouring Mills. No replacement has been named.
New Business
(Continued from page 18)


Agency Appointments • • •

NATIONAL ANILINE Div. of ALLIED CHEMICAL & DYE Corp., Chicago (Swerl), appoints Price, Robinson & Frank Inc., Chicago, to handle advertising.

PEPSI-COLA BOTTLING Co., Chicago, appoints Chicago office of Buchanan & Co., to handle advertising. Radio and TV will be used.

NARRAGANSETT BREWING Co., Providence, appoints Cunningham & Walsh, N. Y., to handle advertising.

HELENE CURTIS INDUSTRIES, Chicago, names Russel M. Seeds Agency, same city, to handle shampoo advertising of company's retail division. Agency will supervise several new products, and GORDON BEST Co., same city, continues with portion of account.

STOPPERS Inc., N. Y. (Stoppers chlorophyl deodorant tablets), names Donahue & Co Inc., same city, to handle advertising.

HOME FEDERAL SAVINGS & LOAN Assn., Kansas City, Mo., appoints Merritt Owens Adv., Kansas City, Mo., to handle advertising.

LUCIEN LELONG Inc., Chicago, names Weiss and Geller, same city, to handle its advertising. Howard Sobel is account executive.

CHICAGO, ROCK ISLAND and PACIFIC RAILROAD names Henri, Hurst & McDonald, same city, to handle its advertising from Jan. 1. Radio and TV will be used. Herb Carlson, agency vice president, will supervise account.

URBANA WINE Co., Hammondsport, N. Y., appoints Comstock & Co., Buffalo, N. Y., to handle advertising.

POTOSI BREWING Co., Potosi, Wis., appoints W. D. Lyons Co., Cedar Rapids, Iowa, to handle advertising. Radio will be used. ROBERT H. SCHUBERT is account executive.

C. S. HAMMOND Co., N. Y., (map and atlas publishers), names Grant & Wadsworth Inc., N. Y., to handle advertising.

REDDI DISTRIBUTORS Inc., N. Y. (Reddi sliced bacon), names The Wexton Co., same city, to handle advertising. Spot radio campaign is contemplated, but no details available at present.

LADY ESTHER Ltd., N. Y. and Chicago, names The Biow Co., N. Y., to handle advertising on all its products effective Nov. 1.

LEO'S STORES Inc., Cincinnati (auto supply and appliance chain), appoints Guenther, Brown & Berne Inc., same city, to handle advertising in Ohio, Indiana and Kentucky.

Adpeople • • •

THOMAS PAYTON, test flight engineer Douglas Aircraft, Park Ridge, Ill., appointed assistant sales manager for commercial equipment division Cory Corp., Chicago (household appliances). WALTER W. ROGERS, assistant service manager, appointed national service manager of newly consolidated service department.

ROBERT M. STEVENS, sales manager, Servel New York Corp., distributing subsidiary for Servel Inc., Evansville, Ind., appointed advertising manager for Servel Inc. CLIFFORD A. STOCKHOF, district sales manager in Columbus, Ohio, succeeds Mr. Stevens in New York.

NAT KALECH, general sales manager Tintair Div., Bymart Inc., N. Y., named second vice president for field sales management. LOUIS LER- NDR, research director for Tintair, appointed second vice president for product department. HENRY PYT, plant manager Tintair, appointed second vice president, for manufacturing.
Strictly Business
(Continued from page 18)

was the best medium through which to sell his product and he backed this decision with approximately 65% of his total advertising and promotion budget.

"With radio—daytime radio exclusively—we sell coffee to the people who buy it on the same basis that they buy it—six days a week, 52 weeks a year. And our commercial messages stress the quality for which they buy it: Flavor," he said.

Expanding this approach, he explained the pattern for coffee advertising in newspapers is a weekly ad over a 13-week period in the spring and in the fall.

"This adds up to 26 impressions a year on your prospective coffee customer. Through radio we make 312 impressions a year with each of our two daily programs, plus many more with our spot schedule. That makes sense with a product that is being used everyday and bought every day."

This makes so much sense to Pete Folger he never has paid much attention to radio surveys as a check on the effectiveness of his radio use. (His company does, however, conduct occasional telephone surveys of its own to check certain merchandising approaches.) The fact, he says, that his company in recent years has shown a greater dollar and percentage increase in sales than any of its competitors is proof enough of the soundness of its sales techniques.

The assurance with which Mr. Folger approaches his job as vice president in charge of sales and advertising for his company is partly the result of an aggressive enthusiasm innate in his personality and partly the result of the thorough background he developed before entering the executive levels of his family firm.

Born in San Francisco in 1905, Mr. Folger attended private schools in Santa Barbara, Calif., and then went on to Yale U. He was graduated in 1929. As a graduation present his family gave him a round-the-world trip, which he characteristically made mostly on a motorcycle.

Leans All The Rudiments

Returning to San Francisco to enter business, he first went to the waterfront and got a job as a stevedore on the docks. This wasn't a lark to see how the workingman lives. His purpose was to learn about coffee, how it is shipped and how it is handled.

When he entered the family business in 1931, he started at the bottom, as a clerk, moving in this capacity through all departments in the firm. He also worked on the production line in the factory, processing, packing and shipping. He later put in a tour on the road as an outside salesman. Then he worked as an assistant department head in each department. Next he moved to Los Angeles as assistant sales supervisor for Southern California and later became district sales manager there.

In 1940 he returned to the San Francisco headquarters to assume the vice presidency for which he had been training and took over direction of all sales and advertising for the firm.

Each Folger's Coffee is sold as far east as Ohio, the midwestern operation is handled by a separate corporation in Kansas City. The western firm covers only the nine western states.

His use of radio as the company's primary advertising medium never since has been slackened. The backbone of the company's radio advertising is Frank Hemingway's twice daily newscasts on 71 Mutual—Don Lee and Inter-Mountain Network stations in the company's market area.

Sees Value of News Shows

Mr. Folger believes a news show captures the largest audience at the least cost of any radio offerings. Thirteen regular news programs, sponsored by the company for the past seven years, are supplemented by a heavy schedule of spots. The spot campaigns are full of promotional stunts, special offers and merchandising gimmicks, the effectiveness of which Mr. Folger never doubts.

One such campaign this year is typical. It ran for 13 weeks on more than 60 stations in various markets of the western area.

In addition to a concentration of spots bought on numerous stations in each area with such regularity no listener could have remained unaware of the campaign, a 15-minute, five-days-a-week program was used.

This campaign, called the "Folger's Coffee Door Bell Ringing Promotion," was built around a staff of door-to-door workers who visited housewives in each area unannounced. If the housewife had a can of Folger's Coffee on hand she was given opportunity to answer a simple question and win a prize.

It is through such promotions that Mr. Folger has made the company's slogan—"When I say coffee, I mean Folger's"—one of the best known in the West.

When war came in 1941, Mr. Folger also abandoned his business activities to enter the service. Typically, he enlisted in the Marine Corps as a private. He was selected for officer training, commissioned a second lieutenant and in the following years of war rose to major. At war's end he returned to the firm and continued to pursue the same policies for aggressive, outside sales promotion as he had pursued before the war.

Teams Well With Brother

Pete Folger, with his enthusiasm and aggressive promotion and sales techniques, and his brother Frank A. Folger III, who heads the firm, are perfect counter-balances to each other. Frank, according to associates, is cautious and conservative, the director of finances who maintains the balanced budget and profit level so necessary to a business. Each brings opposite, but equally necessary, talents to the firm's executive structure.

Aside from his business activities, Pete Folger centers most of his relaxation on golf. At one time he was a prominent polo player in the West. But today he lives quietly with his wife and two children in San Francisco and engages in few outside activities. He belongs to few organizations, plays only an occasional game of tennis. Coffee remains his chief interest—how to promote it, how to sell it.

MOVIE OPERATORS
Promote Films by Radio-TV

IN REGARD to television, some movie exhibitors apparently believe in the adage: "If you can't lick 'em, join 'em."

Harry Hartman, account executive for WCPO-AM-FM-Cincinnati, has signed a contract with 35 independent operators to promote neighborhood theatre attendance through radio and television. The 35 operators represent about 70% of the local theatres.

Core of the exhibitors' promotion campaign is a mystery identification contest of movie personalities. There are to be 12 such weekly contests. For this drive, the operators have bought 10% hours on WCPO-AM-FM and 5% hours on WOLP. Contract was signed through the Julian Behr Adv. Agency, Cincinnati.
IN THIS ISSUE:

RCA Shows Color To Public Page 71
NARTB Faces Code Problem Friday Page 71
Latest Set Count By Markets Page 76

SPOT TELEVISION ....

Its sight-and-sound impact means both eye and ear selling.

Its complete flexibility lets you pick the markets, the stations, the time periods you want.

Its home-town programming with local talent gives your product important community identity...at costs far below any network production.

And Spot Television Advertising works best for you on these twelve leading stations...

WSB-TV ........... Atlanta
WBAL-TV ........... Baltimore
WFAA-TV ........... Dallas
KPRC-TV ........... Houston
KHJ-TV ............ Los Angeles
WHAS-TV ........... Louisville
KSTP-TV .......... M'p'l's-St. Paul
WSM-TV .......... Nashville
WTAR-TV .......... Norfolk
KPHO-TV .......... Phoenix
WOAI-TV .......... San Antonio
KOTV ................ Tulsa

REPRESENTED BY

EDWARD PETRY & CO., INC.
NEW YORK • CHICAGO • LOS ANGELES
DETROIT • ST. LOUIS • SAN FRANCISCO • DALLAS
To inspire and further inter-religious understanding...

"Sanctuary Time" is presented on WGAL-TV every Sunday night at six o'clock.

An awareness of broad responsibilities to the communities it serves led WGAL-TV to originate a series of inter-religious telecasts, "Sanctuary Time." The photograph shows the Reverend Robert C. Batchelder with his organist and choir conducting a devotional service.

A permanent committee of three, consisting of a man from each of the three major faiths, worked out the details of the series on a rotating schedule: Protestant, Catholic, Jewish.

Each Protestant program features a member of the Ministerial Association conducting an abbreviated service. The Catholic and Jewish programs are of a nature covering the various rituals and symbols of these religions.

Through this pioneering in inter-religious telecasts, WGAL-TV seeks to further and inspire inter-religious tolerance and understanding. The complimentary mail response indicates this objective is being achieved.

WGAL-TV LANCASTER, PENNA.

A Steinman Station
Clair R. McCollough, President

Represented by ROBERT MEEKER ASSOCIATES - Chicago - San Francisco - New York - Los Angeles
NARTB's member television stations face a critical problem in Chicago next Friday: Whether to sign — or reject — a stiff self-disciplinary code of advertising and program ethics.

With the Congressional spotlight pointed at them, some 60 odd TV station delegates will try to reach a decision in the space of a few hours.

They will try to evaluate a document they know nothing about—officially, at least—though it affects their vital station and network operation and might even mean the difference between success and bankruptcy.

Extensive precautions have been taken by NARTB to prevent any news of the code provisions from leaking out. [Summary of the code was carried in the Oct. 8 Broadcasting • Telecasting.]

First official information to be given delegates will be copies of the code to be handed out as they enter the Tower auditorium of the Stevens Hotel Friday morning.

Individual delegates, NARTB itself and the entire television industry will find nationwide attention focused on the Stevens Tower as they try to perform a one-day miracle. These delegates must decide within a brief interval if they care to commit their million-dollar investments to a set of regulations topped by a review board with extensive disciplinary powers.

Should serious opposition to the proposed code develop at the Friday meeting, which will be held behind locked doors, final membership action may be postponed.

On the other hand, if the draft drawn up after eight weeks of hard work by NARTB's Television Program Standards Committee is received favorably, it may quickly become a living set of TV ethics. All NARTB TV board members will attend the Chicago meeting or be represented. If the membership approves the committee code, or an amended version, during the day it would be possible for the board to call a quick meeting and promulgate the document with due formality.

NARTB's top-level officials will be on hand Friday, including President Harold E. Fellows, Judge Jus- tin Miller, chairman of the board, and C. E. Arney Jr., secretary-treasurer. Judge Miller led discussions of the radio Standards of Practice when they were discussed by the NAB membership at Atlantic City in 1947 and at Los Angeles in 1948. Others scheduled to attend are Eugene S. Thomas, WOR-TV New York, chairman of the NARTB TV board; Thad Brown Jr., operating head of the NARTB TV organization, and Robert R. Richards, NARTB public affairs director.

49 Stations Register

As of last Friday 45 delegates representing 49 stations and two networks had registered in advance for the Chicago meeting. Stations may send more than one delegate but each member will have only one vote.

NARTB's membership includes 69 stations and two networks (NBC and Du Mont). A new member joined the ranks last week, KOTV (TV).

The big job of writing the code in committee was directed by Robert D. Swezey, WDSU-TV New Orleans, chairman of the drafting group and an NARTB TV director. Aiding him in the preparation were four subcommittees that met in August and September. The committee completed its drafting job in Washington Oct. 10.

Special meeting of the code committee is scheduled at 8 a.m., Friday, prior to the membership meeting.

TV station affiliates of the NBC Television Network will meet Thursday in an all-day session at the Stevens. While the affiliates are understood to be planning discussion of such network problems as rates and option time, it was thought the NARTB code might come up for discussion before the meeting concludes.

PARAMOUNT CASE

FCC Hearing Jan. 15

HEARING on Paramount and related cases was set to begin Jan. 15, the FCC announced last week.

Involved are a whole series of questions regarding the qualifications of Paramount Pictures to hold TV licenses, its relationship with DuMont and the United Paramount Theatres-ABC merger [8 • T, Sept. 5, Aug. 20, 13].

Still due to be named is the hearing examiner.

Counsel for FCC is expected to be Fred Ford, chief of the Broadcast Bureau's Hearing Division. Representing Paramount Pictures is the law firm of Arnold, Fortas and Porter (Paul Porter is ex-Chairman of FCC and ex-GPA Administrator). Representing DuMont is Roberts & McInnis. Counsel for United Paramount Theatres is Hogan & Hartson. To appear for ABC is Haley, McKenna & Wilkinson.

RCA COLOR

D. C., N. Y. Tests Held Success

RCA took its color TV system to the public last week in three-day showings in New York and Washington.

In Washington, top government officials, including two FCC members, saw the improved system.

Consensus of those viewing the improved compatible, all-electronic color was: It's excellent.

One newsman who has seen both CBS and RCA color demonstrations during the 1949-50 hearings and thereafter, exclaimed: "That's the best color TV I've seen yet."

But, to the main question now — when it would go to the FCC, ask for commercial authorization — RCA was not saying.

"We are working with the industry committee, the NTSC," Dr. E. W. Engstrom, vice president in charge of the RCA Laboratories at Princeton, told the first Washington audience of newsmen Oct. 9.

"First we have to set numerical values for the system. Then we have to test it out in conjunction with other members of the industry."

"After that we can tell when we'll go to the Commission."

But, he added in response to a question:

"The RCA system is ready for commercial authorization now."

The Washington and New York showings started Oct. 9 and will continue through Oct. 19. They run at 10 a.m., off-the-air; at 2:15 and 4 p.m., closed circuit.

The Washington demonstrations take place in the NBC studios in the Trans Lux Building in downtown Washington. Shown are three color sets—one 21-in., two 16-in. sets. To show compatibility, two 14-in. black-and-white table models are also on view.

New York tests are being viewed in the lounge of the Center Theatre in Radio City on six color sets.

At the first day's showing in Washington, the half-hour program was carried from New York via coaxial cable and microwave relay. The interconnection was switched continuously throughout the program. Only noticeable difference in the color pictures was a lowering of detail when they were being brought down through the 2.7 mc band of the cable.

But that was also true of the black-and-white pictures.

Only critical comments referred to pastel shades of the color pictures. RCA engineers claimed, however, that each set has a control permitting the viewer to set his own hue.

Pictures on the smaller 16-in. color sets seemed to be less sharp than on the larger 21-in. picture. This was explained as due to the fact that there are 20% more dots on the larger picture tube than on the smaller tubes.

Tricky reception of black-and-white on the color sets proved successful, observers noted.

Black-and-white pictures of the color transmissions, as they have always done, continued to impress viewers with their better than normal quality.

In addition to Dr. Engstrom, also present at the first Washington showing were: Dr. C. B. Jolliffe, RCA technical director; Dr. George Brown, RCA Labs; Niles Trammell, NBC chairman; Orrin E. Dunlap Jr., RCA vice president in charge of advertising and publicity; Emanuel Sacks, staff vice president, RCA.

On Thursday, FCC Chairman Wayne Coy and Sen. Edwin C. Johnson (D-Col.) were guest view-

(Continued on page 58)

October 15, 1951 • Page 71
ILLEGAL SIGNALS

Arrest Made; Other FCC Cases Pend

ARREST of a father and son in Shadyside, Ohio, last week for alleged illegal transmissions of TV signals points up a condition that is giving the FCC monitoring staff more and more trouble.

More than a dozen cases of unlicensed TV broadcasts are currently in the FCC files. They involve communities as far apart as Huntington, W. Va., and Raymond, Wash.

Walter S. McGuire and his son, Earl, were arrested Oct. 9 by a U. S. marshal on complaint of FCC engineers that they were illegally transmitting TV signals.

Found on their farm was a tower and receiving and transmitting equipment which was used to pick up Channel 3 signals from WDTV Pittsburgh, a little over 40 miles away. The signals were relayed, also on Channel 3, across the Ohio River to Glen Dale, W. Va. The station was unattended. The area is south of Wheeling.

According to the McGuire's testimony before the U. S. Commission in Steubenville, the station was being used to help increase TV set sales in the area.

Released on Bond

After being bound over for the Federal Grand Jury, they were released on $1,000 bond.

Warrants also were issued for the arrest of three other men, believed to be implicated in the operation of the station.

Last June, FCC monitors began an investigation into the Shadyside operation. It ceased transmitting before FCC investigators closed in.

When it resumed several weeks ago, engineers of the Field Engineering and Monitoring Division, Office of the Chief Engineer, moved fast. The arrests followed.

Penalty for illegal radio transmission is a fine of not more than $10,000, two years in jail or both.

Among other illegal TV broadcast investigations current in the FCC are those involving Marmet, McMechen and Huntington, W. Va.; Raymond and Centralia, Wash.; Boulder Creek, Calif., and Madisonville, Tex.

Most prominent of illegal TV transmission cases was that in 1950 by Sylvanian Electric Products Inc., major radio-TV tube manufacturer.

Some Sylvanian officials erected a receiving-transmitting station on top of a mountain outside Emporium, Pa., where the company operates one of its largest tube plants. The unauthorized station was used to pick up Philadelphia signals, transmit them down into the valley to the city.

Sylvania pleaded *no contro verso* in the case went to court and received a $2,500 fine.

Last month it got another FCC grant for an experimental TV station in Emporium [B * T, Sept. 24].

Most of the investigations are begun through tips or complaints, according to FCC staffmen. Radio servicemen are one good source. Another is the irate televiser who finds that something is interfering with his reception.

In his testimony before the Senate Appropriations Committee last month, FCC Chairman Coy referred to 166 cases of illegal radio transmissions. Most of them, it has been learned, involve unlicensed taxicab broadcasters.

**Murphy Talks**

ADRIAN MURPHY, president of CBS Labs Division, is to discuss color television in speeches before the board of directors of the National Electronics Conference at a luncheon at the Edgewater Beach Hotel, Chicago, Oct. 23; a Chicago Television Council luncheon at Hotel Sherman Oct. 24, and the Radio Council of Greater Cleveland session at Higbee Auditorium in Cleveland Oct. 28.

COMMUNITY TV

Legality Issue Before FCC

PEG ON WHICH the FCC can hang its long-pending policy decision regarding community-TV installations seems to be at hand.

Application by J. E. Belknap & Assoc. of Poplar Bluff, Mo., for common carrier microwave links between Memphis and the Missouri cities of Kennett and Poplar Bluff for the purpose of relaying TV signals has been filed with the Commission.

FCC for a long time has been looking into the community-type TV installation—which has extended TV coverage notwithstanding the three-year-old freeze on new TV stations.

Since all use coaxial cable to deliver TV signals to individual subscribers, it was believed that they were outside the scope of FCC regulation.

However, the Belknap application now gives FCC a definite case. It involves the use of radio frequencies and a tariff of charges.

Application is for the microwave relay station using 5925-6455 mc. These frequencies are assigned for common carrier purposes.

RCA microwave equipment is to be used, according to the application. The general man will cost $3,000 over the first year.

Firm states it intends to put a two-channel pickup outside Memphis, feed the WMCT (TV) signal from there 75 miles north west to Kennett, Mo. At that point another relay would boost the signal another 40 miles to Poplar Bluff, Mo.

Will Expand Service

If the FCC grants permission, the Missouri group intends to extend the Memphis-Kennett-Poplar Bluff service eastward to Dexter, Malden, Sikeston, Jackson, Cape Girardeau, Mo.; Cairo, Ill., and Paducah, Ky.

After that, firm intends to start out to St. Louis, feed the KSD-TV signal southeast to the following Illinois cities: Mt. Vernon, Benton, DuQuoin, West Frankfort, Johnston City, Marion and Carbondale.

The Belknap firm intends to operate its own distribution service in its hometown of Poplar Bluff and has made arrangements with a distributing organization in Kennett.

J. E. Belknap & Assoc. comprises in addition to Mr. Belknap who is a drugstore owner; two microwave, hardware store owner; William L. Cohen, merchant; Ernest C. Dunn, hotel owner; John S. Davis, insurance agent. Each owns 20% of the partnership.

Tariff calls for the following charges to customer distributing companies: Upon installation of 100 sets, $1,000; for each two microwave sets up to 500 sets; $10 per set between 500 and 1,000 sets; no further installation charges above 1,000 sets. Also a service charge of $20 per month per set for the first 500 sets, $1 for 500 to 1,000 sets, 75¢ thereafter. What the distributing companies charge the consumer would, of course, be up to them individually.

**McANDREW NAMED**

To New NBC-TV Post

Mr. McAndrew

According to his new capacity to Davidson Taylor, general production executive, Mr. McAndrew will supervise and administer all television broadcasts of news, special events, sports, politics, education, religion, special causes, discussions, and talks, both live on film. His directorship is a new post.

Francis C. McCall remains director of news and special events, reporting to Mr. McAndrew.

Mr. Juster's most recent position has been director of integrated services and director of public service for NBC and WNBW (TV) as well as the NBC radio and television networks. He joined the network in 1941 as member of the continuity acceptance department and was transferred to Washing- ton in 1943. He has served there as director of continuity acceptance, assistant to the general manager, assistant program manager, program manager for WRC, and director of programs for both WRC and WNBW.

Mr. De Losier joined the sales staff of the Washington stations in 1946, and was named sales manager of WNBW in January, 1950.
**HOLLYWOOD BOOM**

**Video Spurs Employment**

By DAVE GLICKMAN

TELEVISION will eventually prove a great boon to artisans of the Hollywood motion picture industry, giving jobs to thousands.

With some 80 TV film production units now in action and others being added to the list almost weekly, employment continues to increase. Several hundred are already working in video and new jobs are being formed almost daily. And Southern California is one of the various motion picture industries and unions. Some are on permanent basis, while others are on casual or picture-to-picture assignment.

Although prediction has been made that the move-in of TV will make Hollywood another ghost town as far as movie production is concerned, the unemployed among advertising employment among film industry craftsmen, there is no panic-stricken dash for the hills.

With video, too, there are opportunities for the achievement of more 自然化的文本。
DuMONT OPERATION

Witting Speaks in Phila.

"PROBLEMS of television have their roots in inexorable economic and financial factors," Chris J. Witting, president of the DuMont Network, said Wednesday at the Television Society of Philadelphia.

Financing public service programs, he said, could be accomplished if television were permitted to seek sponsorship of special events-as it did, though unsuccessfully, for the San Francisco Earthquake and Relief Fund telecast and if the networks, a m o n g themselves, rotated the coverage that did not lend itself to sponsorship.

Pointing out that the industry, with its 8,000 miles of segments, has been operating nevertheless in the red, Mr. Witting conceded that it is time "to settle down to do some intelligent living." He noted that DuMont's stations have felt that while set distribution was limited-that is, while the freeze was on-we'd be wise not to go overboard. The result is that of the $10.4 million loss that TV suffered in 1960, our share was only 10%.

Anticipating a new deal for TV when 300 or 500 stations are in operation, he said, "we think spending ourselves into a merger in which strangers take control isn't good business."

Mr. Witting added, "we concluded that if it (television) was going to grow and prosper, it needed a broad base of hundreds of advertisers-national, national, regional, and local. Radio may have got by through the support of a hundred blue chip advertisers, nationally, but television can't; it needs thousands of sponsors."

Mr. Witting foresees the DuMont Network's development to its willingness to experiment with Saturday night audiences, new talent, multiple sponsorship contracts, and low-cost production techniques.

"We believe," he testified, "that over the years and once its novelty has worn off, television will prosper only so long as it remains competitive. We believe that at heart sponsors are businessmen—not showmen—that they...will buy TV only so long as it will sell their merchandise and services at a cost less than any other medium. And so we have specialized, you might say, in low-cost production."

DuMont billing is, as a result, 186% ahead of last fall's busi-

ness, he revealed.

Not Enough Markets

Mr. Witting added that sponsors, willing to invest vast sums in their programs, cannot get into enough markets to make the investment pay out. "During the last several months," he pointed out, "stations have come to occupy such a strategic position that every sort of pressure has been brought to bear on them by networks, agen-
cies, and advertisers themselves, in an attempt to get a program into a good market. At this stage of television's development the network operator can sell prac-
tically all the time he can clear, but the trouble lies in the fact that he cannot clear much. There is only one solution to the problem, namely, a thawing of the freeze."

"Someone in New York," he joked, "has put the nub of the situation pretty succinctly and exactly in the statement, "there is only one network in television-the AT&T's"-but there are four ways of getting to it, through NBC, CBS, ABC, and DuMont."

Attracting local advertisers to a network station in Manhattan is just about the toughest job in television, Mr. Witting observed, because of competition for audience attention. "At top network stations," he pointed out, "the existence of seven channels "with consequent division of an audience already under the pressure of show business, sport-
ing events, and the greatest concentra-
tion of radio stations anywhere in the world." Citing Du-
Mont's lead in introducing daytime programming on both national and local levels, Mr. Witting said, "but in New York, we've found, tele-
casters can't stop with program-
ning alone. So, effective Nov. 1, we are reclassifying our time for the sake of making attractive periods available at more attrac-
tive prices."

Valuable to News

Turning to the problem of improving TV fare, he observed, "during this last year, electronic jour-
nalism has become a reality. Tele-
vision has added a new dimension to the honored Fourth Estate, and there is nothing either in newspaper or video more significant than candid recognition of this fact by publishers and editors everywhere."

He continued, "if we in the industry required proof that the country wouldn't settle for en-
tertainment as TV's sole fare, we certainly had it in the State De-
partment's request for coverage of the San Francisco Peace Treaty."

In concluding, Mr. Witting pointed out that "we—all of us—are part of a group that has with-

in four short years set up and started rolling a vast and promis-
ing industry, and we have done this within a perimeter artificially created by factors over which we have no control: the freeze; out-
largely high wages, salary, and talent costs; and a public that ex-

pects from us what it has been getting from Broadway and Holly-
wood with decades of experience and organization behind them."

SMPTE SESSIONS

Tatum, Wald to Speak

DONN TATUM, director of television, ABC Western Division, and Jerry Wald, Wald-Krassa Produc-
tions, Hollywood, will be principal speakers at the opening luncheon today (Monday) of the 70th semi-
nannual convention of the Society of Motion Picture and Television En-
gineers. Sessions will run Oct. 15, 16-

A feature of the luncheon, according to Peter Mole, SMPTE president, will be the first presenta-
tion of the David Sarnoff Gold Medal for earlier this year by RCA as a recognition for excep-
tional achievement in TV engineering.

Other awards by the Society will be announced at the banquet Wed-
nesday night.

Major topics of the technical sessions include theatre television, use of films in video programming, color TV and related subjects in television and motion picture work.

DuMONT SALES UP

Banking Group Told

ALEN B. DuMont Labs, sales year will be up 25% over any previous year in the company's his-
tory, according to Mr. Allen B. Du-
Mont, who attributed the increase to heavy defense orders for elec-
tronics equipment in addition to regular electronics equipment to heavy defense equipment.

The company president also re-

vealed that TV set sales are on the upswing again. Responsible fac-
tors, he said, were the linking of electronic components and a decrease, almost a universal, of the power requirements granted by the FCC which allow programs to be transmitted to pre-
viously non-television areas, and the improvement of TV receivers which also enables people at greater distances from trans-
mitters to join television audiences.

Production of TV sets will drop from the 7.6 million of last year to about 5 million for 1951, Dr. DuMont said, because of the shortage of necessary materials and the need for greater defense produc-
tion.

Addressing members of Robert Morria Assoc, banking and credit association, which meet in New York last week, Dr. DuMont re-
iterated his belief that television's biggest problems today are the re-

sult of the construction freeze, and explained the DuMont alternative plan for allotting new channels. He also predicted that the freeze will be some time before wide-spread public use of color television is affected.

NEW TREND in regional TV timebuying was reported last week by Gerald King, president of United Television Programs, New York, who his organization sold Old American Barn Dance to WWJ-TV Detroit for sponsorship by the Ebie Beer Co.

Significance of the sale, Mr. King felt, is that the breaker plans to present two half-hours weekly rather than following the usual, once-weekly schedule. This is but a forerunner of many similar purchases which Mr. King anticipated since his sales representatives re-
ported that local sponsors in partic-
ular seem to want more pin-point saturation than weekly programs can give them.

Another indication of the doubl-
ing-up trend, United TV officials say, is Chicago sponsorship by the De Met Pontiac Co. of Royal Playhouse film series. Two of the half-hour dramas have been shown in succession for the past several weeks, rather than separating the shows over a longer span.

Royal Playhouse also has been sold to WOW-TV Omaha for the Dexter Washing Machine Co., through Dancer-Fitzgerald-Sample, Mr. King announced. Series started in Omaha last week.

Eves Fesler, jr., new head football coach at U. of Minnesota, makes his debut with his fall football With Fesler show over WTCN-TV Min-
neapolis-St. Paul. Among guests on first show Sept. 17 are John S. Pills-
bury, retired Pillsbury Mills chairman of the board, and Charles Johnson, executive sports editor, Minneapolis Star & Tribune. Show is sponsored by the Dayton Co., department store.
750,000 folks stood on their heads because of WOAI-TV!

* was the best polish in the world... it made
scratch-proof... even on the leather shoes! You
could change the color of your shoes by just using a
different color of polish. It put a brand-new shine on your
shoes every time you used it! But the manufacturer
was so small that hardly anybody had ever heard
of it... only the manufacturer and a few close friends! But one day, the manufacturer
had a bright idea... he put that little
BUDGET polish to work buying a couple
of shoes on WOAI-TV! Soon, 750,000 folks in the San Antonio**
trade area were so conscious, that they practically
stood on their heads with joy over this wonderful new idea in
literature! No more worry about scratches... your
clothes could match ANY color... red one day, green the next!
NOW, the manufacturer has a BIG advertising
BUDGET
and a much bigger BANK ACCOUNT!...
AND SO CAN YOU! WOAI-TV does it BEST!

* Of course, Shine-M-Up is fictional, but it
happens every day with OTHER good
products on WOAI-TV!

**America's fastest-growing major city!

Represented Nationally By
Edward Petry & Company, Inc.
NEW YORK • CHICAGO • LOS ANGELES • ST. LOUIS
DALLAS • SAN FRANCISCO • DETROIT
Bless our busy little channel!

After all, it's the only one in town. So we dispense about everything everybody wants to see and hear. That "everybody" is a vast 500,000 viewers. They just sit at Channel 13 and capture the best from all four television networks:

**NBC • CBS • ABC • DTN**

and bless our faithful...

**127,000**

TOLEDO TV TUNERS

...but we don't stop there. We toss in as bonus coverage viewers in Northwestern Ohio and Southern Michigan.

Our advertisers are as faithful as our viewers. We've got 'em by the scores, but there's always room for "just one more." Room for you, for instance.

Just say the word...

**telestatus**

TV SHOWS Howdy Doody and Captain Video have been ranked as "objectionable" program fare for children, with Bride and Groom and Juvenile Jury the same for adults by the National Television Board. We've got 'em in Chicago in cooperation with Television Forecast, fan magazine.

The board in its third report listed objectionable programs for the first time. Hereafter, it listed only those TV shows which it approved in two classes, children and adult.

"Variable" programs, which fluctuate between "approved" and "objectionable," were cited as, for youngsters, Clancy; Cliff Norton; comedy circus film, Foodini the Great; Space Cadet Tom Corbett. Those for adults were Charlie Wild, Comedy Hour, Crime Photographer, Danger, Ellery Queen, Eloise Salutes the Stars, Front Page Detective and Ken Murray, Lights Out, Man Against Crime, Martin Khan, Milton Berle, Show Goes On, Stork Club, Suspense, Talent Scouts, This Is Show Business, Two Girls Named Smith, Web, What's My Line, Wrestling From Madison and Your Show of Shows.

Martin O. Shaughnessy, managing editor of Forecast and a member of the board, said the Star-Telegram Association is sending copies of the show ratings to 2,400 "key people." The reviewing group has "many requests" for the report from educators, he said.

The board, organized a year ago, is comprised of business and clergy, men, sports leaders, club workers and family heads, he said. Its function is "to view current shows, rate them, and make recommendations to families owning sets and to issue reports of their findings to program managers, sponsors and agencies nationally."

Sinatra Show Chips Berie's Block

FRANK SINATRA knocked nine points off Milton Berie's rating Tuesday night and cost him a 10% loss of audience when the singer resumed his CBS-TV show for the 1951-52 season, CBS-TV reported last week on the basis of a Trendex survey.

Trendex made a special survey of the 10 largest TV markets, all multi-station cities with Chicago as the western-most area, and reported that their rating for the NBC-TV comedian had dropped from 54.4 with 87.2% of the audience for Oct. 2 to 45.4 and 71.2% for Oct. 9. The Frank Sinatra Show received a 13.4 rating with 21% of the TV-owners dialed to the latter show.

Hoopering for New York City indicated that the Sinatra show cost Mr. Berie 22.1 points when the singer got an 18.2 rating with a 51.7% share of the audience as compared with the comedian's 35.0 rating and 60.9% of the audience. The Berie Hoopering in New York for the previous week was 57.1 with 90.2% for his share of audience.

**Texas Cable Will Be Ready in 1952**

NEW CABLE of eight coaxial tubes was opened last week between Dallas and Houston, according to an announcement from the Long Lines department of AT&T.

Four of the tubes will be used for intercity television channels, scheduled for service late in 1952. The cable's construction cost was $8,600,000, including one main and 38 auxiliary repeater stations along the 281-mile route.

**Weekly Television Summary — October 15, 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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<tr>
<td>Albuquerque</td>
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<td>Louisville</td>
<td>WBKG-WHAS-TV</td>
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<td>Metromontes (Mexico)</td>
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<td>WRCN-TV, WLCN, WTVN</td>
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<td>Los Angeles</td>
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<td>Milwaukee</td>
<td>WTMJ-TV</td>
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<td>San Francisco</td>
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<td>Minneapolis</td>
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<td>Tulsa</td>
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<td>68,077</td>
<td>Wilmington</td>
<td>WDEL-TV</td>
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</table>

**Total Markets on Air 94**

**Total Stations on Air 109**

| *Includes XELD-TV Matamoras, Mexico.*

**Estimated Sets In Use 13,729,000**

**Editor's Note:** Totals for each market represent estimated sets within television area. Where coverage areas overlap set counts may be partially duplicating. Figures are estimates based on distribution of ratings data from cooperating committees, electric manufacturers, and consumers. Since many are compiled monthly, some may remain unchanged in successive summaries. Total sets in all areas are necessarily approximate.
DO YOU WANT 90,581 (OR 58,560) TV HOMES IN WESTERN MICHIGAN AND NORTHERN INDIANA?

There are two television stations serving the 24-county area of Western Michigan and Northern Indiana; WKZO-TV, Channel 5 and Station "B". The respective transmitters are located 25 miles apart. There is an approximate coverage duplication of 40% in the high intensity area.

When two stations serve substantially the same area, it becomes important to determine who covers what, and how much. Under these circumstances, the .1 MV contour method is an outmoded device. Most people in the business agree that BMB developed the only satisfactory yardstick to determine circulation in radio. That method, we believe, is the only solution to audience measurement in TV.

During May and June, Jay & Graham Research, Inc. conducted a Videodex diary study using the BMB method covering television homes in 18 Western Michigan and 6 Northern Indiana counties. Fifty or more diaries were tabulated in every county except one; one hundred and twenty-five were distributed in Kent County (Grand Rapids). The result was smashing proof of the WKZO-TV audience area showing all counties wherein 15% or more television families view WKZO-TV at least 6 nighttime hours a week!

The chart at the right shows the results: 90,581 TV families in the 24-county area view WKZO-TV; 58,560 families view Station "B". Thus WKZO-TV delivers 32,021, or 54.7%, more Western Michigan and Northern Indiana television homes than Station "B"!

This Videodex Survey, using the time-tested BMB technique, is a must for anyone interested in television. Write direct or ask Avery-Knodel for your free copy, today!

### Videodex Report

Percent of Viewing in TV Homes
Western Michigan and Northern Indiana

<table>
<thead>
<tr>
<th>County</th>
<th>TV Families*</th>
<th>WKZO-TV Nighttime Audience</th>
<th>Station &quot;B&quot; Nighttime Audience</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Families</td>
<td>%</td>
<td>Families</td>
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<tr>
<td>MICHIGAN</td>
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<tr>
<td>Allegan</td>
<td>6,594</td>
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<tr>
<td>Barry</td>
<td>3,512</td>
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<tr>
<td>Branch</td>
<td>8,231</td>
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<td>1,406</td>
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<td>Calhoun</td>
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<tr>
<td>Hillsdale</td>
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<td>Ionica</td>
<td>5,813</td>
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<td>INDIANA</td>
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<td>Elkhart</td>
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<td>LeGrange</td>
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<tr>
<td>Steuben</td>
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<td>73.3</td>
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<td>TOTAL</td>
<td>167,584</td>
<td>90,581</td>
<td>58,560</td>
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</table>

*TV set figures supplied by dealers and distributors as compiled by Fetzer Broadcasting Company and confirmed by Jay & Graham Research, Inc., who maintains access to the warranty cards showing delivery of television sets by major manufacturers.

**Measures less than 5%. In three counties, Michigan television Station "C" showed viewing greater than 5%; however, since its degree of penetration was of little value to the pertinence of this study, detailed figures were not included.
RADKO’S Lonesome Gal, Jean King, will be the subject of a full-length feature film to be produced by MGM. The film will be based on the story of Miss King’s success with her transcribed series, introduced to radio audiences four years ago via WING Dayton, Ohio, and now heard on approximately 50 stations throughout the country on a local sponsorship basis. Sam Zimbalist is producing the film.

Rights to a syndicated science-fiction comic strip, Rick Kane, Space Marshal, were bought by George Foley and Richard Gordon Inc., New York TV production firm. Films will run five times weekly for 16 minutes.

Science fiction also enters into Kid Magic, a new TV film series being produced by Aladdin Television Productions, Hollywood. Other major elements in the series of 13 films are “magic and adventure.” David Kasaday stars in the title role. Scripts were written by Arthur Brown and Betty Helverson.

The adventurous life of Dick Tracy goes into its second series of seven episodes at P. K. Palmer Productions under supervision of Snader Telescriptions Corp. Snader recently completed re-filming the first six episodes, originally produced by Palmer. Bob Snader and Herb Moulton will directly supervise the new episode. Art director is Rodd Field.

Illustrate Inc. is the new name of Telesecon Inc. Hollywood offices are at 1532 Cahuenga Blvd. and New York offices were recently opened at 270 Park Ave. Telesecon series is now showing in five markets—on WKY-TV Oklahoma City, KTGY (TV) Tulsa, KTSF (TV) Los Angeles, KRLD (TV) Dallas, and KPIX (TV) San Francisco.

New headquarters for Gene Autry’s various enterprises at 6920 Sunset Blvd., Los Angeles, will house Flying A Productions from now on. Firm was formerly located at 6900 Sunset Blvd. Mr. Autry’s motion picture outfit, Gene Autry Productions, will remain at Columbia Studios, 1438 N. Gower St.

**SALES & PRODUCTION**


BING CROSBY Enterprises, Los Angeles, completed second group of six TV films in Rebound dramatic series. Next group goes into production Oct 23.

SNADER Telescriptions Corp., Beverly Hills, completed series of tele- scriptions featuring the Bobcats, local instrumentalist.

JERRY FAIRBANKS Productions, Hollywood, purchased Alibi, original TV play by Monroe Manning and John Kohn, for Hollywood Theatre.

DUDLEY TV Corp., Hollywood, signed Lloyd Bridges for lead in International Detective series.

**FIRST-RUN FILMS**

WLWT Reports Response

AUDIENCE and station reaction to WLWT (TV) Cincinnati’s newly launched Family Theatre of first-run television films has proved highly gratifying, Crosley Broadcasting Corp. executives revealed last week.

Films aired on WLWT and other Crosley outlets—WLWD (TV) Dayton and WLWC (TV) Columbus—have drawn inquiries from TV outlets in New Orleans, Louis- ville, Minneapolis, Omaha, Philadelphia and Syracuse. Inquiries sought out format used by Crosley. According to a survey by the Crosley research department, 82% of the Cincinnati audience, watch late-hour movies. Hollywood-style premiere of “The Story of GI Joe” on Family Theatre compiled a 35.8 rating, compared with a 28.9% for Your Show of Shows on NBC-TV. Total of 88% of the audience reported they were aware that WLWT was showing first-run films. Station held a party after premiere the first in series of 66 films to be shown, with Actor Burgess Meredith as guest of honor.

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**Firm will serve as a running directory of the current feature films & programs available for showings.**

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165 West 46th Street, New York 18, N. Y.
THE BIG GAME HUNT. A package of twenty-six half hour subjects featuring Osa Johnson. Packed with thrills and adventure aimed at every member of the family. Also available in four full length features...

DREAMING OUT LOUD, starring LUM 'N' ABNER, FRANCES LANGFORD, FRANK CRAVEN, and PHIL HARRIS. Is just one of 6 BIG features in our success-tested LUM 'N' ABNER series. On radio for 17 years, LUM 'N' ABNER have a ready-made audience just waiting to see 'em. Clients, Agencies, and Stations will think they're all DREAMING OUT LOUD when they see this "natural" on film!

A SERIES OF HISTORICAL ACTION DRAMAS, starring Tom Keene, Rita Hayworth and others. This is a group of costume plays that will please all audiences. Each story has a background of historical fact and is dramatized in a most entertaining manner. Stirring passages from the pages of the colorful past.

NEW TV FIRST... these 10 Hollywood Features with well known stars are now available for showing. Caged Fury... Fear In The Night... Shuggy... Take It Big... Swamp Fire... Tornado... Wrecking Crew... Wildcat... Follow That Woman. Also ready and recently produced are Man In Black, Room To Let, What The Butler Saw.

For more information please write direct to the distributors.
LAWRENCE TUBE

LAWRENCE tri-color TV tubes are "in process of production" and new sets utilizing them for black-and-white as well as color reception should be on the market by the first of the new year.

The announcement came Tuesday from Richard Hodgson, president of Paramount Pictures' subsidiary, Chromatic Television Labs., whose recently acquired plant at Stamford, Conn., is being converted to manufacture the new color tubes [B * T, Sept. 24]. Complaining that his offices have been "deluged with requests" for fuller information about the Lawrence tube ever since word of it was issued, Mr. Hodgson issued a summary of what he considered its salient points.

The Lawrence tube, he explained, can serve any presently proposed color system and automatically can receive either black and white or color telecasts. Any "good quality" tube receiver now on the market can be made to receive both black-and-white and CBS color by insertion of the tube, the addition of an adapter, and by making minor circuit adjustments. The tube stage eliminates need for the mechanical drum or disc currently used in receivers for the CBS system.

Costs Compared

Cost of producing the tube, which has been described as uniquely simple, will not be substantially higher than production costs for standard black and white tubes of comparable size. Mr. Hodgson said it was "impossible," at this date, to estimate accurately the ultimate price list of one tube, however.

New sets incorporating the tube will cost, Mr. Hodgson estimates, about 15% more to produce than the same size black-and-white receivers. Each color system added to commercial standards will require additional circuit changes in future models, and each model costs will increase proportionately.

The Stamford plant of Chromatic Labs. has been producing the black-and-white tubes and is now only in the process of conversion to color-tube manufacture. Although mass production will involve a normal number of operating problems, Mr. Hodgson believes that within the salient points the Lawrence tube will minimize delays and result in quantity production by January. He estimates that new color-tube sets using the Lawrence tube should, as a result, be available to the public in early 1952.

The Lawrence model is a single gun tube, which allows for comparatively inexpensive addition of color. Unlike other guns because of the acceleration lens structure, it was explained. Unlike other color tubes, it has no masking, thus allowing for uniform reception of all colors rather than the loss—which mounts to 80 percent in some tubes—of electrons and resulting problems with brightness. There is no problem of mechanical registration of colors within the tube, he explained, since it has a unique manufacturing tolerance of 10 to 1, which permits a broad simplicity of manufacture and use of conventional production tooling techniques.

Another economy inherent in the design—besides low production cost—is induced post deflection acceleration and focusing principles which, in turn, make possible design simplifications and economies in the standard television deflection circuits.

The tube applies, for the first time, a new concept of electron optics and permits precise control and direction over the electrons in the tube, operating on a post deflection acceleration principle, he said. The post deflection acceleration voltages are applied to a grid located behind the view beam of the tube and direct the electrons to intercept the appropriate color phosphors deposited on the viewing face.

In the present tube, the color phosphors are laid down on the viewing face in narrow parallel strips—red, green, and blue. The strips and associated wire grid can run together horizontally or vertically; they do not necessarily have to be laid down in stripes.

The only tube in existence at this time is in the television laboratories at the Paramount building, New York. This tube is a hand-built, open ended tube constructed in Dr. Lawrence's garage-workshop by the inventor.

In size, it is equivalent to a 19-inch black-and-white tube. The color structure is at present housed in a demountable laboratory-type test set-up. Because it is not, at present, in a sealed-off vacuum type shell, functional inefficiencies are introduced in the phosphors and electron guns. Obviously, Mr. Hodgson said, the sealed-off tube will result in much brighter pictures and improve the color saturation. It is expected that sealed-off tubes will be available in November.

No purpose served, Mr. Hodgson said, in comparing a laboratory open-pump tube with the sealed vacuum tubes which have been demonstrated by others at their advanced stage of development. The color fidelity and registration of the Lawrence tube is "substantially superior to other tubes in a similar stage of laboratory development," he added.

CROSLEY BID

FCC Refuses Test

FOR THE THIRD time the FCC has turned down a TV station which wanted to broadcast non-authorized color signals during its broadcast day.

In denying permission to do just that to Crosley Broadcasting Corp. for its WLWT (TV) Cincinnati [B * T, Sept. 24], the Commission held again that it has consistently turned down such requests.

It referred to its refusal to permit NBC to telecast the dot sequential system of compatible color TV over WNSB (TV) Washington in October 1950 and also its refusal to permit Philco Corp.'s WPTZ (TV) Philadelphia to do the same in August 1951.

Crosley had obtained permission to telecast what the Commission calls "non-standard color" outside broadcast hours and wanted permission to transmit the NTSC composite system during its 7:30-1:30 a.m. broadcast day in order to get public reaction.

Fri., 4:30-5 p.m.; New Horizons, a natural history program featuring Ivan Sanderson, which started Oct. 6 and is seen Saturday 10-11 a.m., and noon, afternoon and evening, and Mike and Buff, carried Monday through Friday, 10:30-11 p.m.
Complete TV and FM service through the air waves to Louisville and surrounding territory—Kentucky's biggest and most prosperous metropolitan market—is achieved by the outstanding combination of WAVE-TV and WRXW-FM. The most popular network and local audio and video shows are broadcast from these stations by means of a Truscon Self-Supporting Tower 569 feet high, of which 69 feet is an RCA FM-TV antenna.

The maximum of everything important in tower construction is embodied in this Truscon job. Lessons learned through experience, observation, and co-ordination with leading tower erectors during construction of hundreds of towers since 1934, are reflected in the design, detail, and safe, simple field assembly and erection of all Truscon Steel Radio Towers.

Your phone call or letter to any convenient Truscon district office, or to our home office in Youngstown, will bring you immediate, capable engineering assistance on your tower problems. Call or write today.

TRUSCON® STEEL COMPANY Youngstown 1, Ohio
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TELEMETER TV

ON-THE-AIR tests of Paramount Pictures' Telemeter system of subscription TV were approved by the FCC last week [B * T, Sept. 24, 31].

Non-public tests will be made from producer-owned KTAL (TV) Los Angeles during midnight to 9 a.m. for a period of 90 days. Only six TV receivers will be used to test the technicalities of the coin-operated system.

This will make the third subscription-TV system that has been tested since the beginning of this year—Zenith's Phonevision in Chicago and Skiatron's Subscriber Vision in New York are the other two.

Phonevision uses telephone lines to send the impulse that clears up the "scrambled" picture transmitted from the station. Subscriber Vision uses coded cards, similar to IBM cards, but no telephone signal, for the same purposes. The cards would be purchased through local retail establishments or by mail. Telemeter system consists of a coin box on the set; when the correct amount of money is deposited, the scrambled transmitted picture is cleared up.

Zenith has been reported ready to petition the FCC for commercial authorization of its system [B * T, Sept. 24].

Only other subscription-TV system reported is one by RCA. Details were never announced.

As it has for the other tests, the FCC qualified its approval of the Telometer tests to insure that Paramount did not: (1) Publicize the tests to give the public the idea that the Telemeter system had been accepted as official; (2) consider the test authorization as meaning that the FCC accepted the principle of subscription-TV in the broadcast bands or on the frequencies involved.

WHUM Reply

FCC Sets Deadline

FCC gave WHUM Reading, Pa., until Oct. 22 to reply to the protest by WEEU of the same city against granting WHUM an experimental TV station in Reading.

WHUM had applied for an experimental TV authorization on the UHF band in September and proposed to spend $500,000 on the station [B * T, Aug. 29]. WEEU protested that a grant would give WHUM a "foot in the door" for commercial operation, thus circumventing the three-year-old TV freeze [B * T, Sept. 24].

WTVN Doubles Space

DOUBLING its floor space, WTVN (TV) Columbus, Ohio, has leased the entire third floor of the Lincoln Tower in Columbus for offices. The programming, sales, publicity and promotion, art and traffic departments will be located there. The main office, studios and executive office will remain on the 37th floor of the same building.

Paramount's Test

GETS FCC GRANT

Go, Go Ekco

COMMERCIAL organization for a TV show can be completed in a fast week, officials of Ekco Products Co., Chicago, learned recently when they purchased the first quarter-hour of the CBS-TV Frank Sinatra Show. Their agency, Earl Ludgin Co., Chicago, presented the purchase idea to Ekco on a Wednesday. Two days later, Ekco ordered the purchase and the agency started preparing the commercials Saturday. Monday, CBS-TV started clearing stations. Last Tuesday CBS-TV completed its transmission from Los Angeles and San Francisco on the West Coast to the lineup three hours before the show went on the air.

CBS TV CENTER

Construction Continues

REPORTS that the proposed CBS Television Center in Los Angeles has been stymied by a National Production Authority turndown for materials were branded as erroneous last week by Austin Joscelyn, the network's West Coast director of operations. (Story page 48.)

Mr. Joscelyn declared that inclusion of CBS on this turndown list is purely an NPA clerical error. Materials requested for the last quarter of 1951 had been approved by NPA several weeks ago and work on the project is continuing without interruption, he said. When completed, the TV center will represent an investment exceeding $36 million. One set of TV studios are expected to be ready for use by fall of next year.

Garden Bouts

WPX (TV) New York will start its winter coverage of Madison Square Garden events today (Monday) with the world's championship rodeo. The independent outlet will provide television with more than 115 Garden events on a five-night weekly schedule. Sponsor for half the sports coverage, from Oct. 15 to March 30, is P. Lorillard (Old Gold cigarettes) through Lennen & Wescott, New York. WPX has assigned six announcers and 19 technicians to the project, to be headed by Jack Murphy, director of sports.

FILM EDITORS

Jobs Loom in TV

(Also see story page 73)

APPROXIMATELY 400 hours of filmed television programs weekly or 20,800 annually will be produced by the TV film industry in the not-too-distant future," Sid Rogell, vice-president, Jerry Fairbanks Productions, Hollywood, and American Cinema Editors last Wednesday.

He compared these figures with 776 hours total turned out last year by Hollywood studios for theatrical release. The figures, he pointed out, are based on the prediction of Brig. Gen. David Sarnoff, RCA board chairman, who saw ultimate possibility of 70-80% of TV programming on film.

Turning to another phase of the television film industry, Mr. Rogell emphasized the "major role" film editors will play in the industry because of their knowledge of speed and quality in production. This knowledge of "tailoring and doctoring the production skill added to the greatness in ensuring fluidity of visual progression" makes the film editor, in fact, the natural choice for this type of project.

Although established directors would be recruited from film studios, he pointed out, the tremendous potentialities in the field would provide room for creation of many new directors from editors' ranks, as well.

Mr. Rogell spoke at the first in a series of bi-monthly screenings of films at California Studios, Hollywood. Meetings are designed to acquaint ACE with new film and TV developments.

PRODUCER TALKS

Underway on Coast

FOLLOWING the lead of the National Society of Television Producers, whose existence it otherwise is ignoring, the newly-formed Alliance of Television Film Producers has joined with IATF to designate representatives in the first of a projected series of fact-finding meetings with labor unions and guilds (see early story page 87). Results of the meetings, planed preliminary to later contract negotiations between producers and unions, are to be presented to an ATPF membership at an expected to be held this week.

Open to all television film producers, ATPF organized because of the need felt for "truly representative" TV film producers group.

The other producers group, NSTP, in the meantime was reported preparing to start negotiations with labor unions and guilds for coming fall season during the past several weeks. Suggestions made at earlier meeting with representatives of the AFL Film Council are to be presented at the next meeting, probably next week [B * T, Oct. 8].

RECIPE FOR SUCCESS

Take Mary Lou Humphreys and Jean Slade. Mix in a half hour of women's news, fashion trends, menu planning and best buys for housewives, and you'll come up with a best buy for the advertiser who wants to reach the great homemakers audience. It's "WHAT'S NEW" daily from 11:00 to 11:30 on WHEN.

TELEVISION SYRACUSE

CBS * ABC * DUMONT
OWNED BY THE MEREDITH PUBLISHING CO.

Page 82 • October 15, 1951
KROW Asks Oral Hearing

KROW, which is asking for an oral hearing against the FCC's proposal to limit VHF channels to two or three per area, has asked the FCC to reschedule its hearing for Oct. 20.

GOOD TIMING

Way back in August, when the New York Giants were trailing the Brooklyn Dodgers by 13-2, a management man at Benrus Watch Co. decided that despite the record, the Giants would win the National League pennant. He signed his bet by suggesting the signing of Darryl Strawberry, who is expected to have another big season for the Giants.

CBs BREAK HIT

In Sanabria Complaint

FCC last week rejected the claim that "This is the CBs Television Network" reaped at every program change on the network, is nothing but an advertisement for CBS-Columbia TV sets. U.S. Sanabria, electronics pioneer and president of American Television Inc., Chicago, contended it is an unfair trade practice.

So serious is Mr. Sanabria, that he asked the FCC two weeks ago to suspend all CBs radio and TV licenses and take "regulatory action to prevent such unfair procedure in the future." FCC, however, said the allegations did not warrant FCC action. The Commission suggested he complain to the FTC or try "private litigation."
NBC Plan Reaction  
(Continued from page 52)

NBC's belief that values offered by NBC affiliates are such that they need no "must buy" requirement for protection, and that reclassification—"supplementary" and "premium" (or bonus) stations—provides "logical, functional" groupings "which reflect their relative values to the network advertisers."

He also noted that stations were put into various new classifications on the basis of their ranking on some of their factors—not including the penetration of television. Further, he pointed out, the 29 stations which formerly comprised the "basic" group did not constitute a truly national network, whereas the new "primary" group will consist of top audience—outlets which will give reasonably good national coverage.

At least two of NBC's innovations are deemed certain to win affiliates' approval—the network's "Minute Man" plan of offering sustaining stations which the stations may record and sell locally either on a sponsorship or spot announcement basis, paying NBC a set fee only when sales are made; and the lengthening of the chainbreak on a number of evening sustainer to 60 seconds, also for local selling.

Mr. Denny frankly conceded that the Minute Man plan puts NBC into competition with transcribed program companies. Announcing it, NBC pointed out that stations may use the Minute Man programs as sustainers if they aren't sold and will be assessed, upon sale, fixed charges which "will be at levels designed to provide a much more economical service than is available from any other source."

John L. Sinn, executive vice president of Frederic W. Ziv Co., said: "It was no surprise that NBC has taken this step, he said, "because the whole trend in radio during the past four or five years has been toward sales at the local level."

"ZIV is delighted that NBC has taken this step," he continued, "because better programming is good for the entire industry. As for ZIV's plans for the future, it is of course to continue producing the finest possible transcribed secondary programs, and to sell them."

Nor did NARTSR have formal comment, other than the statement that a membership meeting would be held in New York today. Mr. Denny, however, said NARTSR should welcome the Minute Man project because it opens new possibilities for station revenues.

Thus far, it was reported late last week, only the half-hour afternoon W.S. Swift & Son's hour-long Saturday morning radio version of Howdy Doody have been definitely set as Minute Man programs. Several others will be added to the total of 40 after-hours a week is contemplated.

NBC's plan to add new affiliates—estimated at 100 to 200—did not appear to be a cakewalk concept, "largest of them all, Mutual (545 affiliates). MBS officials would not comment formally but left the impression they felt the financial value of their cooperative programs, as well as other MBS attractions, plus difficulties they foresee in NBC's implementing its expansion program, would operate against a wholesale raiding of the Mutual affiliate list.

No CBS Comment

Nob did CBS have any comment. On the subject of "flexibility," however, it was pointed out that CBS, although it does not have a "group buy" plan, does not have a provision corresponding to the new policy NBC set up in eliminating its "must buys." This new NBC provision, while giving the advertiser free rein in designating which particular stations he wants to use, requires that the minimum purchase be for a network option that must be a combination of stations representing 75% of the gross cost of the total continental NBC network for the time period involved.

NBC has estimated that an advertiser buying only the 40 to 50 "primary" stations would be spending only 80% of this minimum.

In announcing this plan, NBC is putting into effect a plan adopted by CBS Radio a few weeks ago—offering specific programs to sponsors on a one-time-or-more basis. The original position was set forth in a letter sent by Charles T. Ayers, vice president in charge of radio sales, to advertisers and agencies. It said: "It has been our prime ob-

FIRST TV show for Dinah Shore will be carried by NBC-TV twice weekly Tuesday and Thursday 7:30 p.m., starting Nov. 27, under spon-

If a given "network" groupings of stories look, listen and buy. A typical example of this new "contractual discount to provide" specific discounts for specific hand-tailored net-

line in each of the network's categories, and the first few stations that were sold were, at that time, that NBC was moving on. This decision was, however, in the public eye a month ago —the meeting was called prior to the announcement of NBC's Radio blueprint, but there appeared little doubt that the network's radio moves would be brought into ex-

The way in which NBC's newly evolved network rates of specific affiliates has not been disclosed to the stations as yet. This will be done on a station-by-station basis through personal visits by members of the network's Station relations department, under Station Relations Vice President Charles H. Smith. New rates may be effective by the network with the stations individu-

Look at SPOT TV in the light of DAY

Daytime TV does more than build big audiences—it delivers the kind that look, listen and buy. Success stories from Blair-repre-

for fact and figures, call your Blair TV representative today!

RKO PATHE, INC.

Page 84 • October 15, 1951  

INDUSTRIAL FILMS TVSPOTS TELECASTING  

N.Y. 22, N.Y. • Plaza 9-3600
Color Theatre-TV
COLOR theatre-TV will be demonstrated by RCA Oct. 16 in the Colonial Theatre, New York. Showing will be the first New York public demonstration of the large-screen video theatre potentialities of RCA's compatible, all-electronic color TV system. Tests will be held at 9:45 a.m., and at 2 and 3:45 p.m. [B • T, Aug. 20], and-white pictures resulting from the colorcasts.

Full-page advertisements in New York and Washington newspapers asked the public to tune in, let RCA know how it liked the compatibility factor.

Ad was headed "Now You Can Help Test RCA Color Television," asked for postcard with name, address, age of set, size of screen, type of antenna, day program seen, how pictures compared with normal reception.

New York Tests
In New York, RCA officials confirmed reports that enough tickets have been requested to "more than fill" available seats during the test period (Closed Circuits, Oct. 17).

Public reaction to the tests was obtained through printed questionnaires issued to the audience after the show by Opinion Research Corp., Princeton, N.J.

Atmosphere of the first New York demonstration was somewhat reserved, a fact that may be attributed to the morning hour, separation of audience into six groups, heavy carpeting and low lighting of the Center Theatre lounge.

Most viewers watched interestingly, but without animation.

An art student, who expressed a particular interest in color in his own field, said after the demonstration, "It was almost true to nature, but at times the blue hue seemed a bit too strong so that the reds and yellows, in particular, lost fidelity . . . Closeups were very good, but in the overall picture some color was lost . . . It was superior to technicolor films, a bit clearer and truer to nature . . . far superior to CBS color."

Program had songstress Nanette Fabray as mistress of ceremonies, included novelty dancers Dorothy Keller and Earl Benton, vocalists Gail Manners and Arthur Maxwell, George Burton's lovebirds, fashion models, etc. Ben Grauer acted as commentator.

Transmissions were from WNET New York studios. A remote pick-up from Palisades Amusement Park across the Hudson River in New Jersey featured a Scot's bagpipe band in bright red uniforms, tartans, kilts, etc.

This was the third series of color demonstrations conducted by RCA in the New York area. First showing was held July 9 for the press and representatives of the radio and TV industry. The second group of tests in September was open only to broadcasters, advertisers, distributors and dealers.

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Dramas • Mysteries
Musicals • Comedies
and others

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HITS NETWORKS

Rep. Sheppard Cites Dill on TV

ARCH-FOE in Congress of radio
Rep. Harry R. Sheppard (D-Calif.)—came up with more ammunition last week in his anti-network crusade.
Rep. Sheppard told FCC he now "believes that the networks are engaged in "restraint of rebroadcasting of sponsor's programs."

The Congressional man is author of legislation (HR 10 and HR 78) that would require NBC to sell all networks of programs by FCC and which would take the rebroadcasting rights away from the networks and place them in the hands of the originating station or sponsor, whoever assumes the greater cost of the program in question [B T, Jan, 8].

The new evidence, according to the Congressman, is a letter sent him last August by ex-Sen. Clarence C. Dill of Washington State, often called the father of the Communications Act of 1934.

Sen. Dill re-entered the Washington broadcast scene last summer when he sounded off against the NBC networks and the FCC. He said that NBC is making its new policies stick, it appears that the simplest solution for all stations would be to say, 'We want no NBC contracts.'"

Sees No Free Hours

"That way," said Mr. Havens, "if NBC decided to pay the affiliations a reasonable discount or no more than its own cost, it would be free of the country in the use of frequencies for TV. He called for a partial thaw of the freeze to permit stations in the nation to have some service without undue delay [B 7, July 2]."

The Dill letter was in answer to Rep. Sheppard's communication asking for the termination of the re-broadcast rule in the Act (Sec. 325 (a)). With the request, Rep. Sheppard included copies of his bills and his analyses.

In his answer, Sen. Dill noted that when he worked on the Radio Act of 1927, predecessor to the 1934 re-write of the act, he did not — "in fact could not" — foresee the development of radio networks to the point now reached.

He said he never intended that the networks "should be able to make such arbitrary rules on sponsors of programs and all stations and cents to them."

One multi-station operator said he had not been advised of the details of the plan as it would pertain to his stations, but, he added: "You can bet we won't take any cuts."

Another manager said he was deferring judgment "until I find out what our rates will be and what stations the network proposes to add in my area." Plainly the chief causes of concern to most affiliates were (1) how much would they gain or lose in the rate adjustment, and (2) whether any stations that NBC is thinking of licensing to stations would be within their coverage areas.

Whatever other advantages the plan would bring to the affiliates, the network may find it tough to sell the Senate to affiliates who must take rate reductions and/or find themselves with new NBC affiliates operating within earshot of their own stations.

NBC Plan Reaction

(Continued from page 84)

ally—a process expected to take several months.

Reaction to the NBC plan among affiliates ranged from warmest praise to outright hostility.

Among those friendly to the plan was Martin B. Campbell, general manager of WFAA Dallas, who said the "new concept in radio operation, sales practices, price structure and relations with affiliates as presented at NBC's SPAC meeting in New York last week has my endorsement."

See Renaissance

In fact, he thought, the new plan "should mean the renaissance of network radio."

Mr. Campbell conceded there were some features (which he did not identify) that "I might not like if taken separately," but he believed that "on the whole the plan makes sense."

All other networks, Mr. Campbell thought, "would do well to make the same basic study and re-evaluation of their own operations."

R. Richard Shaffo, vice president and general manager of WIS Columbus, O. C, thought the plan showed "prospects of a practical approach to the continuation of network radio as an economical and effective medium for national products."

Mr. Shaffo said, however, that

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Page 46 • October 15, 1951

Free

If the rating on our completed 15 Craig Kennedy mystery movies starring Donald Woods and Lewis G. Wilson, due March 1st, does not beat the rating of any mystery-detective TV show at end of 18 week (comparable time) in any city, we offer your sponsor 2nd run at no charge either.

Immediate Delivery
first 13 ½-hour TV films completed

Adrian Weiss Productions present

CRAG KENNEDY CRIMINOLOGIST

Starring

DONALD WOODS

as CRAIG KENNEDY

with Sydney Mason and Lewis G. Wilson

Available

For National-Regional or Local Sponsorship

Archives

with Craig Kennedy

PARA MOUNT Pictures Corp., New York, last week announced the appointment of Albert A. Chesnes as manager of Paramount's television department. Mr. Chesnes —for three years in charge of various aspects of company's theatre telecasting operations—assumes administrative and operational authority over all telecasting service and installations of Paramount's inter-film theatre system.

WRIA Status

IN an initial decision, FCC Comr. Paul A. Walker last week proposed to set aside revocation of WRIA Caguas, P. R., and give it a clean bill of health. Station had been cited for engineering and other irregularities since it began operation in 1946, and had its license revoked in November 1949. Hearing before Walker was held in March 1951 in Puerto Rico. WRIA operates on 1450 kc with 250 w, unlimited time.
UNITED EXPANDS

King Reports on Status

UNITED Television Programs is expanding operations and is "in business to stay, with the future looking especially bright," the firm's president, Gerald King, has told BROADCASTING • TELECASTING.

Mr. King said Dick Dorson, vice president of the TV film distribution company, who has sold his stock interest in UPTO to take on other outside business activities, will continue to work with the firm on some properties.

The company, now solely owned by Standard Radio Transcription Services and Edward Petry & Co., currently handles distribution and sales for eight TV film production companies.

ROYAL VISIT

NBC, ABC to Cover Events

FIRST international network telecasts are being scheduled by NBC and ABC when Princess Elizabeth and the Duke of Edinburgh speak at Windsor, Ont., today (Monday).

NBC network will carry the events from 10:45-11:15 a.m. (EST) with mobile pickup to be made through its Detroit affiliate, WWJ TV.

ABC plans last week to carry the ceremonies 10:45-11:15 a.m. Telecast will be transmitted from Canada by microwave relay to ABC's WXYZ-TV Detroit, which will televise it live.

Events planned for the Windsor reception of the royal couple include presentation to them of Gov. G. Mennen Williams of Michigan and Detroit's Mayor Alfred E. Cobo.

After the ceremonies, the heir presumptive to the British throne and her consort will be televised as they inspect a special on the unfortified international boundary on a visit arranged at the request of Princess Elizabeth.

WOR-TV Extends Time

EXPANSION of WOR-TV New York daytime schedule to start at 10:30 a.m., Monday through Friday, was announced by the station last week. On the new schedule, only one program—Letter To Lee Graham (Tuesday 10:30 a.m.)—was listed as a new entry. Others are shows returning from summer hiatus, or re-scheduled into new time slots. During the summer WOR-TV commenced programming at 10:15 p.m., but last winter started at 9 a.m.

TELEFILM, INC.

COMPLETE FILM PRODUCTION

TV SPOTS-PROGRAMES

All Production Steps

In One Organization


Hollywood 8-7908

BROADCASTING • Telecasting

TV IN THE CLASSROOM

Fall Semester Sees Increased Use

MANY commercial TV stations are increasing their educational programming for the fall semester.

Among reports reaching BROADCASTING • TELECASTING last week were the following:

WFIL-TV Philadelphia will expand its schedule of in-school telecasts 30 minutes to one hour and 15 minutes. Thirty-five minute programs will be directed at the elementary and junior high levels—on Tuesday, Wednesday and Thursday at 9:20 a.m. beginning Oct. 16.

Man and His World will be a separate weekly quarter-hour educational show on WFIL-TV. The program begins Oct. 15, featuring Dr. Wiltton M. Krogerman.

WFIL-TV's adult educational programs will be built around WFIL-TV University of the Air, which returned Oct. 8 at 11:15 a.m., Monday through Friday. A full roster of programs is planned by Dr. Roy K. Marshall, educational director of the Philadelphia Independent station. Each show will be conducted by faculty members from colleges and universities in the area. A schedule of the first semester's University of the Air follows:

Monday, 11:10 a.m. "Play Production for Community Teacher";
11:30 a.m. "Religion and the Bible."
Tuesday, 11:10 a.m. "Your Government—Federal, State and Local";
11:30 a.m. "Fine Arts."
Wednesday, 11:10 a.m. "It's Your Language"; 11:30 a.m. "Imprint of a Million Years of Human Affairs."
Thursday, 11:10 a.m. "Chemistry of Living"; 11:30 a.m. "Conservation of Natural Resources."
Friday, 11:10 a.m. "Botany"; 11:30 a.m. "Science Nr. 16. Get the English Bible," and (2) "Ancient Books and Libraries."

U. of Michigan Series

The U. of Michigan will present a new series of "telecourses" on WWJ-TV Detroit starting Sunday, Oct. 21, at 1 p.m. Courses for the first 15 weeks include "Man in His World: Human Behavior;" "Democracy in Action: Parliamen-

tary Procedure;" and "Understanding the Child: Growth and Development at Home."

An assistant professor of psychology, Wilbert J. McKeachie, will teach the human behavior course using basic principles of psychology. Winton H. Beaven, assistant professor of speech, will teach "Parliamentary Procedure."

He pointed out that such knowledge is a cornerstone of democratic group action and can often prevent subversive elements from gaining control of an organization.

The child development course will be conducted by Dr. Willard G. Olson, national authority on the subject. His course begins Dec. 16. Understanding children and their mental, physical and social development will be stressed.

Registration for telecourses started Oct. 8 at Michigan U.'s Extension Center in Detroit and the Extension Service at Ann Arbor. Last year's series of 28 TV hours, on which six courses were offered, won WWJ-TV two national awards for public service. In New York, The Living Blackboard will be presented three times weekly on WPIX-TV (Monday, 5 p.m., Friday, 2 p.m., Saturday, 11:30 a.m.). New York's Board of Education is conducting the series of programs on liberal arts, science and vocational guidance.

The WPIX telecasts will be seen by 80% of the city's "homebound pupils" known to have TV sets, as well as hospitalized children and war veterans who are completing high school educations, according to Superintendent of Schools William Jansen.

WATV's Programs

In cooperation with the Newark, N. J., Board of Education, WATV (TV) Newark started two series of educational TV programs Oct. 8. Titled Science Lesson (Monday, 1-1:30 p.m.) and Report to Parents (Wednesday, 12:30-1 p.m.), the programs are prepared by the Newark Museum, Dept. of Libraries, and Visual Aids and Radio Division of the Board of Education for telecasting during the present school term.

According to figures issued by the Newark board, 71.2% of local school children have TV receivers in their homes.

With emphasis on entertainment first and education second, two Boston U. professors are conducting popular weekly shows over WBZ-TV Boston.

Informality is the keynote, as the shows make liberal use of stylized backgrounds, freehand sketches, movable props and other props having little to do with traditional classroom techniques.

The professors are Dr. James A. Wylie, associate professor of education, and Prof. Donald Born, college of general education, Boston U.

Dr. Wylie in his show, Away From It All, explains and demonstrates with equipment constructed before the camera ways in which families can have fun together. His program guests are experts in recreation who help explain how to have fun with little or no expense at home, in the backyard or out-of-doors.

Prof. Born, for his program, From Atom to Atom, explains the atom as the cornerstone of democracy and can often prevent subversive elements from gaining control of an organization.

Other TV educational programs have been reported earlier [B • T, Oct. 8].

TV PRODUCERS

Another Group Formed

FORMAL ORGANIZATION of a second television film producers association, the Alliance of Television Film Producers, has been announced in Hollywood, following a few weeks of laying the ground-work [B • T, Sept. 10].

Made up of some of the leading TV film producers, the group seeks to "better the unity and progress of television films generally and to create cooperation and mutual unbiased benefit among TV producers."

Making up the board of directors of the new group are: Maurice Hagen, TV Programs; president; William F. Brolby, Brolby Productions, vice president; Richard Morley, Primrose Productions, secretary; Haskell Grillo, Bing Crosby Enterprises, treasurer; Armand Schaefer, Flying A Productions; Jack Lacey, Roy Rogers Productions; Jerry Fairbanks; Gil Ralston, Screen Television Productions. Albert Pearson was named general counsel.

The Alliance has announced its membership is open to all television producers.

There is at present in Hollywood another television producers group, the National Society of Television Producers, headed by Louis Snader, president. Made up of the Custom Films Corp., Beverly Hills. Mr. Snader was invited to join the new group, with an invitation to join the NSTP. Previously he had issued a similar invitation to the Alliance.

Your product gets merchandising PLUS when you advertise on KDYL-TV!

Coordination calls by KDYL-TV's 3-man merchandising team to buyers and retailers, plus strategic placing of these eye-catching "bulls-eye" display cards, both product-related and attached — means powerful merchandising support.

Write for details, or see your Blair man TODAY.

Salt Lake City, Utah

National Representative: Blair-TV, Inc.

October 15, 1951 • Page 87
Buy 'em **SINGLY**...

**TV STABILIZING AMPLIFIER**—Does a Better Job than any other stabilizing amplifier on the market. Some of its notable advantages are: automatic correction of sync and blanking, adjustable sync percentage, improved LF characteristics, automatic clipping of white spikes.

**UTILITY VIDEO AMPLIFIER ASSEMBLY**—Improved Band Width and Adjustable High Gain. Provides accurate output monitoring even when feeding telephone lines. Maintenance is low because negative feedback eliminates peaking coils and permits wider tolerance in tubes and components.

**VIDEO PATCHING EQUIPMENT**—Quick and Convenient Adjustment of video distribution circuits are provided by these complete G-E units. Common grounds are avoided by isolation between jacks and shields. Dual control plugs are self-aligning. Easily installed. Exceptionally high reliability. Oxidation is avoided through the use of gold-plated contacts.

**VIDEO SWITCHING RELAY CHASSIS**—Saves Space yet permits easy expansion of system inputs or outputs. Each chassis is adaptable to preset control and you get fast transfer through a single transfer relay.

**TV ELECTRONIC MIXER**—Lap, Fade, and Dissolve at constant, preset rates at the touch of a finger at control panel. Unique bypass feature permits you to release three channels for rehearsal use while carrying program. It's all-electronic—operation is practically automatic.

These General Electric studio rack units are interchangeable with any TV system!
Here's a way to replace obsolete studio rack equipment with new G-E units that meet all existing RMA performance standards.

Study the items shown on these pages. With them you can modernize your sync distribution system ... get better performance, better handling of poor input signals ... more flexibility in video patching ... smoother studio control all around.

All General Electric studio units are designed specifically for easy maintenance—dead front construction, no exposed voltages. Standard video controls are used throughout. Kits are available to accommodate any position of rack mounting angles.

In addition to the equipment shown here, General Electric makes a complete line of studio gear, including camera channels, sync generators, and projectors. The broadcast representative at the G-E office near you will tell you more. Call him or write: General Electric Company, Electronics Park, Syracuse, New York.
NEW RF Voice

Beams to Hungary

NEW Radio Free Europe transmitter in Germany started to broadcast exclusively to Hungary Oct. 6.

Located in the Frankfurt area, the shortwave transmitter is on the air 12 hours weekdays and 10 hours Sunday to send programs from Munich studios directly to the Iron Curtain country.

Programs include news broadcasts, music, religious services, coded “messages” to Hungarian people from friends and relatives in Western Europe, drama, entertainment, identification of Communist informers, commentary on international affairs and the free world, and special programs addressed to labor, farmers, women, youth, the military and Communist Party members themselves.

The 10 kw transmitter is a temporary arrangement, to be used until funds from the 1951 Crusade for Freedom Drive can be utilized to increase facilities.

Another transmitter in the same area broadcasts an hour and a half daily to Poland, Rumania, Albania, Bulgaria, and Czechoslovakia as well as Hungary.

Will K. Kellogg

WILL KEITH KELLOGG, 91, founder of the Kellogg Co., died in Battle Creek, Mich., Oct. 6 after a long illness. Mr. Kellogg, who massed a fortune estimated at $50 million with his cereal business, was almost blind since 1937. He spent much of his time working on his multi-million-dollar Kellogg Foundation, giving most of his fortune to it and keeping only $2 million for his own use. The foundation, established in 1920, is dedicated to the fostering of health, happiness and welfare for all people, especially children and young-

DISTRICT 14

WITH A CAMPAIGN year upcoming, broadcasters at the 14th district meeting of NARTB at Salt Lake City Oct. 6 unanimously adopted a resolution endorsing the stand of the NARTB national board against discriminatory rates for political candidates for public office. While suggestions were made from the floor that the highest one-time rate be used as “yardstick,” the 100 broadcasters present decided to leave to individual stations the question as to what is or is not discriminatory.

At the all-Saturday workshop session, following the regular two-day meeting, the Rocky Mountain broadcasters also:

- Approved the NARTB and BMI to explore music copyright services with a view toward eliminating unnecessary licenses. This followed a full discussion of SESAC and informal suggestions that it perhaps be acquired by, or licensed through, BMI.
- Approved the five-hour resolution on program rating and measurement services [B+T, Oct. 8].
- Approved the George Cory resolution urging NARTB to collect from all stations one-half the highest hour rate for a transmitter for Radio Free Europe to blast Red Curtain countries [B+T, Oct. 8].
- Discussed metamorphosis in radio rates and urged that cognizance be taken of the intermountain area which is more reliant upon radio in general, with greatest emphasis in circulation.

Scores Rate Situation

At the no-holds-barred session, with Al Meyer, KMYR Denver, presiding, the westerners deplored the failure of radio to increase rates while newspapers and magazines with no provocation other than increased costs, have gone into round after round of rate increases.

William Kemp, KVFR Albuquerque, argued there was no justification for further network cuts, notably in the western area.

Walter E. Wagstaff, KIDO Boise, urged realism, pointing out that in TV markets, network shows have suffered giddy losses in ratings which would justify sharp cuts in rates, if recognized standards were applied. Instead, he said, the cuts have been spread nationwide, whether or not TV has cut in, on the theory that “everything west of Pittsburgh is wilderness.”

He felt NARTB couldn’t do a thing about it, but thought that perhaps the salve, through a “constructive selling job the like of which never has been undertaken before.” He made his pitch after huddling with William B. Ryan, BAB director, who had addressed the meeting the preceding day.

“We have been the sacrificial lambs of the big stations in the big markets,” he said. “We will come to time unless we sell ourselves as we have never sold before.”

Registered at the District 14 sessions:

Charles C. Bevis Jr., KOA Denver; Al Borger, KBAT Dallas; Charlie B. Bradley, KOJU Havre, Mont.; Jim Carroll, KWDD Bismarck, N. Dak.; G. Garn Carter, KNEW Two Rivers, Utah; Vincent Clayton, KSL Salt Lake City; H. J. Cofield, WMWO Missoula, Mont.; George and Wanda Cory, KURB Bakersfield, Calif.; George Hill, KWIR Pocatello, Idaho; Carl Haverlin, KFPO Boise, Idaho; KOOK Billings, Montana; Dee B. Crocker, KFCA Pueblo, Colo.; Frank Curtis, KOVO Provo, Utah; Bob Davis, KUMV Murray, Utah; R. P. Doherty, NARTB, Washington, D.C.; J. Richard Eimer, AP, Spokane; T. C. Eskeven, KVOD Denver; Frank A. Elliott, KRJF Miles City, Mont.; Mrs. Mary Errett, KWGY Riverton, Wyo.; Frank Evans, Standard Transcription, Hollywood, Calif.; Harold Fellem, KURTB Bakersfield, Calif.; Bob Fleming, KFDW Helena, Mont.; and Ruhe A. Fletcher, KSEI Pocatello, Idaho; E. S. Pratt, RCA, Hollywood; Florence M. Gardner, KTFI Twin Falls, Idaho; Jean Giffin, KQDO Colorado Springs; Earl Glad, KXMK McAllen, Texas; William E. Grove, KFCC Cheyenne, Wyo.; Mr. H. J. Hewitt, KSL Salt Lake City; Jack Hardesty, NARTB, Wm. M. Hardiman, KSL Idaho Falls, Idaho; Mr. H. E. Grove, KFBC Cheyenne, Wyo.; Mr. H. H. Hill, KSL Salt Lake City; Joe Wilkins, KBGB Great Falls; Bill Grove, KFBC Cheyenne; Robert K. Richards, NARTB public affairs director.

SIX SHOOTERS at the 14th District meeting (seated, l to r): Walt Wagstaff, KIDO Boise; Easton C. Wooley, KDYL-AM-TV Salt Lake City; Don Hathaway, KSBR Casper, Wyo. Back row: Joe Wilkins, KBGB Great Falls; Bill Grove, KFBC Cheyenne; Robert K. Richards, NARTB public affairs director.

Dist. 12 in ‘Record’

RESOLUTION by NARTB Dis-

12 attacking Sen. William

Benton’s (D-Conn.) proposal to set

up a National Citizens Advisory

Board on Radio and Television, adopted at its Witchita session last

month [B+T, Oct. 1], was intro-

duced in last Monday’s Con-

gressional Record. It was inserted in the Record by Rep. Edward H.

Reed (R-Kan.).

Will K. Kellogg

WILL KEITH KELLOGG, 91, founder of the Kellogg Co., died in Battle Creek, Mich., Oct. 6 after a long illness. Mr. Kellogg, who massed a fortune estimated at $50 million with his cereal business, was almost blind since 1937. He spent much of his time working on his multi-million-dollar Kellogg Foundation, giving most of his fortune to it and keeping only $2 million for his own use. The foundation, established in 1920, is dedicated to the fostering of health, happiness and welfare for all people, especially children and young-

WCHS

Charleston, W. Va.
S-H DENIED

SCOTUS Upholds FCC

SUPREME COURT last week denied Scripps-Howard Radio Inc.'s appeal for a writ of certiorari on the question of the FCC’s policy toward newspaper applicants.

As is customary, it offered no reasons for turning down the case.

Denial by the Supreme Court of the Scripps-Howard appeal [B • T, Sept. 10, Aug. 13], suspends the lower court’s ruling that the FCC’s policy regarding newspaper applicants is legal. Long-standing policy by the FCC is that given a choice between two equal applicants, one of whom is a newspaper, it will pick the non-newspaper applicant. This is on the theory that it is necessary to widen the ownership of news dissemination.

Appeal of Transit Radio Inc. and others to the high court to decide the question of transcasting was not referred to in the first order of the Supreme Court in its new session which began Oct. 1. Next “order” day is today (Oct. 15).


MOGUL MOVE

Fast 18-Floor Jump

A FAST five-hour move transferred the Emil Mogul Co., advertising agency, from the fourth floor to the 22d floor of the Flak Bldg. in New York Oct. 1. The agency has headquarters in the same building since 1941.

More space was needed to accommodate additional personnel working on new fall season TV shows including Kate Smith’s 4:30-4:45 p.m. segment for Enquirer Boot Polish on WNBT (TV), Actor’s Hotel on WJZ-TV for Ronson Macaroni Co., Junior Frolics on WATV (TV) and Time for Adventure on WNTB (TV) for National Shoes.

Since Mogul was sharing the fourth floor with Voice of America, another rapidly expanding organization, there was little hope of getting additional space there.

When the 22d floor suddenly became available, the agency jumped at the chance and notified staffers on Friday that Monday morning would be moving day for the whole office. On Monday, intra-building communications between the two floors helped the moving job go smoothly. Secretaries rode back and forth on the elevators every 15 minutes and 275 packing cases were switched from one level to the other.

Interior decorators now are looking forward to a more leisurely job in fixing up the place.

NOT EVEN the radio state of the nation could interfere with World Series during the 14th NARTB district meeting at Salt Lake City Oct. 4-6. Through arrangements with KDYL-TV (NBC), Easton C. Woolley, executive vice president, had a half-dozen TV receivers in the dining room each day. (The convention was regulated with TV operations in the row at KSL-TV’s sumptuous new studios at open houses during the convention.) Viewing the baseball telecast are 1 to 1: Al. G. Mayer, KMYR Denver; William C. Grove, KFBC Cheyenne, director 14th District; Florence M. Gardner, KTFI Twin Falls, Ida.; S. John Schile, vice president Rocky Mountain Bctg. System, Salt Lake City; Hugh Terry, KLZ Denver, NARTB director-at-large, medium stations.

BRITISH ELECTION

CBS Radio, MBS Set Plans

TWO-WEEK series, You and the World: British Elections—to be carried by CBS Radio from London, Oct. 15-19 and Oct, 22-26, 6:15-30 p.m. EST—will be presented by a team of CBS Radio correspondents headed by Edward R. Murrow. The two-week series will be produced by CBS Radio News Editor-in-Chief Wells Church, who will leave New York for London today (Monday). Other network correspondents include Howard K. Smith, CBS Radio European news chief; Paul Niven, CBS Radio London; David Schoenbrun, Paris bureau, and Richard C. Hottelet of CBS Radio Germany.

MBS also announced on-the-spot coverage of the elections Oct. 25, 26, together with reports by the network’s London correspondent, Norman Mitch. Events preceding and following the elections also will be incorporated on Mutual Newsweek (weekdays, 7:45-66 p.m.) and War Front—Home Front (Oct. 22 and 29, 7:30-10 p.m.)

EVEOE Santa Ana, Calif., Oct. 1 started granting all national accounts a 20% cash discount on payments postmarked not later than 15th of month following billing, according to Deane S. Long, station manager.

MBS Sunday Brochure "MISTER PLUS shows what to do..." is title of new two-page brochure issued last week by MBS. With a memo from Vice President Robert A. Schmid attached, the brochure offers facts and figures of Sunday afternoon program time available on the network.

KTLA (TV) Hollywood half-hour Daise Showboat expands to full hour.

There’s More SELL on WRNL

FREDERIC W. ZIV CO., N. Y.: radio transcription distributors, has announced 55 new sales for "It's Football Time, 13-week series of quarter-hour sports programs, bringing total to 599.

LAI RD RE-NAMED

At Wis. Broadcasters Meet

BEN LAIRD of WDUZ Green Bay was re-elected president of the Wisconsin Broadcasters Assn. for the second consecutive term at an all-day meeting in Milwaukee Tuesday. Other officers who will serve one year terms are vice president, Bruce Wallace, WTMJ Milwaukee; treasurer, Verl Bratton, WKTY LaCrosse; and secretary, Jean Heil, WTCI Shawano.

They are directors on the board with these three members: G. P. Richards, WHBL Sheboygan; Jerry Sill, WMIL Milwaukee and Sid Blais, WCLG Janesville. Mr. Laird reported the largest turnout in its association history, with 71 persons representing 26 of member stations.

Maurice Mitchell, vice president and general manager of Associated Program Service, was the luncheon speaker. The committee, which will investigate with the Wisconsin Interscholastic Athletic Assn. possibility of lower sports fees for regional, sectional and state high school athletic tourneys, includes Joe Mackin, WNAM Marquette; George Frechette, WHFR Wisconsin Rapids; and Hugh Boice, WEMP Milwaukee.

There’s More SELL on WRNL

RICHMOND VIRGINIA

910 KC — 5 KW

ABC AFFILIATE

NATIONAL REP.

EDWARD PETRY & CO., INC.

October 15, 1951 — Page 91
HAM C-D TEST
Prepare for ‘Disasters’

RADIO amateurs demonstrated civil defense and disaster communications plans in nationwide tests Oct. 13-14. The amateurs conducted the annual simulated-emergency exercise under sponsorship of the American Radio Relay League, national amateur association.

Individual amateurs stood by, ready to man their fixed, portable or mobile stations when alerted by their local ARRL emergency coordinators. They set up emergency networks on the shortwave bands and relayed messages from the “disaster” area to the American National Red Cross in Washington.

WGAR Sales Up

NEW ACCOUNT a day for 30 days is record of WGAR Cleveland sales department for September, according to John B. Garfield, sales manager. The accounts signed by WGAR last month made it the best business month since January. Anacin, Pillsner Brewing, Brach Candy, General Electric, Gulf Oil, Italian Swiss Colony Wine and Trend were among new accounts.

The S.S. United States, equipped with two permanent built-in theatres, will install complete RCA motion picture projection and sound reproduction equipment.

PILES of stationery for soldiers and sailors in Korea are displayed by WAGE Syracuse personalities (l to r) Joe Cumminskey, Joan Lorry and Dean Harris. Listenrs sent in writing paper after WAGE promotion requested by Chaplain's Corps.

TRAFFIC SAFETY

FIVE more stations have reported their activities to promote traffic safety.

City traffic policemen have been delivering their own safety messages since Oct. 1 over WKY-TV Oklahoma City. Working with Oklahoma City Safety Council, the station has filmed a series of 30-second sound-on-film safety talks by city policemen. These safety shorts are used at the close of WKY-TV's News Room Monday through Friday.

WGAR Cleveland's morning disc jockey, Bill Mayer, went aloft in a U.S. Naval Reserve blimp to assemble grist for his drive for traffic safety and city planning to relieve traffic congestion. The lighter-than-air craft flew over bottleneck areas for four hours while Mr. Mayer made visual and tape-recorded observations for his morning show.

WBUD Morrisville, Pa., has completed a traffic courtesy campaign aimed at making this past summer Trenton, N. J.'s safest summer.

Despite a 10-12% increase in automobile registration in the country, there were during the nine weeks of the campaign 12 fewer persons injured and 77 fewer accidents on Trenton streets than during the same period in 1950, the report stated.

Participating in the campaign, in addition to WBUD, was a newspaper, The Trentonian, and the AAA Automobile Club of Central New Jersey. The campaign ran July 6-Sept. 3.

A courteous driver was selected weekly and awarded prizes.

WBUD aired 16-20 spot announcements daily and used several 30-minute special public service broadcasts to promote the campaign.

WCOP Boston reported tremendous response to a traffic program, No Holiday For Death, which was aired Labor Day weekend to promote careful driving. With Gene King, WCPD program manager, as narrator, actual stories from files of Massachusetts State Police concerning Labor Day traffic tragedies of previous years were dramatized. KING Seattle presented a heavy schedule of public service spots urging safe driving over Labor Day weekend. Spots began a week preceding the holiday. One set, featuring six prominent public figures, was used for station breaks.

A second set of KING spots carried voices of four traffic victims as recorded at hospital bedside.

LABOR'S participation in the Crusade for Freedom was acknowledged Wednesday when Brig. Gen. David Sar-

nott, RCA board chairman, accepted fund pledges from George Barashc, president of the Allied Trades Council, AFL. Pledges represented entire membership of the council's convention, held in New York.

NATIONAL NIelsen RATING

(Total U. S. Area, Including Small-Towns, Farm and Urban Homes—and Including Telephone and Non-Telephone Homes)

REGULAR WEEK SEPTEMBER 2-8, 1951

Current

Rank

Programs

EVENING, ONCE-A-WEEK (Average for

All Programs)

1 Lux Radio Theatre (CBS) 10.9

2 Mr. and Mrs. North (CBS) 9.9

3 Big Story (NBC) 8.7

4 Mr. District Attorney (ABC) 7.6

5 Bob Hawk (CBS) 7.9

6 Arthur Godfrey's Scouts (CBS) 7.9

7 Jack with Luigi (CBS) 7.4

8 Mr. Keen (NBC) 7.0

9 It Pays to be Ignorant (CBS) 6.9

10 E.B. in Peace and War (CBS) 6.9

EVENING, MULTI-WEEKLY (Average for All Programs)

1 Boboeh (CBS) 5.3

2 Lone Ranger (ABC) 5.6

3 One Man's Family (NBC) 4.0

WEEKDAY (Average for All Programs)

1 Ma Perkins (CBS) 7.5

2 Romance of Helen Trent (CBS) 7.3

3 Our Gang, Sunday (CBS) 7.5

4 Big Sister (CBS) 6.9

5 Guiding Light (CBS) 6.1

6 Pepper Young's Family (NBC) 5.9

7 Perry Mason (CBS) 5.8

8 Read of Life (NBC) 5.8

9 Aunt Jenny (CBS) 5.6

10 Wendy Warren and the News 5.2

DAY, SUNDAY (Average for All Programs)

1 True Detective Mysteries (MBS) 5.7

2 Martin Kane, Private Eye (NBC) 5.2

3 Van der Veer & The News (MBS) 3.2

DAY, SATURDAY (Average for All Programs)

1 Armstrong Theatre of the Air (CBS) 6.6

2 Story of Hollywood (CBS) 6.1

3 Alias June Doe (CBS) 5.0

NOTE: Number of homes is obtained by applying the “NIelsen-RATING” (%) to 41,902,000—the 1951 estimate of Total United States Radio Homes.

(*) Homes reached during all or any part of the program, except for homes listening only 1 to 5 minutes. For 5-minute programs, Averages Audience basis is used.

Copyright 1951 by A. C. Nielsen Co.

RCA has announced xenon-filled, half wave rectifier tube, designed to meet military requirements for rectifier capable of performing efficiently under extreme ambient temperatures. The tube is RCA-3B28.

immediate revenue produced with regional promotion campaigns

23 years of service to the broadcasting industry

experienced sales personnel will sell community programs throughout your coverage area

HOWARD J. McCOLLLISTER Company

66 ACACIA DRIVE

ATHERTON, CALIFORNIA

DAVENPORT 3-3061

PAUL W. McCOLLLISTER, General Manager
SAFETY POEM

WSYR Syracuse reports it has been swamped with requests for poems aired on station. The poem came in the mail to WSYR's Jim Deline. Writer omitted name but expressed hope her verse would be aired. Station hopes that it will serve as guide for safety campaigns for drivers today. Poem relates mother's prayers for child's safety on her first day of school.

AIR SHOW

WLWD (TV) Dayton, For Spacious Skies, Sun., Sept. 30, in cooperation with WOFL, Wbld, and WLWD Air Field, Dayton. Format of show is to acquaint viewers with Air Force and its mission. Premier show featured Capt. Lynden E. Thompson, just returned from Korea, where he set a world record. He rescued 224 men during his 114 combat helicopter rescue missions. Program ofight songs will feature actual planes and other interesting demonstrations and exhibits in WLWD studios.

PARENT-CHILD SHOW

WLCR Torrington, Conn., You and Your Child, three times weekly, presenting psychological problems confronting children. John Scher-scheswky directs new series. Pete Stoper does the announcing on WLTN. Station's Children's Program, "... has met with parent's approval in Litchfield County."

EDITORIAL AIDS

WGL Fort Wayne, Ind., using editorial column written by General Manager Pierre Boucheron for advertising in Fort Wayne News- Sentinel. Boucheron's column titled "Now Hear This," runs every Saturday on radio page of both morning and evening editions. Piece deals with station programs and sponsors. Copies of column are sent to sponsors and agencies as they appear in print.

INVOICE TO TRADE

WTAG Worcester, started advertising and promoting "Worcester Shopping Habit," last month. Station has sent local retailers large WTAG Invoices" marked paid showing the part station plays in promoting local buying. Letter from Local Sales Manager Richard L. Gravel, gives full details on promotion plan.

WRITERS vs. TALKERS

BROADCASTERS and sportswriters who cover Topeka staged a "Radio Appreciation Night" in honor of owner of local baseball team. The two inning contest was witnessed by 3,000 fans. The Writers edged the Talkers 4 to 2 in a tight ball game. (Guessing of game was with WIBB Announcer, Dick Carder stepped to place as pinch hitter. Mr. Carder, dressed in tuxedo, was followed by attendents who sprayed the catcher and umpire with DDT and perfume.

DISPLAYING the one that didn't get away, Margaret McGovern, continuity director at KBOL, Boulder, Co., holds aloft the only catch of her recent fishing trip. Miss McGovern reported to Broadcasting & Telecasting that she is prepared to swear, under oath, that the trout is legal in size—six inches.

KOREA FILMS

WTOP-TV Washington, The Crisis in Korea, Sun., Dec. 2, 1:30 p.m., started Oct. 7, showing combat films from Korea in cooperation with Military District of Washington. Program features first 40 days of fighting. Special guest was Maj. Joseph K. Donahue, who was on hand when fighting began. MDW personnel handle all production and narration. Lt. Carl Bruton, formerly with WTV3(TV) Miami, now radio-TV officer for MDW, is director. All films were shot in combat by photographers of all branches of Armed Forces.

DISTANT INTERVIEW

WCKY Cincinnati received tape interview with serviceman serving in Korea. Newsman Bob Flaherty, invited serviceman's parents and relatives to attend his broadcast when tape was used. Following newsman Mr. Flaherty presented parents with recording of tape. Mr. Flaherty then made tape recordings of boy's parents and relatives and forwarded it to soldier. Interview featuring the local serviceman was sent to station from the Far East Air Force Public Information Office, Tokyo.

P. O. TRIBUTE

A SPECIAL half-hour Annual Postal Service Award Program honoring community services performed by the Los Angeles Post Office will be presented by Union Bank and Trust Co. of Los Angeles, Saturday, Oct. 24. Single out for special tribute will be two post office employees who have completed 40 years of continuous service, Harold E. Brown and William V. Spencer. Jay Stewart will be master of ceremonies; comedians, singers and Wilbur Hatch orchestra will round out the program. William Froug will supervise program; Gordon T. Hughes will direct. Agency for Union Bank & Trust is Milton Weinberg Adv., L.A.

FOUR PAPER ADS

WSAZ-TV Huntington, W. Va., recently ran full page ads in four papers in Huntington and Charleston-principal cities in its coverage area. Each ad headed "See the top sport events! See your TV dealer today! Buy your TV set today!" Piece has drawings of sport events and lists football games that will be seen on the station this Fall. It goes on to say, "Enjoy these great sports events...plus 20 out of the nation's top TV shows every week...and dozens of other fine attractions over WSAZ-TV."

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COOKING SHOW

COOKING program of Osborne Putnam Stearns, aired daily on WMAG Chicago, is originating for 12 days at the station's temporary radio center in Electric Cooking Institute operated by Commonwealth Edison Co.

SHARP PROMOTION

KGO San Francisco promotes John Harvey's Home Digest and Home Institute programs with unique effort to trade. Folder, in simulated novel form, is enclosed in bright red book cover bearing title: "Renewals by John Harvey" and subtitle: "Another Harvey best seller from ABC's station for Northern California." Note on cover explains: "Here's your personal copy of Renewals, by John Harvey. If you are interested in sales success stories, I think you'll find good reading in the following positive proof of Harvey's selling power. Gordon Grannis, promotion manager, KGO." Content contains pages of reproduced letters of renewal from sponsors and text outlining Mr. Harvey's background and sales results.

HELPING THE MAILS

KXYZ Houston, Post Office Tips, 15-minutes ran weekly for three weeks, offering unique public service information to listeners. Program was conducted by Ken Milligan, station's newsmen, who wrote and narrated the shows in cooperation with Houston's Postmaster Granville W. Elder. Theme was now the patron of the postoffice could help the mails and himself, too. Station and Mr. Elder received letters of congratulation from postmasters nationwide.

Further ideas or samples of the promotion items mentioned on this page are available by writing to the individual companies.

ORSON WELLES IS BACK!

"The Lives of Harry Lime."

52 thrill-packed half-hour stories of the fabulous rogue made famous by Orson Welles in "The Third Man." Send for audition.

LIVING WELLES IS BACK!

"The Lives of Harry Lime."

52 thrill-packed half-hour stories of the fabulous rogue made famous by Orson Welles in "The Third Man." Send for audition.

LANG WORTH DISTRIBUTING CORP. 113 West 51st Street, New York.

October 15, 1951  Page 93
CHURCH RADIO-TV
Discussed by Presbyterians

Religious broadcasting will be the subject of speeches to be given when the Radio and Television Department of the Presbyterian Church in the U. S. holds its third annual dinner in New York Wednesday.

Speakers and their topics are Joseph H. McConnell, NBC president; "Frontiers of Faith—Program on TV"; Chris J. Witting, general manager of the DuMont Network; "Morning Chapel TV Program"; Howard S. Meighan, CBS Radio Division president; "The Continuing Importance of Radio"; S. Franklin Mack, executive secretary of the Radio, Visual Education, and Mass Communication Committee of National Council of Churches; "Christian Broadcasting in Africa"; and Ronald Bridges, executive director of Broadcasting and Film Commission of the National Council, John Sutherland Bonnell, speaker on ABC's National Vespers and pastor of the Fifth Avenue Presbyterian Church, will offer the closing prayer.

Guests at the 60-place dinner will include department members, radio and television representatives, and officers and staff of the Broadcasting and Film Commission.

Time Buyers, NOTE! NO TV Stations within 60 miles of YOUNGSTOWN, OHIO Ohio's 3rd Largest Trade Area Buy WFMJ
The Only ABC Station Serving This Market
5000 WATTS
All programs duplicated on WFMJ-FM
50,000 Watts on 105.1 Meg.

CALL
Headley-Reed Co.,
National Representatives

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OVEMBER 5 THROUGH OCTOBER 11

CP-construction permit
DA-directed antenna
ERP-effective radiated power
STL-studio-transmitter link
vis-visual Ampl.-amplifier
STA-special temporary authorization

Grants authorizing new stations, changes in facilities, and transfers appear at the end of this department, accompanied by a roundup of new station and transfer applications.

October 5 Decisions...

BY THE COMMISSION EN BANC

Silence Denied
WKMA Quitman, Ga.—In response to request for authority to remain silent for an indefinite period not to exceed 60 days, FCC denied, saying it appears that you are not as a result of your failure to file suitable application for renewal of license for WKMA, the license for that station expired on July 31, 1951. The Commission, therefore, has no legal authority under which operation of a silent station could be resumed. Therefore, the Commission is not granting the petition to authorize the station to remain silent.

Renewals Granted

October 8 Applications ...

ACCEPTED FOR FILING

Modification of CP
WJFR Caguas, P. R.—Mod. CP new AM station for extension of completion date.
WABA Asaudilla, P. R.—Mod. CP new AM station for extension of completion date.
WKMI-FM Rome, Ga.—Mod. CP new FM station for extension of completion date.
KRMF-AM Shreveport, La.—Mod. CP new AM station for extension of completion date.
KITE-AM San Antonio, Tex.—Mod. CP new AM station for extension of completion date.
KCBS (FM) San Antonio, Tex.—Mod. CP new FM station for extension of completion date.
Licenses for CP
WMHI-FM Chicago, Ill.—License for CP new FM station in FM frequency.
KONO-AM San Antonio, Tex.—License for CP new AM station in FM frequency.
KLON (FM) Long Beach, Calif.—License for CP authorizing changes in non-commercial station.

License Renewal

October 9 Decisions...

BY THE SECRETARY

Following were granted mod. CP's for extension of completion dates as

Costello Returns

AFTER a six-month leave of absence, Bill Costello, former CBS Radio correspondent stationed in the Far East, has returned to the network from a lecture tour of the United States. He will be attached to the radio news staff of WTOP Washington.

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FCC actions

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OCTOBER 10 DECISIONS...

BY THE COMMISSION

Extension Granted
WLMF-FM Suffolk, Va.—Granted extension of completion date new FM station to Dec. 31; requested station on or before that date to file application for mod. CP or evidence that construction according to permit has been completed.

Request Denied
KGY-FM Mustache, N. J.—Request for renewal of license for FM station to permit KGY-FM to operate from 9 p.m. to 1:30 a.m. daily. (Rules require renewal of license for FM stations to operate at least 12 hours daily—three before and after 5 p.m.)

FM Plan Amended
Commission proposed to amend Revised Television Bureau Plan for Class B FM broadcast stations to transfer Ch. 25 from Tuscarra and Harrisburg, Ill., to Olney, Ill.; transfer Ch. 25 from Indianapolis, Ind., to Williamsport, Pa.; and transfer Ch. 25 from St. Louis, Mo. to birds. See

Antenna Changes
WKJG Fort Wayne, Ind.—Granted mod. CP new AM station for day time DA-pattern and employ present FM supporting tower as part of DA system for D operation; cond. WKJG Cleveland, Ohio—Granted CP to change DA system and utilize new FM station and supporting tower for D. non-DA operation; cond.

Petition Denied
Radio Station WVCY (FM) Shreveport, La. and WSOQ Charlotte, N. C.—Denied petition to extend deadline for filing of application for renewal of license of WVCY to permit silent operation of WVCY for extension of license period.

Renewals Granted
Following stations were granted renewal of license for regular period: WOEO-AM-Cond. re-mod., KROQ-AM-Cond. re-mod., KGZT-AM-Cond. re-mod., WOEO-AM-Cond. re-mod., KROQ-AM-Cond. re-mod., KGZT-AM-Cond. re-mod.

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NEWS FROM BINGHAMTON, N. Y.

From WLBK-A Focus on Fred—As part of its continuing public service program, WLBK-A, the Binghamton-Farmingdale radio network, has presented "Focus on Fred," a program devoted to the manifold activities of Fred Astaire. The series features interviews with Fred Astaire, who discusses his career and his hobbies, as well as his latest roles in the motion picture industry.

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CALL RADIO REPRESENTATIVES, INC.

BROADCASTING • TELECASTING
KV00
"RAISES ITS VOICE"
WITH THREE
BLAW-KNOX TYPE
SGN TOWERS

By replacing old antenna systems with these 450 ft. guyed structures, KV00, Tulsa, has increased its audience tremendously. The selection of Blaw-Knox towers by KV00 engineers was prompted by soundness of design—both electrical and structural—and their all-weather protection of hot-dipped galvanizing throughout. If you, too, want this long-term efficiency at no added cost, just get in touch with

BLAW-KNOX DIVISION
OF BLAW-KNOX COMPANY
2038 Farmers Bank Building
Pittsburgh, Penna.
KUDOS TO KITCHEN KARNIVAL

WBAL Show Marks Up Sales Record for Gorton's Cakes

BEHIND the current Gorton-Pew Fisheries Co. 13-week contract on WBAL Baltimore's Kitchen Karnival, outstanding midday broadcast, lies a solid success story.

Cassell Commission Co., Baltimore brokers for the Gorton-Pew Fisheries, reports its organization led all food brokers in the country with the "largest percentage of increase over a similar period 1949-50 in the sale of Gorton's Ready-to-Fry Cod Fish Cakes from November until April of this year."

Gorton's first advertised on Kitchen Karnival on a 12-week basis starting Jan. 18 of this year. Results were so successful that another contract was signed for Sept. 20 through Dec. 13.

Kitchen Karnival is an audience participation program, geared to merchandise and sell grocery products. Program is carried five days a week from 12:30 to 1 p.m., Monday through Friday. Format for the show is relatively simple.

The cast includes Brent Gunts, m.c.; Joe Croghan, announcer; and Earl Reaves, who plays the part of KayKay, the clown. Audience questions, generally dealing with food, are the basis for the script.

The program is staged live on Mondays with a luncheon at the Park Plaza Hotel. Following the live broadcast, another broadcast, to be presented Friday of the same week, is transcribed on tape. Programs for the other days of the week are transcribed on tape at various churches, women's clubs and civic organizations.

Donations to Charity

The women's clubs attending the Park Plaza luncheon broadcast are charged $1 per person of which half is returned to the clubs to donate to whatever charity they select. The other half of each dollar is turned over to the hotel for the luncheon service. At the church and club transcribed broadcasts, tickets are furnished by WBAL and sold by women's organizations for whatever amount they choose. Those proceeds also are turned over to charity.

In the 10 months WBAL's Kitchen Karnival has been on the air, it has raised nearly $10,000 for Baltimore charities.

High-powered merchandising is a major part of Kitchen Karnival sponsor success. Bill Mason, WBAL merchandising manager, who has wide experience in the grocery field, follows this procedure:

On an account such as Gorton's he—(1) Arranges a display of the sponsor's product at the luncheon and club broadcasts; (2) calls on chain stores, super markets and independent retail outlets in the vicinity where the broadcast will be transcribed; (3) gets store displays; (4) improves counter and shelf positions; (5) arranges tie-in advertising; (6) keeps busy on the job of selling more goods and gaining distribution for the product.

For further promotion, WBAL carries one full-page newspaper advertisement promoting the program, but in addition, individual product ads are run in local trade newspaper and magazine publications.

To further promote Kitchen Karnival, sponsors are invited to talk about, show and demonstrate their product on Shopper's Notebook, a 15-minute morning television show.

This ambitious advertising—merchandising combination, with well-tested ingredients that prove themselves in adding sales—results in success stories such as this—embrazed in the following letters to WBAL from the Cassell Commission Co.:

RADIO STATION WBAL:

You have recently completed a contract with Gorton-Pew Fisheries Co. of Gloucester, Mass., in which two of their products were featured on Kitchen Karnival.

We wish to take this opportunity to thank you for a wonderful job well done by your radio station.

It has just come to our attention that our organization came out on top of all the food brokers in the country, with the largest percentage of increase over a similar period in 1949-50 in the sale of Gorton's Ready-to-Fry Codfish Cakes from November until April of this year.

In our opinion, a good deal of credit for this increase in business goes to Brent Gunts, Joe Croghan, Don Redding, and John Coppers for their splendid cooperation in acquiring your listening and participating audience with Gorton's quality product.

Incidentally, this same program was instrumental in establishing a new item Gorton's Salt Codfish, Already Cooked. Our retail staff advises, that grocers are having requests for this new item due to Kitchen Karnival.

CASSELL COMMISSION CO. Arthur G. Hurley

RADIO STATION WBAL:

We sincerely believe Kitchen Karnival is the biggest $ $$ $ worth of advertising anyone can buy today, and you may refer to us at any time as one of your satisfied customers.

Gorton's of Gloucester agree with us... CASSELL COMMISSION CO.

Arthur G. Hurley

COPYRIGHT LAW

ABA Course Begins

COPYRIGHT INSTITUTE, course of seven lectures on copyright law, will begin tonight (Monday) at the U. S. Federal Court House in New York, Theodore R. Kupferman, member of the OFC Bar, department chairman and chairman of the Copyright Committee of the Federal Bar Assn. of New York, New Jersey and Connecticut, announced last week.

Course agenda includes:


OUT-OF-HOME LISTENING

Surveyed by WHDH

WHDH Boston survey on out-of-home listening comes up with pertinent data on Boston area radio family habits. Survey finds 95.7% of 6,200 families answering questionnaires listen to radio while away from their homes. Survey claims that copyright shows 67% of these families "listening most" to WHDH out-of-home.

Of those questioned, WHDH says 21.7% reported ownership of a portable radio; 57.5% have automobile radios, 58.7% have TV sets.
Help Wanted

Help wanted, complete staffs for two stations, business managers, top announcers, girl Friday traffic. Send picture to
KGA, KATS, 122 Main, Sickledale, Orange, Oregon.

Salesman

Wanted: Commercial manager for Louisiana station. Hard and sincere worker can get past of station profits. This
station has always operated in black. Box 145L, BROADCASTING.

Wanted: Successful commercial man-
age-salesman who can be experienced, honest and own car.
For more details, write Box 185L, BROADCASTING.

Salesmen

Salesmen, if you are interested in living in a small town and earning
from $4,000.00 to $7,000.00 a year, depending on how hard you work, contact
Box 254L, BROADCASTING.

Wanted: Salesman who can sell and service accounts. Experienced salesman
required but will pay salary of $4,000.00
for 1st class license. Contact Allen B. Jones, Radio Station WGIN, Wilm-}
{ington, N. C.

Help Wanted (Cont'd)

Wanted Immediately, combination pro-
motion and Salesman for Fort Worth
100 watt daytime independent located in western N. C. Excellent oppor-
tunities for hard working, conscientious men. State all qualifications, refer-
ences and experience. Box 1435, BROADCASTING.

Wanted: Announcer. High profits
in the greatly expanding market with
WGNI, La Crosse, Wis.

Wanted: Salesman or Secretary for
WGNI, La Crosse, Wis.

Immediate opening experienced en-
genieur or announcer for KPGB
$75 week. Need someone with
highly competitive midwestern metropoli-
tan. No replies to beginners or
shy. Write Box 107L, BROAD-
CASTING.

Wanted: Immediate opening experi-
ced salesmen for KGWA, Devils
Lake, North Dakota.

Wanted: To manage WPNC.

Immediate opening experienced an-
ouncer for WNOE.

Wanted: for WCDL, Civic
Center, N. Y.

Wanted: Announcer-engineer for
WWAS.

Wanted: Salesman and service man
for WCLI, Ark.

Wanted: Experienced announcer for
WKTY, Midland, Michigan.

Wanted: Experienced, versatile an-
nouncer, strong on morning markets
and news. Must be able to make
up to $8,000.

Wanted: General Sales Manager. Good
opportunities for hard working, conscien-	
tious men. Write Box 701L, BROAD-
CASTING.

Wanted: Salesman who can sell and
service accounts. Experienced salesman
required but will pay salary of $4,000.00
for 1st class license. Contact Allen B. Jones, Radio Station WGIN, Wil-
mington, N. C.

Help Wanted (Cont'd)

Announcer-engineer. Need two, one
with sufficient experience for chief. Sales, engineering, and business
manager, selling not required but will
pay salary of $6,000.00 to one of midwest's most progressive sta-
tions. Send audution, photo and com-
plete background with 1st letter. Box
252L, BROADCASTING.

Announcer with real personality for
morning show and staff. $800 a week
Mu-
scatine. Box 138L, BROADCASTING.

Needed immediately, one of midwest's most pro-
gressive stations. Send audution, photo and com-
plete background with 1st letter. Box
252L, BROADCASTING.

Wanted: Manager for 100 watt FM
station located near Birmingham, $550 to
staff. Good manager, selling not required but will
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Announcer-engineer opportunity for
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Mus-
catine. Box 138L, BROADCASTING.
Situation Wanted (Cont’)

Salesman

A good salesman is scarcer than hens teeth! No kidder. Prefer Mississippi Valley. Presently employed. Vast experience. Must have good sales and air work combination. Experienced, desires relocate with financially secure company. Will accept small west or southwest market. Box 203L, BROADCASTING.

Annenouns

Experience, desired relocate with financially secure company. Will accept small west or southwest market. Box 203L, BROADCASTING.

Technical

Annenouns-program director desires position in northeast. Ten year back-ground. Presently employed AM-AM.

Announcers

Program director-announcer, ten years experience in radio, three years as program director. Formerly WCC-AZ. Desires position in western station. Box 208L, BROADCASTING.

Assistant to program director, thirty years experience in radio, television, public relations. Will accept educational job. Box 209L, BROADCASTING.

Situations Wanted (Cont’d)

Production-Programming, Others

Program director-announcer, ten years experience in radio, three years as program director. Formerly WCC-AZ. Desires position in western station. Box 208L, BROADCASTING.

Assistant to program director, thirty years experience in radio, television, public relations. Will accept educational job. Box 209L, BROADCASTING.

Situations Wanted (Cont’d)

Television

Announcers

Announcer—AM or TV: 3 years experience in radio, desires experience in selecting network affiliate or network position. Box 184L, BROADCASTING.

Engineer—val. 24, 1st class phone. Experience on 1 kw WE 443-AI AM, and kW 500-AI AM, including directional array. New York City, Box 215L, BROADCASTING.

Experience radio engineer, 1st phone license. Supervised 3 years of radio, television, communications. Has experience in New York City. Box 184L, BROADCASTING.

Nurse

Combination announcer-engineer. First phone license accent on announcing, six years in radio, needs good position to bring out full voice. Run good morning show. Will sell on commission. Family man. Presently employed (C) BROADCASTING.

Ranches

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Help Wanted

COMBO MAN wanted
Must be strong on announcing, hand tag or blaster and salesmanship, Ortho. M. General Manager.
KLRM, Lamar, Colo.

Production-Programming, Others

HELP WANTED
Creative man for large mid-western radio station. Must have proven record as one who can spark new ideas to live up shows and can execute his ideas by working with producers. Address Box 122L, BROADCASTING.

HELP WANTED
Largest Radio-TV operation in the midwest needs a skilled continuity writer-man who can adapt plots to established mystery series plots to established mystery stories. By working with both radio and TV Address Box 123L, BROADCASTING.

Situations Wanted

WE WILL SACRIFICE
good 250 Watt fullservice station in growing port coast city of 13,000. Excellent potential for second outlet. Five acres, right in city. Principal owners have other interests demanding immediate attention. Box 125L, BROADCASTING.

CALVARY Baptist Church Hour, heard Sundays over WMGM New York 11:30 A.M.- 12:30 P.M., will also be broadcast, via transmission of earlier programs, over HABC, 100,000 watt station in Quito, Ecuador.

FM Handie-Talkies
PRODUCTION of Army Signal Corps handi-talkie radio sets has been started by four manufacturing firms—Raytheon Mfg. Co., Emerson Radio & Phonograph Corp., Sentinel Radio Corp., and Utility Electronic Corp. New handi-talkie set is the first FM radio of its type yet produced and will be used to equip Korean units soon. The Army Dept. has announced. Several hundred sets were produced in September and output is scheduled to increase steadily in the next two months.

VATICAN STATION
Italy Makes Land Grant
A NEW $5 million radio station was earmarked for the Vatican last week on the basis of a land grant by the Italian government. The station, to be erected on the outskirts of Rome, will be used to air programs in 20 languages to all points on the globe.

The Vatican plans to maintain contact with some 65 million Roman Catholics behind the Iron Curtain and another three million in Communist-controlled China. The grant was for extra-territorial rights to over 1,335 acres of land. The Vatican radio has called for a moral crusade against the threat to religion which Communists have frequently labeled "the opiate of the people."

WILLIAM SAVITT, president of Savitt Jewelers and WCCG Hartford, awarded first prize in the Saturday Evening Post national radio ad promotion contest for their Remington Rand Razor entry. Savitt Jewelers entry won on the basis of his letter content on "Why I Want a Remington Electric Razor for Graduation or Father's Day."

Radio Station and Newspaper Appraisals

Tax, estate and many other personal problems create the need for an independent appraisal. Extensive experience and a national organization enable Blackburn-Hamilton Company to make accurate, authoritative appraisals in minimum time.

Appraisals • Negotiations • Financing
BLACKBURN-HAMILTON COMPANY
RADIO STATION AND NEWSPAPER BROKERS
WASHINGTON, B. C.
CHICAGO
SAN FRANCISCO
James W. Blackburn
Harold R. Murphy
Ray V. Hamilton
Stirling 4541-2
Tribune Tower
235 Michigan Ave.
Evanston 4-1000
Raymond B. Wright
Lester M. Smith
Washington Blvd.
Delaware 7-2755
25 W. Washington St.
Elk Grove 2-5672

FRANCISCO
VITAMIN FIRM
Halves Broadcast Schedule

AMERICAN Vitamin Assc., Hollywood, which has flooded radio and TV markets nationally with advertising for Thyssavil and Orvita, last week cancelled between 50 and 60 percent of its broadcast schedule "to get into a better financial and liquid position." This was explained by Jack Scott, president of Schwimmer & Scott, Chicago agency which handles the $1 million-plus account, in refuting reports that the company is verging on bankruptcy. He also denied that the agency had dropped the account.

"We're merely cutting out non-essential programs and spots on our heavy broadcast advertising schedule, and are eliminating business only in those markets where sales have not warranted the expenditure," Mr. Scott said. He said Frosty Frolics will continue to be telecast on the ABC network.

FAIRBANKS RE-NAMED
President of WIBC

RICHARD M. FAIRBANKS has been re-elected president of WIBC Indianapolis at an annual meeting of station shareholders. Three new directors elected were W. Daniel Kibler Jr., president of Kibler Trucking Co.; Harry T. Ice, Ross, McCord, Ice & Moore; and Mrs. Daniel Erickson, Chicago.

Mary C. Fairbanks was named vice president and M. H. Geiger was elected secretary-treasurer. Kenneth W. Church is general manager and William L. Dean is program director of the station.

Directors re-elected were Mrs. Adelaide Causey; Mr. Geiger; Richard, Mary C. and Charles W. Fairbanks; and Robert M. Vailancourt, Pasadena, Calif.

IN MONTREAL
it's

KYA San Francisco has launched new school talent program in cooperation with San Francisco public and Catholic schools. Program designed to supplement regular school activities and music courses.

Best proof that he gets prompt action at the cash register is the fact that

Over a 3-year period local advertising on CCFF has increased 260%.

National advertisers, too, can bank on CCFF. For Canada's FIRST station has the coverage, the listenership, to do a real selling job in the rich Montreal market area.

Feature of Week
(Continued from page 19)

booklet of suggested announcements pointing up the various roles radio plays in daily life. These, too, are used at the individual station's convenience, and may be used by both affiliates and non-affiliates of Mutual.

The World campaign, aside from the "Listen" dise, includes trade paper advertisements stressing the same theme and advising stations to use the "Listen" slogan not only on the air but in their other promotion projects. "Sell radio and you'll sell your station," World proclaims.

It has also issued four-page, two-color brochures to affiliates and non-affiliates to enlist their support in the "sell radio" drive, and is employing the "Listen" message as a tag-line on all continuity sent out by World. The message is also carried on stickers attached to all its correspondence, mailing pieces, envelopes and the like, and is further displayed on promotional and promotional material. Advertisements also emphasize that "World is building for radio today and a radio future bright and sound."

4 Reasons Why
The foremost national and local advertisers use WEDV year after year to reach the vast

Jewish Market
of Metropolitan New York

1. Top adult programming
2. Strong audience build-up
3. Inherent listener loyalty
4. Potential buying power

Send for a copy of "Who's Who on WEDV"
Henry Greenfield, Managing Director
WEDV 117-118 West 46th St., New York 19

STU REYNOLDS appointed exclusive sales representative for Screen Televiso Assn., new television film production from recently formed RALSTON, formerly executive producer Procter & Gamble Productions [B 9, T, Sept. 17].

FRANK MAYER, Reo-Fate, appointed production manager Princeton Film Center, Princeton, N. J. HOBACE SCROPE, Yale & Towne Mfg. Co., appointed special sales representative for Princeton Film Center.

EDWARD MANN, film editor, signed as director Edward Lewis Television Productions, Hollywood.

MAURICE LYNCH, financial secretary Chicago Federation of Labor (WCFL), resigned. Union has combined his duties with those of recording secretary, WILLIAM F. CLEARY.

HAL BRATSG, KING-TV Seattle, to sales staff for Olympic Motion Picture Co., Seattle.


BELL VOCATIONAL SERVICE Inc., announced expansion of advertising-public relations-radio-TV department. MARILYN D. EUGERS will head department.

RICHARD F. FRENCH, assistant professor of music and director of graduate studies in music department at U., named director of publications of Associated Music Publishers Inc., N. Y., wholly owned subsidiary of Broadcast Music Inc.


ARTHUR D. DUNCAN, creative director The Musicians Union, reins of Capitol Records Inc., as accessories merchandising manager in New York.

PAMELA DUNCAN and GEORGE PENBROKE signed by Jerry Fairbanks Productions, Hollywood, for leading roles in the Little Black Book newest in Front Page Detective TV film series. RICH ROSEN, film director, signed by company, to direct The Lonely One, newest in firm's Front Page Detective TV film series.


HELEN SHEPARD, regional sales manager National Retail Radio Spots Inc., Hollywood, named national sales manager.

MARGARET MAU appointed promotion director Arthur-Sampson Enterprises Inc., Cincinnati. She was with WBNS (TV) Columbus.

Paul H. Leslie, district manager for receiver department in Detroit and General Electric appointed sales manager for department. He succeeds DAVID DAVIS, named New York district manager.

Joseph A. Kerr appointed district manager for New Jersey, with headquarters at Newark.

HARRISON JOHNSTON appointed manager of newly created product engineering division Ampro Electric Corp., Redwood City, Calif. He was with General Electric.

FRANK B. ROGERS Jr., vice president and assistant general sales manager Ampro Corp., Chicago, appointed in charge of sales Reeves Soundcraft Corp., Long Island City, N. Y.

SAM LITTLEJOHN, manager of Atlantic district, Apparatus Div., General Electric Co., elected commercial vice president of company.


MATTHEW C. CARRERRY, administrative assistant to RUSSELL L. WOLDEN, S. F. City Assessor, named comptroller Leo J. Myerberg of Northern California distributors for RCA.

JACK F. MCKINNEY SALES Co., Dallas, Texas, named sales representative of cathode-ray tube division for Allen B. Du Mont Labs, Clifton, N. J. McKinney Sales will cover Texas, Oklahoma, Arkansas, Louisiana, and Mississippi for Du Mont division.


GENERAL RADIO Co., Cambridge, Mass., announces addition of Type 3600 series to its line. Transistor furnishes convenient adjustable source of 60-cycle power. The secondary winding is completely isolated and the insulation between coils and to the core will withstand a 1500-volt breakdown test.

Crest Transformer Corp., Chicago, appoints Plymouth-Genman Assoc., Los Angeles, as its representatives for electronic radio and television line of transformers.

Technical

STAN COOPER, graduate Northwest Broadcasting School, Portland, Ore., appointed chief engineer KRKL, Corvallis, Ore.; BOB McQUEEN, graduate, named chief engineer KVAS, Astoria, Ore.

ED MacDUFF, supervising operator CBW Winnipeg, named acting chief operator CBK Watrous, Sask.

Tom DicKSON, cableman WDTV (TV) Pittsburgh, appointed engineer for department. Hugh WOOLEY and harry Schwartz named to engineering staff.

October 15, 1951 * Page 101
LOCAL RATE CARD
KHIT Issues Revision

NEW RATE CARt designed for local station operation has been adopted by KHIT Lampasas, Tex. National and local cards have been revised upward with a new set of frequency discounts, according to Harry Van Slycke, KHIT general manager.

Discounts have been reassigned into three frequency groups compared to the former seven-group basis. Mr. Van Slycke said, in order to protect the station against whims of small local merchants who don't care to use standard contract forms.

Highest discount is now 102 or more times for local and national cards. Mr. Van Slycke explained it wasn't practical in a small community to sue merchants who cancel a 315-time contract. Meantime the station actually was cutting its rates by collecting at the 312-time rate to only have the contract cancelled before completion.

BLACKLIST TACTICS
Subject of ACLU Report
BLACKLISTING in radio and television, and loyalty and security problems in these fields, will be the subject of an American Civil Liberties Union report to be published early in 1963 by Doubleday & Co.

Book is the result of over a year's study of the problem by ACLU Board-Member Merle Miller, assisted by a team of ACLU investigators and volunteer workers. The report studies methods used by Red Channels and Counterattack in publicizing alleged communists and communist sympathizers, as well as with the efforts made to keep anti-communists off the air.

Major theme is the impact of these activities upon civil liberties.

EMERGENCY TRANSMITTER license to CKFX Fort Frances, Ont., has been recommended by board of governors of Canadian Broadcasting Corp. to Department of Transport, Ottawa, at its Sept. 28th meeting at Montreal. CKFX will be authorized to operate 250 watt emergency transmitter on its present frequency.

NEWSPRINT
Congress Studies Output
CONGRESS is studying further plans for increasing new reprint production in the United States and outside of North America but there is no assurance that users will soon get all they desire.

This was the conclusion drawn by a House Interstate & Foreign Commerce subcommittee in a report released Oct. 5. The interim report was based on the subcommittee investigation of present Canadian supplies.

The subcommittee, headed by Rep. Lindsey Beckworth (D-Texas), ranking Commerce Committee member, added that it would continue examination and report to the House.

The at the same time Rep. Kenneth A. Roberts (D-Ala.) introduced a bill (HR 5675) which would authorize the Reconstruction Finance Corp. to loan $10 million for construction of new reprint plants.

Plan for conservation of new print in at least 11 American cities has been disclosed by a government official.

Arthur N. Treanor, Printing & Publishing Division, National Production Authority, said the plan provides for an agreement by newspaper publishers to cut the difference between their net paid circulation and net press runs. Such an arrangement would result in the saving of 184,000 tons of reprint a year, he added.

The Dept. of Justice has given its sanction to the agreement and the plan would be put into effect shortly in one city. The 11 cities are New York, Detroit, Chicago, Boston, Los Angeles, St. Louis, Cleveland, Philadelphia, Baltimore and Washington.

THE GEORGIA PURCHASE
only a combination of stations can cover Georgia's major markets

WJAS Pittsburgh, one of the "pioneer stations" in the Steel City's history, watches its 30th year of broadcasting arrive next Friday (Oct. 19).

WJAS appeared on the radio scene in 1921 as a 100 watt outlet, chiefly as a result of the efforts of two men, Kenneth Thomas and William Menges. They built a transmitter at 963 Liberty Ave, in the downtown section, using a store window for a studio. A year later, it went to 500 w.

Seven years later WJAS went to a 1 kw operation and the station's transmitter—following the trend of the time—was moved from downtown to a suburb in the city. The studios were located in the Law & Finance Bldg. with daylight power later increased from 1 kw to 2.5 kw.

As the medium grew in prestige and service in the nation, WJAS again was abreast with the times, building in 1933 the "most beautiful studios east of the Mississippi," as they were then described, in the present city location in the Chamber of Commerce Bldg.

WJAS's home covers 10,000 sq. ft. of office space, six large studios, a lobby and studio, and a large reception room, in addition to a music library room. Operation now is 5 kw fulltime, directional night, on 1320 kc.

The station has been affiliated with CBS since 1927, giving it the claim of being one of CBS' original 16. It has been locally owned since its creation. The late H. J. Brennen was one of the founders. It is still owned by the Pittsburgh Radio Supply House, the original operator. Some 50 employees are on the staff.

To keep pace with progress, WJAS remodeled in anticipation of the eventual addition of television. H. K. Brennen is general manager. Commercial manager is John H. Buchheit.

THE GEORGIA TRIO
represented individually and as a group by

THE KATZ AGENCY, INC.

SAG NEGOTIATING
May Resume This Week

SCREEN Actors Guild negotiations with major motion picture producers for a new basic contract may resume this week following temporary halt to allow IATSE to complete its negotiations with the producers.

GUILD began talks with the producers Sept. 17 through negotiating committees. Subcommittees representing legal counsel and staff executives were to continue negotiations and report to negotiating committees at later date [B • T, Oct. 1]. Guild later stood aside to permit IATSE to complete its started negotiations with the producers feeling that SAG negotiations might take longer in the light of the many important issues involved. IATSE talks were expected to be concluded last week. As far as could be learned there were no television issues involved in the IATSE contract.

Two important television issues will be taken up in SAG, on the other hand. They include banning from television use of all motion picture films produced after Aug. 1, 1948; and additional payment to actors for re-use of theatrical films on television in each area.

7-MINIT TO JONES
Candy Account to Weintraub
FIRST new account for the Duane Jones Co., New York since Mr. Jones resigned all his accounts following the establishment of another agency by his former employers, was announced this week. It is the National Selected Products Inc., New York, account for its 7-Minit Pie Crust, Pies and Cake Frosting.

The appointment is effective Nov. 15.

Meanwhile, another former Duane Jones account, Gold Medal Candy Corp., Brooklyn, makers of Bonomo's Turkish Taffy and other confections, has appointed William H. Weintraub & Co., New York, as agency. Gold Medal continues its sponsorship of Magic Clowns Sunday mornings on NBC-TV.
Docket Actions

FINAL DECISIONS

Washington Court House, Ohio—Court House, Ohio. FCC issued final decision granting application for new AM station on 1600 kc, 1 kw, fulltime, from J. R. Garman and others, decision Oct. 10.

FCC denied switch in facilities for WKBW-Harrisburg from 1400 kc, 250 w, fulltime, to 1600 kc, 1 kw, fulltime. Decision Oct. 14.

Summary

New Grants, Transfers, Changes, Applications

Box Score

Summary Through October 11

Class | On Air | Licensed Cps | Grants Pending Hearing

AM Stations | 2,361 | 2,582 | 124 | 276 | 113
TV Stations | 108 | 10 | 18 | 321 | 211

On the air

* * *

Non-Docket Actions

AM GRANTS

Sanford, N. C.—Waldo W. Prim. Granted 1200 kc, 1 kw, day; engineering conditions. Estimated cost $1,790.


Grafton, Wis.—Chatham Beck, Co. Granted 1570 kc, 1 kw, day. Granted Oct. 5.


FM GRANTS

Des Moines, Iowa—Independent School District No. 4. Granted Ch. 201 (81.1 mc), 1.5 kw for non-commercial educational station. Estimated cost $5,150. Plans to cooperate with WOI-AM-FM Ames, Iowa, in exchange of broadcasting service. Station will be used as radio education and educational service for Des Moines school system. Granted Oct. 7.

KXIO (FM) Columbus, Ohio—Granted increase in ERP. 2 kw to 100 kw and antenna from 430 to 330 feet.

WGN-FM Birmingham, Ala.—Granted decreases in ERP from 310 kw to 55 kw.

WSTP-FM Salinas, Calif.—Granted increase in ERP from 250 kw to 125 kw and antenna from 460 to 370 feet.

KFBK-FM Sacramento, Calif.—Granted increase from 5 kw to 15 kw and antenna 260 feet; conditions.

TRANSFER GRANTS

WIAC San Juan, P. R.—Granted acquisition of control of WCBI, Inc. by El Mundo Best, Corp. Inc. shows their proposed purchase price (includes $250,000 for building). Condition that assignment be consummated until assignee disposes interest in its WRAI (c. Storyton Ltd., Aug. 13). Granted Oct. 5.

KGAL—Am-FM Pasadena, Calif.—Granted acquisition of control of KBOO, Inc. by KBOO, Inc. as licensed KLFK Oak Cliff, Tex., for assumption of liabilities not exceeding $300 per month with option to purchase for $300 at end of five years. Granted Oct. 5.

WBAT—Am-FM Pensacola, Calif.—Granted acquisition of control of Southern Best, Inc., Co., license by Martin Hunter, Neall and M. M. Rhudy and Alan cavern, and of existing partners as before, condition to the extent of 30% is purchased for $3,000; and is retained as general manager. Granted Oct. 5.

WINK Fort Myers, Fla.—Granted acquisition of control of Fort Myers, Inc., licensee, by Daniel Sherby, for $10,000 for additional 32% interest. Granted Oct. 5.

WBTI, Beloit, Wis.—Granted acquisition of control of Beloit Best, Inc., licensee, by L. O. Fichtenh, present station manager, through transfer of stock of Lloyd Durand for $13,333.33. Granted Oct. 5.

KOX, Allentown, Pa.—Granted acquisition of control of Roger Valley Best Co., Inc., licensee, and James A. Strickland through sale of 51.4% for $25,000. Mr. Barr is retaining stockholder, Tabbasco warehouse (274 shares; 103 shares), president; Mr. H. Blane, president and secretary, new stockholder, deceased. No monetary consideration. Granted Oct. 5.

KRFT Fort Worth, Texas—Granted acquisition of control of Beloit Best, Inc., licensee, by Daniel Sherby, for $10,000 for additional 32% interest. Granted Oct. 5.


WAWA—Am-FM Philadelphia, Pa.—Granted acquisition of control of WHL Best Co., Inc., licensee, and James A. Strickland through sale of 51.4% for $25,000. Mr. Barr is retaining stockholder, Tabbasco warehouse (274 shares; 103 shares), president; Mr. H. Blane, president and secretary, new stockholder, deceased. No monetary consideration. Granted Oct. 5.


KUH—KFPF—Am-FM Dallas, Texas—Granted acquisition of control of KUH Best, Co., licensee, to Charles R. Welles, receiver. Application to be amended, renewed from hearing and granted license application in amendment granted, Oct. 17.


FCC Roundup

(Continued from page 108)

and cashier First National Bank; Samuel C. Laby, president; Clarence A. Miller, vice pres.; 15% owner Meten-Crissinger Inv. and three other minority stockholders. Filed Oct. 8.

Idaho Falls, Mont., Mines Western Idaho Bank and television Co., Ch. 2 (60-65 mc.), 460.5; r.f. power, 45 kw; antenna 2,200 feet; transmission cost $52,000; 101; first year operating cost 55 percent.

 Filed Oct. 4.

TRANSFER REQUESTS


WBCA-AM-FM Green Bay, Wisc.—Voluntary transfer of control Green Bay Broadcasting Co., S. P. Kline; as administratrix of Christopher K. Russell as individual (650-850 mc.). Applicant is licensed KBCA, of Waukesha, as representative of Amer. West Broadcasting Co., executive partner Alexander G. Furman, co-owner, in sales of securities, real es- tate, etc. (44%). Mr. Furman will pay $100,000 for his interest. Filed Oct. 8.

WAAT-AM-FM and WATV Newark, N.J.—Voluntary transfer of control AM-FM General, Inc., by flat, for right, and other property for right, to翱le Poullack through sale of by Poullack, S. P. Poullack, for $60,000. Poullack will retain 56% shares. Filed Oct. 6.

WAGA-AM-FM and WAGC-WATV Washington, D.C.—Voluntary transfer of control WAGA, Inc., to Charles Louis M. Blum, Jr., for right, and other property for right, to WAGA, Inc., as administratrix of by Charles Louis M. Blum, Jr., executor, for right.

Sentiment for keeping the government out of the radio business has been chopped up during hearings before the Senate Appropriations Committee, re- leased last week. The Treasury Dept. had sought to secure a right to its savings bonds drive.

"Why do you ask for $2 million? If the television companies make it [advertising] free, and those who watch and make it free, why should we pay out the $2 million?" Chairman Kenneth McKellar (D. Tenn.) wanted to know.

A department spokesman replied the sum was earmarked for addi-
tional field staff members.

Sen. Kilgore requested a table of free advertising received by the Treasury Dept., in the past 10 years. The table showed that radio advertisers had contributed huge chunks of promotion, ranging from $32 million in 1942 to $65 million in 1944. Sum for radio was estimated at $22 million.

Television industry donated $1 million in 1950 to $2.5 million for this year.

Radio’s Munificence

Of striking significance was the fact that radio time accounted for about 50% of the total of all advertising for each year, in contrast to newspapers, periodicals and outdoor billboards.

Estimated value of measurable advertising contributed by adver-
tisers during radio campaigns in support of the Treasury savings bond program, by fiscal years, was reported as follows:

[In millions of dollars]

<table>
<thead>
<tr>
<th>Components</th>
<th>1943</th>
<th>1944</th>
<th>1945</th>
<th>1946</th>
<th>1947</th>
<th>1948</th>
<th>1949</th>
<th>1950</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total</td>
<td>6.0</td>
<td>12.6</td>
<td>13.3</td>
<td>16.9</td>
<td>20.4</td>
<td>22.8</td>
<td>29.3</td>
<td>39.3</td>
</tr>
<tr>
<td>Total Radio</td>
<td>5.6</td>
<td>12.4</td>
<td>13.1</td>
<td>16.5</td>
<td>20.0</td>
<td>22.5</td>
<td>29.0</td>
<td>39.0</td>
</tr>
<tr>
<td>Radio Value</td>
<td>5.0</td>
<td>11.3</td>
<td>12.0</td>
<td>15.5</td>
<td>19.2</td>
<td>21.8</td>
<td>27.8</td>
<td>38.1</td>
</tr>
<tr>
<td>Outdoor</td>
<td>1.0</td>
<td>1.0</td>
<td>1.3</td>
<td>1.4</td>
<td>1.2</td>
<td>1.0</td>
<td>1.5</td>
<td>1.2</td>
</tr>
</tbody>
</table>

Deletions . . . .

TOTAL deletions to date since Jan. 1, 1950:


September Box Score

STATUS of broadcast station authorizations and applications at FCC as of September 30 follows:

<table>
<thead>
<tr>
<th></th>
<th>AM</th>
<th>FM</th>
<th>TV</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total authorized</td>
<td>2320</td>
<td>600</td>
<td>100</td>
</tr>
<tr>
<td>Total on the air</td>
<td>2320</td>
<td>600</td>
<td>100</td>
</tr>
<tr>
<td>Construction permits</td>
<td>139</td>
<td>101</td>
<td>22</td>
</tr>
<tr>
<td>Refusal to grant</td>
<td>139</td>
<td>101</td>
<td>22</td>
</tr>
<tr>
<td>Total applications pending</td>
<td>1087</td>
<td>253</td>
<td>320</td>
</tr>
<tr>
<td>Total permits in hearing</td>
<td>8</td>
<td>167</td>
<td></td>
</tr>
<tr>
<td>Requests for new station in hearing</td>
<td>280</td>
<td>8</td>
<td>444</td>
</tr>
<tr>
<td>Requests to change existing facilities</td>
<td>21</td>
<td>28</td>
<td>39</td>
</tr>
<tr>
<td>Deletion of licensed stations in September</td>
<td>9</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>Deletion of construction permits</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>* On the air.</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

September Box Score

BROADCASTING • Teletexting

Ad Costs

(Continued from page 31)

Stabilization “the most extrarad- iant latitude for determining the level of prices, paving the way for numerous unsound and arbi- trary dictates by officials of that agency.”

The issue initially had been raised by James D. Shuge, chairman of the National Association of Broadcast- ing Corp. and vice-president of Avco Mfg. Corp., after the Defense Production Act first became law. He noted that no provision had been made in the military individually to cover additional other costs prior to adoption of the Carhert formula.

Here is what the new bill, sug- gested as an amendment to that act, would do:

- Allow the President to deter- mine the amount of allowable advertising and other costs on an industry-by-industry basis.
- Require the President to find that added costs are “properly al- locable” to the production and sale of radio and television, and that they would not result in added costs or charges for industrial services.
- Permit the OPS to include only what the President deems as a “reasonable allowance” for “necessary and unavoidable” cost- boosts.
- Allow individual manufactur- ers and processors to petition OPS for price adjustments “to the ex- tent necessary to relieve financial hardships.” The current law makes such provision but OPS has not passed on any applications, con- firming that it could not overcome the burden of requests.
- “Financial hardship” is defined as “losing money.”

Ca$hphalt Proposal

Unchanged in the current control controversy is the period from June 24, 1950, to July 26, 1951. Costs accrued during this time would be added to the highest price during a base period—Jan. 1, 1947.

Sen. Caphphalt, who later offered a compromise version [B • T, Oct. 8], suggested that labor costs registered since July 26, 1951, be allowed as a “capping ceiling.” He urged that the Chief Executive be required to issue revised ceilings within 60 days; and held out for right of individual manufacturers to apply for price increases with- out regard to hardship cases.

In his testimony, Mr. D’Silva said that the pending measure “re- moves its cost ceilings” of the Ca$hphalt formula.

The administration bill, he con- tinued, allows for hardship cases covering cost increases and permits OPS to issue and maintain uniform ceilings and ceilings.

The principle of the Caphphalt amendment—to permit individual sellers to “arbitrarily pass on to the purchaser all cost increases in the 13 months since the ceiling were set to block government efforts for fair and equitable price ceilings, he ex- plained, adding that individual price adjustments also would throw an enormous burden” on OPS.

When "BMI" Is No More

Another BMI “Pin Up” Hit—Published by Hill & Range

I WANT TO BE NEAR YOU

On Records: Johnny Desmond—MGM 11027; Percy Faith—Col. 39528; Ray Noble—Vic. 20-4248; Nellie Lutcher—Cap. 1789; Tex Williams—Cap. 1799.
John Lord Butler

JOHN LORD BUTLER, 58, re- tired executive of Aitken-Kynett Agency, died Oct. 8 at his Phila-delphia home. Prior to his associa-tion with Aitken-Kynett, Mr. Butler headed an advertising agen-cy started in 1921 and was in business for 30 years. His wife, Marian Butler; a son, and two daughters survive.

Professional football games more readily available to the public by removing restrictions on the right of each football club to determine for itself, either on and on what territory, it will sell its broadcast and telecast rights.

In its petition the government argued the professional football clubs entered into an agreement by which they have restricted the persons to whom and the areas in which each football club may sell rights to broadcast and telecast.

The court was asked "to adjudge and decree that the defendants be enjoined in a combination and conspiracy in restraint of trade and commerce among several states and the Dis-trict of Columbia, in violation of the anti-trust and anti-monopoly law and an injunction against the alleged con-spiracy."

Named as defendants in the foot-ball suit were the New York Giants and Yankees, Philadelphia Eagles, Chicago Cardinals and Bears, Los Angeles Rams, Green Bay Packers, Cleveland Browns, San Francisco Forty-Niners, Washington Red-skins, Detroit Lions and Pittsburgh Steelers.

20-Day Answer Period

The defendants have 20 days to file an answer.

National Football League rules require that all broadcasting and telecasting contracts require written approval of the commissioner, according to the suit. The commissioner restricts telecasting of other games into the territory of each of the 12 member clubs, the suit charges.

Bert Bell, league commissioner, has absolute control over broad-casts and telecasts of league games, Mr. Morrison asserted.

Mr. Bell said the league has co-operated fully with the govern-ment's sports investigation.

"We have nothing to say," he said. "I believe the National Foot-ball League is the most liberal of anybody as far as television is con-cerned. We conferred with the Anti-Trust Division of the Dept. of Justice last November before drawing up our plans and we have their recommendations in writing."

He claimed that the clubs made their own TV arrangements this year, and the government has no jurisdiction, whereas in 1950 he made them for the league as a whole.

"We think this is a matter for the courts to decide," Mr. Bell con-tinued, and not for the Anti-Trust Division to make the laws and en-force them, too. I can tell you one thing—we will not sign any consent decree as far as the present action is concerned. All we do is protect our home territories on the day of the game. I feel that our policies are more liberal than any other radio and television policy in sports."

"After a conference we accepted all their suggestions but two. They suggested that one or other club's telecast be allowed if a team is home provided it would be over an hour or so before or start an hour or so after the scheduled time."

They also suggested we permit any other club's telecast to be allowed to come into a city when the home team is away. We disagreed.

"The joke to me is that we can't sell enough television. Believe me, our clubs want to sell it. Right now the Chicago Bears and Cardinals are giving away their television rights on sustaining programs. They couldn't find sponsors to pay."

George P. Marshall, president of the Washington Redskins, said the whole thing left him "confused" but he felt the courts should decide the law, not the Dept. of Justice.

Max Farrington, athletic director of George Washington U, and a member of the NCAA Television Committee, defended NCAA's experiment with video telecasting for college football. "As far as I'm concerned it's in the realm of reasonable restraint," he said. "In a sense it's a restraint to sell tickets for $40 each isn't it? After all, there's no God-given right to use television free."

WE DON'T HAVE TO TELL ANYONE

The Green Bay country follows the Green Bay Packers. The Packer game broadcasts are just another of the exclusives on WJP.

Our programs, without exception, are geared to listener wants and interests.

WE GIVE MORE PEOPLE MORE REASONS TO LISTEN OFTEN

And we'd especially enjoy pro- ducing for you proof that they do!

Green Bay is famous as a test-market.

Once you choose Green Bay, be sure you're right on radio! It's a great story!

McGILLIVRY, CHI., OR N.Y. WILL TELL YOU how or write or phone us

WJP

The Radio Service of the Green Bay Press-Gazette

Full time schedule at 1440 k.

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SUBSCRIBER-VISION TESTS REPORTED BY SKIATRON

PLANS for second technical, non-public test of its "Subscriber-Vision" system of home broadcasting, to be followed by field-testing of some 300 decoder-equipped sets in New York homes, reported by Skiatron Corp., New York.

President Arthur Levy said it was hoped second test—similar to demonstrations earlier this year—might lead to early adoption of decodersystem—may get underway this week, assuming FCC approval is forthcoming in time. Tests are slated to continue 45 days. Later would come tests with sets installed in homes selected to represent cross-section of public and with motion picture programs offered at about $1 per show, a la Zenith's Phonevision tests in Chicago several months ago.

Mr. Levy said retired Rear Admiral Timothy J. O'Brien, of Skiatron board, has secured cooperation of Society of Independent Motion Picture Producers in lining up quality movies from public, that efforts will be made to get Metropolitan Opera performance and Broadway shows as part of programming. Tests are experimental and proceeds would go to USO, Red Cross and Cancer fund. Mr. Levy said SIA-TECH, New York, cooperating in tests of subscriber-vision, which, unlike Phonevision, does not use wire lines. Similar experiments may be held later in Los Angeles.

Mr. Levy also reported Skiatron plans to demonstrate its theatre TV system in New York in about six weeks. Instead of selling theatre TV equipment, Skiatron plans to install and service it under one-year leases at 10 cents per person per program, and will concentrate on theatres accommodating about 1,000 persons, he said.

BORDER TV PETITION

WIRE line between Brownsville and Mata-moros to send sync pulse required for proper operation of XLED-TV in Mexican city across border from Brownsville was recommended by the FCC last week in letter to Ben F. Foster, San Antonio attorney who had made request for radio frequency last month [8 T, Oct. 1].

Commission suggested that arrangements could probably be made with Southwestern Bell, also called attention to fact FCC is prohibited from granting radio facilities to alien interests.

WSNY CONTROL APPROVED

FINAL decision, affirming "effective control" of WSNY Schenectady by Winslow P. Leighton, was issued by FCC Friday. Decision, which affirmed hearing examiner's recommendation last March [8 T, March 12], granted transfer authority and renewed license of station. Station owner had been embroiled with former partner George R. Nelson for control of station, but that was compromised out of court in 1950.

UN SESSIONS ON TV

UN Security Council meeting today (Monday), with Iran presenting its side of oil dispute, to be telecast through pooled facilities by Du Mont and ABC television networks from 3 p.m. today through Thursday. CBS will be arranging meeting coverage from 3:15-4:45 p.m., and NBC-TV planned to carry films of discussion late Monday night.

KENTUCKY TV PETITION

ONLY TV application filed last week was for Henderson Hearst by Tele-Radio Enterprises Inc. Firm, composed of local businessmen, applied for UHF Channel 50, with 21.5 kw radiated power. It plans to spend $160,000 on construction, $50,000 yearly for operations.

FCC MAJORITY BLASTS

(Continued from page 5)

continue to be performed by it.

"The Commission, unlike the proposed board, is expressly confined to the review of program operations of broadcast licensees and to recognize factors coming within the standard of 'public interest, convenience and necessity,' and is expressly precluded from exercising any powers of censorship," majority said.

Although bill provides functions of board be advisory only, majority of Commissioners held that there is, nevertheless, possibility of conflict with Commission's functions.

Chairman Coy and Comr. Walker said such "continuing group! as proposed by bill would be desirable as method whereby Congress may conduct legislative studies into the subject matters covered by the bill. They believe (Coy, Walker) that worthwhile results may flow from the type of study proposed in the bill."

They further questioned that prescribed functions for board involve censorship, but believed it should be made clear that board would advise Congress and not conflict with FCC functions, thereby being completely independent.

While FCC currently is legally authorized to conduct studies, they said, it may be more desirable that such studies be conducted by an independent group with specialized functions, completely separate from Commission.

Chairman Coy and Comr. Walker also said if board has no authority with respect to licensee, it would perform more effectively without "assigning fees among broadcast licensees." They warned board should not have compulsory power over licensees.

RECORD TV AUDIENCE

HALF MILLION Chicagoans expected to watch second press interview with Sheriff Babb and State's Attorney Boyle this morning (Monday), largest local video audience since Gen. MacArthur visited city. Meeting follows one in July which attracted public interest almost as great as Kefauver hearings. WNBQ (NBC) and WENR-TV (ABC) scheduled live telecasts from stage of Studebaker Theater, the former WGN-TV (CBS) and WKBK (CBS) plan re-telecasts or films. Major issues on which law enforcement officials are expected to be queried include gambling, vice, slaying of two youths by policeman and beating of police witness. Austin L. Wyman, chairman of Chicago Crime Commission, will moderate.

P E O P L E

HENRY F. ARGENTO elected assistant vice president of Raytheon Mfg. Co., Waltham, Mass., and named assistant manager of Power Tube Division at Waltham since 1932, Mr. Argento started in test work for Receiving Tube Division at Newton, Mass. He was transferred to Chicago in 1934 and returned to Newton plant in 1935. He has been sales manager of Power Tube Division since 1941.

ARTHUR F. HARRE joins WCFL Chicago today (Monday) as general manager after resigning from a similar post at WJJD Chicago. Mr. Harre had been with WJJD 10 years, serving as its manager since 1944 when Marshall Field bought outlet from Ralph Atlass, now general manager of WIND. Mr. Harre succeeds Frank McGivern, who resigned two months ago to join Yankee Network. FREDERICK HARM, sales manager of WJJD, replaces Mr. Harre as manager.

JOHN D. BATTEY, Biow Co., N. Y., timebuyer, joins Dancer-Fitzgerald-Sample, same city, as radio and television timebuyer.

STEPHEN M. KENYON, vice president of Cecil & Prebrey, N. Y., joins Lennen & Mitchell, New York, as vice president and account executive.

VICTOR NORTH, sales promotion director of Stern Bros., N. Y. department store, named vice president in charge of fashion and soft goods accounts, Dowd, Redfield & Johnstone, N. Y., and its parent company, John C. Dowd Inc., Boston.

EDWIN KASPAR from local sales at NBC Chicago to Chicago sales staff of WOR-TV New York Oct. 29.

ELLEN VIOLETT, television writer, will teach new practical course in TV scriptwriting at the School of Radio Technique, N. Y., starting Nov. 7. Miss Violett recently won prominence with her adaptation for television of Shirley Jackson's short story, "The Lottery."

NEWSMEN TO DEBATE GAG

OPEN FORUM called at 8 p.m. Tuesday in auditorium of National Press Club, Washington, by Sigma Delta Chi chapter to debate President Truman's executive order imposing security gag on executive departments. Speakers will include Sen. Blair Moody (D-Mich.), former newscaster; Yates McDaniel, Associated Press; Warren B. Francis, Los Angeles Times, and Wallace R. Duell, St. Louis Post-Dispatch. Moderator will be Northcutt Ely, attorney, formerly in Interior Dept. during Hoover administration.

LABOR CHARGES DENIED

CHARGES of unfair labor practices, filed by Assn. of Documentary & TV Film Camera-men (CIO) against cameraman's Local 644 and Studio Mechanics Local 52 of IATSE, were denied on grounds of insufficient evidence by Charles T. Douds, NLRB regional director, in New York. It was charged that four ADTCF members, working on picture being shot in Beacon, N. Y., by Liberty Bell Productions Inc., were discharged for non-membership in IATSE and suffered loss of pay as result. Ruling was that men were not discharged for discriminatory practices in violation of law, but for normal business reasons.

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