television

ADVERTISERS! AGENCYMEN!

want to make money at the lowest cost in New York on one of the greatest advertising mediums available today?

read these true and startling facts about WOR-tv, channel 9

1. WOR-tv's boost in power brings 1,000,000 more prospective customers for your product.*

   The present effective radiated power of WOR-tv is the greatest of any television station in New York.

2. Yet WOR-tv's rates are low. On WOR-tv sponsors get the hard-hitting impact that only television delivers at rates that compare favorably with any other advertising medium today...like —

   a sports package that brings its buyer 1,000 homes per minute commercial for only $1.31. That's just one example.

For more information on what your television dollar buys on CHANNEL 9

call, write or wire WOR-tv channel 9 in New York

*That is more than the entire population of such important markets as Cincinnati, Miami and Des Moines — combined!
How do you get them to look and listen in Virginia's greatest market?

They look via WTVR, Richmond's only television station. They look so enthusiastically that although WTVR must work alone in stimulating set sales, already there are over 88,000 television sets in the WTVR area.

They listen via WMBG (AM) and WCOD (FM).

And they've been listening to WMBG first since 1926.

These constitute Havens & Martin Stations, the only complete broadcasting institution in Richmond, the NBC outlets (both sight and sound) for this huge market.

These First Stations of Virginia stop sales problems in the Old Dominion. Try them and see.

Stop!

WMBG AM
WTVR TV
WCOD FM

First Stations of Virginia

Havens and Martin Stations, Richmond 20, Va.
John Blair & Company, National Representatives
Affiliates of National Broadcasting Company
COMMUNITY RELATIONS

In a "selling" job that's never finished, radio proves an effective, low-cost tool

To progressive management, the importance of community relations becomes constantly more obvious. Even in a sellers' market, industry must continue to "sell" itself to its neighbors, because a good local reputation helps so much in so many ways. Labor supply, for example. Relations with local government. Co-operation with local suppliers.

On a nation-wide basis, network radio has long proved its ability to foster good public relations. Consider the continuing programs of Bell Telephone, DuPont, United States Steel.

Also, as many more companies are discovering, spot radio can achieve equally good results in specific areas.

Spot radio is flexible, versatile, efficient. And economical. Its consistent use... with newscasts, for example... assures multitudes of listeners at exceptionally low cost-per-thousand.

In six of the nation's leading industrial areas... Boston, Springfield, Philadelphia, Pittsburgh, Fort Wayne, and Portland, Oregon... Westinghouse stations are helping local industries gain and preserve their neighbors' good will. The experience of these stations in "community relations" programs is available to company management as well as to advertising agencies and public relations counsellors.

WESTINGHOUSE RADIO STATIONS Inc
WBZ - WBZA - KYW - KDKA - WNO - KEX - WBZ-TV
National Representatives, Free & Peters, except for WBZ-TV; for WBZ-TV, NBC Spot Sales
Frankly Speaking

By Bill Frank

Once upon a time, an orator rose in the Roman Senate, perhaps adjusted his toga, looked over at a fellow senator sitting off by himself — and then launched into a tirade that has come down through the years. This orator — Cicero, by name — damned Catiline for civic immorality. And in the course of his condemnation, Cicero cried out: "O tempore—O, mores!"
The pony translation would be:"O, the times; O, the customs!"
A more punchy translation would be:"O, those shocking times!"

And aptly enough the over-all title is "These Shocking Times!" Wilbert Smith, executive secretary of the Wilmington Council of Churches, will be moderator. Appearing with him tonight will be Mrs. Dorothy Banlon, superintendent of the Kruse School; Dr. Henry H. Welch, executive secretary of the Welfare Council of Delaware, and Judge Elwood F. Melson of the Family Court.

They will probe, as it were, into the problems of youth and will wrestle with the subject: "Are We Giving Youth a Fair Chance?"
Next week, a panel will discuss morals and education; then comes the topic of morals and politics and finally morals and business.

And so, in these days of 1951, when the question of morals and public life is being examined, we find a local television station courageously defying other TV competition by staging a program that might not be exactly entertaining in the popular sense of the word.

But the management of WDEL-TV takes the position that perhaps its local "voice" might go out into the community and stir at least a small discussion of what's happening to moral codes and moral thinking.

A successful hostess I know has always said but one rule of survival: "She pours in the division of the Fin in a deuce be him, concerned some..."

The other day I "fancied" Salk, the TV hostess for the time. I was...'

The Series
"These Shocking Times"
is carried by WDEL-TV in its endeavor to meet the public needs of the communities it serves.
Color Television Friday was stopped in its tracks, victims of U.S. rearmament program. In swift series of developments CBS acceded to request of Defense Mobilization Chief Charles E. Wilson and announced it would suspend color TV manufacturing and broadcasting “for the duration of the emergency,” and other TV manufacturers were summoned to Washington meeting on which similar action on industry-wide scale can be expected.

How long color TV will stay on shelf cannot be estimated; resumption of color production—which had barely gotten underway at time of Mr. Wilson’s action—depends upon success of U.S. effort to expand sources of raw materials to point that military and civilian needs can both be met. In view of experts, that achievement is not around corner.

Frank Stanton, CBS president, announced suspension of color manufacturing and broadcasting after receiving letter from Mr. Wilson. “We must...in the interest of industry to suspend plans for mass production of new products which are not absolutely essential and which would require the use of critical materials,” wrote Mr. Wilson. “After careful study, I have reluctantly concluded that the mass production of color television sets presents such a case.”

In letter to Mr. Stanton, Defense Mobilization Chief Wilson asked only that CBS quit making color receivers to save critical materials, and Mr. Stanton, in his subsequent announcement, said that although agreeing to that request, CBS would continue its restriction of experimental and developmental work.

But in news release Mr. Wilson announced he and Manly Fleischmann, Defense Production Administrator, would meet with TV manufacturers this week to discuss “desirability of suspending all further development of color television in order to free highly skilled electronics engineers for important military projects.” This was interpreted to mean government hoped to stop color research as well as manufacturing, since it is research and development that top engineering brains currently are engaged in.

Some industry sources that asked anonymity said they doubted government could successfully call complete halt to research. Competitive condition in color field is so intense, they pointed out, that no company would likely be willing to shut up its laboratories for fear some rival wouldn’t.

Question which industry leaders immediately asked was: If materials and engineers are so badly needed for military purposes as to justify suspension of color, will same shortages affect lifting of FCC freeze on TV stations or, if freeze is lifted, will Office of Defense Mobilization permit new stations to be built?

One highly-placed authority in leading manufacturing company said he thought policy of conserving engineering and manufacturing facilities in military projects could well “trigger off a chain reaction” which he described as: (A) permitting FCC to continue freeze; (B) stopping UHF development; (C) standardizing TV sets, tubes, circuits, etc.; (D) freezing present markets—already at saturation point—for TV set sales (which would mean headache to manufacturers whose military orders are not enough to take up production slack that would be left by cutbacks in TV set volume.”

FCC withheld all comment on Mr. Wilson’s action, an official spokesman explaining Commission was awaiting fuller explanation. (Actually, when color suspension announced, four Commissioners were out of town, fifth was visiting his tailor, and sixth was said to be in conference out of his office. Seventh, Frieda B. Hennek has been preoccupied with hearings on confirmation of her nomination as federal judge.)

Government request for suspension of color came few days after CBS Television announced it had sold first color TV network schedule to

ROGERS WINS VERDICT AGAINST REPUBLIC PICTURES

IN PRECEDENT-SETTING verdict that could profoundly affect future release of movies to TV, U. S. District Court in Los Angeles granted permanent injunction restraining Republic Pictures Corp. from exhibiting on TV 81 Roy Rogers movies [B • T, Sept. 24]. Judge Pelson M. Hall ruled that cowboy star’s 13-year contract with Republic, which expired last May, gave him right to control association of his name with any commercial product or advertising except for motion picture as such.

Mr. Rogers’ plea for $100,000 damages rejected by Judge Hall on ground that evidence failed to show how much he had been damaged.

UP STARTS MOVIE SERVICE FOR TELEVISION

UNITED PRESS Movietone News for TV starts operations today (Monday), serving client stations with daily running supply of news films and accompanying news bulletins. Charter clients include WJZ-TV and WPIX (TV) New York; WNA-C-TV and WPIX-TV Boston; WHAM-TV Rochester; WXYZ-TV Detroit; WSM-TV Nashville; WEWS-TV (TV) Cleveland; WCP0-TV Cincinnati and KECA-TV Los Angeles.


CLOSING CIRCUIT

AMERICAN CHICLE CO. (Dentylene and Chiclette), N. Y., through Sullivan, Stauffer, Colew & Bayles, N. Y., planning radio campaign using Mutual’s multiple program sponsorship plan—to be known as “Mutual’s multi-message plan”—comparable to NBC’s “tandem” and ABC’s “program upon sale” plan, is starting with Bobby Benson Show (Sunday, 4:55-5 p.m.) on Oct. 28 for nine weeks, and additional programs are expected to be announced this week. Among shows Mutual offering aside from “multi-message plan” are three of six hours of Star Entertainment to be provided by MGM.

ANOTHER month may elapse before transfer papers covering merger of General Tire and Macy (WOR) radio-TV facilities are filed with FCC (B • T, Oct. 15). T. C. Streibelt, president of General Teleradio Inc., Macy subsidiary, flew to Hollywood last week-end for session with Tom F. O’Neill, General Tire radio-TV head. Phoenix brings together, not only Don Lee Yankee and WOR facilities, but also gives merged company nearly 60% of Mutual ownership.

SHORTLY to be announced: Sale of KREM Spokane, (790) to radio-TV station company owned by Cole E. and Helen Wylie to Louis Wasmier, veteran West Coast broadcaster and owner of Kspo Spokane, for $225,000 subject to FCC approval. Agreement was signed by Kspo (1230 kc 250 w independent). Transactions handled by West Coast office of Blackburn (Continued on page 6)

BUSINESS BRIEFLY

FIVE SHOWS FOR G. M. • General Motors’ Pontiac Division, Detroit, buying five shows on four radio networks, or six or two-time bars to promote new models, through Mac Manus, John & Adams, Detroit: Stop The Music on ABC; Bob and Ray on NBC; Hearst- stones of the Death Squad and People Are Funny on CBS, and Under Arrest on MBS. Pontiac also sponsoring John Daly newscasts five times weekly (7-7:15 p.m.) on WJZ-TV New York starting today and plans to expand to network when facilities clear for long-term contract.

INTERWOVEN BUYS • Interwoven Stocking Co., New Brunswick, N. J., launching 10-week, ran schedule of eight markets, using Housewives Protective League shows—in most cases six times weekly—on six CBS-owned stations and WTOP Washington and WCAU Philadelphia. Dealer records available to radio stations and Interwoven dealers who want to coordinate local with national advertising, and stations also may secure, from Interwoven, lists of company’s dealers in coverage areas.

N. L. & B. IN NEW YORK

NEEDHAM, LOUIS AND BROSBY, Chicago agency, has opened a New York office in the RKO Bldg., 1790 Avenue of the Americas, with Richard L. Eastland as manager. He formerly worked at J. Walter Thompson and Erwin Wasey. This is second expansion for the agency this fall, as it opened Toronto branch Sept. 1. New York office will provide service mainly on radio, TV shows originating there.

for more AT DEADLINE turn page

October 22, 1951 • Page 5
In this issue—

NABTV members endorse in principle toughest code ever presented to broadcasting industry. Page 28.


NBC's new economic plan looks good, several sponsors that are nibbling at the bait, but most affiliates and station representatives stick to a wait-and-see attitude. Page 28.

All-industry Affiliates Committee will hire an expert to figure means of getting comparable research to measure radio against other media. Page 25.

Ohio State U. ad conference puts the microphone on radio and TV. Page 26.


American Vitamin Assoc. may be hailed out of its financial straitjackets by selling out to other pharmaceutical company. Page 27.

Helpful hints for selling local business, as presented to NARTB District 16. Page 29.

KNX adds up some Pulse figures to show how much radio listening there is in Los Angeles TV homes. The answer: more than lots of people think. Page 24.

NBC-TV affiliates want more money, better program standards from network. Page 25.

King-sized color looks good. RCA demonstrates new big-screen color system. Page 70.

Cornell's broadcasting chief says facts of life rule out acceptance of commercial, educational TV channels. Page 70.

Supreme Court hears arguments in Lorain Journal case, will decide whether newspaper can put the blocks to advertisers using radio—and stay within the law. Page 83.

NLRB divides television production between Screen Actors Guild and Television Authority. Page 81.

Diary of a Dairy that fell in love with TV. Page 86.

President Truman's security order continues to manufacture black and white television sets per week. "We will complete production of color sets we now have on the production line, and then we will suspend our color production," John Browne, board chairman and president. John Meck Industries, Plymouth, Ind., and Scott Radio Labs, Chicago (neither of which has been in color production): "An extremely intelligent action of the severe and increasingly pinched situations of materials." Ray W. Durst, executive vice president, Hallcrafters, Chicago, (which was not in color production): "It (the ODM action) will ease the public's grip as they should want for color or buy black and white, but it will halt development of color television, which is to be regretted."
Of the nation's 144 independent stations rated in this survey by Hooper, KOWH ranks as number one ... first in afternoon audience and first in share of audience for any individual time period, either morning, afternoon or evening! KOWH has one of the lowest rate cards, delivers the highest daytime audience offered by any Omaha station! Advertisers now recognize that independent stations often represent the best buy in an individual market. KOWH is "tops" among the "top" independent stations in America! Sell the Omaha market the wise way ... with low-cost, high-return KOWH — always first with the finest!

*Based on the latest available Hooper share of audience for unaffiliated stations including the Omaha and Council Bluffs, market (Mar.-Apr., 1951), 12 noon through 6 P.M.

**America's Most Listened-to Independent Station**

October 22, 1951 • Page 7
Super Salesman in Pennsylvania's top quality market

And no wonder! For WHP entertains, informs and influences more people in its area than anyone else.

WHP's consistently high Hoopers are the envy of broadcasters everywhere, and your best guarantee of the greatest return per radio dollar invested.

Represented by The Bolling Company, WHP is the CBS station serving the greater South Central Pennsylvania area day and night, including such markets as Harrisburg, Lancaster, York, Lebanon, etc.

the key station of the keystone state...Harrisburg, Pa.
The facts about radio in California's $660 Million*

FRESNO MARKET

BMB FOR SPRING 1949

<table>
<thead>
<tr>
<th>COUNTIES</th>
<th>PERIOD</th>
<th>KMJ TOTAL WEEKLY AUDIENCE</th>
<th>2ND STATION TOTAL WEEKLY AUDIENCE</th>
<th>PLUS FOR KMJ%</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>Families</td>
<td>Families</td>
<td></td>
</tr>
<tr>
<td>FRESNO</td>
<td>D</td>
<td>71,950</td>
<td>60,490</td>
<td>18.9</td>
</tr>
<tr>
<td></td>
<td>N</td>
<td>74,060</td>
<td>61,870</td>
<td>19.7</td>
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<tr>
<td>KINGS</td>
<td>D</td>
<td>13,080</td>
<td>10,500</td>
<td>24.6</td>
</tr>
<tr>
<td></td>
<td>N</td>
<td>13,270</td>
<td>10,440</td>
<td>27.1</td>
</tr>
<tr>
<td>MADERA</td>
<td>D</td>
<td>7,740</td>
<td>4,740</td>
<td>63.3</td>
</tr>
<tr>
<td></td>
<td>N</td>
<td>7,930</td>
<td>4,550</td>
<td>74.3</td>
</tr>
<tr>
<td>TULARE</td>
<td>D</td>
<td>38,380</td>
<td>31,130</td>
<td>23.2</td>
</tr>
<tr>
<td></td>
<td>N</td>
<td>35,470</td>
<td>27,700</td>
<td>28.1</td>
</tr>
<tr>
<td>TOTAL 4-COUNTY MARKET</td>
<td>D</td>
<td>131,150</td>
<td>106,860</td>
<td>22.7</td>
</tr>
<tr>
<td></td>
<td>N</td>
<td>130,730</td>
<td>104,560</td>
<td>25.0</td>
</tr>
</tbody>
</table>

Note that in each of the 4 counties -- and in the market as a whole -- KMJ leads in total weekly audience, both daytime and nighttime. In 6 or 7 days or nights audience, KMJ also leads — anywhere from 57% to 201% over the next station!

AND IN THE CITY OF FRESNO, KMJ is the top station, too —

Latest Hooper (Oct. 1950 through Feb. 1951) shows KMJ has highest rating during all 4 segments. KMJ also leads in 5 out of the 7 individual evenings rated. And 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

580 KC, NBC 5,000 WATTS

One of the Bonanza Beeline Stations...McClatchy Broadcasting Company
Paul H. Raymer, National Representative
You can't afford to overlook this sales-winning pair of CBS stations when you make out that schedule for the Great Southwest. For availabilities and rates, write, wire or phone our representatives.

National Representatives
JOHN BLAIR & CO.

EXPERIENCED in Philadelphia radio and television at the age of 24, Franklin Roberts, newly appointed radio and television director of Wil Roberts Adv., Philadelphia, is now starting to build a strong AM and TV billing for the agency of his brother, Wil Roberts.

Franklin Roberts makes a natural partner for his brother. In the agency business for 12 years, Wil has specialized in printed media. Franklin formerly was radio and television director at the Harry Feigenbaum Agency, Philadelphia, where he directed copy for both media, created and produced radio and film commercials and produced several television programs.

Mr. Roberts began his advertising career in 1944 at the age of 16. Fresh out of high school, he took a job in the production department of the Geare-Marston Agency, Philadelphia. Later he decided to enroll as a journalism major at the U. of Pennsylvania. He resumed a parttime sports writing job that began at age 14 with the Evening Bulletin and a Philadelphia weekly.

Graduated with honors in 1948, and with a summer's experience doing field work for the Maxon Agency, Detroit, Mr. Roberts began writing radio and television copy for the Feigenbaum agency. He also developed a talent for composing music. But far from being classic in nature, the new compositions were hard-selling singing commercials.

His college background came into good use. The agency suggested he plan a college campaign for a formal wear retailer. The result was a national campus promotion that reportedly increased white jacket sales by as much as 500% in college areas. The promotion has become a yearly fixture of the firm's advertising plans.

Although he has consistently showed an interest in promotion, Mr. Roberts centered his energies in radio and television. In 1949 was appointed director of the department at Feigenbaum's.

Mr. Roberts is turning his immediate energies to helping set up distribution plans for Fidelity Productions, transcribed radio producer, now promoting its Court Is in Session radio series.

Looking ahead, Mr. Roberts believes that ideas and imagination, and an appreciation of where the (Continued on page 42)
ALEXANDER ADLER to copy staff Lewis & Gilman Inc., Phila. He was with E. R. Squibb & Son, as medical writer. D. HARKER LOCKETT, Van Sant, Dugdale & Co Inc, Baltimore to Lewis & Gilman, as account executive.

GERARD (Jerry) JOHNSTON, J. M. Mathes Inc., N. Y., to service staff Kudner Agency, N. Y., servicing Texas Co. account.

Change of Address: ÖPPENHEIM-VAN SLYCK ADV., S. F., moves to de Young Bldg., Market and Kearney streets, S. F. Telephone number remains YUkon 6-6888. JOHN W. SHAW Agency, Chicago, moves from 211 N. LaSalle St. to entire 716 N. Rush St. Bldg.


ARTHUR V. MOUNTREY, division manager: American Home Foods, N. Y., to Compton Adv., same city, as member of merchandising department.

ARTHUR FINGEROFF appointed art director The Wexton Co., N. Y. HARRIETTE WATERMAN named copy chief on all apparel accounts.

JACK McCORKLE, Western Beet Sugar Producers Inc., S. F., to The Biow Co., S. F., as head of merchandising and research department.

KAY MULHERN, Fielder, Sorensen & Davis, S. F., to Guild, Basecam & Bonfigli, S. F.


HENRY RICH named creative assistant on electronics accounts Symonds, MacKenzie & Co., Chicago. He was with Dance-Fitgerald-Sample.

WILLIAM DI MOO appointed art director The Edwards Agency, L. A.

LILLIAN KRAMER, publicity department Young & Rubicam, Hollywood, convalescing following major operation. PAT HOGAN, radio-TV editor, Los Angeles Examiner, temporarily replacing her.

AMONG those attending the first fall meeting of the Television Assn. of Philadelphia are (l to r) Ted Cott, general manager of WNBC-AM-FM WNET (TV) New York; Charles Vanda, association president and vice president in charge of television, WCAU-TV Philadelphia; Arthur Borowsky, program chairman, and Russ Johnston, vice president and radio-TV director, Ward Wheelock Co., Phila. Meeting was held in Poor Richard Club. Mr. Cott spoke on problems of local advertisers in the high-priced radio-TV market. Mr. Johnston discussed "What We Don’t Know About Radio and Television."
new business

Spot ...  


CHATTANOOGA MEDICINE Co. (Soltice medicine) planning test campaign on 26 stations in southeastern states. If test successful campaign will be expanded. Agency: Noble-Dury & Assoc., Nashville, Tenn.

Network ... 

NATIONAL CARBON Co., division of UNION CARBIDE & CARBON, N. Y. (Prestone anti-freeze), to sponsor first half-hour of Take Another Look series of films of college football games on CBS-TV, Sun., 12:30-1:30 p.m. for rest of football season. Agency: William Esty Co., N. Y.

G. F. HEUBLIN & BROS., (makers of A-1 Sauce and A-1 Mustard), sponsoring the 12:15-30 p.m. portion of Ruth Lyons' 50 Club on NBC-TV, on alternate Wednesdays. Agency: Scheidler, Beck & Werner, N. Y.

WARING PRODUCTS Corp., N. Y., (Waring Blenders), signs for Friday participations in CBS-TVs Homemakers' Exchange, Mon. through Fri., 4-4:30 p.m., (EST), for 15 weeks. Agency: Hicks & Greist, N. Y.


ORANGE CRUSH Co., Chicago, will sponsor The Green Hornet Mon., through Fri., 5 to 5:30 p.m., on MBS starting Wed., Nov. 7. Agency: Fitzmorris & Miller, Chicago.

JOSEPH SCHLITZ BREWING Co., Milwaukee, renewes Halls of Ivy on full NBC Network Wed., 7 to 7:30 p.m. CT, for 39 weeks from Oct. 3. Agency: Young & Rubicam, N. Y.

Agency Appointments ...  

MICHIGAN WINERIES Inc., Paw Paw, Mich., appoint W. B. Doner & Co., Detroit, to handle advertising. Radio and TV will be used.

D. E. SANFORD Co., S. F. (importers of Descoware), appoints The Biow Co., S. F., to handle advertising. Radio and television are being considered.

HOSPITAL SERVICE Corp. and NEW YORK MEDICAL PLAN Inc., both Buffalo, appointed Comstock & Co., same city to handle advertising.

KING KONE Corp., N. Y., (food), appoints Courtland D. Ferguson Inc., Washington, to handle advertising. TV will be used.

B. V. D. Co., N. Y., appoints Hirshon-Garfield Inc., same city to handle advertising for sports shirts, beach wear, pajamas and underwear.

ERWIN, WASEY & Co., N. Y., severing connections with R. B. Semler Co., New Canaan, Conn. (Krem Hair Dressings), for advertising within this country, effective Jan. 1. Agency will continue to handle company's export advertising in England, South Africa and Australia with increased appropriations.

Adpeople ... 

GORDON J. MALONE named eastern regional manager for Servel refrigerators, water heaters and air conditioners. He succeeds GEORGE R. COPELAND, resigned.

JOHN F. CARROLL appointed manager of product planning Hotpoint Inc., Chicago.

Represented Nationally by the O. L. Taylor Company
Vic PROFIT Diehm Says:

I See No Evil in...

WAZL
HAZLETON, PENNA

... how could I? Here's a station with 19-years of proven "know-how"... with 70% of the listening audience (figures a la Conlan). A full-time 250 Watts, in a $45,000,000 retail sales area. (Sales Management Figures) NBC affiliate.

I Hear No Evil of...

WHOL
ALLENTOWN, PENNA

It’s located in the 3rd largest market area of Pennsylvania. The great Allentown - Bethlehem Industrial and Farming Area with Annual Retail Sales of $204,000,000. Want some of this rich market? Then you want WHOL... 250 Watts full-time CBS Affiliate.

I Speak No Evil of...

WHLM
(formerly WLTR)
BLOOMSBURG, PENNA.

Here's a station that is making great progress. It's 1,000 Watts, daytime and is known as the Sports Station of the Susquehanna Valley. Affiliate of Liberty Network. Carries professional football and baseball, also regional football games. A good buy, believe me.

* Represented by
Robert Meeker Associates
SECOND annual International Square Dance Festival, sponsored by WLS Chicago and the Prairie Farmer, is expected to enroll more than 2,000 square dancers and callers from 25 states and attract some 16,000 paid admissions this year. Because of the success of the initial square dance exhibition at the Chicago Stadium last year, WLS has expanded the festival content and scheduled a two-day event instead of one day.

Callers and dancers from all over the country will meet in Chicago Oct. 26-27 at the International Amphitheatre to participate in dance seminars, calling sessions, recreation discussions and the festival proper. This year, for the first time, the audience will have a chance to dance also. Two huge halls adjoining the exhibition area will be open for public dancing throughout both evenings. Admission is included in the exhibition ticket.

The entire promotion is operated on a non-profit basis. WLS and Prairie Farmer will take any losses, while profits will be deposited in a fund to continue promotion of square dancing. Special attractions have been added this year, according to John C. Drake, WLS promotion director, who has handled festival details both years.

Seminars and clinics will take place from noon Friday through midnight Saturday, with nationally-known square dance experts leading discussions. Three square dance orchestras will play both afternoons and evenings, operating with three public address systems.

Station promotion, said to be the most comprehensive of any single station in the country, is conducted in cooperation with the Chicago Park District. Working with approval of Glen Q. Snyder, WLS manager, the operating committee includes Walter Roy, Chicago Park District recreation director; George C. Biggar, director of the WLS National Barn Dance; Terry Rose and Mel Ackerman of the Park District, and Mr. Drake.
The Hoopers ROSE on all CBS Shows WHEN THEY MOVED TO-

KRNT

DES MOINES

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

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

**HERE'S THE PROOF!**

<table>
<thead>
<tr>
<th>Program</th>
<th>Before</th>
<th>After</th>
</tr>
</thead>
<tbody>
<tr>
<td>Grand Slam</td>
<td>18.2%</td>
<td>32.7%</td>
</tr>
<tr>
<td>Wendy Warren</td>
<td>17.8%</td>
<td>37.9%</td>
</tr>
<tr>
<td>Aunt Jenny</td>
<td>28.6%</td>
<td>35.7%</td>
</tr>
<tr>
<td>Helen Trent</td>
<td>26.1%</td>
<td>46.4%</td>
</tr>
<tr>
<td>Our Gal Sunday</td>
<td>23.4%</td>
<td>56.7%</td>
</tr>
<tr>
<td>Nora Drake</td>
<td>14.0%</td>
<td>41.2%</td>
</tr>
<tr>
<td>Hilltop House</td>
<td>10.9%</td>
<td>37.5%</td>
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<tr>
<td>Kings Row</td>
<td>19.0%</td>
<td>43.7%</td>
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<tr>
<td>House Party</td>
<td>17.6%</td>
<td>33.3%</td>
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<tr>
<td>Strike It Rich</td>
<td>22.8%</td>
<td>32.7%</td>
</tr>
<tr>
<td>Arthur Godfrey (morning) (Average of last 40 minutes)</td>
<td>33.4%</td>
<td>47.9%</td>
</tr>
<tr>
<td>Hollywood Star Playhouse</td>
<td>25.0%</td>
<td>29.0%</td>
</tr>
<tr>
<td>Mr. and Mrs. North</td>
<td>36.3%</td>
<td>59.1%</td>
</tr>
<tr>
<td>Dr. Christian</td>
<td>25.5%</td>
<td>28.0%</td>
</tr>
<tr>
<td>FBI In Peace and War</td>
<td>36.1%</td>
<td>41.2%</td>
</tr>
<tr>
<td>Mr. Keen</td>
<td>28.8%</td>
<td>33.3%</td>
</tr>
<tr>
<td>Rex Allen</td>
<td>3.9%</td>
<td>19.5%</td>
</tr>
<tr>
<td>Camel Caravan</td>
<td>19.2%</td>
<td>30.8%</td>
</tr>
<tr>
<td>Gangbusters</td>
<td>33.8%</td>
<td>51.4%</td>
</tr>
</tbody>
</table>

**NOW, More Than Ever, You're Right When You BUY THAT KNOW-HOW GO-NOW STATION WITH THE FABULOUS PERSONALITIES AND ASTRONOMICAL HOOPERS**

SOURCE:
Winter-Spring, 1950-51, C. E. Hooper Audience Index
July, 1951, C. E. Hooper Audience Index
Capitol's Custom Library offers wonderful music—for day-to-day programming, or dressed up for feature presentation. A wealth of library repertoire—over 5000 brilliantly recorded musical selections and production aids: top artists, superb musical and technical quality. By talent, by title, or by musical category, Capitol Library Transcriptions will make a hit with your station and audience.

As many as 12 (one dozen) ready-to-sell musical shows in your basic custom library (½ hr. to across the board ¼ hrs.)...for a per show per week cost as low as $1.04. Including all music, production aids (themes, voice tracks, theme fills, etc.), scripts...for simplified top notch production; sponsor program presentation sheets, audition disks, promotion material...for your commercial success.
or fancy wrapped...

Inspect the catalog of Capitol's complete transcription library and program order kit. • Select the 220 Capitol Transcriptions which will fill the bill in your station library. • Include program features if desired in combination with your choice of library repertoire. • Send in order for initial discs, bonus extras and custom library service agreements. • Order 30 additional and 30 replacement exchanges yearly. • Enjoy a concentrated library service...custom tailored to your requirements for just $50 per month after the first year.
To a time buyer who never heard of Smulekoff’s

A ICLANDIC couple vacationing hereabouts heard a WMT commercial on the 10 p.m. news and bought two complete living room suites from Smulekoff’s to Reykjavik.

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

The order was duly executed.

Smulekoff’s is a furniture store in Cedar Rapids whose management first saw the light in 1940, after a schedule of spots on our favorite station brought customers traipsing in from the hinterland.

Two years later Smulekoff’s moved into a six-story skyscraper (Iowa skies scrape easy) and twisted our arm for regular sponsorship of the 10 o’clock news, with 20 supplementary spots a week.

The results were, to use the locution of an advertiser concerned about the effect of too much enthusiasm upon rates, only gratifying. Annual volume is now almost eight times that of 1940. (Reserved note: Good management had a lot to do with it. Increased purchasing power figured. Higher price-levels contribute. We don’t claim all the kudos.)

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

This recital is not offered to promote, necessarily, the Reykjavik market or the possibilities of skip signals. Iowa needs no embellishment, and we suggest that you consider (1) its $4 billion annual cash income and (2) the effective manner in which WMT taps it.

To a time buyer who never heard of Smulekoff’s

open mike

Shall We Dance?

EDITOR:

A few days ago we encountered a rather unique situation which may give you a chuckle.

With the Oct. 1 time change, the schedule at WTCN-TV [Minneapolis-St. Paul] was naturally quite confusing. One of our clients, the Arthur Murray Dance Studios, had been scheduled for a 10:30 to 11 p.m. slot for one week, after which time we would move into a permanent slot of 11 to 11:30. On the day of the show, we discovered that another show, a five-minute weather report, had been scheduled from 10:40 to 10:45, right in the middle of the Arthur Murray show.

Naturally, neither a sponsor wanted to give up his time. So our solution was, we think, quite logical and certainly novel. We started the Arthur Murray show at 10:30, it ran for 10 minutes, and then explained to our viewers what the scheduling situation had been and what our solution was going to be. We ran the weather show for its full five minutes in the middle of our show. At the end of the weather show, the camera turned to our end of the studio, we kidded briefly on the weather, and went on with our production. Result: the station was happy, both sponsors were happy, and the public was “treated” with that old Shakespearean gimmick, the “show within the show.”


Solid South

EDITOR:

... At WKYW we have used with great effect, for our own good, excerpts from the Broadcasting Telecasting Story on this very excellent survey [Comparative study of radio-TV-newspaper-magazine circulation by Dr. Raymond A. Kemper for WAVE Louisville, B • T, Oct. 1]. We think WAVE deserves an NARITB, a BAB and by all means an ANA resolution of thanks for dispelling some ideas that have solidified east of the Hudson River.

S. A. Cioler Vice President WKYW Louisville

No Laughing Matter

EDITOR:

... The Gagwriters Institute Comedy Development Center has been in existence six years. In that time NBC and CBS have not sent one executive to scout the possibilities of utilizing this as an affiliation where talent might be developed properly... Comedi ans need time, and they need sustenance. And they need encouragement. And they need coaching and help... The networks should put their shoulders to these wheels...

George Lewis National Laugh Enterprises New York

Nosegays

EDITOR:

... In behalf of our committee, I wish to compliment your magazine on its fair presentation of the case against theatre television.

Jerome W. Marks Chairman Fair Television Practices Comm. New York

EDITOR:

The new arrangement of high-lighting material in the first few pages of each issue of Broadcasting Telecasting is certainly a fine one. It is just one of the many continuing steps of self-improvement undertaken by your magazine to be of even greater benefit to the entire industry...

Frank E. Shafer General Manager WEIR Steubenville, Ohio

EDITOR:

... [The Broadcasting Telecasting Marketbook] is a monumental job...

Julia B. Brown Director of Media Research Compton Adv. New York

EDITOR:

... I am sure the data contained in the [Marketbook] will prove to be of utmost value to us in the time buying field...

Philip Branch Radio & TV Dept. Al Paul Lefton Co. New York
Cedric Adams takes to tape

New sound recording tricks lighten broadcasting load for busy CBS (WCCO - Minneapolis) luminary

How can a radio star be in two places at once? Ask Cedric Adams how tape recording makes it possible. In order to maintain a weekly schedule of 24 broadcasts, 7 newspaper columns and innumerable personal appearances, Adams has tape doing tricks of all kinds.

His weekly program "Life with the Wife" features interviews with the wives of Hollywood stars. The interviews are conducted by phone and taped at each end simultaneously. When the two recordings are put together and edited, Adams has a smooth, well-paced program with no awkward breaks or pauses.

Another novel use for tape enables Adams to use the same studio audience for two separate broadcasts. The first program goes out live; the second one is staged immediately following and taped for later broadcast.

Tape simplifies programming and production problems for stations all over the country. It is easy to edit, splice and dub into; there is no needle scratch, crosstalk or backlashing. Tape recordings can be made anywhere, anytime, eliminating complicated scheduling and expensive line charges.

Want more details about the shortcuts and savings you can make with tape? Write Dept. BT-101, Minnesota Mining & Mfg. Co., St. Paul 6, Minn., and we'll have a Sound Engineer give you the whole story.

CEDRIC ADAMS consistently tops all national network shows in listenership ratings for the Upper Midwest area. His nightly 10 p.m. news broadcast has such a phenomenal following that Adams is known as "The Man Who Puts Minnesota to Bed."

"DINNER AT THE ADAMS" captures the spontaneous table talk of well-known Upper Midwest personalities. The program is recorded at an actual dinner in the Adams home, then edited for later airing. Tight, noise-free tape splices are easily made with scissors and "Scotch" Splicing Tape.

IMPORTANT: There's more than one brand of sound recording tape on the market. Insist on the "SCOTCH" brand, the lubricated tape that means matchless fidelity, clarity of reproduction, freedom from physical or mechanical distortion. Used by all major networks and recording companies.
The one and only...

Type TT-10AL/AH... and an
will deliver 100 kw (ERP)

IT'S ALL
Aircooled!
This remarkable new 10-kw TV transmitter, and an RCA high-gain antenna (type TF-12AM), will provide up to 100 kilowatts of effective radiated power. More than twice the power of any commercial TV transmitter operating today—and at substantially lower cost per radiated kilowatt than other transmitter-antenna combinations!

Using an improved type of air-cooled tetrode in the final power amplifier stages, this transmitter removes all former restrictions on interior cooling and floor-space requirements. No water supplies to bother about. No problem setting up the transmitter in tight quarters (it takes approximately half the floor area of previous 5-kilowatt models and weighs substantially less).

The new RCA 10-kw transmitter is available in two types. Type TT-10AL covers channels 2 to 6. Type TT-10AH covers channels 7 to 13.

For complete information on this new 10-kw ...call in your RCA Broadcast Specialist. He can show you what you'll need to get "on the air"—with the power you want—at lowest possible cost. Phone him. Or write Dept. S-E18, RCA Engineering Products, Camden, New Jersey.

FOR ANY TV POWER UP TO 200 KW—GO RCA!

The Key to High Power and Low Cost
Improved RCA Air-Cooled tetrode—used in the aural and visual finals. Proved for long life, easy to handle.
North Carolina Rates More Firsts
In Sales Management Survey
Than Any Other Southern State.

More North Carolinians Listen to
WPTF Than Any Other Station.

WPTF - FM

also WPTF-FM

North Carolina's No. 1
State Salesman

NATIONAL REPRESENTATIVE FREE & PETERS, INC.
STRIGENT TV CODE

By J. FRANK BEATTY

THE NATION'S TELECASTERS, with the eyes of Congress upon them, approved in principle Friday a stringent code designed to allay a mounting tide of criticism.

Some 70 delegates representing 62 of the 70 NARTB member television stations and two networks (NBC and DuMont), accepted not only in principle but in great detail a set of code provisions that throw controversial barriers around programming and advertising techniques. They met at the Stevens Hotel, Chicago.

The NARTB TV board, at a hastily summoned meeting late Friday, ratified this action and will finally promulgate the document, with minor changes, at a meeting to be held in Washington the week of December 3 (see draft of code on this page).

Final Action to Come

These actions do not put the code in business, however. Final action will come when stations "subscribe" to the document and start showing an official Seal of Approval.

In a nutshell the code:
- Sets up a Review Board to enforce the advertising and program rules.
- Empowers the use of the official seal, which can be withdrawn by the full NARTB TV board.
- Permits non-NARTB members to carry the seal.
- Suggests "should" and "not recommended" advertising and program practices.
- Proposes time limits on advertising similar to those in the NARTB radio standards.
- Opposes sale of television time to churches and religious parties.
- Contains unwritten but inherent power for Review Board to check unfair and unscrupulous competition within the industry.
- Can be revised as experience indicates.

The action Friday culminated several months of work by a code-writing committee headed by Robert D. Sweezey, WDSU-TV New Orleans, who also was active in writing the radio Standards of Practice in the 1946-48 period. Judge Justin Miller, NARTB chairman of the board, presided at the Friday meeting.

Membership of the Review Board will be announced within a month. This board will consist of five industry members, none of them NARTB TV board members, with Judge Miller as ex-officio member. This board will have power to delegate some of its duties to NARTB staff members.

Text of Code Okayed in Chicago

THE TELEVISION CODE PREAMBLE

Television is seen and heard in every type of American home. These homes include children and adults of all ages, embrace all races and all varieties of religious faith, and reach those of every educational background. In the responsibility of television to bear constantly in mind that the audience is primarily a home audience, and Congress as that television's relationship to the viewers is that between guest and host.

The revenues from advertising support the free, competitive American system of telecasting, and make available to the eyes and ears of the American public the best programed information, education, culture and entertainment. By law the television broadcaster is responsible for the program received by the home. The home audience is obligated to bring its positive responsibility for excellence and good taste in programming to bear upon all who have a hand in the production of programs, including networks, sponsors, producers of film and of live programs, advertising agencies, and talent agencies.

The American businesses which utilize television for conveying their advertising messages to the home by pictures with sound, seen free-of-charge on the home screen, are reminded that their responsibilities are not limited to the sale of goods and the creation of a favorable attitude toward the advertised product or presentation of entertainment. They include, as well, responsibility for utilizing television to bring the best programs, regardless of kind, into every American home.

Television, and all who participate in its joint responsibility to the American public for respect for the special needs of children, for community responsibility, for the advancement of education and culture, for the acceptability of the program materials chosen, and for the public good.

THE TELEVISION CODE

By DAVE BERLYN

FIRST session of the 82d Congress, on the eve of adjournment, found legislators more conscious of radio and television than perhaps any of their predecessors in the U. S. Capitol. While Congress did little legislatively to change the structure of the broadcast industry, its influence was felt—along many radio-TV fronts.

Some threats where posed in Congress against the welfare of the broadcast media. But with the exception of one—that of a ban against allocation of government funds for armaments force fulfillment—was met with little of a political front at the Capitol.

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As Congress adjourned for a two-month vacation, the industry-favored McFarrland Bill (S 658), passed twice by the Senate, as an attorney the Communications Act, would streamline FCC procedures. As Congress adjourned for a two-month vacation, the industry-favored McFarrland Bill (S 658), passed twice by the Senate, as an attorney the Communications Act, would streamline FCC procedures.

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The code is regarded as an effective answer to William Benton (D-Conn.) and others who advocated extreme measures in dealing with programming.

Efforts to adopt a brief set of general principles subject to local conditions were defeated.

An all-industry meeting of TV members, held June 22 in Washington, called for preparation of a code. Four subcommittees worked on its provisions during the summer and early autumn weeks. A tentative draft was approved by the full NARTB board at its September meeting.

Final rewriting was done at a Washington session held by the committee a fortnight ago, with the document reviewed at a breakfast meeting Friday just ahead of the membership discussion.

Only key TV station members participated in the Friday meeting.

While there had been hope the code could be finally enacted Friday, many delegates felt an action of such historic and financial impact deserved more than one-day consideration.

Meeting at the Stevens Hotel Tower Room, the NARTB TV mem-

(Continued on page 34)

Impact on Radio-TV

On the non-legislative side of Congressional business, a national issue arose over the use of the television medium at hearings. The controversy reached its height when the Senate Crime Investigating Committee permitted all media, including radio and TV, to cover its probes of big-time gambling and racketeering. When witnesses began to balk at being televised, the Great Debate began, in the press, in both branches of Congress and in law offices.

Attempts to establish full radio and television coverage of Congressional proceedings with microphone and camera on the floor of the House and Senate chambers met with uncompromising resistance among key members of both

(Continued on page 95)
AM IN TV HOMES

KNX Cites Radio Strength

RADIO listening in Los Angeles television homes during the evening runs a little better than two-thirds of radio periods in all homes. This finding was disclosed last week by KNX Los Angeles in analyzing radio listening on the basis of data supplied by the Pulse from the trustees of the Duane Jones estate. The data were in turn compared to the Los Angeles Pulse radio findings for the January-April 1951 period.

Pulse figures show that radio listening in TV homes had a 15.1 rating compared to 22.0 for all homes, or 65.6% more radio listening in homes with TV as in all homes (average quarter-hour sets-in-use, 6-10 p.m. — midnight, Sun., Sat.).

It was found in the Los Angeles study that radio listening in TV homes is strong during all the various evening hours. "Early- evening, mid-evening and late-evening hours—all have at least six TV homes listening to radio for every 10 radio homes that have their sets on," according to the KNX findings. "In two of the periods this ratio is seven TV homes listening to radio for every 10 radio homes with sets on."

The survey adds that the two 7-10 p.m. periods or early and mid-evening hours are periods generally considered to be TV listening hours.

Table showing average quarter-hour radio sets-in-use, Sunday-Satur- day, follows:

<table>
<thead>
<tr>
<th>TV Homes</th>
<th>All Homes</th>
<th>All Homes</th>
</tr>
</thead>
<tbody>
<tr>
<td>6-8 p.m.</td>
<td>19.3</td>
<td>39.3</td>
</tr>
<tr>
<td>8-10 p.m.</td>
<td>8.3</td>
<td>14.5</td>
</tr>
<tr>
<td>10-12 p.m.</td>
<td>3.9</td>
<td>6.7</td>
</tr>
</tbody>
</table>

Going deeper into its comparison, KNX found, "During the hours when Los Angeles television stations are putting on their best programs, radio listening in TV homes as it relates to listening in all homes, is slightly higher than the percentage found for all quarter-hours studied throughout the week."

KNX shows that 71.4% radio sets were in use during the 61 quarter-hours in which top 10 TV programming was aired compared to 66.9% sets-in-use 6 p.m.-12 midnight (seven-day average).

KNX included a series of findings showing the relation of radio and TV listening to its programs. Going into program popularity, KNX found that personality-type programs have been displaced by dramas as most popular radio fare of TV homes as compared to all homes. The following table compares leading radio programs in radio and TV homes:

<table>
<thead>
<tr>
<th>Program</th>
<th>Rating in Radio Homes</th>
<th>Rating in TV Homes</th>
<th>Percent of TV Homes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lux Theatre</td>
<td>10.5</td>
<td>7.1</td>
<td>67.6</td>
</tr>
<tr>
<td>My Friend Irma</td>
<td>9.2</td>
<td>6.9</td>
<td>71.7</td>
</tr>
<tr>
<td>Bing Crosby</td>
<td>9.2</td>
<td>6.7</td>
<td>71.4</td>
</tr>
<tr>
<td>Gilderdale</td>
<td>9.2</td>
<td>6.4</td>
<td>66.0</td>
</tr>
<tr>
<td>Bob Hope</td>
<td>6.7</td>
<td>5.9</td>
<td>80.6</td>
</tr>
<tr>
<td>Our Miss Brooks</td>
<td>6.4</td>
<td>5.3</td>
<td>63.1</td>
</tr>
<tr>
<td>You Rat Your Life</td>
<td>5.3</td>
<td>5.7</td>
<td>46.2</td>
</tr>
<tr>
<td>Fib</td>
<td>8.0</td>
<td>5.2</td>
<td>65.0</td>
</tr>
<tr>
<td>Charlie McCarthy</td>
<td>7.9</td>
<td>5.0</td>
<td>63.3</td>
</tr>
<tr>
<td>Bob Hope</td>
<td>7.9</td>
<td>5.7</td>
<td>72.1</td>
</tr>
<tr>
<td>Fibber McGee</td>
<td>7.9</td>
<td>5.8</td>
<td>72.4</td>
</tr>
</tbody>
</table>

FOOTE APPOINTED

EMERSON FOOTE, previously president of Foote, Cone & Belding, New York, is joining McCann-Erickson, also in New York, as a vice president and general executive, it was announced Thursday.

Mr. Foote had officially taken a leave-of-absence from FC&B in April, 1950. He had been president of the agency since its inception.

When Mr. Foote was president of his own agency, he resigned one of the biggest accounts—the $12 million American Tobacco Co. budget—in March 1948.

SUTS NAME JONES

Ex-Employees File Claims

NINE former executives of the Duane Jones Agency, New York, have started proceedings for two suits against Mr. Jones, president, seeking to reinstate the value of their Class B stock and to get some of the pension money which they claim is owed to them.

Mr. Jones was served with a summons by attorneys representing the former employees last week. He has 20 days to answer the summons before actual suit is filed.

The nine employees instituting the stock suit are: Don Gill, Robert Hayes, Joseph Schenkel, Robert Hughes, Paul Werner, Eugene Huishler, Lawrence Hubbard, Richard A. Stevens and William McKenna.

In addition to the first six men listed above, two others—Joseph Beck and Phillip Brooks—are all complainants in the suit against the trustees of the Duane Jones estate (pension trust).

Design of Media

Advertising media employed to move entertainment or merchandise with relative success are much less successful in selling new ideas to the public, he said. "Our media have not been designed to reach 'everybody' with the complete information of modern times, but only to reach enough people to make a profit for the owners and their advertisers," Mr. Ratner declared. "Consider the circulation of any magazine, radio, or television program," he suggested. "You will see that profits can be made by reaching a surprisingly small fraction of the public, but mostly by entertainment in these media."

Mr. Ratner said it may be impossible to avoid an all-out war unless some way is found to exchange information and ideas more successfully. "It will take a reappraisal of our techniques, plus the invention of many new techniques, to do so."
NBC'S NEW BAIT

SIGNS that NBC's two-week-old economic blueprint for radio [B • T Oct. 8] may soon begin to pay off, at least in part, were evidenced in campaign plans reportedly being submitted by at least four advertisers last week.

While the National Assn. of Radio and Television Station Reps. continues to press for approval of the overall NBC plan, reliable authorities reported that Elgin National Watch Co. (Elgin-American compacts) and Procter & Gamble both are planning saturation campaigns using NBC's one-time-or-more plan of sponsorship.

Elgin, which is planning its campaign for the pre-Christmas season, for several years has sponsored special two-hour shows at that time of year, using network radio and TV variables.

Two in Discussion

In addition, Royal Typewriter Co. and International Silver Co.—neither of which is currently using radio—were understood to be considering features of the NBC plan in discussions which thus far have not gone beyond the agency-advertiser level.

Young & Rubicam, New York, is agency for all four advertisers thus far reported considering the NBC plan.

Dancer-Fitzgerald-Sample, meanwhile, an executive said the one-time-or-more plan—which CBS Radio inaugurated with the Red Skelton Show [B • T, Sept. 10]—appears sufficiently attractive to recommend to clients which, because of relatively limited budgets or for other reasons, have not heretofore been using radio.

CBS Radio officials reported that they have received orders thus far for eight of the Red Skelton Shows—a number of advertisers having come from advertisers new to network radio.

CBS Radio officials did not identify the sponsors of the Red Skelton shows, but did report that one previously unannounced order came from Pepperell Mfg. Co., Boston (sheets), for sponsorship of the Skelton program on Jan. 2. Agency is Benton & Bowles, New York. It also is known that General Motors' Pontiac Division has bought the show for Dec. 22, and through MacManus, John & Adams, Detroit [B • T, Sept. 10].

NBC has designated the Carrie Creme myrtle-10:30 p.m. (Wednesday) and the 7-7:30 p.m. segment of the Big Show (8:30-8 p.m. Sunday) for sale on a one-time-or-more basis.

American Chicle Co.'s subsequent sponsorship of another Big Show half-hour as part of NBC's Tandem Plan left the 7-7:30 p.m. segment's status as a commercial offer uncertain. The reason was this:

The American Chicle sale also brought the Tandem Plan shows—Mr. Keen, Yancy, Leona Phenix (Thurs., 8:30-9 p.m.), Dean Martin-Jerry Lewis Show (Fri., 8:30-9 p.m.), and Big Show (7:30-8 p.m. segment) to a sold-out status. Already participating in sponsorship of the three Tandem shows are WBBM (9:30) 60 days covered by Clem and Liggitt & Myers Tobacco Co. (Chesterfield cigarettes).

Thus, with present Tandem shows sold out, NBC officials hope that the Tandem Plan would be expanded—which might mean that the 7-7:30 Big Show segment, heretofore designated for sale on a one-time-or-more basis, might be added.

In the meantime, NATRSS's views of the overall NBC economic blueprint were outlined in a statement issued Thursday asserting that lack of complete details makes it "almost impossible to predict with accuracy or finnality its ultimate effect on national spot broadcast networks. Whatever such a substantial portion of the network affiliate's total revenue."

Issued through the office of NATRSS Managing Director Murray Graham, the statement expressed the view that NBC's realignment of network operations and policies is an "endeavor" to (A) make network radio more saleable under changing conditions, and (B) to adjust some of the inequities resulting from the recent rate cut applied uniformly and arbitrarily to all O&D stations and affiliates.

The statement pointed out that the NBC plan also "gives recognition to the stations' need for spot revenue" by lengthening the chainbreaks heretofore suffered by some evening station owners, and by setting up a "Minute Man" plan of providing affiliates with some 40 quarters (measured by time which may be carried as sustainer or sold locally, with NBC to be reimbursed when a show is sold.

NATRSS declared that the 80-second chainbreak would be extended to day and night network commercials as well as selected sustainer.

The recent horizontal network rate reduction to the advertiser more than compensates him for the seconds sacrificed to make this possible," NATRSS said.

With respect to the Minute Man plan, the association had some reservations "until the following missing factors are brought into focus:"

"(A) program cost under sponsorship to stations; (B) per centage of revenue demanded by the networks; (C) the stability of such programs insofar as the right of network recapture or change is concerned, and (D) the assurance that the "high attraction" of such programs will be maintained."

The statement suggested that NATRSS feels NBC's new plan may be made to secure additional morning option time, and

that the proposed realignment of affiliates' network rates might be of such scope as to involve questions of control of station rates by the network. NATRSS said that NBC's plan "suggests potential advantages to spot, if adopted, would offset the proposed surrender of valuable planning time (presently in increasingly growing demand under existing competitive conditions) as the result of the NBC plan, and thus the contemplated rate reductions in accordance with the "objective formula.""

A network which is able to offer a matter of highly questionable speculation at present, and can only be intelligent resolved when the fate of each station concerned is finally determined through the contemplated individual negotiations. The scope of the contemplated rate reductions is so broad that it might be considered to carry implications of control of station rates by the network. Of course, if the prime objective of the NBC plan is to secure the extra morning time, then the value offered to the spot return must be scrutinized with an extremely critical eye.

Insofar as the maximum plan is concerned, it is understood some stations may benefit because of the resultant improved programming—others will probably take the view that their coverage area will be diluted at the fringes by the addition of other NBC facilities. Still others may feel that they will be carrying commercial programs on a free network basis which they might otherwise have received at full rate on a spot basis.

Has Several Sponsors Nibbling

UNIFORM methods of showing radio's value to the advertiser will be set up by the Affiliates Committee, the all-industry group decided at a Thursday night meeting in Chicago.

The committee plans to retain a recognized research consultant to do a detailed analysis of various types of programming which will properly present radio's competitive position in the media's world.

Interest in NBC's plan of judging the value of its radio affiliates was shown by committee members.

The committee plans to look into details of the NBC formula which is understood to include about a score of elements affecting a station's value to its timebuyers.

After nearly seven months of work, including a series of committee and subcommittee meetings as well as conferences with Assn. of National Advertisers' committees, the committee submitted its report on its activities on behalf of stations.

The committee was organized during the NATRSS convention last April when CBS launched the first in a series of radio rate reductions. Chairman of the all industry unit is Paul W. Morency, WTIC Hartford, Conn.

In the seven months considerable progress has been made in showing radio's side of the media story to advertisers, agencies and others. Much of the work has been over the conference table, the committee feels, and this technique is most effective on a long-range basis.

Mr. Morency said the committee members felt the group should continue submitting negative items, maintain and stabilize radio's value as a medium and as a force in the life of communities.

Committeemen took the position that the agency can operate in broad fields and provide an important and necessary service to the industry during a critical period. There appeared little support for any proposal to set up a permanent office to perform the radio job in view of the apparent success of the present method.

Meets With ANA

The full committee heard a report by a special subcommittee that held an Oct. 5 meeting with ANA radio and television officials. On this subcommittee are Mr. Morency; Edgar Kobak, WTWA Thomas; Janice L. McCough, WGAL Lancaster, Pa.

At the Oct. 8 meeting the subcommittee conferred with Paul Weinberg, ANA president; Tom Eley, ANA vice president; Walter Lantz, Bristol-Myers, and William Smith, Lipton Tea Co.

The committee has "$16,560 remaining in its treasury. This sum is considered adequate for immediate projects now under way. Since its formation, 37 full committee meetings and subcommittee meetings have contributed to the fund.

The committee is preparing a lengthy report for all affiliate subcommittee representatives, which, if approved, will be sent to members in 10 or 15 days, Mr. Morency said. It will review principal activities since last April.

One committee member observed that a number of stations have raised their spot rates because of the committee's activities.

At the Thursday meeting besides those already mentioned were Ben Strouse, WWDC Washington; G. Richard Shafto, WIS Columbia, S. C.; Robert D. Sweeney, WDSU New Orleans; Walter J. Damm, WTMJ Milwaukee; Richard M. Fairbanks, WIBC Indianapolis; Leonard Kapner, WCAE Pittsburgh, and White & Case, law firm.

J. Leonard Reinsch, of the Cox radio-TV stations, and Howard Larrabee, WRSH Enterprise, was attended as guests to the committee. Absent were John Patt, G. A. Richards stations; George B. Storer, POF Broadcasting; Hugh Torrence, KLZ Denver; and Kenyon Brown, KWOOD Wichita Falls, Tex.
RA DIOS's position in the changing media world was diagnosed by specialists in all phases of advertising at the Eighth Annual Advertising Conference held Friday-Saturday at Ohio State U., Columbus. The broadcasting adjustment to current conditions is well under way but this 30-year-old means of disseminating information and selling goods is going through a difficult period, it was agreed.

While radio was giving a going over; other media were exposed to similar treatment. Youngest of all advertising weapons—television—went under the critical observation of video, agency and station executives.

Advertisers and agencies, too, were subjected to the same type of inspection at the two-day conference, which included a meeting of the Advertising Federation of America's Fifth District.

Named chairman of the radio advertising clinic was L. A. Pixley, president of WCOL Columbus and president of the Ohio Assn. of Broadcasters. Keynote speaker was John Karol, CBS Radio vice president in charge of sales.

On the agenda were John H. Hosch Jr., vice president, J. Walter Thompson Co.; Ray Wunderlich, president, Cusains & Fearn Co., Columbus, and Fred C. Brokaw, vice president, Paul H. Raymer Co., Chicago.

As keynote, Mr. Karol's topic was "Adjusting Radio Advertising to Today's Conditions." Charles Sawyer, Secretary of Commerce, addressed a Friday luncheon session on government economy.

Victor Sholis, vice president and director of WHAS Louisville, was chairman of the TV clinic. Robert M. Reischke, manager of the time-buying department, McCann-Erickson, New York, keynoted a discussion on "How to Buy Advertising Today."

Taking part in a spot analysis were George Bolas, director of radio-TV at Tatham-Laird, Chicago; Charles W. Daily, McCann-Erickson, Cleveland; Leonard Matthews, Leo Burnett Co., Chicago; Franklin Snyder, general manager, WXEL (TV) Cleveland.

In his address to his portrayal of TV's place in today's advertising picture, Mr. Matthews recalled that advertising expenditures in national media had increased 190% in the last decade.

Now TV comes along with the ability to do a job the printed or spoken word couldn't handle—clinical the final sale of products which require demonstration—and in addition it is economical personal selling, he declared.

Must Soon Compete

Soon TV, with rising costs, must seek its place on a competitive economic basis alongside other media, Mr. Matthews said. TV's program will be influenced by the rate structure and the realization that "the program is really the thing." "Let's take a long-run view of the television rate picture today," he said. It "costs the national advertiser about $1 million to finance a half hour Class A show once a week campaign in network television. Nielsen tells us that 31.2% of the country's total families now own television sets."

He continued: "There are only 87 national advertisers who spent $2 million or more in 1950, only 126 companies with national advertising budgets over $1 million. When the freeze is lifted and an advertiser can clear all of the current television markets, even at present rates there are only 126 potential customers for network television. If the rates rise on the $1 and $2 million, customers are going to drop by the wayside like used car dealers."

Suppose that during the next five years we reach a total of 27 million television homes, twice the number we have today but still only 50% of the country's affable families. Some of the stations have used a formula provided them by the networks as a guide to rate setting. Basically, the formula calls for the rate increase every time sets go up 100%.

"Let's apply this to the increase in sets to 27 million by 1956 and see what happens to the number.

Now TV is a two and one-half hour class A show ever once a week—$1 million for a 15 minute Class A show once a week, and $2.5 million for a five-week 15 minute daytime show.

"Now there are only 65 major companies left, who if they put only 62% of their budget against 65% of the audience to radio broadcast will be forced to maintain a one-half hour evening show in the medium."

"It follows, too, that television production costs will have to come down."

Mr. Bolas quickly reminded the TV clinic that "the basic job is to help clients make money." He suggested a five-point program as follows: "Study of client's organization and products; study of industry and competition; marketing strategy (where, when, how to advertise and sell); copy strategy (selling argument that offers most promise); media strategy (media and vehicles that best fit plan)."

The payoff lies in the commercial presentation, with the program as a show case, Mr. Bolas said. In his opinion the best TV program for the advertiser will be:

- Attract largest possible audience of logical prospects.
- Appeal to that segment of the audience which is the advertiser's major sales target.
- Condition the audience for the sales story.

SINDLINGER

Under Ohio State U. Microscope

CREATION of a new broadcaster-controlled audience research enterprise that would abandon the present "rating system" and substitute "cumulative circulation" in television was proposed last week by Albert E. Sindingler, president of Sindlinger & Co., Ridley Park, Pa.

Mr. Sindlinger would use the Radox instantaneous technique to provide "the means of separating plus "visual indicators." The operation would be called National Radox Corp.

On the theory that aural broadcasting is "rating itself into bankruptcy," Mr. Sindlinger says the medium must be evaluated on a basis comparable with other media. Present ratings pit one broadcaster against another while hiding the capacity of the medium to sell and sell; copy strategy (selling argument that offers most promise); media strategy (media and vehicles that best fit plan)."

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Radio has been trapped in its rates by Mr. Sindlinger asserted, adding that TV set sales in key markets are "approaching saturation." In Philadelphia, where TV has an early era penetration lead, TV ownership is now 70%, he said. "The next 10% and the next 10% might come a lot harder and more slowly than the last 20%," he said.

When Radox started operating in 1948, Mr. Sindlinger explained, it presented radio information to broadcasters, agencies and advertisers interested in them. Ratings are still flourishing, "to the everlasting shame of the broadcasting industry," he said.

Theme of the new Radox plan is that "he who sells should provide and pay for the information on what he sells and he who buys should pay for the information he uses to make the best of what he buys."

National Radox Corp., licensed to use Radox on a royalty basis, (Continued on page 98)
FOUR West Coast pharmaceutical companies were understood to be negotiating with American Vitamin Assoc. late Thursday with the intention of taking over the business and getting it back on its feet. AVA cancelled its advertising last week because of "over-debtedness" and serious financial difficulties.

The West Coast concerns reportedly have already advanced some cash to ABA to bolster the firm which makes Thyavals, Orvita and Formula 621, to maintain current operating expenses. The deal presumably would result in sale of controlling interest in the company, with President George S. Johnston retaining some holdings.

Re-financing by the outside group would take Schwinmmers and Scott agency, Chicago, off the hook, for $290,000 one as a result of AVA's delinquent radio and television payments for September and October. In addition, ABA, as well as to individual radio and television stations, caused the company Oct. 11 to cancel all advertising, most of which was in the broadcast media. Many stations, according to a group business with AVA on a cash-in-advance or month to month payment basis.

Outstanding Billings

Schwinmmers and Scott will make good the $19,000,000 in accrued billings, even if the company is not refinanced, Jack agency, owner said in Chicago last week. He negotiated the agreement with stations carrying a lot of Vitamin business to pay them off on a pro-rata basis in 30 monthly installments starting Nov. 25. Most of the stations' plans, he said, cited WGN-AM-TV Chicago, WLW Cincinnati and KLAC-TV and KTLA Los Angeles, as well as ABC, which carried a nine-station network show, he added. Schwinmmers and Scott own the network for a short time. It was the company's only network venture.

American Vitamin business has been placed nationally by the Chicago agency since Aug. 1, before which it had handled only the Chicago business for four months. Counsellors Inc., Hollywood, handles the account formerly, and, although it has since disbursed, is understood to have several financial obligations outstanding on the same account. ABA reportedly spent $3.5 million on advertising so far this year, most of it in radio and TV.

Schwinmmers and Scott is understood to have tried to get insurance coverage against possible loss when it first took the account. Even if a company had agreed to issuing a policy, annual premiums would have been prohibitively high, at the rate of $4,000 per $125,000 coverage.

Mr. Scott says the account is merely inactive and he has not dropped it. He will continue to handle it if new financing is effected, he said. Three persons work-

Volume to Increase, Gamble Predicts

VOLUME of advertising will continue to rise, Frederic R. Gamble, president of the American Assn. of Advertising Agencies, told Pacific Coast members Thursday at the annual Pacific Coast Council meeting at Coronado, Calif. He based his prediction on the large volume of con-

Gamble reported, "tell us that de-

sign to take a considerably larger bite—at the rate of $50 bil-

lion, compared with $14 billion last year. Our total production, how-

ever, now we had over the year before." Business break-even points are still rising and increased taxes will levy an additional load, he said. "When a business is faced with a higher break-even point, it must either reduce costs or increase sales, and advertising can often help to attain both these objec-
tives." A current ANA survey, he reminded his audience, shows that a gradually increasing percentage of company sales expenditures is being devoted to advertising effort. He also predicted this year's continued need for advertising," Mr. Gamble ad-
vised, "government should be care-
ful to see that there is adequate and reasonable allowance for ad-
tending in defense contracts and in computing ceiling prices. We have always had materials with the supply and demand balance the inventories that have been built up. The best guesses that I have been able to obtain indicate that this will not take place before some time next year, if then." "Washington leaders," Mr.

Brief Death

THERE was an interval when excess profits tax relief for the radio-TV broadcaster (see Congressional round, also B • T, Oct. 15, 1) was an incident victim as the House last Tuesday turned thumbs down on the 1951 revenue conference report. But by Thurs-

day, a new report was accepted by the Senate and by Friday the House voted its approval.

DRUG BILL

Ready for Truman OK

A THREAT to millions of dollars in drug advertising revenue was removed at the Congressional level last week as the Senate cleared a drug prescription bill for Presi-
dential signature. Thus, early fears that across-

the-board drug sales would be hampered and that certain products might be forced off the market vaporated in the face of organized resistance from manufacturers.

The Senate approved a measure (HR 3298) which, as originally drafted, would have empowered the Food & Drug Administration to list drugs whose prescription was unnecessary.

As passed by the lower chamber this summer, the legislation preserved for manufacturers the right to define so-called Rx drugs [B • T, Aug. 6].

The initial proposal portended an adverse effect on current advertis-
ing practices inasmuch as drug manufacturers advertised only to the top network advertisers in recent years. It would have vested in the Federal Security Administr-

ation the duty of citing prescription drugs without freeing the home viewing and involved possibily lengthy recourse to the courts in the long run.

The bill was offered as a "public health" measure with the objective of relieving druggists of certain responsibilities and defining others. Legislation amends Sec. 503 (b) of the 1938 Food, Drug and Cosmetic Law. It was co-sponsored by Sen. Hubert Humphrey (D-Minn.) and Rep. Carl Durham (D-N. C.) in each.

Graham Elevated

D. GORDON GRAHAM, assistant program director of WCBS, CBS-owned New York station, has been named to new post of director of radio production and public af-

Graham has been with WCBS since 1943, having formerly served on the CBS network staff as an assist-

assistant director beginning in 1941.
RESOLUTION petitioning the U.S. government to withhold final action on any interchanges of television channels with Mexico until there has been "full and free hearing" following appropriate public notice, was adopted unanimously by the 16th District NARTB meeting at Los Angeles last Tuesday.

Taking cognizance of official reports [B • T, Sept. 8] that an understanding had been reached on border TV station assignments, the resolution was offered by Charles Balik, KCBQ San Diego, after a discussion of possible inequities that might result in allocations to U.S. cities close to the Mexican border.

FCC had proposed Channels 3, 8, and 10 in the VHF bands and 21, 27, and 33 in the UHF bands for San Diego. In Mexico, across the Southern California border, FCC had agreed to the assignment of Channels 7 and 9. Last September, the FCC revealed that it had agreed to assign Channel 3 to Mexico instead of Channels 7 and 9, more than 90 stations throughout the world are being supplied 53 hours per week of program service by Armed Forces Radio Service, headquartered in Hollywood, the district was told by Col. Mason Wright, head of the operations, and veteran Army public relations officer who served with Gen. Joseph Stillwell in China.

Fifty general hospitals plus 800 naval vessels on the high seas are supplied with service, consuming about 60% of the operating time of the stations. Airlifted to these outlets are about 50,000 double-faced recordings a month.

In addition to the network shows recorded off-the-line, about 16½ hours per week of tailored programs are produced for the G.I., he said.

AFRS Contribution

Supplementing the transcribed service is the AFRS service over 11 transmitters of the State Dept. Voice of America, providing news every hour on the hour after 5 p.m. Sports are provided 33 hours per week. Besides the Army military audience, Col. Wright said, there is "an enormous eavesdropping audience" estimated at from 50 to 90 million.

Col. Wright said he wanted to pass an accolade to the industry. If it were not for these program contributions, the service provided overseas would not be possible, he said.

In a panel discussion on specialized station services Monday afternoon, it was developed that independent stations are doing well, generally, in the Los Angeles market by providing programs tailored for specialized audiences—despite the penetration of television in a seven-station TV market.

Presided over by Bill Beaton, KWKW Pasadena, the panel covered all modes of specialized programming.

Loyal King, KXLA Pasadena, said he learned the hard way, and wound up with a "cowboy music" station. He said KXLA, with its 50 kw, had "too big a whistle" for the Pasadena market, and as a consequence got into the mood style of programming. He said most surveys show that people vote for classical music, because it actually creates a culture, when they might actually prefer hillbilly. He criticized the "Hoopers" which show (Continued on page 97)

MILITARY sponsorship of two national network programs—the President Laine Show on CBS and Game of the Week on ABC—will be dropped next week as a result of Congressional criticism aimed at paid recruiting radio shows.

This was revealed last week following Senate approval of legislation designed to prohibit use of any Defense Dept. monies for recruiting advertising in all media [B • T, Oct. 13]. The resolution was signed by the President Thursday.

The Defense Dept. directed Grant Advertising Inc., which handles the Air Force and Army accounts, to terminate all advertising at dates least two months to the government pending further review of all recruiting advertising.

At the same time top-level department authorities reportedly requested an interpretation from Capitol Hill on how the Congressional rider would affect public service radio-TV and other campaigns planned for next spring.

Still smarting from the sting of criticism, defense officials also set in motion a study on recruiting methods of the various services designed to lay the groundwork for a re-evaluation of the 1955-56 advertising program.

Notice of cancellations on the two network programs, already under way, was placed before the respective networks by Grant Advertising, according to the agency's account executives for the Army and Air Force accounts. They said that the contracts for the programs contain two-week cancellation clauses, to be invoked from Oct. 13. CBS Radio greeted the move with the following statement:

We recognize that the armed services may choose to conduct their recruiting activities without the use of paid advertising. We believe, however, that should a return to the use of paid advertising later be deemed advisable, radio will again prove, as has been so consistently demonstrated in its uses by industry, that it is the most inexpensive and effective medium for reaching and impressing the entire American people.

The Laine show started on CBS Oct. 7 and was booked to run 26 weeks at a cost of $434,602. ABC's football Game of the Week was (Continued on page 99)

FROM TUCSON to TV was covered by this quintet at the 16th District meeting at Los Angeles. (l to r) Lee Little, KTUC Tucson; Albert D. Johnson, KOY Phoenix; Howard L. Chernoff, KMFB-AM-TV San Diego; Mrs. John A. Kennedy and Capt. Kennedy, owners of KMFB-AM-TV.

GARLANDS for Mrs. Garland in Los Angeles attending the District 16 sessions. (l to r) Tom Sharp, KFSD San Diego; Charles H. Garland KOOL Phoenix; Mrs. Garland; Col Smith, KFAC Los Angeles, district director; and William J. Beaton, KWKW Pasadena.

MEXICAN TV CHANNELS

Dist. 16 Asks Gov't. to Delay Action

RECRUITING FUNDS

Shows to Be Dropped

Page 28 • October 22, 1951
LOCAL SELLING TIPS

TIPS on how to get and hold business and maintain competitive market spots were revealed by station operators during an Oct. 16 panel discussion at NARTB District 16.

Remarking on the importance of sales as our livelihood," Gene De Young, general manager of KERO Bakersfield and panel moderator, advised broadcasters to sell radio "big" in the competitive market.

Pointing out that Bakersfield is a five-station community, he said his approach to successful operation was to sell radio first and then his station.

"We sell big," he said. "As a result 99% of our advertisers are happy advertisers."

Mr. De Young advised broadcasters not to by-pass use of tailor-made transmitted scripts. If cost is beyond budget of a single advertiser, he suggested that sponsors with a common interest be obtained. He illustrated this by relating how package expenses for a transmitted show was split up between three local competitive Plymouth dealers with successful results.

Secondary Reaction

He told broadcasters to give thought to secondary reaction a sponsor might have as a result of using a program wisely. To illustrate this, Mr. De Young related how a building and loan company, sponsoring a daily program on KERO as a public service, gives the money that is special to the local medical association. As a result, doctors in the vicinity are financing their home buying and building through that firm rather than via local banks, he pointed out.

The announcer is the real salesman in putting over the sponsor's product, in opinion of Albert D. Johnson, manager of KOY Phoenix. He said there were two factors in selling and keeping the account sold.

"We go into the advertiser's problems, look and study the product to be sold," Mr. Johnson said. "And we take the announcer along too as part of the team so that he learns about the merchandise that is to be offered the public."

Mr. Johnson related the experience of a local Phoenix firm that needed assistance to build up a men's suit department that was losing money.

"We took along a team which learned all about the suits to be sold," he said. "And our announcer told about them on a record program. Sales started to boom. They doubled within a year. Last December it tripled. We are now starting to sell that store's women's department."

It took the persuasive voice of an announcer to sell automatic dish washers after local newspaper advertising failed to do the job. Mr. Johnson declared.

"The store never felt that radio had done a job," he said. "Two spot announcements per day, after two weeks, sold 20 of those washers and sales continued to mount. The advertiser is now convinced on the sales ability of radio."

Lee Little, general manager KTUC Tucson, in relating experiences told broadcasters that they should "personalize the show" and have the station salesmen and announcer study client's needs and problems if they intended to keep the advertiser happy and on the air. Know your local people, get acquainted with the buyer and the sales staff, he advised. Sears-Roebuck & Co., he said, has been sponsoring a 45-minute daily program on KTUC for the past two years, using World library service. Success story of Franco Superior Bakery Co. (Donald Duck bread) was related by Charles S. Salik, president and general manager of KCBQ San Diego.

Utilizing two morning transcribed soap operas—Linda's First Love and Mary Foster—on that station as virtually its only advertising, and over a seven months period, the firm had a net increase in business of roughly 18.5% per month. He quoted from a report by Aaron, Abbott, Anderson & Beck, local agency handling that account. And the effectiveness of the two daily programs was attributed for that increase in sales.

Mr. Salik told how the station promoted those programs with a well-integrated contest Listen and Win which increased close attention to the commercial messages. Oscar's drive-in restaurants, by utilizing a nightly 1 1/4 hour "personalized" recording program on KCBQ, increased its business 45% over a six months period, he stated. In one week alone, more than 55,000 hamburgers were sold because the announcer "got into the home, making people hungry for hamburgers."

When a local credit clothing firm, which had used some newspaper space in the past, was crowded out of that medium because of rising rates, it turned to radio, according to John Merino, manager of KFSD San Diego. The firm started using an evening newscast on that station just a year ago, he said. Business has increased 48% and the firm attributes this to radio.

BROADCASTING • Telecasting

EXCHANGED AT DISTRICT 16 MEETING

HONEY RAFE


Rests With Committee

As CONGRESS heads toward adjournment, the fate of FCC Comr. Frieda B. Hennock's nomination to the federal bench in New York's southern district involves four alternatives to outright confirmation.

Two of them involved the White House. The four paths which the Senate Judiciary Committee could open by failing to recommend Senate confirmation are:

1. President Truman could withdraw the nomination before Congress ended business for the year.
2. The Chief Executive could nominate Miss Hennock for a recess appointment after Congressional adjournment.
3. However, the President took the steam out of one possibility at his news conference last Thursday, when he said he would not withdraw her nomination.
4. The committee could do nothing, thus casting doubt whether the nominee would be approved in the second session of Congress.

The committee could vote unfavorably thus killing all subsequent chances for Miss Hennock to don judicial robes.

There was no indication that Miss Hennock would seek to be heard by the committee.

Although the Washington air was rife with rumor that Mr. Truman might consider a recess appointee, it was reported that Miss Hennock had written a letter to the committee saying she would not accept such an appointment.

A recess appointment, it has been pointed out, would entail a risk for Miss Hennock, for if denied confirmation when Congress reconvened, she would lose the bench and also her FCC post.

Hearings came to an unofficial close last Monday. Last witness to appear was Attorney General J. Howard McGrath, who testified in support at his own request.

Following his appearance before the committee, the Attorney General deferred comment.

Last full day for witnesses to appear on behalf of the nomination was Saturday, Oct. 13. Testifying were: Emil K. Ellis, chairman, board of trustees, Federal Bar

ASSN. OF NEW YORK, New Jersey and Connecticut; Mrs. Pauline Walter James, secretary, New York City Planning Commission; Louis Pose- ner, former chairman, New York Mortgage Commission, and Frank K. Karelson, Jr., Robert Daram, Sidney Krause and Morris Butler, attorneys.

It was reported that witnesses left on hearing room Saturday complained of a "whispering campaign" being conducted against Miss Hennock. They said investigation by opposing bar groups was not thorough.

There also was a report that witnesses were called upon to comment on a letter from Chief Judge John C. Knox of the United States District Court, Southern Division (court to which she has been nomi- nated) which questioned her qualifications.

Contacted by Drew Pearson, syndicated news columnist, purporting to contain data given in closed testimony before the Judiciary committee, was published Oct. 4 by some subscribing papers.

October 22, 1951 • Page 29
TO JUDGE by his Oct. 16 CBS Television performance, Frank Sinatra has decided the best way to compete with Milton Berle, who is opposite him on NBC-TV, is to fight fire with fire.

The decision might have been wise were it not for the handicap that Mr. Sinatra himself is no more than a wisp of smoke and the comedian he imported to assist him, Jackie Gleason, would find it hard to touch off a spark with a dynamic cap and a sledge hammer.

Mr. Sinatra's second round against Mr. Berle de-emphasized monies, comedian, dancer, singer, acrobats, curtain pulls. Others, including Rosemary Clooney, Edward Arnold, Tony Bennett, the Mills Brothers and Arnold Stang appeared—but seldom outside the presence of Mr. Berle.

The first bit on the Oct. 16 show was a Buck Rogers affair featuring Mr. Berle as the first man to land on another earth, an arrival that unsettled the Maritan king (Mr. Arnold) that he forgot his lines.

Mr. Berle's second number was a take-off on the "Four Musketeers," (Mr. Berle, who has to leave well enough alone, added the fourth to accommodate himself since the traditional number of roles was already filled by three child dancers.)

The program did not pass without another Berle standby, a nostalgia medley of music by a composer appearing on the show, in this case Jimmy McHugh.

The thing that sets Mr. Berle's show apart from others of the same variety type is, of course, Mr. Berle. He has spent a lifetime in perpetual fear of being ignored, and there is no sign this trauma is abating.

Berle's physical collapse, which seems unlikely, Mr. Berle probably can go on overwhelming audiences for years by the sheer exuberance of his performances.

Sid Stone, the pitchman, is not as imperishable a character as Mr. Berle. One cannot avoid the impression that Mr. Stone's act is wearing thin. Over the years Mr.

used to be, a condition that should be of interest to the American Medical Assn. He is also more listless, which is to say he is approaching an almost inanimate state. His voice, which was never a robust instrument, has suffered.

The therapy this reviewer advocates for Mr. Sinatra—if he hopes to last out the season and establish his show—is a steak, a night's sleep and a production that does not try to overcome the opposition by imitation.

** **

MILTON BERLE, apparently convinced that his television formula will withstand the ravages of time and Frank Sinatra, gave a performance last Tuesday on NBC-TV that was indistinguishable from all the others he has put on in the past three years.

Mr. Berle was master of cere-

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Program: Frank Sinatra Show, CBS-TV, Tuesday, 8-9 p.m. Approx. cost: $41,500.

Sponsor: Ekko Products Corp. (15 minutes.)


Cast: Frank Sinatra, Jackie Gleason, Anne Jeffreys, Jack Stanton and Betty Luster.


his singing and featured him and Mr. Gleason as comics in a series of bits not unlike the sort of thing that has been happening every Tuesday evening over on NBC-TV for years.

One scene aboard a Pullman car had Mmea. Sinatra and Gleason dressed in night caps and pajamas. Sample gag:

Mr. Gleason: How do you like my sleeping bag? I bought it at Brooks Brothers.

Mr. Sinatra: It looks like the brothers were still in it.

This type of joke is endemic to the Berle show. It should not be borrowed by Mr. Sinatra unless he wishes to become a pallid version of his competition.

Possibly the gags delivered by Mr. Gleason on the show dealt with Mr. Sinatra's physical condition which is, to be optimistic, alarming. It is plain that he has been strained by his recent live off-screen.

It seemed to this reviewer that Mr. Sinatra is thinner than he

Stone has acquired more and more the nature of a comedian and less and less the function of a pitchman for Toastmaster.

Perhaps it would be well if he cut out the comedy, which is becoming strained, and confined himself to a straight pitchman's pitch.

** **

DANNY THOMAS returned to television and the NBC-TV All-Star Revue Oct. 13 to star in a program featuring regulars Kay Starr and Bunny Lewbell and guests stars Milton Berle and Barry Gray. But for all the guests and featured performers, this was, as always, Danny Thomas' show, which is really not quite so good as it sounds.

Danny Thomas is a man of substantial comic talent with two supplementary characteristics which do much to obscure that fact. First, and most conspicuous, he possesses a magnetic instinct for the tasteless. Second, he treats himself as though he were dead. He speaks affectately of himself as if he were already a legend.

But as to taste. On last week's show—and the example is more typical than you'd care to believe—Mr. Thomas spent the climax of his program playing for comedy the role of a Middle Eastern revolutionist balladeer, singing a minor love dirge while ostensibly swinging by his neck from the gallows.

What is depressing is that Mr. Thomas seems to be proud of such moments on his show. Somehow,

** **

Program: All-Star Revue, NBC-TV, Saturday, 8-9 p.m. Approx. cost: $41,500.


Cast: Danny Thomas; Kay Starr; Bunny Lewbell; "The Hoor/cans," adagio team, and "Lola & Lila," jugglers.

Producer: Leo Morgan.

SECURITY ORDER

WASHINGTON newsman sense danger of misguided censorship in President Truman's recent executive order imposing military security on all government agencies (3 T, Oct. 15, 8, 1), judging by a consensus of observations during an open forum conducted Tuesday by the Washington Professional Chapter of Sigma Delta Chi, journalistic fraternity.

Correspondents familiar with the Washington beat took part in the forum, with Howard L. Kany, Associated Press radio representative in Washington, presiding as president of the chapter; James E. Warner, New York Herald Tribune, co-arranged the forum with Mr. Kany.

Within 24 hours, the Chief Executive advised the AP Managing Editors Assn. that he would not hesitate to change the directive in the face of constructive suggestions, adding that personal safeguards are preserved.

A group of newspaper executives called on Mr. Truman with a copy of the order at its San Francisco convention, branding the directive "a dangerous instrument of news suppression.'

Truman Defends Order

Mr. Truman defended the directive, headed by Herbert F. Cora, managing editor of Washington Evening Star (WAMAL-AM-FM-TV), he felt the order is basically a good one, but open to suggestions. The editors felt the order should be rescinded and urged AP members to exercise vigilance at the local level in "resisting efforts at intimidation." At the Sigma Delta Chi session panel members presented their views and the subject was thrown open for floor discussion. Journalism students from Maryland U., American U., and George Washington U. were among the guests at the meeting. The forum was held in the National Press Club auditorium.

Northcutt Ely, attorney who served in the Interior Dept. during the Hoover administration, moderated the discussion.

Wallace R. Duell, of the St. Louis Post-Dispatch, experienced foreign correspondent and wartime officer in Office of Strategic Services, feared the executive order might cut down the flow of news.

CAPITAL newsman took part in forum on President's security order. Panel members (l to r): Yates McDaniel, AP; Wallace R. Duell, St. Louis Post-Dispatch; Sen. Blair Moody (D-Mich.); Howard L. Kany, AP radio representative in Washington and president of Sigma Delta Chi professional chapter; Tony Leviero, New York Times; Warren B. Francis, Los Angeles Times; Northcutt Ely, attorney, panel moderator.

Modification Seen as Criticism Mounts

WASHINGTON —Sen. Alexander D. Nicol's being named comptroller of Associated Music Publishers Inc., wholly owned BMI subsidiary, Mr. Nicol also retains his position as BMI comptroller.

Officers re-elected are Mr. Haverlin; Sydney M. Kaye, vice president and general counsel; Robert J. Burton, vice president in charge of publisher relations and assistant secretary; Jean Geiringer, vice president in charge of foreign relations; Ralph L. Harlow, vice president in charge of station services; Harry F. Somerville, vice president in charge of non-radio licensing; Charles A. Wall, vice president in charge of staion services; Merritt E. Tompkins, secretary; Mr. Nicol, comptroller; and Charles J. Lawrence, assistant treasurer.

Board of directors is headed by Justin Miller, chairman, and Mr. Kaye, vice chairman.

More than 60,000 of a possible 70,000 votes were represented in the balloting.

October 22, 1951 • Page 31
Stringent TV Code

(bers continued from page 23)

bers took up discussions that had started the night before in hotel rooms and corridors. Some voiced resentment that NARTB's code writers had failed to let them get even a peek at the document before they entered the room.

Others said they didn't want to make quick decisions affecting the entire industry without proper examination and network investments and possibly hamstringing their properties with a set of milk-toast restrictions that would stifle the creative urge on which the business was built.

An intensive promotion drive is planned on behalf of the Seal of Approval with the thought that no TV station will care to operate without displaying this industry label.

The 28-page document goes into great detail to explain the TV broadcaster's duty to offer clean, wholesome, and entertaining pro-

gram material. It is based on the premise that the TV broadcaster is responsible for the programming of his station.

One page of the overall docu-

ment is devoted to a list of words that are not approved, ranging from "bat" to "whore." The touchy subject of sex and its cleavage is covered, along with sex, dope addiction and similar material that would be offensive to family viewers. There is also a tut-tut reference to "traveling salesman and farmer's daughter jokes."

These provisions are built around the good-taste and decency theme.

They were originally written into the code itself but later given a supplemental status.

Just as a reminder, the code's preamble lets businessmen know that they, too, have a responsibility to bring the best programs into American homes as they try to create a favorable attitude on the part of the viewing audience.

And finally, the code reminds parents they should "see to it that out of the richness of television fare, the best programs are brought to the attention of the children."

Telecasters themselves are reminded they must be choosy in ad-
mitting advertisers to their facili-
ties as well as careful to require that their advertising be commer-
cial messages and production claims.

Advertising provisions of the code are stated for the most part in affirmative language. The term "not acceptable" is used in the case of material and practices not coming within the code's approved programs.

The time provisions follow close-

ly those of the radio Standards of Practice, ranging from 2 1/2 minutes of advertising copy in a Class A quarter-hour to three minutes for others. The advertising allow-

ance is somewhat less in the case of news telecasts but relaxed considerably for shoppers and women's programs.

Many stations will be forced to undergo some swift and radical re-

scheduling of commercial accounts, and some advertisers will be asked to accept their limitations within the code. Only three one-
minute announcements should be allowed in participation and similar programs, according to the code.

Spotting Explained

Specific language is not used in respect to double, triple and even quadruple spotting but the code carefully points out that a propor-
tion of one minute of commercial to each five-minute period should apply generally.

The Seal of Approval and code review board introduced a new con-
cept into NARTB practices, the radio standards having no such penal and enforcement provisions.

Code writers, it was apparent,

felt the radio standards are weak in this respect and therefore ignored by some broadcasters.

The review board is not a final

tribunal, but rather a monitoring agency reporting directly to the NARTB TV board, which makes any major decision.

Jobs of the review board include promotion of the code; constant contact with Congress, FCC and other federal agencies; policing of stations and programs; handling complaints, including preferring of charges and expedient conduct of hearings before the full TV board; general review of TV programming.

On a two-thirds vote of the TV board, the Seal of Approval might be revoked. This decision is final, with no provision for appeal.

'The code is a business-like ef-

fort to improve TV programming in all its aspects," Mr. Swuey said. "This is one of the most influential media ever developed. In time it will be seen and heard in every American home. We intend that its influence shall be for the good of the people who comprise its audience."

The code contains sections cover-

ing advancement of education and culture; acceptability of program material; responsibility toward children; decency and decorum in production; acceptability and responsibility; treatment of news and public events; public events; contro-

versial public issues; political telecasts; religious programs; pre-

sentation of advertising; acceptabil-

ity of advertisers and products; medical products, premiums and offers; time standards for adver-

tising copy; dramatized appeals and advertising; sponsor identifica-

tion; regulations and procedures; code review board.

Committee Members

On the code-writing committee besides Mr. Swuey, were Harry Bannister, W W J- TV Detroit; James L. Caddigan, DuMont; Wal-

ter J. Damm, WTMJ-TV Milwau-

kee; Clair R. McCollough, Wagal-

TV Lancaster; James C. Hanrah-

an, WEWS (TV) Cleveland; Harold Hough, WBAP-TV Forth Worth; Paul Raibourn, KTAL (TV) Los Angeles; J. Leonard Reinsch, WSB-

TV Atlanta; Henry W. Slavice, WMCT (TV) Memphis; Davidson Taylor, NBC; Donald W. Thorn-

burgh, WCAU-TV Philadelphia.

Attending the Friday discussions for NARTB headquarters were Harold E. Fellows, president; Jus-

tin Miller, chairman of the board; Thad Brown, director of NARTB television organization; Robert K. Richards, public affairs director; C. E. Arney, Jr., secretary-treas-

urer; Elia Nelson, Mr. Arney's secretary; Bette Doolittle, assistant to Mr. Brown.

BROADCASTING • Televetcasting

FM CONTRACT for NBS football Game of The Week signed with WASH (FM) Washington by Edgar Morris Sales Co., newly appointed Halli-
crafters distributor in nation's cap-

citing post, is Edgerrn Morris, president of sponsor. Others in photo (1 to r): J. R. Keppeler, Edgar Morris Sales Co. sales manager; Hud-

son Eidridge, WASH sales manager; Everett L. Dillard, WASH manager.

ATTACKS LAMB

REP. LEONARD W. HALL (R-N.Y.) last Thursday urged a Congress-

sional committee to ask FCC to hold back approval for purchase of WHOG-AM (FM) Toledo by Edward Lamb, Toledo attorney and broad-

caster [B • 7, Oct. 15].

He also asked that the House Interstate & Foreign Commerce Committee conduct an "inquiry into Mr. Lamb's activities both past and present." WHO-AM-AM was purchased by Mr. Lamb for $200,000 subject to FCC approval. Hall said he would submit a Thursday application for approval had not been filed with the Commissi-

on. Mr. Lamb acquires the prop-

erty from Martin Alterson, publisher of the Orlando Sentinel-Star. In the Orlando outlet, Mr. Lamb also takes over WHO-AM's TV ap-

plication.

Hall's requests were made in a letter to Committee Chairman Robert Crosser (D-Ohio). The New York Times reported, "The request and committee also served on the celebrated Special House Committee to Investigate the FCC (Harnes Commitee) in the 86th Congress."

Rep. Hall said the harness Com-

mittee "devoted 8 1/2 pages of its final report to the House pub-

lication of Mr. Lamb's record."

Noting that he signed this report, Rep. Hall said:

"Concerns interested itself in Mr. Lamb's casem, "Rep. Crosser observed. Mr. Lamb, within the space of two weeks in 1948 received five operating licenses from the FCC. Congress does not have the proper ma-

terial to inquire into the community associations of a man who would control the airwaves of five outlets under government license." The Committee consider the " advisability" of asking FCC to withhold approval of the purchase " until this commitee has had timc to conduct its inquiry." Rep. Hall told told Televetcasting he planned to ask Rep. Crosser to call FCC informally before the committee to

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* TELECASTING

Rep. Hall Complaint

Requests Hearing

The Rep. Hall complaint was received by the Federal Communications Commission.

The complaint was filed by Edward W. Hall, one third owner of WTOD and WTVN (TV) Columbus, and WICU (TV) Toledo, and two TV stations, WICU (TV) Erie, Pa., and WTWN (TV) Columbus, Ohio. With the purchase of the Orlando outlet, Mr. Lamb also takes over WHO-AM's TV ap-

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Mr. Lamb is owner of WTOD and WTRT (FM) Toledo and two TV stations, WICI (TV) Erie, Pa., and WTWN (TV) Columbus, Ohio. With the purchase of the Orlando outlet, Mr. Lamb also takes over WHO-AM's TV ap-

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THE CASE of the Lorain Journal probably will be decided on narrow legal grounds—but the Supreme Court decision will have real meaning for every radio station that ever ran a rival of a competing local newspaper.

The Supreme Court heard the case last Wednesday. A decision might be rendered in 90-90 days. Techically, the question before the Supreme Court is the constitutionality of the U. S. District Court finding that the Lorain Journal was guilty of monopoly in refusing to accept advertising from Lorain merchants who advertised on Elyria station WEOL.

The Lorain Journal and its publishers, Samuel A. and Isadora Horvits, were found guilty of that charge by the U. S. District Court in Cleveland last January [B • T, Jan. 8]. The case made by the Lorain Journal's counsel, William E. Leahy, before the Supreme Court was that neither the newspaper nor the radio station engaged in interstate commerce [B • T, Oct. 1].

Has Protection Right

He also argued that the newspaper has a perfect right to protect itself by the means for which it was found guilty in the "economic struggle" with a competitor.

The radio station sought and received an FCC license for a purely local operation, Mr. Leahy said. Even though its signals can be heard in other states, its service is rendered only to northern Ohio, he emphasized.

Most Washington radio attorneys are skeptical of this approach. They say that the Supreme Court in 90-90 days has found that radio stations are engaged in interstate commerce.

Both the Lorain Journal and WEOL are engaged in interstate commerce and therefore come under the Sherman Act, U. S. Solicitor General Philip B. Perlman argued.

The newspaper buys its newsprint from outside the state, gets news from such wire services as AP, UP and INS, all outside the state, takes national advertising, etc., Mr. Perlman claimed.

In the case, the U. S. Court of Appeals in 1946 reversed an FCC ruling that WEOL was a competitor. The Supreme Court upheld the appeal.

Present at the Oct. 17 oral argument were all Justices except Associate Justice Sherman Minton.

Justice Tom C. Clark was present at the opening of the session, but absent himself during this case. He was Attorney General when the Dept. of Justice undertook the prosecution.

All the Justices evinced a great interest in the case. Their reactions ranged from Justice Hugo L. Black's angry, "Can you think of any better way that the newspaper could take to suppress the radio station?" to Justice Stanley F. Reed's analytical probing to determine whether a news monopoly existed in Lorain before the station went on the air.

WEOL was established in 1948 in Elyria, eight miles south of Lorain, which is on Lake Erie. It operates on 930 kc with 1 kw and is owned by Roy Ammel, also owner of the local, independent telephone company.

Back in 1946 the Lorain Journal applied for AM-FM stations in Lorain and also in neighboring Mansfield, where the same publishers own the Mansfield Journal. FCC turned down all four applications on the grounds the publishers controlled too small a market due to their boycott practices in both cities. The Journal appealed the case, but FCC was upheld by the U. S. Court of Appeals in 1950.

The Trying: Jurisdiction was again pushed against the Mansfield Journal charging anti-trust violations for the same practices found in Lorain.

Other highlights at the oral arguments were:

- WEOL had an income of $175,000 in 1949—its first full year of operation. (It has filed a civil suit against the Lorain Journal for $300,000 damages due to the newspaper's boycott, it was learned. If the Supreme Court upholds the Journal's conviction, the station stands to collect treble damages—more than $900,000.)

- Lorain Journal grosses about $1 million a year.

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

Ziv Names Carpenter

FREDERICK W. ZIV Co., producers of transcribed-syndicated radio shows, has appointed Kenneth Carpenter as sales representative for Chicago, it was announced Thursday. Associated for the past six years with Chicago's WEOL, the NFL radio network, Carpenter was well known in the industry as a radio personality.

In announcing the new appointment, Mr. Ziv and his partner, James H. Hubbell, said: "Kenneth Carpenter has always been recognized for his ability to develop good business relationships with stations and the broadcasting industry as a whole. He has been well known in the industry as a radio personality, and has been highly successful in his work as a sales representative for Chicago's WEOL, the NFL radio network."

The new appointment was effective immediately.

Selling Local Radio

RICHARDS Tells NCAB

A PLAN for "selling radio to listeners" at the small town community level was suggested to the North Carolina Assn. of Broadcasters, meeting in Asheville, N. C., last week.

The technique was outlined to delegates by Robert K. Richards, NARTB public affairs director, in an address on the value of local news coverage in whetting community interest in local station operation. Mr. Richards has been stressing such coverage in talks the past year.

Under the plan, all staff members of small stations are urged to contact at least 10 listeners a day on their program preferences, reactions to station operation and other facets bearing on the relationship of radio to the community. Members report their findings to station managers, who in turn send out lists of listeners contacted touching on their views.

Two-day sessions were held at Asheville's Battery Park Hotel. About 80 association members attended 5 meetings, with Mr. Richards addressing a luncheon session Thursday. His subject was "Selling Radio to Listeners."

On Board Plan

Meanwhile, Sen. Alexander Wiley (R-Wis.), who has been watching developments in the broadcast field with increasing interest during the first session of the 82d Congress, inserted a lengthy statement in the Congressional Record last week on TV's part in visual education.

Points made were that the 1952 election could hinge on the use candidates make of television and motion pictures, that under an enemy attack Congress could conduct its proceedings via a TV hookup, and that the Joint Recording Facility, under Robert Coar's supervision, has produced between 30-35 TV films showing legislators describing current events (length from 2-9 minutes).
Text of Code Okayed in Chicago

(Continued from page 33)

methods of presenting educational and cultural materials by television and radio. Furthermore, the responsibilities which the citizen hospitals towards his society. Furthermore, the community is also responsible for the presentation of educational and cultural programs, scheduled so as to reach the largest possible audience.

In furthering this realization, the television broadcaster:

a) Schedules programs for responsible and accountable educational and cultural materials which are treated as commissurable.

b) Schedules programs designed to reflect the responsibilities which the citizen hospitals towards his society. Furthermore, the community is also responsible for the presentation of educational and cultural programs, scheduled so as to reach the largest possible audience.

1. Education via television may be taken advantage of, but the individual is brought toward informing himself. Infor- mation is also responsible for the presen- tation of educational and cultural programs, scheduled so as to reach the largest possible audience.

2. Problems of teacher training are not treated as a solution for marital problems.

3. Acceptability of Program Material

Program material should be screened with wholesome entertainment, afford helpful education, and highlight the responsibilities which the cit- izen hospitals towards his society. Furthermore, the community is also responsible for the presentation of educational and cultural programs, scheduled so as to reach the largest possible audience.

2. Problems of teacher training are not treated as a solution for marital problems.

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sales increase from WLEE advertising!

Twelve weeks ago a Richmond home appliance dealer started advertising exclusively on WLEE with 3 quarter-hour shows a week. This store has no outside salesmen. Everything depended on the WLEE advertising.

In 3 weeks this schedule was doubled...in 7 weeks it was tripled. Sales had increased 200%!

Richmond merchants get this kind of fast profitable action from WLEE all the time. More and more national advertisers are following their lead. If WLEE in Richmond isn’t on your list, it’s time you got the whole story from your Forjoe man.
Text of Code Okayed in Chicago

(Continued from page 36)

gram time to the support of worthy causes but has been opposed vigorously by persons with the highest ideals of the free commercial enterprise.

(e) A charge for television time to competitive stations should be recommended.

ACCURACY OF ADVERTISERS AND PRODUCTS—GENERAL

A commercial television broadcaster engaged in the distribution of products and services should not be permitted to use advertising techniques for such advertising.

However, a television broadcaster may use his position for the public welfare, for educational purposes, or for any other reason to which he has given his consent, or in any way in which he has been authorized by the Federal Government, to use such techniques for the purpose of distributing information about products and services.

In the case of advertising media, the broadcaster should be able to determine the accuracy of the information he is distributing.

When advertising is employed in the distribution of products or services, the advertiser should be required to give the public complete information about the product or service.

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In the case of advertising media, the broadcaster should be able to determin...
WREC is First in Coverage in The Largest Market Area in the South

with a two billion-dollar buying potential. The Memphis market rates 13th in the nation's wholesale volume of trade.

Radio Results are UP!...Radio Costs are down!
and WREC Keeps Step with the forward march of Radio Advertising Values...

WREC RATE IN COST PER THOUSAND LISTENERS, HAS GONE DOWN 10.1% COMPARED WITH 1946. THE ADVERTISERS GET MORE IN COVERAGE, MORE IN PRESTIGE.

WREC HOOPER RATINGS AVERAGE HIGHER THAN ANY OTHER MEMPHIS STATION

WREC
Memphis No. 1 Station
Represented by The Katz Agency, Inc.
Text of Code Okayed in Chicago
(Continued from page 36)

Precedent
Continuing, willful men or incident, the
subscription, the subscriber, it
promptly to the subscriber's right thereto;
waiver of the subscriber, it shall be
announced. In accordance with such schedule at such time, and under such
conditions as may be determined by the
Television Board of Directors.

IV
RATES
Each subscriber shall pay "administra-
tive" rates in accordance with such schedule at such time, and under such
conditions as may be determined by the
Television Board of Directors.

(see Article VII Section 2.B. (3) and
(4), By-Laws of the NARTB) pro-
vided, that appropriate credit shall be afforded to a television member of the
NARTB against the rating rate which
it pays to NARTB-TV,

V
THE TELEVISION CODE
REVIEW BOARD
Section 1. COMPOSITION
The Television Board of Directors shall
establish a continuing committee entitled The Television Code Review
Board. The Review Board shall be composed of six members, five of whom shall be
from the television membership of
NARTB, with the Chairman of the
Board of Directors of NARTB serving as an ex-officio member. Members of the
Television Board of Directors shall
not serve on the Review Board. Those
members of the Review Board appointed by the Television Board of Directors
to review complaints of the Code shall
serve until immediately following the
annual NARTB convention of 1952. Thereafter, a term shall be for one
year.

A LIMITATION OF SERVICE
A person shall not serve consecu-
tively as a member of the Review
Board for more than two years.

Section 2. QUORUM
A majority of the membership of the
Television Code Review Board shall
constitute a quorum for all purposes
unless otherwise provided.

Section 3. AUTHORITY AND RE-
SPONSIBILITIES
The Television Code Review Board
is authorized and directed:
(a) to maintain a continuing review of
all television programming, espe-
cially that of the programs in the
Code of the NARTB; (b) to re-
commence programming; (c) to
functions and responsibilities applicable to the
receipt of the Code; provided,
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specified Review Board.

The sound of hammers, saws, lawn mowers and thou-
sands of hardware items rings loudly in Central Ohio to
the tune of over $102 million. And you can sell your
share of this big hardware market at low cost with
WBNS. Latest Hooper Report shows WBNS with all 20
of the top-rated shows, day and night Profit from these
ratings with your own spots and programs. For time
availability, write us or call your John Blair repre-
sentative.

Nuts and Bolts, Nails and Pails
Add Up To $102 Million in Central Ohio

In fact $102,367,000 worth of
hardware items purchased annually
in Central Ohio.

The sound of hammers, saws, lawn mowers and thou-
sands of hardware items rings loudly in Central Ohio to
the tune of over $102 million. And you can sell your
share of this big hardware market at low cost with
WBNS. Latest Hooper Report shows WBNS with all 20
of the top-rated shows, day and night Profit from these
ratings with your own spots and programs. For time
availability, write us or call your John Blair repre-
sentative.
No matter how you slice it...

Alibis won't feed the kitty, or fill the cash register. And if you have to give your customers alibis instead of the particular brands of merchandise they want, it's bad business all around.

Impartial surveys show that among your own customers, the preference for makers' brands is 8 to 1! They won't buy alibis, substitutes, "just as goods," or whatever you call them.

As brands mean satisfaction to your customers, they mean money to you. Well-known, advertised brands pre-sell your customers before they set foot in your store.

The prestige and reputation of these makers' brands guarantee high standards of quality—assure fewer adjustments, markdowns, or complaints. And, of course, products so well known and trusted move faster, turn over and over to increase your profits.

That's why you make your business stronger when you keep the force of famous brand names behind your selling. Let your customers know they can get from you the brands they know and want. Why be content—or expect them to be content—with anything less?

Give your customers what they ask for—
it's bad business to substitute

Brand Names Foundation
INCORPORATED
A non-profit educational foundation
37 WEST 57 STREET, NEW YORK 19, N.Y.
66% REVENUE JUMP...96.66%
— BOTH WITH AP NEWS

"AP Service is A Great Partner for Stations"
J. Archie Morton,
General Manager,
KJR, Seattle, Wash.

"Associated Press news is a major factor in KJR's 66% gain in net revenue from newscasts for 1951 over 1950," says General Manager Morton.

"If a station is not working its news angle hard in programming and in sales, it is missing a bet.

"Ratings Jump 20% for AP Newscasts"
H. Rod Hurd,
Sales Manager,
KWNO, Winona, Minn.


"Associated Press newscasts have the highest ratings of all KWNO programs. At 7:30 a.m., before our AP news, KWNO listenership jumps 20%. The same at noon.

"Exactly 96.66% of all AP newscasts are sponsored. The remaining 3.33% is early morning time.

"When it comes to AP newscasts, KWNO salesmen put their feet on the desk. Selling AP news requires little effort. We have a waiting list."

From KWNO sponsor Bernard T. Kalmes

Hundreds of the country's finest stations announce with pride "THIS STATION IS A MEMBER OF"
SOLD OUT—

Says KJR sponsor C. B. Williams, President of Rhodes Department Store: "AP newscasts are concise, factual, yet warm and appealing. Shoppers listen for our 9 a.m. newscast six days a week. It features the items that will go on sale when the store opens an hour later. AP news over KJR is a potent factor in our promotion."

of Kalmes Tire Service: "In January we enter our fourteenth consecutive year of news sponsorship at KWNO. Why? Because we gain good will, prestige and keep the names Kalmes and General Tire first in listeners' minds. Announcers serve as our salesmen, selling to thousands-fold more people since news commands a high listenership. We're ahead of the competition. AP news is mainly responsible."

Associated Press ... constantly on the job with

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

AP news delivers for broadcasters and sponsors, because AP news captures the audience. Accuracy, speed, dependability of coverage keep listeners keyed to AP news.

Again and again, this is evidenced by consistent listener loyalty ... loyalty that is translated into sales for sponsors and member stations.

For further information on building your sales ... write

Radio Division
The Associated Press
50 Rockefeller Plaza, New York 20, N.Y.
local advertiser must program for the long haul, are prime considerations in increasing radio and television billings.

He believes marginal advertisers in television would be wise to step into time periods they can afford to live with through future rate increases, rather than program from rate increase to rate increase and be left holding the bag when the budget refuses to stretch. He also feels that spot advertisers, whose brand names tell the story, can get more value out of their television dollar using shared identifications.

Mr. Roberts has been an active member of the Television Assn. of Philadelphia since its inception and is now vice president. His hobbies include golf and football.

RELATIONSHIP between the sponsor and his advertising agency was discussed by Louis N. Brockway, executive vice president of Young & Rubicam, New York, at a special luncheon meeting last Monday in Hollywood’s Roosevelt Hotel.

In Hollywood, Mr. Brockway said, the advertising agent sometimes has had difficulty in being an effective spokesman for his client. “Hollywood has been for years one of the major sources of talent for radio and presumably may assume the same kind of importance in television.”

He declared that talent do not all understand the importance of the client. Many think his sole function is to “pick up the tab” at the party, even though the client wasn’t invited. “The client is entitled to be in the party,” Mr. Brockway reminded. “He makes it possible. Unless there is some understanding of the client’s problems and point of view, radio and television cannot prosper.”

Some clients in their avid but natural desire to sell their products want too much commercial or commercials that do not fit the program,” he said. “And some talent seem to resent any attempt to sell the product. The agency must bring about understanding on both sides.”

Jack Benny was one of the first to recognize the importance of putting over a selling message as an entertaining part of his program, Mr. Brockway stated. “The job he did for Jell-O and is doing for Lucky Strike is a perfect example of understanding what a client is spending his money for.”

Mr. Brockway stressed that the advent of TV increases the importance of good taste in offerings to the public. He deplored the lack of imagination which prompts many comedians to resort to distasteful material and antics to get a laugh.

“If only after a few years, television is already so bankrupt of humorous ideas, the viewer may be forced to take the drastic step of going out to the movies and seeing some good entertainment,” he cautioned.

“All of us in advertising must take the codes of ethics and principles of advertising off the walls of our offices, take them out of their frames and put them to work,” he said.

He reminded that because advertising is such a public business, “the opportunity for advertising people to affect the standards of the public at large is a great one.” He urged that those in the advertising business “live up to it.”

NARBA EFFECTS

Two Cases Changed

THE NEW, yet to be ratified, North American Regional Broadcasting Agreement, has caused FCC to take unusual action in two pending cases.

In one case, FCC vacated an initial decision and permitted applicant Robert Hecksher to amend his application for a new AM station at Port Myers, Fla., from 1400 kc and 260 w unlimited, to specify 1320 kc with 1 kw daytime only. In so doing, it took the applicant out of hearing status but permitted him to retain his priority.

In another case, the Commission permitted KCIL Houma, La., to amend its application for change of facilities from 1490 kc with 250 w unlimited, to 630 kc with 1 kw unlimited, directional, so that the directional antenna protects a Havana station on the same frequency which has priority under the new NARBA. The authority to amend came after hearing had been started.

KTFS, KDas Join LBS

KTFS Texarkana, Tex., will join the Liberty Broadcasting System Oct. 31, David M. Segal, general manager, announced last week. For the past five years KTFS has been affiliated with Mutual. Also announced was the Liberty affiliation of Mr. Segal’s KDas Malvern-Hot Springs, Ark.
The last word in quality—in economy! Amazing Microgroove is setting new standards for the transcription business... Winning more and more enthusiastic customers—such as the one whose case history is shown at right!

**QUICK, CONVINCING FACTS...**

- 10" Record... full 15 minutes per side.
- 12" Record... full 25 minutes per side.
- Cuts costs... as much as half!
- Smaller disc... more program time!
- Big savings on packing and shipping costs!
- Famous Columbia Quality throughout!

**CASE HISTORY #5**

See How One Client Saved 46%! (One week campaign—5 quarter-hour programs—100 Stations)

<table>
<thead>
<tr>
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<th>Old 16&quot; Transcription</th>
<th>New 10&quot; Microgroove</th>
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<td><strong>Saving</strong></td>
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*Full details on request.*

**CALL, PHONE OR WRITE:**

**COLUMBIA Microgroove TRANSCRIPTIONS**

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

up on such issues as procedure in
license renewals [B * T, Oct. 8]
and on the Commission-staff relationship [B * T, Sept. 24].
The bill, passed twice by the Senate in the past year, is identified
with its sponsor in the upper branch
—Senate Majority Leader Ernest W. McFarland (D-Ariz.). It pro-
vides the framework for appellate, procedural and organizational re-
vision of the FCC, by amending the Communications Act of 1934.
The committee's decision did not
surprise Washington observers
versed in communications. The
House committee, which has been
faced with a decision on the Mc-
Farland bill at least four times in
the last two years, has been beset
with the problem of acquainting
the committee members with the bill's
provisions.
If the committee should report
out a bill in the early weeks of the
new session, chances of the McFar-
land bill passing would be good.

\section*{BATTERY SALES
Portables Help Boost}
\begin{center}
\textbf{RADIO} battery dealers have been
\end{center}
urged to capitalize on the popularity
and stepped-up distribution of
portable radios by putting more
merchandising and sales promotion
effort behind their battery products.
Pointing out that portables cur-
rently account for about 20\% of
radio unit sales, I. S. Thees, gen-
eral sales manager of the RCA
Tube Dept., stated the portable
market represents for battery de-
alers a major source of sales and
profits. More than nine million
battery-operated portables have
been sold in this country since the
end of the war, he said, and port-
able sales are still rising.

To aid dealers in their merchan-
dising efforts, the RCA Tube Dept.
designs its radio battery advertis-
ing and sales promotion material
to focus attention on the radio dealer
as the best source of batteries.
STRAIGHT-SIDE DESIGN

1. Safety margin is high, with less chance of arc-backs.
2. Designers can group these "slim" tubes compactly.
3. Straight-side rectifier tubes are easy to handle and install.

CLOSE TUBE-ELEMENT SPACINGS WARD OFF ARC-BACKS in popular G-E rectifier types GL-8008 and GL-673, giving improved protection from high voltages. The narrow straight-side bulb lies close to the anode. Spacings between anode, cathode, and cathode-shield are reduced. Volume of ionization thus is less—deionizing time shortened.

"SLIM" TUBE CONTOUR HELPS THE DESIGNER. Space is at a premium in compact modern equipment, and GL-8008's and GL-673's will mount side-by-side to take up minimum panel area. Maintenance men find these straight, slender tubes ideal to handle; quick to install.

YOU CAN COUNT ON UNIFORM QUALITY, UNIFORM PERFORMANCE. G-E know-how in precision-build-

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<th>Anode peak current</th>
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<td>6 amp</td>
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<td>20,000 v</td>
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<td>22,000 v</td>
<td>40 amp</td>
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G.E. OFFERS YOU A TOP-TO-BOTTOM RANGE OF SIZES. Types shown and listed here are examples. Whatever your rectifier-socket need may be, there's a G-E tube to meet that need! If your problem is one of circuit application, your nearby G-E electronics office is ready to offer expert counsel. If you are a broadcaster wishing replacements, phone your nearby G-E tube distributor for fast, competent service! Electronics Department, General Electric Company, Schenectady 5, New York.

---

GL-8008 (also supplied with 50-watt base as GL-872-A)

GL-673 (also supplied with 50-watt base as GL-575-A)
NOW

1 out of 4 gals is strictly Canadian!

That's news!

Yes, 1 out of every 4 gals of petroleum consumed in Canada now comes from Canada's own oilfields.

Why so important?

Because Canada's oil production—up 30% this year—is creating new wealth for new markets.

Yes sir, there are oil wells in the wheat belt—an estimated 1,000,000,000 bbl. proven oil reserves—and a $50 million pipe line from Alberta to the Great Lakes!

What's that to you?

If you’re in business to sell more goods to more consumers, it’s further proof that Canada is the world's fastest growing market.

The better you know this bustling new market the more you'll sell and one of your best authorities is Canadian radio.

But because Canadian radio has been selling in Canada for years—selling Canadians more and more goods—establishing new markets—reaching new frontiers first.

Radio knows the way to Canada's fast-growing markets. Radio has a pipe-line into every Canadian community. Radio sells every day, every hour, everywhere in Canada!

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

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

CANADIAN ASSOCIATION OF BROADCASTERS

108 Sparks St.
Ottawa.
37 Bloor St. West.
Toronto.

'VOICE' FUNDS

Now Before Truman

PRESIDENT Truman is slated to sign legislation assuring the State Dept. of $68 million for overseas information activities, with over $28 million of that sum earmarked for radio broadcasting. Funds are for the new fiscal year ending next June 30.

The Chief Executive approved the bill (HR 4740) after the Senate had adopted a conference report, agreeing to House amendments.

The upper chamber originally cleared the bill Aug. 24 after discussing an appeal by Brig. Gen. David Sarnoff, RCA board chairman, for greater financial support of the Voice of America [B • T, Sept. 3, Aug. 29].

The $68 million outlay represented a compromise between the $58 million recommended by the House and $56 million urged by the Senate Appropriations Committee. Conference report was adopted by a 31-27 vote. Mr. Truman had sought $115 million.

The funds will be used to add-

NEW VOA ATTACK

Launched by Rep. Ayres

VOICE of America is being man-

NIGHT OPERATION

Recommended for WQXI

INITIAL decision proposing to grant WQXI Atlanta nighttime operation on 790 kc with 1 kw directional was issued by FCC Hearing Examiner J. D. Bond last week.

Station, which now operates on same frequency with 5 kw daytime only, would serve 360,846 people in 108.2 square miles within its interference-free 163.3 mv/m contour. This outweighs the 83,564 people within its normally protected 4 mv/m contour which would not get the new service, according to the hearing examiner. No interference to other stations is involved and the station must remedy any cross-modulation or reradiation that might impair its operation or that of site-neighbor WGST, according to the initial decision.
1. To meet the growing needs of our civilian and military economy, the U.S. oil industry has spent over $12 billion in new facilities since World War II. This has expanded the capacity of the industry from 28% to 50% in all categories. Where did most of the $12 billion come from?

2. How much investment does it require to provide a job at Union Oil Company?

3. Last year Union Oil made a total net profit of $16,257,000. $5,724,000 of this was plowed back into the business to meet the expanding needs of our customers. $10,533,000 was paid out in dividends to our common stockholders. What did these dividend payments average per stockholder?

4. In 1910, Union Oil Company did an annual volume of $12 million. This represented 23% of the total oil business in the West. Today we do an annual volume of over $200 million. What percentage of the total oil business in the West do we have today?

Answers:

1. 88% of this expansion was financed from reinvested profits. This percentage is traditional in the oil business and many others. That’s why excessive taxes on corporation profits will seriously curtail the nation’s economic growth and seriously affect your standard of living. For without adequate profits, expansion is impossible.

2. $57,000. High-cost tools are typical of the oil business. So is the large amount of capital required for raw-material supplies, transportation systems, etc. That’s why it takes an investment of $57,000 in refineries, ships, tools, rigs, oil lands, etc., for each of Union Oil’s 7,974 employees.

3. $292. $10,533,000 is a lot of money, but it was divided among a lot of people. For we have over 36,000 individual stockholders in the Union Oil Company. And our largest single stockholder owns only 1/4% of the total stock.

4. 12%. We do 18 to 20 times our 1910 volume. But we have a smaller percentage of the total business—mainly because the industry is far more competitive. There are many more oil companies competing for the business today than there were in 1910.

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

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

Manufacturers of Royal Triton, the amazing purple motor oil

BROADCASTING • Telecasting

October 22, 1951 • Page 47
High Court to Review

The Supreme Court decided in a case involving Transitcasting, which has been ongoing for some time. The Court will review the case, which involves the legality of Transitcasting. The decision will be made in the upcoming weeks, and the oral argument date will be announced then. Opponents of Transitcasting have been filing briefs in support of the Supreme Court at least three weeks before the oral argument date.

In terms of the Transitcasting case, the Court of Appeals ruled that the Washington transit company was a governmental agency. The Court was necessary to invoke the Fifth Amendment, which applies only to governmental actions affecting individuals.

The premises held that the lower court erred in finding that Transitcasting violates the rights of the listeners. They argued that they are deprived of their constitutional prerogatives. The Court will decide whether the transit company is a governmental agency.

Scope of Transit Radio

Transit Radio operates in 14 cities. In addition to Washington, the following stations have contracts with local transit companies: WBZU (FM) Bradbury Heights, Md.; WKCR-FM Cincinnati; KOB-FM Denver, Colo.; WJH-FM Flint, Mich.; WPLH-FM Huntington, W. Va.; WJHP-FM Jackson, Ill.; KCMO-FM Kansas City; KON-FM Omaha; WKJF (FM) Pittsburgh; KXOK-FM St. Louis; KNT (FM) Tacoma; WTOA (FM) Trenton; WGTR (FM) Worcester.

Joint petition by Cincinnati, Kansas City, and St. Louis stations asking the Supreme Court to hear the Transitcasting case was denied. They assumed they would participate in some form or other with the Washington appellants.

TR is a $1 million business, according to Transit Radio Inc. officials. Transit Radio Inc., headquartered in New York, is national sales representative for the 14 stations engaged in Transitcasting. There are understood to be other stations engaged in transit broadcasting not members of TR.

If Washington transit vehicles were completely TR-equipped, income would be $1 million per year. It was estimated during the court proceedings. At present, it was reported, the transit company has been making about $36,000 a year on its contract with Washington Transit Radio Inc.

Shares in Income

The transit company shares in the income of the station from national and local advertising sales.

Attorneys in the case are: Washington Transit Radio Inc., Pierson & Ball; Capital Transit Co., Awalt, Clark & Sparks; Public Utilities Commission, Vernon E. West, D. C.; corporation counsel and Lloyd B. Harrison. Messrs Pollak and Martin are represented by Segal, Smith & Hennessey. Unsuccessful intervenors were represented by Judge Robert P. Patterson, ex-Secretary of War.

Experience

KOIN is the Number 1 Radio Station in the Oregon and Southwest Washington Market

KOIN'S men are among the most experienced and versatile in radio. This year five more staff members join KOIN's famous 10-20 year club, which makes a total of 33 members who have been with KOIN ten years or more. Nine can boast 15 to 20 years service; ten, 20 years or more. This experienced personnel, governed by sound policy and management plus proper programming and "tops" in network affiliation, makes KOIN your best buy in the Oregon market!
more help
for busy media buyers

Publishers and station operators show increasing awareness of media buyers’ problems

You who use Standard Rate and Consumer Markets as tools of your trade are thoroughly familiar with the standard listings of media statistics and market data.

But do you realize the extent to which publishers and station operators supplement the standardized data with additional media information—in the form of Service-Ads?

They are realistically aware of your need for information about things that make each station or publication different from its contemporaries—information that you cannot expect to find in the standard listings.

They know, too, that you don’t always have the time you need to call in all of the media under consideration to get answers to all the questions that arise in the course of selection.

So, last year, 1,041 publications, radio and TV stations used space in SRDS publications. They supplemented the information in their regular listings in Standard Rate (at their markets’ listings in Consumer Markets) with Service-Ads designed to remind buyers of the important differences about their media values that they’ve been registering through their promotion and their representatives’ contacts. Thus they keep wanted information instantly available—on the spot—to help the busy media buyer buy.

NOTE: To Station Operators

Service-Ads have become such a valuable part of SRDS publications that we want all advertising executives to know more about them. That’s the story behind the advertisement reproduced here; appearing currently in Advertising Agency and Printers’ Ink.

The information found in the SRDS monthly books and Consumer Markets is often the last word about your station and your market... the last word seen by agency men when they’re under pressure; building a list or defending a list.

To help you make it the last word in effectiveness, SRDS has interviewed research and media men, account executives, time buyers, advertising managers. An analysis of their viewpoints, practices and needs is available in the “Spot Radio Promotion Handbook” (at cost: $1.00). And, if you wish, continuing reports from the field will come to you in the form of bulletins, issued monthly. Ask for “How Spot Radio Time is Bought” (no charge).

Walter E. Bethof
Publisher
Radio and Video

Radio, conscious of the challenge from television, has lined up Orson Welles in the big battle for listeners. Welles is back on the air early next month in "The Lives of Harry Lime," playing Lime, the "Third Man." This was Welles' most sensational character since he rocked the nation with the broadcast of H. G. Wells' "War of the Worlds." The programs, mostly written by Welles and directed by him, pick up the story of Harry Lime, international adventurer and a fascinating rogue who is not always consistent in his doings. He has the tolerance of Harry Lime, the British smug, the American isagora. Welles will pick up the sagas begun in the "Third Man," and the series will be a fascinating one.

Orson Welles Gets Set for New Radio Intrigue

Series Britain Hears Is Coming over Here

By W. MEHNERTER

"Once upon a time," with nothing to write about, I typed "The Third Man." Welles will pick something to stand the world on its ear. A couple of nights later he did his work-listening-"Man From Mars" was still too much for me. Again, it's Welles.

New Radio Show

By Orson Welles

Moving to U. S.
Orson Welles’ return to American Radio was greeted with loud and prolonged cheers by the Press. Newspapers know that
their readers rate Orson Welles as their No. 1 radio attraction and rushed to spread the news that Orson Welles is Back!

The name Orson Welles is MAGIC. It is a guarantee of SRO in the Theatre and top ratings in Radio. Critics are of the opinion that this new Orson Welles series is his best — best in program content and best in publicity impact.

This new series of 52 half-hour transcribed programs is entitled The Lives of Harry Lime. Supported by superb dramatic cast, Orson Welles is starred in the role of Harry Lime, the fabulous rogue made famous by him in The Third Man. Every show is a complete episode — every show stars Orson Welles. Suspense, Intrigue, Danger and Romance run high throughout the series. It is Orson Welles at his very best.

Zither music by ANTON KARAS, composer of The Third Man theme, together with full concert orchestra under the direction of SIDNEY TORCH provide background music for the series.

Produced by
HARRY ALAN TOWERS

LANG-WORTH DISTRIBUTING CORP.
113 West 57th Street, New York 19, N. Y.

Western Sales Representative
Walter B. Davison
14379 Benefit St., Sherman Oaks, Cal.

Canadian Sales Representative
S. W. Caldwell Ltd.
150 Simcoe Street West, Toronto
Why Waste Channels?

ALTHOUGH it is almost certain that the FCC will adhere to its announced intentions of reserving 209 TV channels for non-commercial, educational telecasting, it may be hoped that the Commission will place a definite limit on the time these channels will be kept on ice.

As it now stands, the reservation will be made for an indefinite period, and, practically speaking, it looks to us as though that period could drag on forever, with unused channels lining the halls of dormant awaiting tenants that may never come.

We have made this prediction before, and we are gratified to find our belief confirmed by no less an authority on educational broadcasting than Cornell. Michael R. Hanna, who manages the commercial radio stations operated by that university, has advised Cornell that the idea of non-commercial television is "realistic." Mr. Hanna says that tele- vision costs too much for education to operate non-commercially with any degree of success.

We feel a lot of other institutions which, upon badgering by the organized pressure of the Joint Committee on Educational Television, exuberantly announced they would go into station operation will side with Mr. Hanna when they start looking into the dollars and cents of such projects.

A takes more than exuberance to erect and run a television station. It takes exuberance, experience, a minimum initial cost of $300,000 and an operating budget of somewhere near $350,000 a year.

A network channel should not be allowed to lie around waiting for 200 institutions to come up with that combination of resources. The number will be nearer two or 209.

Along Political Lines

WE, ALONG with others concerned with the well-being and freedom of the broadcast arts, take some measure of comfort in the judgment of the majority of the FCC that the Benton Bill to create a Citizens Advisory Board is a dangerous proposal which could lead to censorship. In but the look at the Washington regulatory and political front to ascertain that censorship is going to be a big issue in the political campaigning next year.

It should come as no real surprise, then, that the FCC Benton bill was cut strictly along party lines. Only Chairman Coy and Vice Chairman Walker, both Democratic stalwarts, dissented. It must be kept in mind that Sen. Benton, a Democrat, is running for re-election. This marks one of the few times in recent years that politics has reared in Commission actions. Three Republican members (Jones, Hyde, Sterling) and one independent (Webster) voted against endorsement of the Benton proposal. Comr. Hennock, a liberal Democrat, did not participate, presumably because of her pending appointment of a Federal district attorney.

It was only a few weeks ago that Mr. Coy opposed the Benton proposal. But Sen. Benton is a man of great tenacity and persuasion. He changed a phrase here, and a sentence there. Then he announced Mr. Coy's approval. Vice Chairman Walker, a Republican, is the only present member of the FCC, who voted for the infamous Blue Book of 1946.

The FCC majority's action, however, should not be viewed as giving the Benton Bill the coup de grace. Remember, Michael R. Hanna, against it once.

In the realm of public information, the price of liberty is and always has been eternal vigilance. The number will be 1,209.

Edward Oliver Lamb

The Last Man in the World who will deny he loves a good fight is Edward (Ted) Lamb.

This Tied lawyer, turned broadcaster, has been steeped in controversy almost all of his professional life.

But, to his credit, he seems to have come out on top all along the line. Almost some of his crusades may have been unpopular among some of his contemporaries in management (he has fought in behalf of many civil liberty and labor cases), success appears to have rewarded his courage and vision more than his principles.

Like old soldiers, his past accusers may not be dead, but they certainly have faded away.

Ed Lamb believes in the rights of all the people, not just some of them. The practice of his beliefs has stirred up the controversy.

This spirit of public interest is demonstrated in the operation of his radio and television stations and his newspapers. These are WOD (AM) and WTRT (FM) Toledo, WTVN (TV) Columbus, Ohio; WICU (TV) Erie, Pa., and the Erie Dispatch.

He has newly purchased WHQ-AM-FM Orlando, Fla., subject to FCC approval, for $200,000 from Martin Anderson, publisher of the Orlando Sentinel-Star [B • T, Oct. 15].

Earlier, he was unsuccessful bidder for acquisition of WOW-AM-TV Omaha, sold by Ambassador to Ireland Francis P. Matthews and associates for $2,525,000 to Meredith Pub. Co. [B • T, Aug. 13; July 16, 9, 2].

The Lamb stations strive to be an integral part of community life, taking part in and supporting local drives, public campaigns and causes.

Edward Lamb is trying to make each outlet show why he feels the FCC Blue Book had some good stuff in it in spite of its unwelcomed appearance on the broadcasting scene.

For example, WTVN since its inauguration in 1948 has aired countless public service features that have met with overwhelming public approval." The station claims to have "led the fight for a $57,000,000 bond issue for better schools, highways, and airport [which] passed overwhelmingly and with only a few votes against it.

The station sponsors many projects and local government agencies, police and fire departments, boy and girl scouts, local and national charities and religious groups of all creeds.

"A franchise granted by the government implies a recognition that the telecaster will carry out his job in the public interest," a
R. LaREAU appointed commercial manager WTVN(TV) Columbus. HUGH WILSON and RICHARD PERKINS named to local sales staff. JACK DALE named to head sales service.

RODNEY A. QUICK, sales manager KDAL Duluth, Minn., appointed general manager WDSM Superior, Wis.

PAUL H. MARTIN, vice-president and general manager WSKI Montpelier, Vt., to KFXM San Bernardino, Calif., as account executive.

ARTHUR POPPENBERG, King Features Syndicate of International News Service, named account executive on sales staff WBNS(TV) Columbus.

TOM YOUNG appointed to sales staff WEEI Boston. He succeeds THOMAS CALHOUN, resigned to join N. W. Ayer & Sons, N. Y.

G. E. (Steve) STANFORD, local general advertising manager Omaha World Herald, appointed sales staff KFAB Omaha, handling local accounts. Mr. Stanford succeeds CAROL LUCE, who is now commercial manager KOMA Oklahoma City.

JACK WARDLE, KSEI Pocatello, Iowa, and HENRY HILTON, manager United Broadcaster, Salt Lake City, appointed account executives KSL Salt Lake City. TOM BOISE, sales staff KSL, resigns.

CHARLIE GRAVETT, account executive WBRD Fort Lauderdale, Fla., appointed commercial manager.

ROBERT W. ROBBINS, Headley-Reed Co., N. Y., to WOV New York, on sales staff.

SEYMORE WHITEWORTH, sales department KFRC San Francisco, appointed account executive on local sales staff KCBS San Francisco.

CHESTER CHEEK, sales staff Recording Division, WOR New York, named sales manager of division.


JOHN N. HUNT & Assoc., Vancouver, station representative firm, moves to 198 West Hastings St., Vancouver, effective Nov. 15.

ERWIN ROSNER, to sales staff WPEN Philadelphia. He was sales promotion manager for Penn Fruit Stores.

WILLIAM L. CLARK, sales account executive WPIX(TV) New York, to network television sales staff ABC, effective Nov. 15.

PERSONS . . .

RICHARD H. MASON, vice president and general manager WPTF Raleigh, N. C., elected president of Raleigh Chamber of Commerce.

LINCOLN W. MILLER, executive vice president KXA Seattle, elected president of Washington State Press Club.

JOHN LAUX, managing director of Friendly Group Stations (WSTV Steubenville, Ohio, WPAG Atlantic City, WPT Pittsburgh, and WBMS Boston, Mass.) and general manager WSTV, named chairman local Crusade for Freedom.


DALE TAYLOR, general manager WENY Elmira, N. Y., appointed radio director of American Cancer Society, New York State Div.


LEE PONDER, national sales manager KJZ Denver, elected second vice president of Denver Ad Club.

E. K. HARTENBOWER, general manager KCMO Kansas City, Mo., appointed chairman of special events committee for Greater Kansas City United Funds Drive.

JOHN ROSSETTER, general manager WTVN(TV) Columbus, Ohio, appointed honorary chairman of National Amputation Foundation Drive in Columbus.

P. R. NETWORK

Links Nine Stations

PUERTO RICO'S first radio network, linking nine important cities, began operations Oct. 15.

Stations in the cities now linked are WAPA San Juan, WORA Mayaguez, WPRF Ponce, WABA Aguadilla, WXRF Guayanilla, WMDM Pajardo, WVJP Caguas, WCMN Arecibo and WENA Bayamón.

A newly-formed corporation, The Puerto Rican Network Inc., has been established to finance and program the operation, with central headquarters at WAPA.

Mr. Hull,

President of the corporation's sister Foundation Funds, Inc., is José Ramón Quiñones. Directors are Francisco Suárez Jr., Alfredo Ramírez de Arellano Jr. and Segismundo Quiñones.

Harrow Hull Jr., has been appointed general manager for the corporation and network operations.

The network is patterned after Stateside operations of a similar nature, with the corporation owning option hours on the nine affiliates, thus permitting advertisers to purchase simultaneous broadcasts on the entire network. Outlets at San Juan, Mayaguez and Ponce will be linked by FM channels.

On Oct. 15 operations were initiated with a six-hour schedule of live talent programs. It is expected that this schedule will be increased to nine hours in the near future. Outstandng island entertainers have been signed.

Heading the program department is Emilio H. Medrano, Latin American producer-director, assisted by José Hernández Zamora, José H. Benitez and Carmen Rosa Díaz.

At present, dramatic shows are featured during the afternoon, with evenings devoted mostly to variety shows, quiz programs and comedy.

ANDERSON REELECTED

So. Calif RTNC Names State

DAVID ANDERSON, NBC Hollywood news analyst, has been re-elected president of the Radio and Television News Club of Southern California. Other officers named include Larry Thor, free lance newswoman, vice president; Betty Penny, KNX Hollywood, secretary-treasurer.

Elected to the board of directors were Al H. Gordon, KFMB; Roger Praga, NBC; Bob Garred, ABC; Eddie Lenz, KLAC-AM; Norbert Sugar, local publicist was appointed public relations director of the group.

The news club, formerly named the Radio News Club, is now formulating plans for the presentation of a television program similar to their News In Our Business program on KFWB Hollywood.

BROADCASTING • Teletasking
Headquarters for Entertainment in Baltimore

WCAO
"The Voice of Baltimore"

NATIONAL
More top-rated network radio shows than any other Baltimore station

LOCAL
Strong local programming delivers big audiences for advertisers—

MUSICAL CLOCK
HOLD EVERYTHING
YOUR FRIENDLY NEIGHBOR
MELODY TIME
BILL DYER SHOW
LOUIS JORDAN SHOW

CBS BASIC • 5000 WATTS • 600 KC • REPRESENTED BY RAYMER
Respects
(Continued from page 52)

WTVN brochure states.
Being an integral part of local affairs makes good business, too, Edward Lamb insists. That is a part of the Lamb philosophy many other broadcasters also are proving daily.
Mr. Lamb established WTDJ in Toledo in 1945. It is a 1 kw daytime outlet on 1660 kc. Its FM affiliate, WTRT, is programmed independently and is claimed to be operating at a profit.
It was FM and the bright promises made for the new medium that brought Mr. Lamb into radio. He subsequently filed for FM outlets in Springfield and Mansfield, Ohio, both of which were granted in early 1948. The permits were dropped later that year because of changing industry conditions. His Unity Corp. also had requested FM stations in Columbus and Lima, Ohio, but these had been dropped earlier.
His appearance in the Mansfield case evoked sharp opposition from a competing applicant, the Mansfield Journal, as well as ecover from Capitol Hill respecting his past "associations" and writings.
But FCC Chairman Wayne Coy at the time stated an investigation found no information to support certain of the charges. WTVN, granted in early 1948, began serving the Columbus area Sept. 29, 1949. It is assigned Channel 6 (62-86 mc). WICU, on Channel 12 (204-210 mc), was approved concurrently with WTVN and started serving Erie March 9, 1949. Mr. Lamb acquired the Erie Dispatch in 1945.


to Toledo

Edward Lamb was born April 23, 1902, at Toledo, the son of Clarence M. and Mary Gross Lamb. He inherited the independence of his father, a commercial fisherman, to such an extent as to decide he would even seek his career in another field.
Young Lamb worked his way through Toledo High school and during the early 20s Dartmouth, Harvard, Yale and Western Reserve U. He received his LLB from the latter in 1927.
For a time he taught economics at Columbia U., but quit to "bum around the world" until offered a "swell job" in the law department of the City of Toledo.
By the early 30s Mr. Lamb had opened his own law office and soon claimed to have the largest non-paying practice in the country. He refused to accept retainers from any source, not wishing to be "tied down." Because he enjoyed them, he took a lot of civil liberty cases for racial groups, trade unions and others.
His fight for employees of the Mt. Clemens Potterie Co., supported by the Supreme Court in 1946, established the precedent for labor's claims to retroactive portal-to-portal pay and reportedly instigated some $4 billion in union lawsuits against U.S. industry.
"It was a lot of fun," Mr. Lamb says, "but when anyone says it was secretly financed by 'subversives' that's a lot of hooey. I paid more than $10,000 of hard earned American bucks out of my own pocket for that case. But if it did some good for the American people, the time and effort was well worth the candle."
His law practice hasn't been wholly on labor's side of the fence. He has represented many top industrial and business concerns in other cases.
He married Prudence Hutchison in 1931. They have two children, Priscilla Prudence, age 13, and Edward Hutchinson, 18. The Lamb's keep apartments in the cities where they have properties. Mr. Lamb insists that "if they're well run, they're closely supervised."
Mr. Lamb owns amusement parks and other properties, writes newspaper columns and makes a lot of speeches. His hobby, above all others, is skiing and he will talk for hours about the slopes here and abroad.
Mr. Lamb is a member of "all the legal, newspaper and radio fraternities and organizations in the book," and belongs to social and civic clubs in several cities. He is a founder of the National Lawyers Guild and was executive vice president from 1939 to 1944.
Frequently making news broadcasts on his stations, Mr. Lamb sees television as "electronic journalism," which hasn't even scratched the surface of its future usefulness.

Taylor Confirmed

SENATE last week confirmed Telford A. Taylor, a former FCC General Counsel, as Administrator of the Small Defense Plants Administration (B. T., Oct. 13). Mr. Taylor has been associated with the Joint Committee on Educational Television, where he served as general counsel.

NARND SETS DATE
To Honor Old Timers

"OLD TIME" radio-TV newsmen will be honored at the sixth annual convention of the National Assn. of Radio News Directors Nov. 12-14 at Hotel Sherman, Chicago.
Mr. Ed Wilson, chairman of the convention, has announced that the event will feature a presentation of biographies of those newsmen who have been in the field for a decade or longer. The convention will also honor those newsmen who have been in news work for the greatest number of years.
Winners of awards will be announced at the convention and will be presented with certificates and trophies. Basket Mose, radio division chairman, Medill School of Journalism, Northwestern U., Evanston, Ill., said he was pleased at the number of entries this year.


CHICAGO RADIO COUNCIL
Adds Seven to Staff

SEVEN staff members have been added to the Radio Council of the Chicago Board of Education because of expanding activities, Director George Jennings said last week. The council plans more work in film and television.
New personnel includes Reginald King, formerly of KFIO Spokane, who is program director. Irwin Krehans will direct film and television work. Supervising the enlarged production division is William Ermfeld, who has worked at CBS-TV New York. Helen Swanson has been added to the music department. Eleonor Podrivacky has charge of all foreign-language programs on the Council station, WBEZ (FM).

New writers are Jack Filler and Milton Cohen. Latter has written freelance radio and TV scripts.
COPYRIGHT BILL

Would Brood Law's Scope

A HOUSE committee is in favor of broadening the copyright law to protect recording rights of authors of non-dramatic literary works [B • T, May 21, 14].

A bill (HR 3589) which would do just that was approved last week by the House Judiciary Committee and sent to the House where it was placed on the consent calendar. This means the bill could come up at any time and be passed without vote if there is no objection.

The law already affords rights to authors of dramatic works. However, it does not give the same number of rights for all classes of copyright material although it lists various kinds of material which can be copyrighted and assigns certain rights to each.

Effect of Revision

Change in language favored by the House committee would give rights to non-dramatic material: protection recording rights to those given to music—that is, for performance "for profit." In addition, recording rights are extended.

Originally, the committee had difficulty in deciding whether to accord the same recording rights for sermons or lectures that literary works have. It solved this by extending public performance rights with a "for profit" limita-

tion. No recording rights were extended.

It also voted to extend recording rights to dramatic works, to clear up that section of the law, which gave public performance rights without a "for profit" limitation.

When hearings were held on the bill last May, NARTB, which appeared in opposition, expressed fear the suggested change in the law might create a new-type "licensing society" made up of authors and publishers, which could attempt to negotiate with each station in the country for poetic "license" in setting a fee.

A committee staff member, who aided in writing the committee's report, said the objection was academic since there is no evidence such a society would be created.

Another objection voiced by broadcasters was the $250 minimum penalty involved. Spokesmen requested that the penalty be re-
duced to a nominal fee. However, the committee upheld the penalty in the bill, saying: "It is believed that the subject of damages which affec-
ts many of the other provisions of the copyright law requires spe-
cial study as a separate problem or in relation to a complete revision of that law."

In its report, the committee pointed to testimony by Vince Wasi-
lewski, NARTB attorney, in which he said: "...in principle it is difficult to disagree with the proposition that an author should be compensated for the planned commercial use that a broadcasting station makes of his work."

SCBA 'Whinging'

ADVERTISING agency executives, for the first time, will participate in the annual stage "Whinging" of the Southern California Broadcasters Assn. when held at Oak- mont Country Club in Glendale next Monday (Oct. 29). Golf tournament and banquet in past years have been "closed shop" for network and station men, station representatives and trade press.

J. Frank Burke Jr., president and general manager of KFVD Los Angeles, is general chairman.

NEW MONTHLY publication, The Capital-Leer is being sent by Capitol Records Inc. to its library subscribers.

Post-page booklet includes sales stories of subscriber stations, news of artists, new releases and production aids.

Strictly Business

(Continued from page 14)

years later, after six weeks of su-
ervising business in Walker's New York office, she joined the John E. Pearson Co.

Miss Fisher has the blue ribbon for being Pearson's oldest employee in time of service. Her territory includes Detroit, Cleveland and all of Indiana.

A member of the Chicago Television Council and former secre-
tary of the Radio Management Club, Miss Fisher lives on the near north side with her son by an earlier marriage, Roger Douglas, 13. Rog, an eighth grader, dis-
plays a glimmering of enthusiasm for drama but is more passionate about model railroads.

A veteran sailor ("all I really do is sit"), Miss Fisher has been on summer sailing trips with friends for the past three years. This year, minus the necessary wind, she spent most of her two weeks sitting aboard the Cara Mia yawl outside Green Bay, Wis. The boat won the Mackinac regatta four times, three times consecu-
tively—"but the wind cooperated a lot more."

W. W. CARRUTHERS

Don Lee Executive Dies

FUNERAL services for Walter W. Carruthers Jr., 38, vice president in charge of engineering, Don Lee Broadcasting System, Holly-
wood, were held Oct. 17 from the Church of the Recessional, Forest Lawn Memorial Park, Glendale, Calif.

Mr. Carruthers died Oct. 15 at Good Samaritan Hospital, Los Angeles, after a short illness.

Mr. Carruthers joined Don Lee in 1938 as a program technician. In 1942 he left to become project supervisor for the U. S. California Division of War Research, returning to Don Lee three years later as Director of Research. In 1949 he was appointed chief en-
geineer in charge of all radio activities for the network.

He leaves his widow Dorothy, and one son, Walter, III. A brother,
John, is building maintenance superintendent for Don Lee.

Currie W. Haines

FUNERAL services for Currie W. Haines, 47, art director, McCarty Co., Los Angeles advertising agency and commercial artist who died at his home in Pasadena Oct. 12, were held Oct. 15 in Pasadena. Mr. Haines had been with the agency since 1926. Besides his widow, Marian, he leaves two sons, Currie W. Jr. and William F.

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WSPD SHIFTS
Four Promotions Announced

FOUR promotions were announced last week by Allen Haid, newly named operating vice president of WSPD-AM-TV Toledo, Ohio [B.T., Oct. 8].

Bob Evans, former sports director and production manager of WSPD, has been named program director for the combined operations.

Mr. Evans, a graduate of Ohio State U., brings to his new position more than 15 years of broadcast-experience.

Other new promotions include those of Laura Jeffries, traffic manager who assumes additional duties of office personnel manager; Lester Dana, who becomes assistant program director and production manager; and Robert Gourley, who will head the reorganized promotion department as promotion manager.

Wes Shannon will continue as sales manager of WSPD-AM-TV and William Stringfellow will continue as chief engineer of the combined operations.

CANCELLATION SUIT
Ex-Operator of KBLF Wins

SUIT for $958.72, filed by Press Assn. Inc. against Dr. R. G. Frey, formerly licensed to operate KBLF Red Bluff, Calif., ended in the doctor's favor last week when a California judge ruled that the physician had a right to cancel the agreement with the association to furnish news to the station.

The association's suit was based on an agreement of July 1947. Dr. Frey contended he terminated the agreement in January 1949 by notifying the association to that effect. The case hinged on interpretation of certain letters.

Surrick Elected

JOHN E. SURRICK, vice president and general manager of WFRB Baltimore, has been elected president of the Chesapeake Bay Fishing Fair Assn. Mr. Surrick has been serving as second vice president of the association. The Fishing Fair, attended by anglers from throughout the United States, will be held next year at Tighmans Island, Md. WFRB covers the event with studio and remote broadcasts.

Mr. Surrick

ANK STOH, producer-announcer WLWD (TV) Dayton, to WSAZ-TV Huntington, W. Va., in same capacity.

FRANK GALEY, writer-producer-director CBS Radio and Television, named head writer of CBS Television Alan Snow. He replaces Paul Hennessey, resigned to devote full-time to CBS Television George Burns and Gracie Allen Show.

LESLIE A. HARRIS, recording editor and sales service department, NBC Radio, to ABC, as presentation writer in radio sales department.

W. W. DIEHL, manager Hamilton Wright Publicity Office, San Juan, P. R., to MBS, as feature editor of press information staff.

ELLIOIT McCauley, chief announcer WBBM Fort Lauderdale, Fla., appointed program director.

SINDEY NADLER, film editor WOR-TV New York, appointed assistant film director WXEL Cleveland.

RENEE MICKLIN named assistant in program department KFAB Omaha, Carol Jean Frost to continuity department. She succeeds Olive Per-Cival, resigned to be married.

ROBERT A. HIBBERT Jr., appointed program director WVCH, Chester, Pa.

DAVE YELLIN, producer of The Clock Club, to NBC-TV, as studio supervisor.

BOB BARBER, program director and announcer WCUM Cumberland, Md., appointed staff announcer WMAB-TV Baltimore.

LARRY BURNS, producer-director CBS Radio, Hollywood, takes on additional duties as network's West Coast talent scout for both radio and TV.

CHUCK PHILLIPS, WOWN Defiance, Ohio, and REX RUCKER, WIBA Madison, Wis., appointed to announcing staff WMAW Milwaukee.

MARY AGNES HATAGAN to WKBN Youngstown, Ohio, as women's commentator. She will handle Just For You program under the name of Elaine Carroll.

BOB KING, disc jockey WSBD Baltimore, to WCAV Norfolk, in same capacity.

ROBERT MURMUR, WESX Salem, Mass., appointed to announcing staff WCCM Lawrence, Mass.

MARY J. TRUMPKS named assistant to RALPH CROUCH, transcriber librarian WHAM Rochester, N. Y.

ISABEL SHAFFER, musical director for WOR New York, resigned to growlatter at luncheon for President Truman on his recent visit to city.

JIM HAWTHORNE, comedian-disc jockey, starts five weeks to promote Hawthorne's Mailbag on KNX Hollywood.

MILTON CHARLES, organist on CBS Radio Dr. Christian Show, signed for similar duties on NBC Roy Roger Show.

HARRY J. MUNRO appointed public relations manager CKY Winnipeg.

CHARLES H. UNDERWOOD, program director WMBS Uniontown, Pa., father of boy.

NICK RASSO, staff announcer WSAZ Huntington, W. Va., appointed news director WSAZ-AM-TV.

FRANCIS (Pete) TULLY Jr. broad-casting 15-minute news commentary over Maine Broadcasting System. Mr. Tully was Washington correspondent for Yankee network.

BOB BARAGER appointed news editor WRSN Rochester, N. Y.

BAYLIS (Jim) CORBETT, news editor WPFD Flint, Mich., appointed news editor WPIN-AM-FM Findlay, Ohio.

GUY DOBY to news staff KMA Shenandoah, Iowa. He was with WOC Davenport.


RICHARD L. BOWMAN, announcing staff WHAM Rochester, N. Y., transferred to news department.

KEN KANTOR, NBC war correspondent in Korea and Japan, and MAURIE SAVAGE, San Diego newsman, to NBC Hollywood, as press representatives.


"till forbid..."

Seventy percent of WLAV advertisers remain on WLAV—so long that we'll wager they've forgotten the date of signing.

We're listing a few here because they deserve our national thanks. And, too, they're the truest testimonial to the power of radio and of WLAV to deliver more listeners and more sales for each dollar invested. More than incidentally, it's a list on which you belong. And soon.
Gundlach of Jpaign Dairy, Charleston, W. Va., Today, ABC'sorship WHEN General Electric

sponsored sport series, Sports

Co., looks up to schedule and return

Robert D. Sweeney, WDSU gen. mgr., Ben Grauer, guest m.c. for show; H. W. Slavick, gen. mgr., WMC Memphis; Paul Hancock, NBC sta. rel. dir., and Louis Read, WDSU compl. mgr.

PROMOTION SONG

Issued by RCA Thesaurus

RCA THESAURUS library service has joined the nationwide radio promotion drive by issuing to station subscribers two special recordings of the transcribed song, "Wherever You Go, There's Radio"—having borrowed its title from a slogan coined by the United Detroit Radio Committee—according to A. B. Sambrook, manager of RCA Recorded Program Services Sales.

Claiming to be the first transcription library to record and distribute the tune to radio stations, the Thesaurus is "helping to put its subscriber stations actively into the industry-wide promotion effort," Mr. Sambrook stated, adding that "both versions are set up in different time-lengths so as to afford stations versatility of use."

As an added boost, Thesaurus is sending an accompanying letter to subscribers suggesting they use the promotion jingles for station breaks, disc jockey programs, radio exploitation program signatures, opening and closing program themes, and to begin and end the broadcast day.

WHEN General Electric assumed sponsorship of CBS Radio's Football Roundup series, Sports Director Red Barber (l), host on program, had as special guest William Sahloff, gen. mgr. of G-E Receiver Dept.

TALKING over the return of NBC's Halls of Ivy and debut of CBS-TV's Playhouse of Stars, both sponsored by Schlitz Brewing, are (l to r) Sigurd S. Larson, Y&R president; Mrs. Larson; Ronald Coleman, star of program. Behind Mrs. Larson is Ted Rosenak, Schlitz adv. & merchandising mgr.

WPAZ STARTS

Pottstown Daytimer on Air

WPAZ Pottstown, Pa., 1370 kw, with 1 kw daytime, went on the air Oct. 1, it was announced last week by Pottstown Broadcasting Co. licensee Herbert Scott is general manager of the station, located at 247 High St., Pottstown. National representative is William G. Rambeau, New York.

Other officers include Ralph Melton, chief engineer; Clifford M. Chafey, sales manager; Bud Bents and Lou Douglas, disc jockeys; Charles King, sports director; Sidney Omari, news editor; Jean Coleen, news reporter; Paye Scott, bookkeeper; Martha King, copy writer; Fred Mills and William Smith, engineers.

Seattle Civic Group

Six Seattle radio executives have been appointed to the civic committee which will plan and direct the Puget Sound city's year-long centennial observance. Those appointed include Mrs. Scott Bullitt, owner of King Broadcasting Co.; O. W. Fisher, president-general manager of KOMO; Saul Haas, KIRO president; J. Archie Morton, KJR general manager; Henry B. Owen, executive vice president of KING, and Loren B. Stone, KIRO general manager. Also named to the committee were William H. Horsley, Pacific National Advertising Agency; Harry Pearson, of Pearson, Morgan and Pascoe, and Howard J. Ryan, of How Ryan & Son. Seattle's centennial celebration will open Nov. 13 with a visit to the city by General Douglas MacArthur.

CREDIT CONTROLS

Rep. Tackett Hits FRB

IN A blistering attack on the Federal Reserve Board, Rep. Boyd Tackett (D-Ark.) last we ek branded Regulation W as "one of the most vicious, useless, repulsive and immoral laws ever passed in the annals of a constitutional democracy."

The Arkansas Democrat charged that the FRB is "faking statistics" to establish the need for federal control over installment purchases of radio and other household appliances. His statement was inserted in the Oct. 16 Congressional Record.

Specifically, he questioned figures published by the board that consumers owe $3 billion on household appliances (including radio-TV sets) and an overall total of $10 billion for all goods. Actually, he argued, the total public debt is closer to $7 billion. The board's economists, he asserted, "want you to get the impression that every Tom, Dick and Harry in the country is buying these televisions, four radios and more furniture than he can possibly use."

He labeled the $10 billion figure as "phony" and a "sly attempt" to lay the groundwork for permanent consumer controls.

"The Federal Reserve Board has built up such a great name for honesty that Washington correspondents and radio commentators run off with the board's press releases without even checking them," he declared. Meanwhile, "the Keystone cops of the board are falling all over each other in their silly efforts to browbeat the little fellow."

Moreover, he continued, Congress passed a law to regulate retailers and buyers "when they were already doing more than the regulation required anyway."

Credit restrictions on radio-TV set appliances were eased earlier this year by amendments to Regulation W. New terms provide for a 15% down payment with the balance payable within 18 months, compared to former provisions calling for 25% down and 15 months maturity. The board later announced it will crack down on dealers who offer "fictitious" trade-in allowances on appliances [B • T, Sept. 17, 10].

Name Brands Promotion

BRAND Names Foundation Inc., New York, has published a brochure of 35 spot announcements and several vignettes all aimed at telling why it is to the consumer's advantage to buy brand name merchandise. This latest publication is the seventh in a continuing series on spot announcements "designed to help radio stations remind their listeners how the brand names system contributes to America's better living."

BROADCASTING • Telecasting
Recruiting Funds
(Continued from page 28)
slaughter to commence Oct. 13 for the duration of the season on 285 network stations at an estimated $117,000. The first program was arranged for—yet on the air but earmarked for December—was to have featured Sportscaster Bill Stern on NBC for $285,000.
These three programs actually were committed out of funds for fiscal 1950-51. Defense spokesmen said they had studied the Senate rider and concluded that the allocation of the programs conforms with the spirit if not the literal content of the amendment on paid shows.

The dilemma of the military on this and other media advertising was summed up by Lt. Col. William Berkeley, chief of the Publicity Branch, Military Personnel Procurement Service, Adjutant General's Office:

"We are uncertain about our future advertising plans and even public service shows. The Defense Dept. has launched a study to determine the different methods of recruiting used by the Army, Air Force, Navy and Marines," he explained.

"As you know, the Navy, for instance, doesn't have the time or space for recruiting. These techniques are different from those used by the Army and Air Force. When the study is completed, we will have a basis for unified action for evaluating our future plans."

Col. Berkeley noted that Sen. Joseph O'Mahoney (D-Wyo.), prime mover behind the funds cut, had attacked paid advertising in particular and had questioned the wisdom of the Air Force and Army buying time when the Navy got bunces, out of thousands of dollars on the air free.

Radio-TV Cited

"Naturally, we are sorry to lose the benefit of these funds for programs and spot announcements," Col. Berkeley told Broadcasting • Telecasting. "We have figured that the radio-TV industry has contributed as much as $14 million in free time in any one year. We've been very appreciative of their efforts."

The publicity chief also disclosed that Mrs. Anna Rosenberg, assistant Secretary of Defense (on manpower), had conferred with Sen. O'Mahoney on the issue of public service shows, viz., whether the amendment constitutes a definite prohibition against these campaigns. In the light of the Senator's comments, Col. Berkeley felt they probably would not be affected.

Col. Berkeley also noted that the funds committed to these network radio programs, and others (The Big Three) which had amounted to $50,000, which ended this week; Roller Derby, on ABC last year, and Madison Square Garden sports events), brought total radio outlays to approximately $80,000.

The public service aspect is of more significance to broadcasters than was at first presumed. Col. Berkeley said the Defense Dept. had revised its earlier budget estimates this summer, scrapping plans for the 715,000 spots scheduled for next spring. This was done, he added, because of the $900,000-plus expenditure for radio promotion of 1950-51.

If public service drives are permitted to continue un molested without touching on paid monies, broadcasters presumably will be able to set aside time for the campaign at least equivalent to the $735,000 sum.

The latest breakdown, furnished by Col. Berkeley, allot $45,000 for TV promotion and no funds for radio itself. The breakdown adds up to $2.1 million for advertising, the figure originally requested in the budget, plus another $1 million to be expended at the local Air Force and Army office levels.

Newspaper Allotments

While the breakdown is now imperative because of the Senate's committee on S 5054 the allotments are revealed as follows:

Newspaper supplements, $287,057; TV transcription, $45,000; magazines, $1,110,190; production of materials, $174,618; recruiting publicity, $18,000; films and training aids, $75,000; research, $10,000; totaling $2,291,979 for "unanticipated costs," viz., $2,277,982.

The maneuver to cut advertising funds for recruiting was viewed with concern by NARTB, Grant Advertising, and the U. S. Chamber of Commerce and newspaper and magazine associations [B • T, Oct. 15, 8]. By an ironic twist, printed media probably will view the ban with greater alarm than broadcasters because of its traditional prohibition against free advertising space. Radio-TV, on the other hand, had always justified its share because of the industry's munificence in doling out free time.

In appreciation of this gesture, the Defense Dept. in its original budget extended a 40% share of all broadcast media, compared to 25% for newspapers and 20% for magazines. In the revised estimates, authorities noted, the $901,000 compared favorably with the $1 million-plus allotted newspapers.

A similar proviso against savings bond advertising in all media that had been written into the Defense Dept. bill (HR 5215) by the Senate Appropriations Committee. The Senate rejected the rider in principle on the floor after stern opposition from Sen. Styles Bridges (R-N. H.), but agreed to reconsider the conference committee.

Technically, the upper chamber adopted only that portion of the Bridges amendment calling for a fund reduction from $1 million to $500,000, and rejected the ban; against radio, TV and other advertising by refusing to accept the committee proposal in toto.

Floor proceedings on the now celebrated case of the "modified amendment to an amendment" were so involved that neither Sen. Bridges nor the Appropriations Committee were certain whether the Senate had, in fact, approved the entire Bridges proposal.

It was revealed that radio and its advertisers had contributed over 50% of all free measurable advertising to savings bond drives over many of the past 11 years.

Conferees met last Wednesday to study differences between the lower and upper house versions, but reached no decision on that phase of the bill.

Comprising the conference committee are Sens. Kenneth McKellar (D-Tenn.), Carl Hayden (D-Ariz.), Richard B. Russell (D-Ga.), Pat McCarran (D-Nev.), Joseph O'Mahoney (D-Wyo.), Styles Bridges (R-N. H.), Homer Ferguson (R-Mich.), Kenneth Wherry (R-Neb.) and Guy Cordon (R-Ore.). Selected from the House were Reps. Clarence Cannon (D-Mo.), Albert Thomas (D-Texas), Jamie Whitten (D-Miss.), John River (R-N. Y.) and Glenn Davis (R-Wis.).

WGAF to Join ABC

WGAF Valdosta, Ga., will join the ABC radio network, effective Nov. 1, to bring total affiliates to 297 stations. A 5 kw, fulltime station, WGAF operates on 910 ke and is owned by the Valdosta Broadcasting Co. George B. Cook is manager.

Life Insurance

AAA Offers Members Plan

GROUP Life Insurance Plan, open to employs of its 226 member companies, has been put into effect by the American Assn. of Advertising Agencies.

Reportedly the first nation-wide plan of its kind in the agency business and one of the few in the advertising industry, the plan provides life insurance for all full-time employees in amounts prorated to their basic salaries up to a $10,000 maximum. Accidental death and dismemberment coverage is included. At least 23 member agencies had subscribed to the plan before it was put in operation on Sept. 23, although subscription is not open to those with main offices in Texas or Ohio, where state insurance laws prohibit joining.

Plan allows for membership by agencies with too few employees to have their own group insurance, it was pointed out, and provides for favorable subscription rates due to group participation. Trustees are J. Lewis Ames of Ruthrauff & Ryan, and John L. Anderson of McCann-Erickson. Insurance will be carried by the Prudential Co.

KPTV (TV) Los Angeles commended by Television Committee of Los Angeles 10th District California Congress of Parents and Teachers for its successful efforts in trying to have televised the hearings of the House Un-American Activities in city.

In Omaha

KBON SELLS MORE MERCHANDISE

the Advertising Research Bureau, Inc., recently posed questions to shoppers in a department of Nebraska Clothing Company, exclusive ready to wear store for men, women, and children to determine the relative effectiveness of equally budgeted radio and newspaper advertising. After interviewing those people who had purchased, or inquired for the test merchandise, ARBI's computed figures showed:

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<th>Radio</th>
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<tr>
<td>Total</td>
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<td>Traffic</td>
<td>43.2%</td>
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<tr>
<td>Purchasing</td>
<td>81.3%</td>
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<tr>
<td>Dollar Value</td>
<td>of Purchases</td>
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Buy KBON... the Station That Gets Results!

KBON CARRIED ADVERTISING FOR 248 LOCAL MERCHANTS IN THE FIRST SEVEN MONTHS OF 1951

October 22, 1951 • Page 59
MAGNECORD
New Corporations Formed

MAGNECORD Inc., Chicago, last week announced formation of two new corporations, the Magnecord Western Hemisphere Corp. and Magnecord International Ltd. President of both new firms is C. G. Barker. Ad. A. T. I. M. A. will serve as manager of both corporations and will have offices in New York.

Mr. Barker Magnecord Western will conduct business in North, Central, South America and Canada, with the aim of creating new markets for U. S. goods.

Other Officers

Other officers of this corporation were listed as John Boyers and Arthur Towell, vice presidents; Robert Landon, secretary, and Armin Bueter, treasurer.

Members of the board of directors are Mark Goldberg and Messrs. Barker, Towell, Landon and Boyers.

Magne Cord International will handle all Magnecord business outside of the Western Hemisphere. Its aim will be the creation of new markets for U. S. goods and the goal of distributing manufacturing "know-how" to countries unable to do the manufacturing themselves. This corporation also will license firms for manufacturing in foreign countries.

Members of the board of Magnecord International units are Glen D. Roberts, Louis Paley and Messrs. Barker, Boyers and Landor. Mr. Bueter serves as treasurer of the international firm also.

BRAND SURVEYS

KMA Studies Foods, Drugs

KMA Shennandoah, Iowa, has just published its 1951 Brand Distribution Surveys for drug products and for food and grocery store products.

Harold B. Arkoft, KMA promotion manager, said extensive research over several months took station representatives more than 2,500 miles into Iowa, Nebraska, Missouri and Kansas to obtain the data.

In each survey, the sample remained the same as in previous years, so comparisons could be made.

The food and grocery products survey was made by the KMA merchandising staff which checked 75 grocery stores in 34 towns of the four states. This same staff checked 50 drug stores in 49 towns of the four states for the drug products survey.

Mr. Arkoft said KMA will send copies of either or both surveys to interested companies.

“...The Permoflux High Fidelity Dynamic Headphones exceed in every way any other phones I have ever used.”

UNSURPASSED FOR BROADCASTING, TELEVISION AND RECORDING USES!

New developments in design make possible the use of these units in applications heretofore not covered in the electronic field. Permoflux offers the finest headphones made for broadcast, television and recording uses as well as monitoring, audio metric work and auditory training.

Send today for the new Permoflux catalog #203 for the latest information on the new Permoflux Dynamic Headphones and “Champion” line of speakers.

RICHARD H. GEDNEY, midwestern representative United Artists Corp. named sales representative for United Television Programs, distributors of national and syndicated film programs. He will work from UTP Chicago office, 360 North Michigan Ave., and will serve midwestern and southwestern TV markets as well as Chicago agencies.

J. W. MILLER Co., Guilford, Conn., announces addition of ten more stations using its new quiz show Hold The Phone. Number of stations now carrying program is 69.

LESLEY F. BEBL, program director Associated Program Service, N. Y., to Air Music Inc., same city, as director of programming for the firm’s FM background music service.

CALVIN BELL, vice president Tele King Corp., N. Y., appointed to electronics products-end equipment inventory by advisory committee of National Production Authority.

WILLIAM E. (Bill) LANE, radio sales department WWJ-AM-TV Detroit, appointed director of sales and advertising Video Films, Detroit.

WALTER HEENBERG, west coast artist-repertoir representative RCA-Victor, to Capitol Records, Hollywood, as independent producer in album repertoire department. He assists FRANCIS M. SCOTT, director of album recording.

BEN PEARSON, radio-television director Stempel-Oelenick, L. A., to newly-organized Federal Television Corp., L. A., radio-TV packager and talent agency, as vice president. WILLIAM COLLIER Jr. is president; LEO LECOURT is also associated with the new firm. Offices are at 211 S. Beverly Drive. Telephone is Crestview 4-5488.

Equipment . . .


JACK F. MCKINNEY SALES Co., Dallas, Texas, named sales representative for cathode-ray tube division, Allen B. DuMont Labs., Passaic, N. J. Company will cover jobbers in Texas, Oklahoma, Arkansas, Louisiana and Mississippi.

PAUL ECKSTEIN, sales manager Hallicrafters, Chicago, resigns to form his own electronic manufacturers sales representative organization. Offices are located in Pure Oil Bldg., 35 E. Water Drive, Chicago.

RCA Engineering Products Dept. Camden, announces new and compact studio console providing flexible speech input system for AM, FM and TV stations. New console, BC-2B, is successor to company’s 76 series.

NORAN E. KERSTA, Garden City, N. Y., has released brochure describing company’s consulting service to TV broadcasters. Piece covers all aspects of its service.

W. H. ALLEN, renewal sales section of tube department RCA Victor, appointed eastern district renewal sales manager. VICTOR WILLIAMS, renewal sales section of tube department, appointed southeastern district renewal sales manager. W. H. GARRETT appointed central district renewal sales manager. CHARLES BROCKAN, appointed renewal sales manager of western division.

EDWIN R. LIBERG appointed supervisor of custom engineering for Audio & Video Products Corp., N. Y.

BENDIX RADIO & TELEVISION Div. of Bendix Aviation Corp., Baltimore, announces publication of new humorous booklet for TV servicemen entitled Blue Book of TV Servicing. Forty-page booklet gives "ifs and buts" and tips to TV servicemen about getting along with customers.

LINDBURG INSTRUMENT Co., Berkeley, Calif. (phonograph equipment), moves to larger headquarters at 1808 Harbor St.

K. J. FARTHING, sales manager of Canadian Westminster Co. Ltd., Hamilton, Ont., appointed manager advertising department.

PHILIP S. BEACH, assistant to president Pacific Outdoor Advertising, L. A., appointed to newly-created position of advertising director Hoffman Radio Corp., that city.

BRUSH DEVELOPMENT Co., Cleveland, Ohio, announces new headphone receiver featuring high fidelity and smooth frequency response. Headphone receiver is available in three styles, Double Headset BA-220, Single Headset RA-207 and Lorette Style BA-206.

D. S. BELDON, radio sales manager for Receiver Dept., General Electric Co., Syracuse, appointed national account sales manager for department.

D. E. WESTON Jr., radio sales manager of department, succeeds Mr. Beldon, as radio sales manager. R. BUVIDE, district manager in Minneapolis for department, appointed assistant radio sales manager.

Technical . . .

ERNEST T. ROBARGE, WKNE Keene, N. H., to WKNY Kingston, N. Y., as chief engineer.
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Records a Success Story
Page 65

TV's Role in Aiding
Modern Medicine
Page 66

Latest Set Count
By Markets
Page 74

TELECASTING

KTLA
SELLS THE WHOLE FAMILY—ALL THE TIME!

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

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

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

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

not just Daytime--
9 of the 'Top 10 Daytime Shows' are on KTLA

not just Evenings--
8 of the 'Top 10 Evening Shows' are on KTLA

★ Tele-Que, September 1951

KTLA—THE BEST ADVERTISING BUY IN LOS ANGELES

KTLA Studios 5451 Marathon St., Los Angeles 38 Hollywood 9-6363
Eastern Sales Office 1501 Broadway, New York 18 - Blythe 9-0700
PAUL H. RAYMER COMPANY - NATIONAL REPRESENTATIVE

KEY STATION OF THE PARAMOUNT TELEVISION NETWORK
You get a BIG BONUS IN SETS ON WFBM-TV INDIANAPOLIS

Says RUSSELL E. ARCHER, Manager
ARCHER & EVINGER
Television and Radio Parts Wholesalers
1348 Wabash Ave., Terre Haute, Indiana

"The channel six antenna is the only one worth-while in Terre Haute (seventy-four miles from Indianapolis) ... there are now about 2000 sets in Terre Haute and Vigo County."

- WFBM-TV is a big plus value for anybody's advertising dollar! Ask the men living outside this station's 60-mile area (where 171,250* TV sets are currently installed) ... they'll tell you you're beamed to the HEART PLUS of the lush Hoosier market when you are on Indiana's FIRST station. Thousands of "bonus" sets, in a wide fringe area, are bringing in WFBM-TV exclusively! Plan now to include Indiana's pioneer station in your recommendations ... it's today's biggest TV buy!

*Source: Broadcasting-Telecasting, Oct. 22, 1951
NBC TV AFFILIATES

NBC's television affiliates called on the network last week to pay them more money and to stop a number of practices the stations don't like. They laid down demands at a rump meeting held Thursday at the Stevens Hotel, Chicago.

Unlike many rump meetings, however, the NBC affiliates' all-day session was a calm and orderly proceeding.

Contrary to prediction of many affiliates, the meeting did not turn into a general gripe session about the upcoming, but yet undisclosed, AM network contracts.

Among the half-hundred station men who met Thursday were many who came with AM blood in their eyes. They had to be satisfied with a TV-only discussion, however, because the planning committee led by Walter J. Damm, WTMJ Milwaukee, insisted on following the original TV agenda despite the desire of delegates to loosen their aural network complaints.

Shortly after the meeting convened, with Mr. Damm elected to the chairmanship, the delegates adopted a TV-only policy that effectively squeezed those who were more concerned about their aural contracts. Copies of the following statement were handed through the door to the policeman on guard and made available to business paper reporters:

Improvement Meeting

"On motion duly made and seconded, the chair was instructed that through a number of the members, at the meetings, the meeting was called primarily to improve and strengthen the NBC TV network and to improve the relationship between NBC and its TV affiliates, and that therefore no public announcement should be made of the business transacted."

Before the meeting was under way Mr. Damm sent a telegram to BROADCASTING • TELECASTING explaining that the TV meeting was called long before NBC's plan to revise its network contracts had been announced. He was "embarrassed" by suggestions that AM network-affiliate relations would be discussed, he wired.

The meeting was slow getting started but by noon Thursday about 60 delegates were in the meeting room.

Among those not invited were representatives of the network, though a number were in town in case they could be of service. NBC had held open house at the Stevens after the meeting.

Discussion proceeded along the format of the prepared agenda and in quiet, sincere manner despite the controversial nature of the topics.

Sports telecasts, an important part of the average TV station's programming, drew close attention including the relative value of the Wednesday vs. Friday night boxing bouts.

Some stations argued NBC is too slow in making its monthly settlements. They want their money sooner and suggested the network speed up its accounting.

And so the complaints ran, hour after hour, as TV operators swapped experiences and took apart the whole network operation.

By the end of the day many affiliates felt the network had produced constructive suggestions and had prevented hard feelings. They appeared in agreement that basis had been laid for mutual understanding during the NBC affiliates convention to be held late November at Boca Raton, Fla.

Get 'Gripe' Session

As NBC officials pointed out, however, the affiliates are allowed a whole day for organized griping during the annual network conventions and presumably there will be such a day at Boca Raton.

With the NBC video affiliates in session at last, before the NARTB Television Code meeting (see code story page 23), the station spokesmen discussed NBC's own video code and the way it is used.

As might have been expected, the network's video affiliates had a number of complaints about rates. They were concerned about free hours contributed to the network and about guaranteed rates for stations. They did not discuss alleged or possible time provisions of network contracts and they thought something ought to be done about the pay they get from NBC during sweeps or other special periods.

In the programming discussion it was suggested that the network (Continued on page 78)

FILM SHOWS

FILMED shows, produced especially for television, will play a major role in successful local TV station operation, Richard A. Moore, manager of KTTV (TV) Hollywood, California, told NARTB District 16 members last Monday at the Beverly Hills Hotel.

Declaring that independent TV stations can and do compete with network for the advertiser's dollar, he said outlets in smaller cities need programming of greater stature to bolster their local shows.

"It would prove more profitable to devote a sizable number of hours to film programming," Mr. Moore said. "It will help pay the freight. Films will be bought and paid for by advertisers who demand that type of programming on television."

Mr. Moore believes film can be most economic, an incentive for an advertiser to by-pass live network and use independents in selected markets. The time differential is an important factor, he stressed.

Local programming in the Los Angeles area already has won the audience. Despite microwave relay independendts continue to hold that nighttime audience, he said, pointing to recent surveys.

Despite microwave relay shows beaming into the area, Moore said stations will continue to hold their own because of (1) the time differential which leaves...
A PLAN for a "large-scale independent research program" in which the television and motion picture industries would "pool our resources and knowledge" was presented at a Hollywood (Calif.) Roosevelt Hotel.

Seeing the relationship between television and motion pictures as a "friendship" rather than as a "rival," Mr. Tatum emphasized that, although the two were separate media, their many similarities make it imperative for them to accept each other and work together.

"Both television broadcasting and the motion picture industry will flourish and continue to be successful as the years go by," he predicted, saying that with the exclusive media of communication and entertainment. Complimenting each other, he felt each will occupy its own "particular and important niche in the lives of American people." A very substantial part of all the television programming, he pointed out, will be produced on motion picture film. Thus, the "great pool of administrative, creative, artistic and technological talent as well as the production facilities of the motion picture industry will constantly be more and more devoted to the making of filmed television programs."

Cause of Changes

He stated that television would bring about changes in the business and methods of producing motion pictures for theatre exhibition purposes when the "current TV allocation problems" have been resolved and more and more television stations come on the air. These changes would include the elimination of many motion picture houses, lessening of film costs and lower production of motion pictures made for theatre exhibition, thus allowing more major motion picture studio capacity for the making of television films and at lower costs than is now possible.

In conclusion Mr. Tatum urged those members of both industries who eye each other with distrust to "forget your differences and accept each other, because that is what you are inevitably going to have to do."

P. Mole, of Mole-Richardson, Los Angeles (electronic equipment manufacturers), and president of SMPTE, presided over the meet.

Tossing a cooperative eye to-

SMpte SESSIONS

500 Attend Convention

RECEIVING the first David Sarnoff Gold Medal Award for outstanding technical achievement in television and motion pictures is Otto H. Schade, chief engineer, General Precision Laboratory, Inc., who was introduced by Mr. Mole, president, Society of Motion Picture & Television Engineers, film processors and others to quickly and accurately determine performance characteristics of electronic and motion picture equipment as they are used in the making of television images which will be needed for theatre exhibition on a private circuit basis.

Further television sessions were held Monday night. Technical papers were delivered at that time by A. G. Jensen, R. E. Grann, and C. F. Mattek, of Bell Telephone Labs., Murray Hill, N. J., on "A Concept of a Commercial Projector for Use in Television Film Scanning;" A. S. Quiroga and Camron G. Pierce, ABC Hollywood, on "Motion Picture Television Lighting;" and A. D. Fowler, Bell Telephone Labs., N. Y., "Observer Reaction to Video Crosstalk in Television." G. C. Higgins and L. A. Jones, Eastman Kodak Co., Rochester, "A Method of Making Objective Measurements Which Correlate With Subjective Picture Sharpness."

Lubeck Talk

At the color television session Tuesday night, Harry R. Lubeck, commercial television engineer, Hollywood, told the engineers that color TV offered theatres a tremendous opportunity for increasing their box office. Theatre men, he said were the logical ones to develop and exploit color TV. Not having the adaption problems besetting home set owners, they could easily adapt to the large-screen equipment to color.

Highlight of the talk was the disclosure of his development of two new devices to reproduce color images. One device, he explained, simplifies the tri-color tube by eliminating the mask and using a converging magnetic field in its place. The other, he said, departs from all devices by producing a multi-color image within the fluorescent screen itself.

At the same session William E. Evans, Stanford Research Institute, Stanford, Calif., told the engineers of advances in television equipment leading to more efficient utilization of the transmission band for color video signals.

Other highly technical papers were delivered by Richard S. O'Brien, CBS-TV, New York, on "Conversions of Monochrome Studio Equipment for Color Standards," and D. F. Foster, Hazeline Research of Calif., "Some Fundamental Considerations in Color Television."

Alliance Spot Drive

ALLIANCE Mfg. Co., Alliance, Ohio, maker of Alliance Tennessee Scope, a TV booster, announced last week that its TV spot campaign, now in its 30th month, is currently running on 70 stations. The company is represented by Foster & Davies, Cleveland.
A DAIRY'S DIARY

RECORDS ANOTHER VIDEO SUCCESS

THIS YEAR, for the first time, Golden State Co., largest producer of dairy products in California, used television as well as radio. The results have been so impressive that Clark Pettit, advertising and sales promotion manager of the firm, says TV furnishes the "greatest impact of any media" with which he has had experience.

But care must be taken in selecting television entertainment, Mr. Pettit finds. Viewers are apt to regard the TV program as "another product" of the company sponsoring the show.

The accompanying article describes some of the experiences of the Golden State Co.

"But the startling thing to me is that the reactions should be so violent, either for or against the show. What other type of advertising is there that will make a consumer buy your products in preference to a competitor's just to show his appreciation for the advertising?"

The dairy company advertising in all media features is a Little Wizard, who lives in the fanciful land of Ohs and Ahs, where ice cream cones grow six feet high and ice cream sundaes reach the sky (see illustration above).

The Wizard with his attendant characters from the mythical land are ideal for a visual medium.

SUITE WELL FOR TV USE

The characters were worked out by Dan Bonfigli, art director of the Guild, Bascom & Bonfigli agency which handles the Golden State advertising. They were used in newspaper advertisements, car cards and billboards as well as on television. The voice of the Wizard is heard on radio.

The firm expends a major portion of its advertising budget on television and plans further expansion as new stations are established in secondary markets.

Mr. Pettit (left) and W. H. Reuter, Golden State's Southern California advertising manager, watch rehearsal of commercials for the Golden State Movie Time show.
AMA CLINIC

TELEVISION can play a prominent role in helping today's doctor practice preventive medicine, Dr. Louis H. Bauer, president-elect of the American Medical Assn., told participants in an AMA Clinic on "Television in Health Education" last week.

"The whole problem," he said at the New York meeting Tuesday, "involves the responsibility and teamwork of the medical and allied professions, the public health departments, voluntary agencies and welfare departments. When we come to that part of the program which involves radio and television, the networked responsibility, too, and their representatives must form part of the team."

Citing television as an excellent medium for medical education, the doctor, in his keynote address, said that AMA activities in TV date from 1946. He described television as forming "an important and well attended part" on its annual and interim AMAs, meetings, with exhibits, general programs, and sessions of the House of Delegates all taking place, the function being new surgical techniques via telecast operations.

Ted Cott, general manager of WNBC and WABC in New York, urged health educators to use an integrated approach to the handling of their television programs.

"To my mind, there are five possible approaches," he told representatives of medical societies, voluntary agencies, drug companies, universities, advertising agencies and

SAG WARNS

Dual Release Ban Cited

TELEVISION film producers in Hollywood and New York were notified last week by Screen Actors Guild that contracts with them would be voided until a resolution was reached. They were released for showing in motion picture theaters without their negotiating for additional payment for acting.

Effect of such cancellation would be that no Guild member would work for that producer.

The SAG, he said, as a result of the Guild learning that "certain producers" of film originally made for television exhibition were contemplating releasing such film to motion picture audiences.

In the notice the Guild reminded the 44 Hollywood and approximately 25 New York producers that Production Code Association revised c
to" of 1948 provided that in the event any film produced after Aug. 1, 1948 is exhibited on television, excluding only film made exclusively for radio, the Guild may terminate the contract on 60 days notice. Unless satisfactory financial arrangements, approved by the Guild, are made with the actors involved, it further stated, this dual exhibition would bring about cancellation of the producer's basic contract with the SAG.

PRATT CONFERS

Sees President On Policies

PRATT, the SAC, he said, was to confer with representatives of the various government agencies with whom he will deal. Ask what evaluation he would place the broadcasting of space for radio-TV broadcasters, Mr. Pratt said his objective will be to attempt to resolve problems which affect "the national interest." The facts touching on the allocation of frequencies as between government and non-government users are "well known," he added.

TV's Health Education Role Cited

discussion led by Seymour N. Siegel, director of WNYC New York. The clinic was under the general supervision of Dr. W. B. Bauer, director of AMA's Bureau of Health Education.

Commenting on "What's on the Air," R. Buch-Crew, additional of the AMA motion picture bureau, said, "Some of the people who are responsible for health programs are not familiar with the use of the medium. Too much of the program is taken up with verbal comment. A greater effort should be made to utilize models, charts, graphs, sections of motion pictures or at least a blackboard chalk talk... The narration should support the visuals rather than carry the entire weight of the program..."

JACOBSON NAMED

Takes CBS-TV Post

APPOINTMENT of David J. Jacobson to the newly created directorship of public relations for television was announced by J. L. Van Volkenburg, president of the television division Oct. 16. Mr. Jacobson's responsibilities will include press information, color television and CBS television policy, now under construction in Hollywood. The need for a full-scale department of public relations had been dictated by the greatly expanded scope of CBS television operations. Mr. Van Volkenburg explained.

In his new duties Nov. 12, Mr. Jacobson leaves his present position as public relations supervisor of Young & Rubicam, which he has held for the past six years.

Jensen to Speak

A. G. JENSEN, head of Bell Telephone Labs., is to discuss color television tonight (Monday) at the monthly meeting of the Academy of Television Arts & Sciences, Los Angeles.

CBS TV Breaks

NEW symbol for CBS Television use in station identification breaks was scheduled to be introduced during all morning and afternoon newscasts.

Shaped like an eye, the insignia is set against a background of clouds. In the center is the term "CBS," the "CBS Television Network." Symbol was designed by William Golden, creative director of CBS-TV's advertising and sales promotion department, and ties in with the eye theme currently being used in network advertising and promotion.

SET PRICING

OPS, Industry Meets

SPKOMEN for TV and radio set manufacturers huddled with Office of Price Stabilization officials in Washington last Wednesday to agree on a set price regulation rule tailored to needs of their industry.

Problem they presented the government was the difficulty within the industry to scale down large inventories in view of the first quarter 1951 market drop. They pointed out that the manufacturers are operating at a narrow profit margin.

Discussed was a way to price TV sets that would be agreeable to all of the industry.

An OPS spokesman said the government could do one of four things to set a price regulation for the industry. It could (1) bring the industry under Ceiling Price Regulation 22; (2) set the price at the prevailing level existing between Jan. 1 and the time of OPS price announcement; (3) bring the industry under the Capehart formula that is, highest price between Jan. 1, 1950 to June 24, 1951; or (4) freeze the price at the general level existing before the cut-off date.

However, advisory committee members checked out CPR 22 as not being suitable to the industry's needs since TV has been developing rapidly.

Upshot of the meeting was a recommendation that a committee of five be appointed to figure out ways and means.

At the meeting were C. P. Baxter, RCA Radio and TV Div.; A. B. Chambers, Allen B. DuMont Labs; Arthur L. Chapman, Sylvania Radio and TV Div.; Richard A. Garver, Admiral Corp.; W. J. Halligan, The Hallcrafters Co.; Larry F. Hain, Philco Corp.; George Light, Emerson Radio & Phonograph Corp.; G. W. Thompson, Arvin Industries Inc.; and I. W. Wyckoff, Pilot Radio Corp. Bruce A. Coffin, CBS-Columbia, a member of the advisory group, was not present.
That's a remarkable record for any TV station in any market. In Detroit, **WWJ-TV** has it! According to Pulse, Inc. July-August ratings—seven out of the top ten multi-weekly shows are on **WWJ-TV**. Five** of these seven originate with **WWJ-TV** and its staff. Two* are NBC shows.

This teaming of talents and reliability of production have consistently enabled **WWJ-TV** to provide its advertisers with the largest and most responsive audience in the great and prosperous Detroit Market—where family income is the highest of all major cities in the U. S. A.
Is your advertising agency prepared to put you on TELEVISION...at a profit?

Television has “arrived”
in many agencies...but
not every agency has
“arrived” in Television!
Advertisers are learning
that experience is the
only teacher in making
Television pay a profit

Now that the press-agentry is giving way to audience statistics...now that rosy predictions are being replaced by solid case histories...now that advertisers are after sales instead of mere prestige...the whole picture is beginning to get clearer.

Today, there are a number of facts about TV that you can paste in your hat and base decisions on.

One is the fact that Television, as a major medium for selling goods, is here to stay. No other medium in history has ever hit with the terrific impact of TV!

Business men in major industries who, for years, “accepted” advertising as a necessary part of business operation, have been literally amazed on comparing sales figures from TV homes and non-TV homes, TV territories and non-TV territories.

Another fact is that despite its terrific impact on sales, Television affords opportunities to lose money as well as make it.

In the past year, more than 150 network shows failed to click.

A third basic fact to remember is this: no agency without a long and successful record of selling goods before the advent of TV can be expected to better its performance simply because it has a new outlet for its efforts.

A fourth fact becoming apparent to advertisers is that no agency can learn television overnight. Tooling up for television in an agency calls for complete “reconversion”...thorough indoctrination of all executive and creative people...creation of large and separate departments, and slow, painstaking integration of many new, specialized talents into existing operations.

Shown here are some of the 38 programs telecast each week for clients of the William Esty Company

FOR CAMELS. JOHN CAMERON SWAYZE brings the news to millions five nights a week on the Camel News Caravan. These millions also hear the news that more people smoke Camels than any other cigarette.

FOR COGATE’S FAB. 5-TIME-A-WEEK, DAYTIME TV...the dramatic show “Miss Susan”...is making sales—and is reaching viewers at a lower cost per thousand than any other five-time-a-week, daytime dramatic show.

FOR M&M’S CANDIES. “SUPER CIRCUS”, highest rating TV network children’s program, has given M&M’s Candies such a sales boost in 18 months that M&M’s is now the number one seller of all bag-packaged candy.
That is why you can count on your fingers the number of agencies with really intensive TV experience. Currently, the William Esty Company has more network television programs on the air than any agency in the business...more than a third of its total billings, in fact.

This agency pioneered in TV from its beginnings...currently has 38 separate programs on TV every week...is selling one or more brands of packaged goods to every TV family in that area of the country where 66% of all retail sales are made...is investing for its clients sums ranging from $100,000 to several millions a year...and, in return, is obtaining for clients interested prospects at costs as low as 76 cents per thousand!

The complete story of this agency’s TV experience—with facts and figures on results—has been put into compact, easily digested presentation form. Advertisers, wondering whether or not they can use TV profitably, will find this material interesting.

A call to Mr. Wood, MU 5-1900—or a note—will bring it to you. Without any obligation on your part.

William Esty Company, Inc.
Advertising

100 EAST 42ND STREET • NEW YORK 17, NEW YORK
MUrray Hill 5-1900

FOR CAMELS, "THE CAMEL MOVIE HOUR" is presented three times a week, from eleven to midnight, in six major markets—features top-flight films for the late-viewing fans—reaches Camel prospects at costs as low as $1.10 per thousand.

FOR COCA-COLA, "ROOFTIE KAZOONIE", another five-time-a-week show for The Coca-Cola Bottling Co. of N. Y., Inc., features a steady parade of such youngsters' heroes as Phil Rizzuto, selling the "Coke's A Natural" idea.

FOR COCA-COLA, SHERIFF BOB DIXON entertains the youngsters every afternoon, five days a week. One of several programs a week for The Coca-Cola Bottling Company of New York, Inc.

FOR CAMELS, "MAN AGAINST CRIME", starring Ralph Bellamy—consistently one of the top two ranking mystery shows—continues for the third straight year...and Camel continues to be America's largest-selling cigarette.

FOR CAMELS. "THE CAMEL MOVIE HOUR" is doing a real selling job. This show was the first successful daytime variety program on Television and constitutes another interesting example of Esty pioneering in TV.

FOR CAMELS, "SHERIFF BOB DIXON" entertains the youngsters every afternoon, five days a week. One of several programs a week for The Coca-Cola Bottling Company of New York, Inc.

FOR COCA-COLA, "SHERIFF BOB DIXON" entertains the youngsters every afternoon, five days a week. One of several programs a week for The Coca-Cola Bottling Company of New York, Inc.

FOR CAMELS, "SHERIFF BOB DIXON" enterta...
NON-COMMERCIAL TV

MICHAEL R. HANNA, general manager of Cornell U.'s WHCU-AM-FM Ithaca, last week advised Cornell's administration that the concept of non-commercial, educational telecasting was "unrealistic." He said, "The operation of the commercially successful AM and FM stations and applicant for a commercial television station, Mr. Hanna said it was "unrealistic in the face of costs alone, to assume that education can afford to operate non-commercial television stations which would compete with and deplete the audience with commercial telecasters.

Mr. Hanna said surveys indicated it would cost at least $500,000 to equip a station to use the RCA color kinescope tubes. In addition, housing or studio facilities, and at least $500,000 a year to operate it at satisfactory levels of program quality.

"That is not to say, however," Mr. Hanna said in his report, "that educational institutions should ignore the medium. It is rather a word of warning that telecasting costs money — huge sums of money — and education had better be prepared to meet the enormous costs of producing quality programs in competition for audience, whether the source be tax dollars from the public treasury, as in the case of state institutions, or private foundations, or rich foundations, in the case of privately endowed institutions.

Mr. Hanna said education "would be better advised to abandon plans for going it alone and concentrate instead on building programs for telecasting over commercial facilities."

As a result of its long experience in operating WHCU, Cornell is convinced that advertising revenue is a source.

COLOR TEST

RCA Ends Capital Phase

ALL FCC Commissioners except Comr. Frida B. Henneck saw RCA's compatible color TV during the nine-day demonstrations in Washington which ended Oct. 19 (B + 19, Oct. 19). Not only the Commissioners, but about 200 other FCC staff personnel also viewed the FCC-rejected system. They included top attorneys and engineers as well as secretaries and clerks.


No one would comment on what they saw or how they liked what they saw.

On Oct. 18, National Television System Committee Panel 17 (on color networking) viewed the showings in Washington and held a closed-door meeting for an hour. The panel chairman of the panel is Frank Marx, ABC chief engineer.

About 500 responses by the public to the RCA color system were received by Comr. Stauffer in the Trans Lux Bldg. in Washington.

RCA THEATRE COLOR

RCA SYSTEM of color television for theatre reception as well as for home use was demonstrated last week at New York's Colony Thea
tre, where experimental NBC-TV colorcasts were reproduced as nine-
byme-twelve-foot pictures projected on the theatre's motion picture screen.

Increased size of the video images had no apparent effect on the quality of the pictures, which seemed as clear, colorful and as free from breakup as previous telecasts utilizing the RCA system which had been viewed on the screens of home-type receivers. Engineers explained that the projection equipment was designed to operate on a kinescope tube—one for each color—"which will provide better color reproduction than the single tri-
color tube of the home receivers."

Dr. David W. Epstein, under whose direction the receiver-projector was developed, said that although the apparatus used at the Colonial Theatre was installed in the audience section of the auditorium, subsequent models will be designed with longer projection range, permitting installation on theatre balconies, which would be essential for their commercial use. There is no reason, he said, why these RCA theatre units cannot be built to project pictures of full theatre-screen size, up to 18 by 24 feet.

The RCA color projection equipment uses the same type of optical

NO CENSORSHIP

Coy Tells K of C Officer

NO CENSORSHIP of TV programs is authorized by FCC or any other government agency. FCC Chairman Wayne Coy wrote Oct. 17 to Joseph F. Lamb, supreme secretary, Knights of Columbus.

The letter, written on the eve of the Oct. 19 Chicago meeting on a TV code by NATB member stations, was in answer to a resolution by the Supreme Council of the Knights of Columbus adopted Aug. 21-23 in Pittsburgh. It was forwarded to the FCC Oct. 15. It reads:

RESOLVED, That the Supreme Council protest vigorously to the proper authorities and to demand that they take the necessary action to see that all television shows are presented in such a way that they will not offend any person.

Mr. Coy, in his response, said:

The law places the responsibility upon the stations themselves for determining the content of programs broadcast by them. They are limited in the exercise of their judgment by general rules which prohibit the broadcast of obscene, indecent or profane language and information relating to lotteries.

Since the station operators themselves must make the decision as to what goes on the air from their stations, it appears to me that the substance of the resolution of the Supreme Council is a matter upon which you should consult with the station operators.

Carter Buys Drama

CARTER PRODUCTS Inc., New York (Carter Pils and Nair, Arrid and Rize) will sponsor City Hospital's first half-hour dramatic TV show, effective Nov. 5, on alternate Saturdays, 12:30-1 p.m. on ABC-TV. Carter pills and Nair are handled by Ted Bates and Co., New York, while Arrid and Rize are serviced by Sullivan, Stauffer, Colwell & Bayles Inc., same city.
Audience Research has changed TOO!

Broadcast audience research never stands still. And television, with its high costs and new selling technique, speeded the next logical step ... a measurement of who is doing the viewing within a home.

Alert advertisers were quick to recognize that changes in audience composition and viewers per set might easily mean differences of millions of viewers between identically rated programs. Today, ARB reports give ample proof that this is true. Quite often they show a lower rated program actually reaching many more of the family members desired by the advertiser.

ARB TV-Nationals and ARB City Reports now supply this information to broadcasters and advertisers as part of an accurate, complete and well-balanced service covering both network and local programs. With the ARB interviewing technique assuring valid diary records in thousands of U.S. television homes each month, many of the following features are available from no other sources.

1. Two national network reports each month from a large probability sample, covering every county within 150 miles of any TV signal. Sample size permits detailed breakdowns.

2. Ratings, homes reached, and audience composition on all network programs ... commercial and sustaining ... delivered within two weeks.

3. Comparable city data on the same base and covering the same period in up to 15 individual markets. Complete reports available in 10 cities.

Why take less than the whole story ... accurately told? If you're not already using ARB reports, let us tell you more about the problem is network or local, ARB can help you save money and sell more. Ask any television research director, then write or telephone us.

AMERICAN RESEARCH BUREAU, INC.
NATIONAL PRESS BUILDING
WASHINGTON 4, D. C.
REpublic 6002—7838—6193
James W. Seiler, Director
United Press Movietone News starts today. And it’s hitting TV screens from coast to coast.

Charter clients are these pace-setters among the nation's stations:
- New York—WJZ-TV and WPIX
- Boston—WNAC-TV and WBZ-TV
- Rochester—WHAM-TV
- Detroit—WXYZ-TV
- Cleveland—WEWS
- Cincinnati—WCPO-TV
- Los Angeles—KECA-TV
- Nashville—WSM-TV

United Press Movietone News is bringing to television two things TV had to have to make news programs pay—world-wide, top-speed news coverage and nation-wide, top-speed delivery of news film.

Only the biggest kind of enterprise—the global collaboration of the world's leading news service and the world's leading newsreel company—could fill that big an order. But filled it is—and then some. The start of U.P. Movietone News proves it. It's scoring from the kick-off.

United Press
THE WORLD'S BEST COVERAGE OF THE WORLD'S BIGGEST NEWS
COMMENTATORS IN CHARGE—Some notable TV newscasters who will handle United Press Movietone News programs.

JOHN DALY
WJZ-TV
New York

VICTOR BEST
WBZ-TV
Boston

CHET HUNTLEY
KECA-TV
Los Angeles

JOHN TILLMAN
WPIX
New York

JUD COLLINS
WXM-TV
Nashville
TOP TEN evening programs—based on one live telecast during the week of Oct. 1-7—have been rated by Trendex Inc. Data is for 10 multi-station cities and is "based on the new comparative program popularity method, designed to eliminate the variable network sizes which have previously prevented true rating comparisons. Programs are:

1. Your Show of Shows (NBC) 45.9
2. Your Show of Shows (NBC) 45.7
3. Your Show of Shows (NBC) (Everett, R. Tobacco) 43.1
4. Your Show of Shows (NBC) (Everett, R. Tobacco) 43.1
5. Your Show of Shows (NBC) (Everett, R. Tobacco) 43.1
6. Your Show of Shows (NBC) (Everett, R. Tobacco) 43.1
7. Your Show of Shows (NBC) (Everett, R. Tobacco) 43.1
8. Your Show of Shows (NBC) (Everett, R. Tobacco) 43.1
9. Your Show of Shows (NBC) (Everett, R. Tobacco) 43.1
10. Your Show of Shows (NBC) (Everett, R. Tobacco) 43.1

Berle Leads Nielsen Sept. Report

MILTON BERLE and his Texaco Star Theatre led the national Nielsen ratings for the top 10 TV shows presenting during the two-week period ending Sept. 22. Mr. Berle's show led the nearest competitor by nearly nine percentage points but Your Show of Shows captured the second, third, fourth and fifth places. Nielsen's list follows:

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**Weekly Television Summary—October 22, 1961—TELECASTING SURVEY**

### City Outlets On Air Sets in Area

<table>
<thead>
<tr>
<th>City</th>
<th>Outlets On Air</th>
<th>Sets in Area</th>
</tr>
</thead>
<tbody>
<tr>
<td>Albuquerque</td>
<td>KOB-TV/WJTV</td>
<td>9,450</td>
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<tr>
<td>El Paso, TX</td>
<td>WBTV/WWJTV</td>
<td>56,078</td>
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<tr>
<td>Atlanta</td>
<td>WAGA-TV/WBIV-TV/WBTV</td>
<td>115,000</td>
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<td>Savannah</td>
<td>WAGM-WAGA-TV/WBIV-TV/WBTV</td>
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<td>Birmingham</td>
<td>WABF/WBIV-TV/WBTV</td>
<td>43,115</td>
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<td>Cleveland</td>
<td>WBIV-TV/WBIV-TV/WBTV</td>
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<tr>
<td>Bloomington</td>
<td>WTVY</td>
<td>315,000</td>
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<td>Nashville</td>
<td>WNEM/WEPS-TV</td>
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<td>Rochester</td>
<td>WROC-TV/WRTO-TV/WBTV</td>
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<td>Dallas</td>
<td>KRLD-TV/KBAA-TV/WBAP-TV</td>
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<td>Denver</td>
<td>WWJV/WHBV-TV</td>
<td>202,000</td>
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<td>Fresno</td>
<td>WWJF/WWJF-TV</td>
<td>202,000</td>
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<td>Fort Worth</td>
<td>WWJF/WWJF-TV</td>
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<td>Galveston</td>
<td>WWJF/WWJF-TV</td>
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<td>Honolulu</td>
<td>KFIR-TV</td>
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<td>Houston</td>
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<td>Kalamazoo</td>
<td>WWJF/WWJF-TV</td>
<td>55,330</td>
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<td>Kansas City</td>
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<td>25,000</td>
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<tr>
<td>Lancaster</td>
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<td>Las Angeles</td>
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<td>New York</td>
<td>WWJF/WWJF-TV</td>
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<td>New York</td>
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<td>WWJF/WWJF-TV</td>
<td>25,000</td>
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**Advertist Views News, Educational Shows**

ADVERTIST RESEARCH last week released results of a study of "TV News and Educational Programs." Total of 780 personal interviews were conducted Sept. 6-15. The study shows that today television ranks third behind newspapers and radio as a major source of news in TV homes. In 1949, video ranked second behind newspapers. In the September study, it was learned percentage-wise, newspapers and radio have remained about the same but television has dropped.

---

**New York Series Audience Highest**

According to WOR-TV New York's third annual survey based on Pulse Inc. report, 1,333,000 persons in 753,350 homes throughout metropolitan New York watched the telecast opening of the World Series Oct. 4. Station spokesmen asserted this was the largest audience ever to witness a World Series game on television. Of this number, 60.3% were women, 31.1% men, and 16.8% viewers under 18 years old.
Isn’t it time we dug a little deeper into the matter of “public service” programs?

Take “Invitation to Youth.” Here’s a program designed solely to give direction and occupation to the kids of Dayton. Presented for 90 minutes every Saturday morning in the auditorium of its sponsor, The National Cash Register Company, up to 2500 kids a week pack the show. Thousands more follow avidly the half-hour telecast or simulcast (first in Dayton). There’s no commercial—no commercial angle—no purpose but that of The National Cash Register Company and WHIO-TV to unite their efforts for the good of their community.

There is, of course, one great benefit that accrues to sponsor and telecaster alike. The National Cash Register Company’s progressive civic-mindedness has won it a unique place in the heart of its own community. Our many public services—the majority of them unsponsored—have done the same for us. Dayton’s answer can be measured in Dayton’s listening and viewing response heavily favoring WHIO-TV.*

*EXAMPLE—Pulse for September shows 8 out of top 10 weekly shows were aired via WHIO-TV.
DuMONT POST

Patten Elected V. P.

REAR-ADMLN Stanley F. Patten, USN (ret.), assistant to the president of Allen B. DuMont Labs since July 1947, has been elected vice president of the corporation by the board of directors, Dr. Allen B. DuMont, president, announced at the weekend.

A line officer in the Navy from 1917 to 1947, specializing in electronics and communications, Admiral Patten served in North American and European waters during World War I. At the beginning of World War II, he was assistant head of the Radio Division, Bureau of Ships, and in May 1943 he was ordered to command the USS Rocky Mount, which served as flagship for the amphibious forces during the Marshall and Marianas Islands invasions. His last assignment before retirement was that of communications officer of the 13th Naval District, Seattle.

Admiral Patten has recently directed the mobilization planning for the DuMont government branch, with responsibility for the maintenance of master production control and plant loading of all DuMont plants, as well as security matters and federal controls.

FIGHT SPONSORS

Gillette, Set-Makers Join

HEAVYWEIGHT boxing bout between Joe Louis and Rocky Marciano will be telecast coast-to-coast on NBC-TV on Friday at 10 p.m. EST under sponsorship of the Gillette Safety Razor Co. and seven TV set manufacturers.

Participating companies are Admiral, Crosley, General Electric, Motorola, Philco, RCA, and Sylvania. It was understood that multiple sponsorship resulted when theatre TV and commercial TV interests competed in bidding for rights, with the former stepping in when the match was moved from the Polo Grounds to Madison Square Garden. Although price tag for TV rights was kept a secret by the IBC, agency, and network, estimates put it in the neighborhood of $200,000.

Telecast of the 10-round bout will be carried as a regular feature of the Constable of Sports Friday night fights—usually sponsored by Gillette alone—with Jimmy Powers calling the punches.

This is the second time TV receiver manufacturers have banded together to provide boxing programs for home viewers. First instance was last July [B • T, July 23] when eight manufacturers sponsored the Ezzard Charles-Joe Walcott bout over DuMont Television Network.

KEYNOTES at NARTB 15th District meeting are (1) to (a) Glenn Show, KKLX Oakland, district director; (b) Harold Fellows, NARTB president; (c) James Notestein, chief, Information Section, Sixth Army, San Francisco. Meeting was held in San Francisco [B • T, Oct. 15].

SHUPERT RESIGNS

Joins New Production Firm

GEORGE SHUPERT, vice president of Paramount Television Productions, resigned late last week to join in the formation and operation of a new company to produce films for television.

Details of the new company's ownership and full plans are expected to be announced shortly. It was understood, however, that the firm will release a number of theatrical motion pictures for television use in addition to producing new TV series.

TV'S POSITION

Lewis Speaks at REC

"RADIO is here to stay," William Lewis, president of Kenyon & Eckhardt, New York, told members of the Radio Executive Club, last Thursday at its regular bi-monthly meeting.

Radio and motion pictures are better than ever, he said, because of improvements sparked by the competition of television for the advertising dollar and the leisure time of the American audience. He pointed out that Americans are a "restless" nation and that recent auto figures are one indication of the nation in motion.

Competition from "restlessness," movies, radio, 25-cent good books, and better magazines may all add up to the possible diminishment of the TV listening, he said.

He suggested three points for television: (1) Networks and stations should find new talent and new programs; (2) networks should quit cutting each other's throats by scheduling programs opposite each other (such as drama against drama, comedy against comedy, etc); (3) program builders should clamp a reasonable lid on talent fees.

KBCA-TV Los Angeles and KGTV-TV San Francisco have contracted for INS' "All Nations" television symphonies on an unrestricted basis and have taken options on second series to be released before the end of the year.
Gene Norman Show on KNBH

Ace TV disc jockey, Gene Norman, teams up with Snader Telescriptions...it's the brightest nighttime participation show in Los Angeles!

Here's a neatly tailored, hard-selling TV show with a ready-built audience to help you sell your product or service in Los Angeles.

Gene Norman has been the top in radio disc jockeys in this town for years. Now he swings his loyal audience to TV on KNBH. With rare technique he introduces the glamorous Snader Telescriptions: top-quality motion pictures of well-known singing, dancing and musical novelty acts...filmed in Hollywood expressly for television. Peggy Lee, The King Cole Trio, Patricia Morison, Tex Ritter, Red Nichols and His 5 Pennies, Cab Calloway, Mel Torme and a host of other stars appear every week on The Gene Norman Show.

You can buy participations on The Gene Norman Show for an amazingly low figure. The show is viewed from 10:30 to 11:00 p.m., Monday through Friday. Contact KNBH, Hollywood, or nearest NBC Spot Sales Office.

To Sell the Buying

Millions in America's 2nd Largest TV Market!
ALLOCATIONS

LEGALISMS are beginning to be set FCC in this eighth week of the TV license hearing season. Latest was the filing last week by Daily News Television Co. (WIBG and Philadelphia Daily News) stressing it had gone through a hearing on its request for Philadelphia's Channel 12 and it has a legal right to have a decision handed down by the FCC. It asked for an oral hearing on its case. FCC proposes to delete Channel 12 from Philadelphia. This makes the third petition for NBC TV Affiliates

(Continued from page 65)

should be more careful about crime and mystery shows, one of the favorite targets of organized groups that criticize TV programming. The NBC standards are not being properly enforced, some audiences felt, and this included the oft-mentioned "cleavage" displays as well as conduct of some stars with night-club or Broadway backgrounds.

Here too, developed another complaint stemming from theatrical and night-club precedents—use of spotlight techniques by the network in order to emphasize the studio audience. Many affiliates object to over-emphasis of this studio audience and the tendency on the part of some performers to play to those out front instead of the viewers at home.

The affiliates took advantage of the chance to complain about the network's purported lack of development of morning hours. With evening time sold out at a large number of stations and with afternoontime business booming, many affiliates are anxious to build their morning audiences and to get audience-capturing programs during these hours. They were just as eager to have NBC do something about the caliber of its programs (it programs) and when the big-name and high-rated programs are off the air for the summer. Talking privately, some of the affiliates thought the network should start serious efforts to use the summer for experimental programming. There appeared to be considerable feeling that the network had loaded its summer with a percentage of time-filling productions that didn't do station prestige any good.

The Thursday meeting included a business of State of the Station, period, with discussion continuing into the late afternoon. A group of informal committees held sessions far into the night. A number of the organizing committees that called the NBC affiliates meeting were Mr. Damm; Cammell Arnoux, WTAR-TV Norfolk; Dean Fitzger, WADD-TV Kansas City; Harry Hanner, WIBJ-TV Detroit and George Burbach, KSD-TV St. Louis.

oral hearing in briefs that have been filed with the FCC during recent weeks. Connell U.'s WHCU-Ithaca and the State of New Jersey requested oral hearings last month [B T, Sept. 24]. KROW Oakland, Calif., asked for oral hearings fortight against [D 948. Six months after the hearing was completed, FCC "froze" all pending applications. Subsequently, Hearing Examiner J. Fred Johnson died before he had time to issue a final decision.

Daily News Television Co. went into a comparative hearing with WIP Philadelphia for Channel 12 in 1948. Six months after the hearing was completed, FCC "froze" all pending applications. Subsequently, Hearing Examiner J. Fred Johnson died before he had time to issue a final decision.

Daily News Television Co.'s plan to keep Channel 12 in Philadelphia involves the assignment of Channel 8 to WDEL-TV Wilmington and a UHF channel to WGAL-TV Lancaster. The FCC plan proposes to change WDEL-TV from Channel 7 to Channel 12, and WGAL-TV from Channel 4 to Channel 8.

"A serious legal problem is raised by the Commission's proposal to delete from the assignments to Philadelphia the channel which the Daily News Co. specified in its application and for which, at gross expense, it completed lengthy testimony upon its application, more than three years ago," the brief reads. The elimination of Channel 12 from the Philadelphia channel assignments is tantamount to the denial of the Daily News application.

Philadelphia Situation

The Philadelphia situation evoked a similar strong plea on the part of WIP President Benedict Gimmel Jr. last month [B T, Sept. 10].

Another aspect of the problem which FCC can expect was contained in the filing by WPRO Providence.

Its argument in behalf of the Commission's plan to assign Channels 10, 12, 16 and 22 to Providence (and Channel 22 reserved for educational TV) and counter to the proposals of CBS, WHYN Holyoke, WHDH Boston, WTIC Hartford, WTAG Worcester to take away one of Providence's VHF channels, brings up the Communications Act requirement that FCC provide a "fair, efficient and equitable distribution of channels" to each of the states.

Here's what WPRO has to say:

"It is crystal clear that any proposal that would limit the entire State of Rhode Island to only one VHF channel and which deprives that state of an additional VHF channel, in order to give it to another state, would fly in the face of the mandate of Section 307(b) of the Communications Act ... "There is a need for a minimum of four television channels in Rhode Island [and] at least two VHF channels ... in the State of Rhode Island." All of the briefs don't give the

Philadelphia Is Big Issue

FCC headaches. Some of them actually propose changes that do not necessarily depart from other cities, and don't necessarily comply with all the Commission's rules on mileage separation and priorities.

An example of this type of recommendation was presented by KVOO Tulsa last week. It proposes that Channel 11 be added to Tulsa simply by changing Channel 11 in Lawton to Channel 12, Channel 5 to Channel 11.

Only fly in KVOO's ointment is that KTOK Oklahoma City also wants Channel 11—to be moved there from Lawton.

Another example of this type of recommendation is that of WFBG Altoona Pa. It proposes to assign Channel 3 to that city.

Would Hurt None

In its rebuttal filed last week, WFBG pointed out that Channel 3 is not being taken from any other city and that no opposition to its proposal have been filed. This is no reason, they reasoned, why its proposal cannot be granted.

FCC began to get tough with late comers last week when it turned down some educational petitions asking for permission to file late appearances.

In two letters to the Joint Committee on Educational Television, the Commission denied requests for late filings in behalf of the reservation of Channel 57 in Wheeling, W. Va., and Channel 34 in Fargo, N. D.

The Commission heretofore has been lenient in allowing late filings in the allocations proceedings—particularly to educational groups.

Affirmative filings last week covered the states of Texas, Kansas and Oklahoma. Rebuttals were for Wisconsin, Iowa, Missouri, North and South Dakota and Nebraska and included such markets as Milwaukee, Des Moines, Kansas City. Pleadings were for such cities as Pittsburgh, Wheeling, Cincinnati (and Detroit) and Harrisburg.

There were 120 filings last week, which brings the total since the proceedings began to 1,054.

Philadelphia, Pa. It proposes to assign Channel 3 to that city.

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CBS-COLUMBIA APPEAL

CBS-COLUMBIA Inc. will go before a government appeals board tomorrow (Tuesday) to request a larger quota of scarce materials for its manufacturing properties, particularly for television.

Hearing has been scheduled by the National Production Authority, which earlier had turned down a request for an adjusted base permitting additional allotments of steel, copper and aluminum under the government's Controlled Materials Plan.

Specifically, CBS-Columbia hinges its appeal on the fact that the former Air King Products Co., which CBS absorbed in last summer's merger, receives only a relatively small quota of materials. CBS-Columbia wants an adjustment which would pave the way for sufficient materials to manufacture a larger quantity of monochrome and color TV receivers, radio sets, adapters and converters, phonographs and other products.

Air King formerly was a subsidiary of Hytron Radio & Electronics Corp., which was purchased by the network last June in a $20 million exchange-of-stock deal.

Allotments to Air King under CMP are made for each quarter on the basis of materials used the first six months of 1950, with the company allowed to draw from 50% to 70% (depending on the material) of that base period. Further percentage cuts are in prospect.

Aim of Firm

It is the hope of CBS-Columbia that an expanded base would enable the manufacturing firm to turn out more products, with special emphasis on color television receivers. The company now is producing the so-called "Colorvision" TV receiver, which permits switching from standard black-and-white to CBS color reception by turning a knob (B + T, June 11).

Prior to its purchase by CBS, it was explained that Air King had bought its materials from a number of sources, with the exception of tubes which were obtained from Hytron.

It was presumed that attorneys for CBS-Columbia would inject the base period for Hytron in its bid for an overall adjusted base period. The firm manufactures receiving tubes and has ranked fourth in volume among the eight companies in that field.

The appeal for an adjusted base fundamentally is occasioned by the fact that the merger last summer placed CBS in a position to manufacture its own brand of color TV receivers. It is taking advantage of the Hytron-Air King production units, described as one of the best integrated in the country.

Approximately 45.1% of the 1950 dollar sales reflected in the consolidated Hytron-Air King balance sheet stemmed from the TV set market.

The hearing will be held before T. Munford Boyd, chairman of NPA's Appeal Board. CBS-Columbia is expected to file a brief explaining in detail the reasons for its request. The identity of officials who would appear was not immediately known.

The machinery for appeals from denials of CMP adjustments was set up by NPA last August, with the forewarning that any relief granted will be only "to the extent permitted by the availability of materials." This would suggest, therefore, that CBS-Columbia may stand in good stead to receive at least those quantities allotted until now to both Hytron and Air King. The board is expected to issue its decision within four weeks.

The hearing is described as an informal procedure, with the appellant permitted to be represented by counsel. The board also may call in representatives of the NPA industry division involved (in this case, Electronics Products) "and other persons claiming interest." Hearings are open, with Chairman Boyd and two other members comprising the board.

Other NPA Developments

With respect to availability of materials, the government holds out little prospect for relief during the first quarter of 1952 "because the defense program is beginning to hit its stride," according to Manly Fleischmann, Defense Production Administrator. As a result, civilian production "will be moderately lower," Mr. Fleischmann continued:

To the extent possible, steel has been provided for the manufacture of consumer durable goods in the first quarter of 1952 to compensate, in part, for the reduced amounts of copper and aluminum that are available to these manufacturers. The outlook is that production of such civilian items as refrigerators, stoves, radios, television sets and home appliances of all kinds will be reduced, but because generally ample supplies of these products are now on dealers' shelves, the supply should be sufficient to meet normal consumer needs.

This cutback was reflected in 1952 first-quarter allotments announced Oct. 12 by the Defense Production Administration. Electronics will receive 75,385 tons of steel (compared to 79,804 tons during the fourth quarter of 1951); 33,760,000 pounds of copper and copper base alloys (as against 33,385,000); and 18 million pounds (Continued on page 88)

$40,000

in sales from two weeks' participation on a WGN-TV morning program!

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Call your WGN-TV representative for top availabilities

The Chicago Tribune Television Station

BROADCASTING • Telecasting

October 22, 1951 • Page 79
TELENEWS POSTS
Changes Announced

TELENEWS PRODUCTIONS, producer of TV newreels, has made new appointments in line with its expansion program in personnel, facilities and products which has been in progress for several months, President Stier, presi-
dent, announced Oct. 12.

Under the new set up, Charles N. Burris, former director of sales and advertising, will be general manager. He will direct WFTV, Philadelphia.

For film production for WFTV, Philadelphia, has been appointed to the new post of editor-in-chief. He will direct Telenews Daily, Telenews Digest, Telenews Weekly and This Week in Sports.

Fritz Kahn says the foreign department and Gerald Weller, domestic news. Sidney Silber will be sales director and Casey Davidson becomes production chief.

New commercial film division established under Robert W. Scho-

field, former production manager of The March of Time. He will direct all film production of short subjects, industrial and documen-
tary films and TV commercial spots.

Ben E. Dyer, former production manager of William Pictures and a recently operator of his own film consulting business, has been appointed business manager for Telenews.

FOR SALE

For television micro-wave relay use—one 200 foot "skyline" double guyed tower complete with re-

quired obstruction light-
ing.

Also, four reflecting screens which permit the mounting of micro-wave dishes on ground.

FOR DETAILS, WRITE :
J. M. McDONALD,
Assistant Director of Engineering
Crosley Broadcasting Corporation
Crosley Square, Cincinnati 2, Ohio

Monogram Pictures Corp. will go into production of television films, it was announced by Steve Brodly, producer, in the corporation's annu-
al report to stockholders. Giving no indication as to when actual production was expected to start, Mr. Brodly stated the firm was "in the process of organizing a unit for the purpose of producing motion pictures expressly for television. We already have broadcasted our long experience in low budget pictures well qualifies us for this new undertaking."

Erle Stanley Gardner, veteran mystery writer, plans organiz-
ation of a firm in Hollywood to film television stories based on his Perry Mason detective character. Corwin Jack, vice president and manager of the Hollywood office of J. Walter Thompson Co. will join him as partner in the new firm. Irving Vendig, writer of the Perry Mason radio series, has been hired by Procter & Gamble for the past eight years, has been approached to write the TV scripts.

Pianist/bandleader Elliot Law-
rend was signed last week for radio, tele-
dio, television, and film work by Ray Bloch Assoc., New York. Radio and TV package shows are being prepared for the musician, and contract for scoring a forthcoming film is also pending. Commitments outside radio, TV and films will continue to be handled for Mr. Lawrence by Associated Bookings.

Max Alexander, head of M. & A. Alexander Productions, Inc., Holly-
wood, is in London conferring with officials of British National Films about purchase of additional movies for the British market. A series of 13 selected half-hour television film programs, Hollywood Half-Hour, is being prepared by Jerry Fairbanks Productions, Hollywood. The programs will be televised in the United States by NBC. Included in the group are 14 Alexander Korda movies.

Deal calls for the station to have unlimited run of the films for a two-year period starting, after Jan. 1. The date was named be-

cause several of the films have not been exhibited theatrically in Los Angeles as yet.

FATE OF MOVIES

VIEWED BY PROF. LEVIN

MERGER of United Paramount Theaters Inc. and ABC (B • T; Oct. 15, Sept. 8) might result in better motion pictures—or worse, according to Harvey Levin, assistant professor of economics, Pennsyl-

vania State College.

Writing in the Oct. 13 issue of The Nation magazine, Prof. Levin makes these points in his article entitled, "How Much Merger in Television?"

The very hugeness of radio-TV and its need for a mass audience might force the theaters owned by the firm to cater to the mass' large untapped audience—"the ma-

ture in culture and age." This would improve the quality of motion pictures, he believes, because then movies could be made "to win at least a measure of freedom from the necessity of pleasing a mass audience made up largely of adoles-

cents."

On the other hand, huge income and operating costs of radio-TV might persuade the new company to invest more in its creative en-

ergies in that direction, to the detriment of its film-showing oper-

ations, Prof. Levin thinks. This would be more a probability, Prof. Levin observes, if the new company goes in heavily for theatre TV.

EDITING TIME

Cut by New Machine

THROUGH use of the George For multiple monitor film editing machine, a 25% saving in editing time is claimed on Desilu Produc-

tion's TV film I Love Lucy, star-
ing Lucille Ball and Desi Arnez. Philip Morris sponsors the pro-

gram on CBS-TV starting Oct. 15.

The editing machine, manufac-

tured to Mr. Fox's specifications by Moviola Corp. includes a sound head and three interlocking picture heads. On each head is a small pro-

jection screen so that the show can be edited in the same manner as a live TV show on three monitors, it was explained.

The three machines are con-

trolled by foot pedals and can be

run in any combination.

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FILM EQUIPMENT CO.

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HARRISON 5-1311

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WRITE FOR CATALOG

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FORUM
SEPARATE bargaining units for motion picture actors employed by CBS on its *Amos 'n' Andy* film TV series and for certain persons who appear on all live network TV programs originating in New York, Los Angeles and Chicago were designated by the National Labor Relations Board last Wednesday. NLRB ordered elections involving Television Authority and Screen Actors Guild.

In this action, NLRB held that talent appearing on the CBS program, produced at the Hubert Studios in Hollywood, may choose between TVA and SAG. Election will be held before the end of November.

The decision was held to represent a victory for the actors guild on the West Coast, stronghold of the motion picture industry, if not elsewhere. It also served to complicate an earlier agreement reached by the two unions in New York [B • T, Aug. 13].

At that time SAG agreed that if the board ruled for TVA in the network TV field, and set aside only one union (TVA), it would not contest the ballot. The board's ruling rendered this concession inoperative.

In return, TVA notified Associated Actors and Artistas of America that it had withdrawn a bid to represent performers employed by 10 New York motion picture firms which make films for TV, theaters, etc. The actors guild last week won the single-union election, TVA not appearing on the ballot (see separate story, this page).

Last week's NLRB finding involved a TVA petition for certification as bargaining agent for all talent on "live" and kinescoped programs, including motion picture actors appearing on *Amos 'n' Andy*.

While CBS is the only network employer now making motion picture films for TV, the decision also may be expected to set precedent for ABC-TV, DuMont 'Television Network, NBC-TV and General Teleradio Inc. (WOR-TV New York), should they move into motion picture production for TV. Of these, ABC-TV has expressed such an interest.

These are the units set aside by the board:

Unit 1—All persons employed as talent on all live network television programs originating in New York, Chicago and Los Angeles, and broadcast over the network facilities of the employers (mentioned in petition), including actors, masters of ceremony, announcers, danc-ers, announcers, sportscasters (play-by-play, color man, play-by-play and color man, specialty acts, walk-ers, street performers, and all other television performers, but excluding servants and performers in the capacity of musician, and talent employed by [CBS] in its West Coast motion picture productions.

Unit 2—All actors employed by [CBS] on the West Coast, who are engaged in the production of motion picture designs for initial exhibitions on television, including singers and stunt men, but excluding extra and talent employed in the production of live television programs.

Performers catalogued in Unit 1 will determine whether or not they will be represented by TVA; those in Unit 2 will choose between TVA and SAG or select neither union.

Throughout the prolonged controversy SAG argued that the motion picture talent should be in a separate unit. The networks generally agreed with SAG that the television portion of the proposed unit was appropriate. Issue as posed by NLRB was whether separate groups should be established.

TVA Contention

TVA held that as bargaining agent for talent on all live network television broadcasts originating in the three cities there should be an integrated unit of all TV performers, including those making motion pictures, because they have common skills. SAG contends, conversely, that the TV motion picture performers are bound by working conditions with others in that industry operate and whom it has traditionally represented.

Taking note of this, the board stated:

Production techniques used by CBS in making its films are practically indistinguishable from those used by all other motion picture producers. By way of contrast, most network television shows are produced before television cameras through which the audiences see the performances as the same instant it is recorded. Such shows are completely rehearsed before performances and destinations that sequence and corrections cannot be made.

The NLRB took issue with SAG's contention, however, that different acting techniques and skills are required for the two media. This claim, it said, is "not entirely supported by the record."

Explaining "there is considerable difference between the pay and working conditions for television talent and those which exist for CBS' motion picture employees," the decision continued:

"Motion picture employment is for consecutive days, from first costuming to final shooting, with full pay even for intervening non-working days. On the other hand, pay of television performers varies according to conditions which do not even exist for motion picture talent, and which are not considered in any TV network.

"For example, a television actor receives less for a sustaining non-compete than for a comparable TV contract; broadcast; players on local programs are paid less than those on network programs; and a player on an audition for certain persons..."

SAG WINS IN N.Y.

Mail Vote 202 to 3

SCREEN Actors Guild continues to represent motion picture actors in all kinds of films made by New York producers— including television as well as theatrical release. The organization has 202-to-3 National Labor Relations Board election completed Oct. 10.

Decision of the mail vote was announced last week by Mrs. Florence Marston, Guild representative in New York.

Previously, Television Authority, respondents for live talent union headquarters in New York, had challenged SAG's position in the film-acting field. Following defeat of TVA in a Hollywood NLRB election last summer when the vote was 439 to 48 in favor of the Guild—TVA withdrew from the New York election, which was held to establish national as well as West Coast decision. The subsequent vote was therefore between the Guild and "no union" [B • T, Aug. 13].

Employers involved in the New York election included Audio Productions, Caravel Films, John Dransby Productions, Leslie Rough Productions, Pathoscope Co. of America, Sound Masters, March of Time Division of Time Inc., Transfilms Inc., West Coast Sound Studios and Willard Pictures. The Guild has contracted with these companies, the major New York producers, since 1937.

TV Hurts Busses

NOW IT'S the bus business that is suffering because of television. D. W. Barrett, manager of Salt Lake City Lines, told the Utah Public Service Commission that television is one potent factor in cutting the number of passengers for buses. He cited a 32.2% drop in passengers with 24.9% loss in gross revenues on Sunday, Sept. 30 compared with the corresponding Sunday in 1950. That's the date both TV stations in Salt Lake, KDYL-TV and RSL-TV were on the air with interconnected network television. Firm wants a fare increase.

FREE

If the rating on our completed 13 Craig Kennedy mystery shows starring Donald Woods,imité of television, does not beat the rating of any mystery-detective TV series at end another 18 weeks (compareable time) in major city, we will offer the horse sponsor and run no charge for show sponsor and run at no charge for one opening show. Ad available.

Immediate Delivery first 13 4-hour TV films completed

Adrian Weiss Productions present

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Sydney Mason and Lewis G. Wilson
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Los Angeles 36, California

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Write-Wire-Phone-Screening Prints Available

October 22, 1951 • Page 81
TV WRITERS

ALA, RWG Rift Flares

AUTHOR'S LEAGUE of America, parent body of Radio Writers Guild, has taken a bold step toward settling the dispute for jurisdiction over television writers by issuing a formal directive to the guild that it withdraw its NLRB petition for a vote among the writers themselves.

RWG, as a member of ALA, must follow directives or drop out. Although individual representatives could withdraw, any new unit might form would be faced with complex legal hassles involving their right to RWG title, authority, and completed contracts. Such a step would weaken union strength considerably, for both sides.

The battle has been simmering for several weeks, with the ALA council letting its intentions be known and RWG officials admitting there has been some talk about petition withdrawal. Peaceful attempts at solution appeared two weeks ago when it was suggested that a complete revision of the ALA council be effected first and jurisdiction be settled second.

With reorganization side-stepped, the ALA council suggested two weeks ago that the guild withdraw its petition and asked, at last week's session, why action had not been taken. RWG representatives countered that there was misunderstanding about the council's exact intentions, which resulted in ALA formalizing the request by issuing an official directive. It was a 6-4 decision.

Meanwhile, ALA is recognized by NLRB and employers—as proper representative of all authors, with the guild's role involving any representation dispute an internal one, beyond the domain of the Taft-Hartley Act. ALA also considered the question as one within its own structure, maintaining its right to determine which of its "administrative units" should handle certain affairs.

The majority of writers for TV and ALA members, split among the various units: the Dramatists Guild, the Radio Writers Guild, the Authors Guild and the Affiliated Screen Writers Guild. Because of "the different economic requirements" of the TV medium, ALA has not yet determined whether administration of TV writers would ultimately be contained under separate or centralized direction.

Negotiations with the networks—broken off in July because of the jurisdictional question—would be resumed after withdrawal of the RWG petition, it was felt, as soon as the networks were assured there would be no further filing later. ALA's national TV committee, which deals with the networks, would continue under its present set-up with all four guilds and the television writers group represented.

By week's end, RWG withdrawal from the League seemed unlikely, but the Guild was faced with the decision—due within a week—of complying with or fighting the directive. Meanwhile, NLRB is holding the petition until further papers are filed. It was understood, however, that in case of a showdown, the labor board would dismiss the case.

SCHOOL PROGRAM

KPRC-TV Offer Accepted

LOCAL school board has accepted the offer of KPRC-TV Houston, Tex., to telecast school activities on a 15-minute, five-a-week basis, the station has reported. Earlier, acceptance of the offer had been postponed pending presentation of the school board's petition to FCC (B & T) Oct. 8.

The offer is contingent upon FCC acknowledgment of a brochure on the board's application for a television channel mailed out last week. The board had deferred acceptance, opposing the offer might jeopardize its chances of getting a channel if the FCC were apprised of the school program.

KPRC-TV plans to set aside 5:5-15 p.m. period, Monday through Friday, for the educational program, according to Marsh Callaway, promotion manager.

QUALITY IMPORTERS for its Welch's Wine token Crusade in the Pacific and KPRC-TV Los Angeles. Seated (1 to r) are Robert J. Herry, v. p. in charge of New York office of Al Paul Lofton Co., ad agency for Quality; Edward Bishop, pres., Quality and Trevor Adams, gen. mgr., WJZ-TV, standing are (1 to r) Don L. Kornney, mgr., ABC-TV spot sales, and P. A. Williams, pub. rel. dir., March of Time Inc.


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QUALITY IMPORTERS for its Welch's Wine token Crusade in the Pacific and KPRC-TV Los Angeles. Seated (1 to r) are Robert J. Herry, v. p. in charge of New York office of Al Paul Lofton Co., ad agency for Quality; Edward Bishop, pres., Quality and Trevor Adams, gen. mgr., WJZ-TV, standing are (1 to r) Don L. Kornney, mgr., ABC-TV spot sales, and P. A. Williams, pub. rel. dir., March of Time Inc.

MATTY BELL, Southern Methodist U. grid coach, is starring in series over WFAA-TV Dallas, sponsored by First National Bank in Dallas. Settling details are (1 to r) Randall Brooks, exec. v. p. & mgr. of Dallas office of Rogers & Smith, agency for sponsors; Edward E. Kash, agency radio-TV dir.; Mary Ann Baccus, agency ass't. radio-TV dir.; Ralph Nimmons, WFAA-TV mgr.; Mr. Bell; Paul Franke, agency acct. exec.; Alex Reese, WFAA-AM-TV regional sls. mgr., and Clifton Blackmon, bank ass't. v. p. & dir. of adv.
PRODUCTION

East or West Coast?

BATTLE LINES, according to current reports, are indicated to be forming on the question of whether the West Coast—Hollywood—or the East Coast—New York—will be chief center for television production now that the coast-to-coast relay has started.

Prompted by published reports by Ted Rosenak, advertising manager of Jos. Schlitz Brewing Co., and others that Hollywood lacks facilities to adequately handle a live dramatic television show, Hal Roach, president of Hal Roach Studios, has declared, “There isn’t a live dramatic show that can’t be telecast from one of our stages and done better.”

Mr. Rosenak was in Hollywood to attend the takeoff of the NBC Halls of Ivy show and attend his firm’s party following the telecast of the CBS-TV Playhouse of Stars, sponsored by Schlitz.

“We’d like to do the show from here but Hollywood can’t handle it,” he was quoted as saying. “You haven’t the facilities so we’ve given it up.”

Not Ready Yet

Mr. Rosenak’s comments were included among similar ones quoted by New York agency and network executives who have looked into Hollywood facilities for putting on live television dramatic shows. The consensus appeared to be that Hollywood was not yet ready for the coast-to-coast relay.

Mr. Roach said, “all we need do is to telecast a live dramatic show is wheel in television cameras.”

But, he added, “we do not believe staging dramatic shows live is the way to do it.”

Stating that he thought the average one-hour live dramatic show takes two weeks of rehearsals, he declared, “We will do the same show on film in five days and it will be better. And the picture, following its cabled use, will be available for later use by stations not yet having access to the cable.”

LIGHT talk brightens party after Hollywood-style première held by WLWT (TV) Cincinnati in kicking off its 66th WVLW, WLWD (TV) Dayton and WLWC (TV) Columbus [B • T, Oct. 1].

L to r: Bill Robinson, vice president in charge of programming, Crosby Broadcast Corp.; Cincinnati’s Mayor Albert Cash; Burgess Meredith, guest of honor who had title role of Emme Pyle in premiere film, “The Story of G. I. Joe,” and Dwight Martin, vice president and assistant general manager, Crosby.

“Parenthetically,” he added, “I question whether the public will be content forever to have its video drama take place within three walls.”

New York will remain the headquarters of TV commercial films, despite opening of transcontinental television, William Van Praag, executive producer of Van Praag Production, New York, said in a speech before students at the Dramatic Workshop, New York.

Special Technique Needed

“The making of film commercials is a special technique as unlike theatrical motion pictures as they are unlike television.” he said. “The technical equipment of the motion picture must be combined with the special qualities of television as a sales medium.”

Remembering that New York producers and technicians have worked hard and long to master the technique, he added that New York will retain its hold on TV production since it is the headquarters of agencies and talent as well.

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5000 WATT OUTPUT!

Jos. weed & Co.
350 Madison Ave., New York.
Can Tell You More About

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HALIFAX NOVA SCOTIA

BROADCASTING • Telecasting

GILLETTE BUYS

Army-Navy Game on NBC-TV

ARMY-NAVY football classic will be telecast for the sixth consecutive year by NBC at 12:15 p.m. EST Saturday, Dec. 1 with Gillette Safety Razor Co. as sponsors. Maxon Inc. is agency.

Game will be seen on entire NBC network, coast-to-coast, and will lead off TV’s first doubleheader football coverage. After the Army-Navy clash in Philadelphia, NBC will switch to the Los Angeles Coliseum for the complete Notre Dame-U. of Southern California game starting at 4:15 p.m. EST. Westinghouse Electric Corp. will sponsor the latter event through Ketchum, MacLeod and Grove.

ACHESON SPEAKS

IN ONE of his rare personal appearances on television, Secretary of State Dean Acheson was scheduled to be seen on NBC-TV’s Battle Report, Washington yesterday (Sunday), 3-30 p.m. EST. He was to report briefly on international developments and answer questions on current issues.

DR. DUMONT HONORED

Passaic Dinner Nov. 14

TWO-DAY program in Passaic, N. J., to identify the city as “The Birthplace of Television” will start with a dinner Nov. 14 at which Gov. Alfred E. Driscoll will present a citation to Dr. Allen B. DuMont in recognition of the scientist’s TV achievements.

First regularly scheduled TV programming is claimed to have been inaugurated in 1930 by W2XCD Passaic. First commercial TV receivers were produced by the DuMont laboratories there in 1936, it was said. In recognition of other early TV experimentation conducted there, the Passaic City Council adopted the “birthplace” slogan. WABD (TV) New York will telecast the opening dinner.

SANABRIA CHARGE

Cites CBS Before FTC

PERSONAL petition to each of the Federal Trade Commissioners charging unfair trade practice by CBS in using the name “CBS-Columbia” for its subsidiary’s TV sets has been filed by U. A. Sanabria, president of American Television Inc., Chicago.

Mr. Sanabria, one of radio’s pioneers, alleges that every time CBS announces its name at a station break, an advertisement for CBS-Columbia sets is made.

The same complaint to FCC two weeks ago, asking that CBS’s radio and TV licenses be suspended and an investigation made, was turned down on the ground that the Commission had no jurisdiction [B • T, Oct. 15].

We believe that this is unfair use of free, government-granted facilities to identify a brand name with call letters of a chain or station because this constitutes a free advertising plug,” he said.

American TV manufactures TV sets, cathode ray picture tubes and also runs a technical school and a retail store to sell its TV sets.

Mr. Sanabria asserted that CBS should not be permitted to “capitalise” on its licenses to broadcast “on wavelengths which are the property of the people” brand name or product identification.

CBS-Columbia sets have “bound-ed in sales” since put on the market under the Columbia name, he said. The sets were previously manufactured by Air King Products Co. and marketed under the Air King name. Air King was a subsidiary of Hytron Radio & Electronics Corp., which CBS bought last June [B • T, June 18].

George’s Radio Signs

SPONSORSHIP of Your Junior Review, WNBW (TV) Washington [B • T, Oct. 8], assumed by George’s Radio & Television Co., Washington appliance chain. The series had been sponsored since 1949 by Home Appliance Co., affiliated neighborhood store.

In Greater Grand Rapids...

...the most ears are WOODpecked!

Sponsored by WOOD, Flint, WEGA, Evansville; WFEM, Indianapolis • Katz Agency

October 22, 1951 • Page 83
RCA Shows

(Continued from page 70)

...red, green and blue." The images from these tubes are projected through lenses which blend the individual single-color pictures into the full color picture seen on the screen.

Programs utilized in last week's theatre demonstrations were the experimental color field teledcasts started by RCA Oct. 9 [B • T, Oct. 18] for public viewing on special RCA colorsets in the lounge of New York's Center Theatre and in NBC's Washington studios, which received the teledcasts via coaxial cable and radio relay circuits from New York. The program at 10 each morning was actually broadcast by WNBW (TV) New York and WNBW (TV) Washington; those at 2:15 and 4 p.m. were transmitted by closed circuit connections.

The morning programs were receivable in monochrome on standard black-and-white video sets in the New York and Washington areas, fulfilling what RCA's board chairman, Brig. Gen. David Sarnoff, described as one of the three purposes of the demonstrations: To show a new dimension of the compatibility of the RCA color system with black-and-white TV standards.

The two other aims of the demonstrations, Gen. Sarnoff said, were to show how movie houses in the future may receive and project colored TV programs on theatresize screens and to prove that such colorsets can be satisfactorily transmitted to the theatre by radio relay, coaxial cable or actual broadcasts.

Content and personnel of the programs employed in the large-screen demonstrations were identical with those used during the previous week's experimental colorsets [B • T, Oct. 15]. Nanette Fabray emceed studio variety programs of fast-moving entertainers which demonstrated the RCA system's ability to reproduce color in motion without fringing or blurring. The studio program was followed by an outdoor pickup to demonstrate the action of the RCA color camera in sunlight as well as under controlled studio lighting.

In developing the equipment used in the demonstration, Dr. Epstein and his associates in the cathode-ray and optics section of the David Sarnoff Research Center had the cooperation of other groups, including the TV section of the Center, headed by R. D. Kell. Special credit also was given to Saul Lasof of Dr. Epstein's staff and to Roy Wilcox, RCA Victor engineer.

MORGAN ELECTED

Named to Pa. AFA Post

ROY E. MORGAN, general manager of WILK Wilkes-Barre, Pa., and a director of the advertising Club of Wilkes-Barre, has been elected lieutenant governor of the Pennsylvania District of the Advertising Federation of America. Mr. Morgan, first Wyoming Valley resident to be honored with office in the AFA, succeeds Norman Klaes, of Pittsburgh, Pennsylvania.

Re-elected as officers of the Pennsylvania District, AFA, were James J. B. Stillian, Philadelphia, district governor; Morton J. Simon, Philadelphia, ad counselor, secretary, and Frances Reardon, Scranton, treasurer.

WJR Sales Figures

WJR Detroit announced last week that sales for the nine month period ending Sept. 30, 1951, amounted to $2,426,311.81. This compares with $2,826,683.75 for the same period in 1950. Net profit before taxes during the 1951 period amounted to $709,586 as against $819,364.00 for 1950, it was added. After computing taxes in accordance with the proposed new tax rates, the net profit to surplus amounts to $566,927.75 as against $665,401.13 last year.

RADIO and television industry last Wednesday was just as willing to join the baseball magnates and fans in voting the 1951 World Series the most successful in history of autumn classics.

And aside from the record coverage provided by the broadcast media, there were several other highlights. Among those reported to Broadcasting were:

Television: Sent the first series for the first time into the hills of Eastern Kentucky for coal miners at the Wheelright operations of In-tersoil Co. A group of telecasts, from WSAZ Huntington, W. Va., 77 miles to the north into the company's Community Hall. E. R. Price, manager of the coal opera, said that fans later will be permitted to tape the cable to pipe programs into homes.

Seattle-Tacoma and the Puget Sound area had the game teledcasts each night at 11:30 p.m. when KING-TV Seattle, in cooperation with Gillette and NBC, arranged to have special fast kinescopes flown from San Francisco for local telecasting.

Television set sales in Northern California jumped 300% above a normal week, dealers reported last week. Stocks in many stores were said to be exhausted by the demand.

In Rock Island, most of the 1200 high school girls were given a time off to view the series on 20-inch sets in the school auditorium.

Shortly after word came Oct. 2 that WPX (TV) New York— which was expected to play all games this season—had been granted permission to carry the Series, the station's 10-man sales staff started to market pre-game and post-game adjacencies including four live shows, 20-second announcements, a n d eight-second identification spots. By game time Oct. 4, the entire programming schedule had been contracted. First choices were given to regular advertisers with Winston Stores, Adam Hats, Colgate-Palmolive-Peet, Bufferin, Vitalis, Vim Stores, Trico Products and Reid's Ice Cream among the signers.

BMI Boost

CANADIAN broadcasting stations during National Radio Week, Sept. 27-Nov. 3, will use as much BMI music as possible. Announcements from the stations will tell the audience that BMI and its Canadian affiliate, BMI Canada, has produced the music and that for the past 10 years made a substantial contribution towards the development of Canadian talent. The plan was suggested by one of Canada's stations and is being used by most independent Canadian stations.

Coast Guard Tests

DEADLINE of Jan. 1, 1952, has been set on applications for men who wish to take examinations for the U. S. Coast Guard Academy at New London, Conn., the Coast Guard announced last week. Entrance to the academy is based on competitive exams Feb. 16-18, 1952, from which 200 men will be selected. Upon completion of a four-year engineering course, a cadet is eligible for an ensign's commission and a bachelor's degree in engineering. Full details may be obtained from the Commandant, U. S. Coast Guard (PTF), Washington 25, D. C.
FUTURE of the germanium-based transistor is stirring the electronics world.

Some radio old-timers have been mumuring about "back to the cat's whiskers days."

That is how strong the feeling is that the transistor and other semiconductors are on the verge of replacing the vacuum tube.

The plain facts are that for the immediate future the transistor is not going to replace the vacuum tube.

The transistor is going to be put to work in a way it cannot go, where it is more economical, where its special assets—smallness, ruggedness, stability, lack of heat, minimum power requirements, instantaneous readiness for operation—are required.

Five to 10 years away is the new "epoch" in electronics—the tube-less radio and TV set, the tube-less hearing aid, and possibly tube-less computers, navigational instruments, guided missiles, etc.

The transistor was announced by Bell Telephone Laboratories in 1948. The first was the point contact transistor, which has been refined to the point where the Bell system will begin using the "shoe lace tip" size apparatus in its long distance toll system next year.

It will be used as a transistor, to automatically route a telephone call through an open circuit between points in the U. S. Many times, only one involved circuit is available for a call. This choosing of circuits is done personally by telephone operators at the present time.

Heart of the transistor is a speck of germanium. Germanium is a semiconductor, as compared with copper which is a conductor and porcelain which is a non-conductor.

In the point contact transistor, the germanium is housed in a tiny metal cylinder about the size of a .22 caliber shell. Two hair-thin wires are connected to the germanium.

Newly developed this past summer is the junction type transistor, which is reported to be more efficient than the previous type. It consists of a tiny rod-shaped piece of germanium treated so that it consists of a thin positively charged layer sandwiched between two negatively charged ends. It is encased in a plastic bead, about 3/16-in. in diameter. It has three electrical sectors, in addition.

Transistors can be used to amplify, detect, oscillate, rectify. The early type can amplify up to 50 db—100 times. The new junction type can amplify up to 40 or 50 db. The latest type uses 0.5 microwatts of power (compared with a million microwatts used to heat the cathode of the ordinary receiving tube). The early transistor handles up to a megacycle in frequency; the newest up to 10 mc.

Will the transistor actually take the place of vacuum tubes?

This is what E. Finley Carter, engineering vice president of big tube manufacturer Sylvania Electric Products told Broadcasting & Telecasting. "In many applications transistors will replace vacuum tubes. But for the next three or four years, transistors will supplement the present use of the tubes. They will, he said, "expand the use of electronic processes—particularly in industrial usage."

Mr. Carter pointed out that Sylvania has been making crystal diodes for use as TV receiver detectors and rectifiers, as computer rectifiers, as radar mixers and detectors, in addition to use in other military gear.

Dr. E. W. Engstrom, vice president of the RCA Laboratories in Princeton, said much the same. He, however, went a step further.

"The use of semi-solids as conductors will mark the next epoch in electronics. At the present time, and for the next few years, transistors, etc., will be developed for many functions not now performed by tubes. They will be complementary to tubes; they won't replace them."

"However, when we know enough about them, when they are developed to the point where they can perform the many functions that a vacuum tube does, and as cheaply, then we shall see a new vista in electronics."

Has Gen. Sarnoff's Backing

Brig. General David Sarnoff, RCA chairman, gave a hard push to such developments during his remarks tonight before the dedication of the David Sarnoff Research Center in Princeton [B & T, Oct. 1]. He said:

"Electrons in solids offer tremendous possibilities and I bid you to harness them to work in 'solid comfort' instead of subjecting them to red hot heat. Indeed, cold electrons are a great challenge, the promise of which is already manifest in tiny transistors, now being developed for use as detectors and amplifiers in radio, wire and cable communications."

"All seem to agree that there is a long period ahead when tubes will remain the primary method of making electrons do their masters' bidding. But, all also seem to agree that transistors will be developed to the point where they will become as significant as tubes to the electronics industry."

Frank H. Merrill

FUNERAL services for Frank H. Merrill, 80, president of Los Angeles Soap Co., Los Angeles, were held at Church of the Recessional, Forest Lawn Memorial Park, Glendale, last Monday (Oct. 15). Interment was private. He died Oct. 13 at Good Samaritan Hospital, Los Angeles, following a cerebral hemorrhage. Regarded as one of the outstanding soap chemists in the world, he was associated with Los Angeles Soap Co. for 54 years and became its president in 1928. Surviving are two sons, Paul C. Merrill of San Marino, Calif., and Willis H. Merrill, Long Beach, and a daughter, Ruth E. Merrill.

WCHS Bond Drive Contest

Will Send Teacher Overseas

WCHS Charleston, W. Va., is offering an all-expense trip to Europe in a state-wide contest to spur sales of Defense Bonds.

The station-sponsored contest is being conducted among West Virginia school teachers, whose pupils will canvass the community with pledge cards and sell in the teachers' classrooms.

The contest begins Oct. 10 and runs through Oct. 31.

Lewis C. Tierney, state Defense Bond chairman and president of the Tierney Co., which operates WCHS, said the purpose of the trip to Europe is to offer the winning teacher an opportunity to see firsthand what American defense dollars are doing to bolster the western world against Communism.

Runner-up in the contest will receive for her school a sound motion picture projector with a film library. Third-place teacher will receive for her school a radio phonograph and record library.

All three grand prizes will be furnished by WCHS and will be awarded on the basis of the maturity value of the bonds sold for each teacher.

Decisions on all matters pertaining to the contest will be made by officials of the State Defense Bond Drive and WCHS and are to be accepted as final.

The trip to Europe will be by air and has been arranged for some time during November. It is expected that the teacher will be away from her classroom for two to three weeks and the salary of a substitute teacher will be paid by WCHS.
will be started as soon as two TV markets agree to the plan, or a reasonable modification, according to Mr. Sindlinger. Each city Radox Corp. will be jointly owned, controlled and operated by NRC and each television station, with the station owning part of the local corporation. Board will consist of NRC members, representative from each TV station and two paid and revolving directors, one each from local agency and local advertiser.

NRC believes that if each TV station in each city contributes its one-hour card rate each month for 12 months to capital stock, Radox will be operating in a few months and capital invested as well as operating charges will be paid off in a year.

Two basic services can be provided without a tabulating department. First is basic Radox service, a daily report showing one simple figure for each station, by 15-minute periods of the previous day—a new "simplified and understandable cumulative circulation figure." The year will be divided into four 13-week quarters. The sixth week's report would show cumulative circulation for six weeks, etc.

Second basic service will provide ratings "promised in a form and at a time when they have immediate value—not as requiem. Located in each broadcasting studio will be a Radox visual indicator, similar to the old type Western Union stock ticker. To operate, the station simply supplies the machine with paper tape, turns it on and lets it run each day. It is suggested that the Radox visual indicator be located for observation near a TV monitor of your own station and monitors of competitive stations. The indicator will print on tape continuously and instantaneously (at few minute intervals) the time of day, total number of TV homes tuned in to all stations at that time, the call letter code for each station and the instantaneous rating concurrent with the program of each station at the time.

Agencies and advertisers can obtain tabulated information by paying a service fee, yielding a profit on every job. Local data could be compiled nationally, so competitive stations might make money, Mr. Sindlinger suggests.

NEW GUYER FIRM

Offers Radio-TV Services

FORMATION of Radio and TV Consultants, a new station management consulting organization, was announced last week by R. Stanford Gayer, a veteran of 27 years in the broadcast industry. Mr. Gayer will headquarter in the Munsey Bldg., Washington, D.C. He had been vice president and general manager of WBTM-AM-FM Danville, Va.

Mr. Gayer started in radio at WDEL Wilmington, Del. in 1924, serving as announcer, program man and station manager. In 1930 he joined the announcing staff of WCAU Philadelphia, and in the next nine years was associated with WIP and WPEN Philadelphia and also handled free lance work in announcing sports, program and production, and in selling, both for radio and TV.

In 1939 he moved to WBTM Danville and three years later was appointed station manager. Mr. Gayer was elected vice president and general manager of the station in 1945.

KSIB School Studio

BROADCAST studio has been set by KSIB Creston, Iowa, in the town's high school as origination point for Junior Town. Program is aired Mon.-Wed.-Fri.: 3:15 p.m. to give students radio experience and the public a view of school proceedings. Opening broadcast paid tribute to Dutch Horning, KSIB co-owner, and to the station. Other schools are asked to participate in the series.

ILLUSTRATING cooperation between WFDF and Flint Public Library in bringing ABC Town Meeting of the Air to that city, Lester W. Lindow (1), WFDF general manager, presents Mr. Webb with transcription of Sept. 18 broadcast.

‘TOWN MEETING’ WFDF Promotes Show

DOUBLE-BARRELED advance promotion by WFDF Flint, Mich., was credited with assuring the successful appearance of America's Town Meeting of the Air there under the auspices of the Flint Public Library Centennial Celebration last month.

Mapping plans at the outset, William Webb, head librarian, chose Town Meeting as the ideal opening event for the year-long program. WFDF promised an all-out radio buildup for the occasion. Station aired announcements promoting the program and the centennial, including cut-in spots pushing ticket requests on previous Town Meeting shows.

WFDF reported a sellout on tickets two weeks before the ABC program came to town, with a flurry of requests right up to the broadcast. Many people were reported turned away.

FTC HEARINGS

On Indrin, Dolcin Cases

HEARINGS were held in Buffalo, N.Y. last week on government complaints charging Rhodes Pharmacal Co. (Indrin), Cleveland, and Dolcin Corp. (Dolcin), New York, with misrepresentations in the advertising of those medical preparations. Abner Lipcomb, trial examiner of the Federal Trade Commission, presided over the sessions.

Hearing was held by FTC on the Rhodes case last Tuesday and on Dolcin last Wednesday and Friday, with Joseph Callaway as government attorney supporting the complaints. The Rhodes case is in the final phase of hearing, with last week's testimony devoted to government rebuttal of Rhodes' defense. The U. S. Circuit Court of Appeals (7th District) earlier had denied the firm's plea for stay of injunction requested and obtained by the commission [B • T, Oct. 15].

ANTI-RED OATH

Taken by AFRA Officers

TO ERASE any doubt in anyone's mind regarding the anti-Communist oath of the governing body of the Los Angeles local American Federal of Radio Artists, officers and board members of the union last week voluntarily took the non-Communist oath before a Federal judge in Los Angeles.

Previously, in accordance with the Taft-Hartley bill, AFRA officers had filed affidavits stating they were not Communist. A further precaution against Communist influence was taken a few months ago when a referendum was adopted authorizing the National Board of AFRA to oust any member proved to be a member of the Communist party since 1945.

Those who took the most recent oath include Knox Manning, national president, AFRA; Frank Nelson, local president; Claude McCue, executive secretary and a long list of local Board members.

WTWN Branch Studio

E. DEAN FINNEY, general manager of WTWN St. Johnsbury, Vt., last week announced establishment of a branch office and studio broadcasting facilities in the new Jax Theatre Bldg., Littleton, N. H. The Littleton operation will be linked with St. Johnsbury studios on a 24-hour-a-day basis. Regular program originations from Littleton is planned, Mr. Finney said.

Ollie Was UnTrammelled

NBC Chicago is thinking of building a doghouse for a dragon. Oliver Dragon, poet laureate of the Kuklopolitan Players on Kulu, Fran & Ollie, put both feet into his over-size mouth when attempting to mark the network's 25th anniversary with a flourish. First thought suggesting that he and Fran Allison sing something patriotic, "Like 'Columbia, the Gem of the Ocean," he added "if that isn't OK, I'll get something that will be Mutually satisfactory." In his opinion, the whole production should be cast as a "ABC." Fran tried to save his name (and bread and butter) by valiantly singing a series of NBC plug tunes during the next five weeks. Of, un daunted, is probably puzzling out how to incorporate DuMont, Keystone, Intermountain and Yankee into his net work copy this week.
WOKE ON AIR
Weaver Heads Tenn. Outlet
WOKE Oak Ridge, Tenn., 1430 kc with 1 kw daytime, began broadcasting Sept. 29, with formal opening taking place the following day. Studios are located on Oak Terrace, Grove Center, Oak Ridge.

Members of the Air Mart Corp., which owns and operated WOKE, are Harry C. Weaver, president, and general manager, who is half-owner of WGAP Maryville, Tenn.; Owen J. McReynolds, vice president, Washington, D.C.; Harry J. Daly, director, Washington, D.C., and Frank H. Corbett, secretary-treasurer, who is general manager and also half-owner of WOKE.

General Manager Weaver announced appointment of Gene Callahan as sales manager and Edward Craigmiles, as program director. Mr. Callahan, now sales manager of KOEL Oelwein, Iowa, will assume his WOKE duties Nov. 1. Mr. Craigmiles, known professionally on the air as Ed Craig, has spent the past decade at WBLJ Dalton, Ga., and WDXB and WVUN (FM) Chattanooga, Tenn.

CIVIL DEFENSE FILMS

Two official 10-minute civil-defense films currently are being used by many of the nation's 108 television stations and another series, designed as TV spot announcements, are in process of completion.

The two one-reel films—What You Should Know About Biological Warfare and Fire Fighting for Householders—were distributed last month by the Audio-Visual Division of the Federal Civil Defense Administration.

Video out is designed to permit a single showing without cost. Fees are charged for subsequent telecasts on the basis of location and audience coverage of each individual station.

Films are produced on 16mm sound and silent, 8mm (complete), 16mm and 8mm (headline) and silent film strips. They are being distributed to dealers, film libraries and local civil defense groups by Castle Films Division of United World Films Inc., 445 Park Ave., New York.

Arrangements for TV showing are handled through FCDA, United World and the television industry. Fee for succeeding showings is necessary to help defray the producer's cost of production.

FCDA also purchased two motion pictures—Self-Preservation in an Atomic Attack and An Introduction to Radiation Detection Instruments and distributed them for showing to civil defense workers.

Originally produced for military personnel, they now are approved for television and public screening. Four TV spot announcements are prepared for three and one minute time segments. A fifth, based on FCDA's alert card, will run five minutes. Produced in 35mm, the black-and-white sound films will be distributed by the agency to all TV stations and state civil defense directors for use without charge.

A series of kinescope film recordings of seven television shows have been offered to TV stations through state directors in recent months.

Kinescopes of a CD training series, It's Up to You, was inaugurated by the American Red Cross last May over a 13-week spread, with half-hour programs scheduled on CBS TV. Kinescopes were circulated to 62 CBS outlet stations, not covered by the "live" presentation. Film and TV stars appeared on each show with Red Cross and civil defense authorities.

Additionally, film recordings of Survival, which first appeared on NBC-TV, are still available. All aspects of civil defense are covered throughout the film series.

NEW air hours went into effect with change to standard time Oct. 1 for WLS and WENR Chicago, ABC affiliate and the network's O and 0 outlets, which share time on a clear channel. WLS, owned by Prairie Farmer, will broadcast five days weekly from 5 a.m. until 3 p.m., 6 to 9:30 and 7 to 8 p.m. It will have Saturday clear, taking the air from 6 a.m. until midnight. On Sundays it will broadcast from 8 a.m. until noon. WLS has the option of moving back to 8 a.m. daily. WENR will operate the remaining hours until 1 a.m. nightly and on Sundays from 12 noon.

CHICAGO POOL
TV Show Aids Drive

Three of Chicago's four video stations—WBKB (NBC) WENR-TV (ABC) and WKBK (CBS)—pooled their talent and facilities for a two-hour program of entertainment Oct. 19 on behalf of the Community Fund and the USO.

The program was designed as entertainment only, and had no appeals for funds, according to Andy Chrustain, McCann-Erickson producer of the Wayne King Show and chairman of the planning group.

The unions, for what was believed to be the first time, agreed to cooperate in contributing member services. They were Television Authority, the American Federation of Musicians, the International Brotherhood of Electrical Workers, National Assn. of Broadcast Engineers and Technicians and International Alliance of Theatrical Stage Employees. Included on the planning group were Ray Jones, executive secretary and AFRA and midwest region director of TVA; Charlie Andrews, Studs Place writer; Doug Johnson, who writes Hawkins Falls, and Ruth Moore of the Fund. The show will be aired from 10 until midnight.

OUT of every 3 listens to KCMO in Mid-America

KCMO reaches 33.4% of all Mid-America radio homes tuned to Kansas City stations—a share of audience larger than any station heard in the area. Get proof—get the facts on Mid-America radio coverage from the Conlan "Study of Listening Habits" in Mid-America. Parts 1 and 2 of the 3-part continuing study are ready now. Write on your letterhead to KCMO

50,000 WATTS
125 E. 31st St., Kansas City Mo.
OR THE KATZ AGENCY

CONGRATULATIONS TO NBC ON ITS SILVER JUBILEE FROM ITS MADISON AFFILIATE FOR MORE THAN 20 YEARS

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

BROADCASTING • Telecasting

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CBS-Columbia
(Continued from page 79)
of aluminum (compared to 16,700,-
000 pounds).
Thus, percentage drops are re-
corded for both steel and copper, with a slight increase for alu-
minum. Percentage-wise, industry
now is receiving during this quar-
ter for steel, copper and aluminum about 65%, 64% and 49%, respec-
tively, of materials used during the
base period. Allotment of greater
quantities of aluminum to elec-
tronics (bringing the percentage
close to 50%) is regarded as a
significant victory in view of the
scarcity of that material. No relief
in supply is expected before Oct.
1, 1952.
Mr. Fleischmann said Oct. 12 it is "preferable" to permit manufac-
turers of non-essential civilian
goods to "operate at low levels" rather than prohibit use of mate-
rials outright. In a speech at At-
lantic City last Wednesday, he
acknowledged, however, that pro-
ducers of less-essential goods (not
radio-TV) may be forced out of
business in the months ahead.
At the same time the DPA chief
was not optimistic about building
materials because of the aluminum
shortage. "Very low levels" of con-
struction will be reached during the
next quarter, he predicted. Securi-
ty of steel remains a primary
factor, too, he added.
This prediction came as the NPA
continued to study possible reclas-
sification of the radio-TV industry
on materials for construction, al-
teration and remodeling projects.
NARTB has consulted with agency
authorities and pressed for relief
which would allow radio-TV broad-
casters to self-authorize larger
quantities of raw materials for smaller
projects.
Industry has protested the shift-
ing of newspapers and other print-
ing establishments from commer-
cial to industrial categories on
grounds that reflects "preferential
treatment" among media. If ap-
proved, broadcasters would be able
to write orders for up to 25 tons of steel or 1,000 pounds of copper
per week of material, com-
pared to the present ceiling of two
 tons of steel and 200 pounds of copper [4, 7, Oct. 16]. A deci-
sion is expected early this week.
Causes of Concern
Shortage of materials for com-
ponent parts also was a source of
concern to manufacturers. NPA
slated a meeting with the Elec-
ronic Parts and Components Dis-
tribution Industry Advisory Com-
mittee for today in New York. Mr.
Miller, NPA Civilian Requirements
Division, will preside.
In other developments:
• NPA announced it would con-
tinue its restrictions against the use of
copper or aluminum for decorat-
ing or ornamenting radio-TV receivers
and phonograph players. Prohibition
has been in effect since last July 1.
• The Defense Materials Procure-
ment Agency revealed an agreement
which will result in a "substantial
increase" in the domestic output of
cobalt, nickel and copper for defense
purposes. Military drain on civilian
consumption of these materials has
cut back and altered production of
radio-TV magnet loudspeakers, power
transformers, and other items.

Sorry—
No time open on
CHRISTY ERK'S
"Survey of The News"

Music—No Football
IN THE INTEREST of pub-
lis service to the football
fans—as well as the music
devotees—WFEC Miami is
airing special announcement
each half-hour Saturday
afternoons about football
games being broadcast by
other Miami stations. An-
nouncement concludes
"what's the football radio
lineup...but if you like
good music best, keep tuned
tight right where you are—to
WFEC! News and music all
day long!" Stalwart reports
that very favorable audience
reaction, as well as compli-
mentary comments from the
broadcasting stations, has
resulted.

T-H AMENDMENT
Passes in House
PROPOSED amendment to the Na-
tional Labor Relations Act, which
would validate overtime worked in
union elections held prior to im-
position of the non-Communist oath
requirement, has been passed by the
House.
The measure (S 859) would dispense with existing provisions
calling for election before a union
and an employer may enter into a
union-shop agreement. Only a small
minority of these cases actually
involve radio-TV broadcasters, and
in those instances the requirement
is only academic [CLOSED CIRCUIT,
Oct. 8]. It was adopted on the
floor after a favorable report by the
House Labor Committee and
approval by the Senate.
Only question posed to broad-
casters is whether these union-shop
cases may serve as a bar to future
collective bargaining negotiations
at present.
The ruling, in effect, circumvents
the recent Supreme Court decision
which invalidated union shop cases.
The court had held that officers of
the AFL and CIO were required to
file non-Communist affidavits and
that authorizations issued by
NLRB without regard to this were
invalid.

TV Talent
(Continued from page 81)
actors: conditions completely different
from those of the talent in ITV's contracts.
The Board has recently held that action required in making motion pic-
tures for initial presentation on tele-
sion is a joint effort by the same interests as, and
belong in the same unit with, other
actors employed by their respective
employers in making films for initial
showings in motion picture theaters.
Traditionally, also, talent employed in making motion pictures and talent
working in radio shows have been rep-
resented in separate units.
We believe that making working conditions for employees making motion
pictures for initial presentation on tele-
sion are identical with those for mak-
ing films for initial showings in movie
theaters, and because of the history of bargain-
ing for larger units, namely, all union
shop units, motion picture and tele-
sion units should be established in
separate units.
The board's decision was handed
down by John M. Houston and
James J. Reynolds Jr., who Mur-
dock issued a partial dissent with
respect to the appropriateness of the
network television unit. Agree-
ing that CBS "has the sole author-
ity to hire and discharge employees
in Unit 2, he argued the record
contains no similar showing for Unit 1.
He declared:
"As the entire pool of free-
lance talent, the members of which are
from 19,000 to 20,000 times
employed by the network television shows by the broad-
casting networks, advertising agencies,
sponsors and independent producers.
The record shows conclusively that
approximately 90% of the total per-
cent of the employees is employed directly by employers not specified in
the unit description. As to those em-
ployees, the television networks are not
employers. In fact, their only relation-
ship with this talent is that it performs
in studios, and by means of technical
facilities leased by or purchased from
unknown employers who produce the
program.
Mr. Murdock held that this unit is
"fundamentally defective," there is
no area for collective bargaining
between "labor and employees of the
leasee" and suggested the peti-
tion for Unit 1 be dismissed as in-
appropriate.
In the Unit 1 election, all em-
ployees who appeared on at least
two network television programs
from Dec. 10, 1950 to Oct. 17, 1951,
would be eligible to vote. TVA had
brought a petition on Dec. 1, 1950
to Feb. 10, 1951. Talent in Unit 2
would be eligible to vote if they
had two or more days of employ-
ment during that nine-month pe-
riod.

christy's news is sold out
and has been ever since it went
on the air 16 years ago.

we have to time to sell on
other WBYR local programs through,
and pulse says they rate tops
with waterbury listeners, too.

ask the avery-knodel man

WRBY
5,000 Watts
CBS in Waterbury, Conn.

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...
CITY SERVICE SHOW
WCCM Lawrence, Mass., Greater Lawrence at Work, Mon. through Sat., program seeking ways to expand city’s industries. Leading manufacturers and businessmen appear on show, telling what they think of city now and what must be done for its future industrial growth. Show also features “spot news” reporting latest developments in labor and management relations in Lawrence. Program is presented as public service feature.

COLLECTS INSTRUMENTS
WCAX Burlington, Vt., recently answered appeal from local branch of Salvation Army to collect musical instruments. Army wants instruments to help launch band composed of youngsters. Station reports at end of first week response was good.

FARM FACTS
WRFD Worthington, Ohio, Inside Agriculture, Sun., 8 a.m., started Oct. 15, sponsored by United Implement Co. Program features Bob Miller, WRFD farm service and program director, presenting complete picture of farm situation. Mr. Miller presents world, national and local farm news, along with market trends and news commentary. Show designed to give city folk understanding of present day problems on farm.

TOP SELLING JOB
KSTP Minneapolis, sending trade advertisers brochure based on station’s selling power. Copy attached to piece relates “KSTP now offers the biggest chainbreak bargain in big-time radio.” Inside brochure is cut-out of man with moving hand holding continuity sheet. Piece goes on to report that station breaks produce extra values to sponsors.

SPECIAL EDITION
WDSU New Orleans, honored by Illustrated Press, Oct. 4, on station’s recent deal with NBC. Special edition presented pictures of station officials, network officials and performers now heard on WDSU.

ANTI-COMMUNIST SERIES
WOL Washington, Prologue, Sun. 9:30 to 10 p.m., started Oct. 28, planned and presented by Georgetown U., Washington, D.C. Series designed to fight Communism by examining and exposing communist menace through drama. Programs will deal with American history showing that answers to many of today’s problems in combating Communism can be found in this country’s past. Program is produced at school’s studios at campus.

MONKEY SHOW
WTMJ Milwaukee, presented Top O’ the Morning show, 5:30 a.m. to 9 a.m., Oct. 5, from Monkey Island in Milwaukee’s Washington Zoo. Gordon Thomas, program emcee, presented program after losing feud to Hugo Murray, traffic supervisor at local stockyard and WTMJ broadcaster. Mr. Thomas used lantern to read commercials, introduce records and to comment on activities of his hairy friends. Stationengineered handled records and remote equipment from outside fence that borders island. Station reports that nearly 2,000 people stopped on their way to work to watch Mr. Thomas perform with monkeys.

EDUCATIONAL SERIES
WOW-TV Omaha, Doors of Knowledge, Mon. 9:45 a.m., educational series allowing time on alternate weeks to city’s two universities. Creighton U. presented first show on station. Creighton U. has worked with WOW for past two years in presenting educational TV shows.

ITALIAN COVERAGE
WVOY New York, Oct. 3 presented on-the-spot coverage of New York Mayor, Vincent B. Impellitteri’s arrival and reception at his native village of Isanello, Sicily. Accompanying Mayor on flight to Rome was Lucio Basco, WVOY Rome correspondent. Mayor Impellitteri addressed the villagers, reassuring them of continuance of good relations between the U.S. and Italy.

NEW BABY
A Cigar and letter were sent to 850 advertising prospects by Duane Janes Co. last week announcing a “Pleased Event”—acquisition of a new account, National Selected Products [B • T, Oct. 15]. The letter suggested that as "pride fathers" the agency was distributing cigars to "weave" dreams, you will think about what new customers for as little as 8¢ each could do for that 1962 sales curve of yours." The letter was signed by Duane Jones, president of the agency.

FILM BIRTH
BALL Productions and Television Films Inc. of Florida sent out note-sized cards to "Proudly announce a new and most unique film baby . . . Born in the Everglades for television." Sex is "Male . . . "Robin Hood of the Everglades'" and the name is given as "Jeff Cypress in 'Call of the Everglades'," Weighing in at 162 pounds and measuring 6 feet 3 inches, Jeff is described in a note as "A very handsome, rugged boy . . . A new kind of hero to thrill the kids . . . and Jeff树立s the theme of the half-hour pilot film for newcomers and agencies was held Wednesday at the Waldorf by proud parent Fred F. Frink, president of Ball Productions Inc., N. Y.

FREE TICKETS
HUGO WAGENSEIL & Assoc., Dayton, agency for Bonded Oil Co., sending out "ticket" promotion to families in Dayton and Columbus area. Memo with tickets reminds viewers of Family Theatre show over WLWD(TV) Dayton and WLWC(TV) Columbus. Program features "first time" runs of popular motion pictures. Tickets report "Any television set will admit you to Bonded Oil Co.'s Family Theatre."

Further ideas or samples of the promotion items mentioned on this page are available by writing to the individual companies.

UHF DATA
WELY New Haven, Conn., distributing 100,000 booklets giving comprehensive explanation of UHF television. Station using mailers, TV dealers and servicemen in releasing booklet in New Haven, Troy, N. Y., Albany, N. Y., and Schenectady, N. Y. Piece relates information about different companies’ UHF tuners. It answers the question, "What is UHF television?" It also gives vast information on antennas and TV manufacturers’ plans to improve television through UHF.

FIRST BIRTHDAY
WORL Boston, Oct. 8, celebrated its first birthday by giving away 23 big prizes in its "Why I Listen to WORL" contest. Top prize for winner was mink scarf. Station reports that entries poured in from all over New England. WORL also ran five-column ad in Boston Post "thanking both the listeners and all the sponsors who had advertised on WORL the past year for making the station so successful."

GRANDMOTHER’S DAY
KTRI Sioux City, Iowa, in honor of Grandmother’s Day, Oct. 14, picked an outstanding grandmother as winner of four state contest. Vern Nelson and John Rickwa, emcees on Over the Coffee Chatter program, conducted contest. Winner selected was 90-year-old Sara (Continued on page 89)
DETROIT PULIT
WJBK-TV, Detroit Pulit, Sunday morning religious programming, with speakers from Catholic, Protestant and Jewish faiths appearing during series, and denominations rotating according to population division. At same time, program will be simulcast on WJBE-AM-FM, where it has been heard for past year. Immediately following local program, WJBK-TV will present CBS religious feature "Lamp Unto My Feet," giving viewers a 45 minute block of religious programming.

TV COMES THROUGH
KPIX (TV) San Francisco, originating station for recent inaugural transcontinental teletcast and subsequent coverage of the Japanese Peace Conference, promotes its role in historic proceedings with multipage folder to trade announcing "... here is a big story, briefly told." Text details planning, preparation and final production of conference coverage..."without question the gravest responsibility ever placed in the hands of one telecasting station." Text also carries references of praise for the job done by KPIX from viewers and pickup stations cross-country.

BILLBOARD PROMOTION
WDGY Minneapolis using large billboard promotion in center of city. Display is 24 feet high and 82 feet wide and is situated at Hennepin Ave. and Nicollet. A corner which city statistics show 175,000 persons pass every day. Station placed clock and thermometers at compass ends of advertising space. Large station call letters is atop billboard. Station also using many other billboards in Minneapolis and St. Paul.

GOOD MUSIC SHOW
WEW St. Louis station, the independent "good music" station, launched its 12th birthday program, Oct. 7 with Vladimir Golschmann, conductor of St. Louis Symphony Orchestra. Series of 13 shows is sponsored by the Mercantile Trust Co. each Sunday afternoon for 45 minutes, and features Mr. Golschmann in commentary of musical notes and reminiscences followed by music tying-in to the continuity. Most of the selection were by the St. Louis orchestra. Similar shows featuring a personality are being planned now.

FOOTBALL COACHES
KDKA Pittsburgh, Hi Coach, Thurs. 7:15 p.m., started Oct. 11, series featuring top local high school coaches from Pittsburgh area. Sports Announce Johnny Boyer, and Walter H. Burns, noted business executive and assistant coach at Carnegie Tech, will chat with guest coaches. Roundtable talk gives inside happenings of outstanding local high school elevens.

SERVIE DIRECTORY

October 11 through October 18

October 11 Applications... ACCEPTED FOR FILING
WJBY-FM Gadsden, Ala.—Mod. CP new FM station for extension of completion date.

License for CP
KVLK Leadville, Colo.—License for CP as mod., new AM station.
KORK Las Vegas, Nev.—License for CP as mod., new AM station.

WSDY Mt. Airy, N.C.—License for CP as mod., new AM station.

License Renewal
Station requests license renewal: KKKD Clinton, Mo.

October 12 Applications... ACCEPTED FOR FILING

Modification of CP
WNBH (TV) New York—Mod. CP

NEW RECORDING FIRM
Fulton Co. Opens Studios
NEW and complete recording studios have been opened by the Fulton Recording Co. and will be headed by Rene Olum, previously director of motion picture production at MGM-International, as general manager.

Other members of the new company include Newton Avrutis as supervising engineer. Formerly in charge of recording foreign sound tracks for MGM-International features, Mr. Avrutis served with the Army Signal Corps during the war and was in charge of recording of training films for the allied forces. Richard E. Mack, formerly with Audio & Video Products Corp. and the Carnegie Hall Recording Co., will be chief sound engineer.

COMMERCIAL RADIO MONITORING COMPANY
PRECISION FREQUENCY MEASUREMENTS
Engineer on duty all night every night.

JACKSON 5302
P. O. Box 7037
Kansas City, Mo.
CONSULTING RADIO & TELEVISION ENGINEERS

JANSKY & BAILEY
Executive Offices
National Press Building
Offices and Laboratories
1339 Wisconsin Ave., N. W.
Washington, D. C.
Adams 2414
Member AFCCE*

COMMERCIAL RADIO EQUIP. CO.
Everett D. Dillard, Gen. Mgr.
INTERNATIONAL BLDG., 1319
WASHINGTON, D. C.
P. O. BOX 7037
JACKSON 5202
KANSAS CITY, MO.

JAMES C. McNARY
Consulting Engineer
National Press Bldg., Wash., D. C.
Telephone District 1205
Member AFCCE*

A. D. RING & CO.
26 Years' Experience in Radio Engineering
MUNSLEY BLDG., REPUBLIC 2347
WASHINGTON 4, D. C.
Member AFCCE*

There is no substitute for experience
GLENN D. GILLETT
AND ASSOCIATES
982 NATL PRESS BLDG., N. A. 3373
WASHINGTON, D. C.
Member AFCCE*

McIntosh & Inglis
710 14th St., N.W.—Metropolitan 4477
WASHINGTON, D. C.
Member AFCCE*

RUSSELL P. MAY
1422 F St., N. W., Kellogg Bldg.
Washington, D. C. Republic 3984
Member AFCCE*

WILLIAM L. FOSS, Inc.
Formerly Colton & Foss, Inc.
927 15th St., N. W., Republic 3883
WASHINGTON, D. C.

E. C. PAGE
CONSULTING RADIO ENGINEERS
BOND BLDG., EXECUTIVE 5670
WASHINGTON 5, D. C.
Member AFCCE*

JOHN CREUTZ
319 BOND BLDG., REPUBLIC 2151
WASHINGTON, D. C.
Member AFCCE*

GEORGE P. ADAIR
Consulting Radio Engineers
Quarter Century Professional Experience
Radio Television—Electronics Communications
2101 N. W. Washington, D. C.

KFFA-WR,KL, W. Va., E. C.

Walter Spearer, Sr.—Granted license for extension of time from Oct. 30 to Nov. 6 to Big Spring, Tex., application for KTXK, Big Spring, Tex., for revocation of CP of KFST Fort Stockton, Tex.

By Hearing Examiner H. B. Hutchinson
WOKY Greensfield Township, Wis.—Granted petition for continuation of hearing from Oct. 15 to Dec. 10 and re its application.

By Hearing Examiner Basil P. Cooper
WLIZ Bridgeport, Conn.—Granted petition for continuance of hearing from Oct. 15 to Nov. 27 re its application.

By Hearing Examiner Elizabeth C. Smith

KOPR Butte, Mont.—Granted petition for dismissal of application.

By Comm. Paul A. Walker

A 45-year background—Established 1896—
PAUL GODLEY CO.
Upper Montclair, N. J.
Member AFCCE*

Laboratories Great Neck, N. J.

GEORGE C. DAVIS
501-314 Munsey Bldg.—Sterling 0111
Washington 4, D. C.
Member AFCCE*

WELDON & CARR
CONSULTING RADIO ENGINEERS
1052 Worner Bldg.
Washington 4, D. C.
National 7757

A. EARL CULLUM, JR.
CONSULTING ENGINEERS
HIGHLAND PARK VILLAGE
DALLAS 5, TEXAS
JUSTIN 6108

CRAVEN, LOHES & CULVER
MUNSEY BUILDING DISTRICT 8215
WASHINGTON 4, D. C.
Member AFCCE*

E. C. PAGE
CONSULTING RADIO ENGINEERS
BOND BLDG., EXECUTIVE 5670
WASHINGTON 5, D. C.
Member AFCCE*

LYNNE C. SMEBY
"Registered Professional Engineer"
1311 G St., N. W.
EX. 8073
Washington 5, D. C.

GEORGE P. ADAIR
Consulting Radio Engineers
Quarter Century Professional Experience
Radio Television—Electronics Communications
2301 N. W. Washington, D. C.

WALKER F. KEAN
AM-TV BROADCAST ALLOCATION,
FCC & FIELD ENGINEERING
1 Riverside Road—Riverside 7-2153
Riverside, Ill.

(Cheila suburb)

GUY C. HUTCHESON
P. O. Box 32
AR 4-8721
ARLINGTON, TEXAS

GEORGE C. DAVIS
501-314 Munsey Bldg.—Sterling 0111
Washington 4, D. C.
Member AFCCE*

WELDON & CARR
CONSULTING RADIO ENGINEERS
1052 Worner Bldg.
Washington 4, D. C.
National 7757

A. EARL CULLUM, JR.
CONSULTING ENGINEERS
HIGHLAND PARK VILLAGE
DALLAS 5, TEXAS
JUSTIN 6108

ROBERT M. SILLIMAN
1011 New Hampshire Ave., N. W.
Republic 4646
Washington 7, D. C.

GEORGE P. ADAIR
Consulting Radio Engineers
Quarter Century Professional Experience
Radio Television—Electronics Communications
2301 N. W. Washington, D. C.

WALKER F. KEAN
AM-TV BROADCAST ALLOCATION,
FCC & FIELD ENGINEERING
1 Riverside Road—Riverside 7-2153
Riverside, Ill.

(Cheila suburb)

GUY C. HUTCHESON
P. O. Box 32
AR 4-8721
ARLINGTON, TEXAS

ADLER COMMUNICATIONS LABORATORIES
Broadcasting—Communication and Television Systems
One Lafayette Lane, New Rochelle, N. Y.
New Rochelle 6-1670
North midwestern station needs follow ing: Two salesmen, one assistant and one operator-engineer ($3,000-$6,000 per month, plus commission 15%). State all particulars in full, with among others: Salary, position. All replies answered. Box 240L, BROADCASTING.

Help wanted: Complete staff for two stations, business managers, top announcers, stringers, Friday traffic. Send picture, complete history, pay desired. KGEA, Marion Hotel, Salem, Oregon.

Salesman
Seasoned, diplomatic, ready with answers. Must have eastern or central city experience. Must be a stranger in every city. Good staff backing. Must report to Chicago, Minnesota. Position open immediately. Box 246L, BROADCASTING.

Wanted: Salesman for Virginia network station. Must be able to solve tough problems. Good character and experience required. Minimum salary guaranteed. Box 257L, BROADCASTING.

Midwest network affiliate needs aggressive sales manager immediately. Box 268L, BROADCASTING.

Good salesman for good market. Two of our men currently earning $2,000 a month. Applicants selected must be able sell radio and see their jobs through to the end. Opportunity for an outstanding producer. Complete details. Box 270L, BROADCASTING. Dealing account against twenty per cent commission. Contact Scoo Varols, KOLE, Port Arthur, Texas.


There’s nothing wrong with radio that a good salesman and a good manager can’t make right. Not an order-taker, if you don’t wait for your own customers to come to the door. Has ideas and can sell, has a rosy future for growing, and a powerful independent. Write fully to WTVN, WLQ, Lima, Ohio.

Another salesman needed immediately in the greatly expanding market of Toledo, Ohio. Fulltime network station, excellent working conditions. Man will be ambitious, energetic, between the ages of 24 and 35 and will receive a guarantee commission. A native southerner preferred seeking a bright future in the broadcasting business. Call Harrol Brauer, WVEX, Hampton, Virginia.

Salezman, single, to travel west of the Mississippi on any reliable air line, and by long distance phone, our success in nearby new stations suggests new continuous script shows. Prefer stations which offer salary and expense arrangement with opportunity for growth, and which are in close proximity to Dallas. Divison, National Research Bureau, Inc., NRB Building, Chicago 10, Illinois.

Announcers
Combination announcer-engineer wanted midwest station. First opportunity. Salary, starting $75.00. Box 106L, BROADCASTING.

Immediate opening experienced general. Experience desirable. Good salary. $75 per week. Net affiliate upper midwest, good friendly family city only. No replies to beginners or off season. Reply first letter please. They will be re read promptly. Box 207L, BROADCASTING.

Rooky Mountain 250 watt NBC station seeks experienced announcer who can write copy. College town. Box 247L, BROADCASTING.

Announcer-engineer for station in Minnesota, Iowa, South Dakota area. Salary, starting $400. Write Box 248L, BROADCASTING.

Wanted—Experienced broadcaster with established buyer interest in established plant in promising field, in which choice of three affiliations has become available. Box 250L, BROADCASTING. Experienced opening for combo man. Ideal all-year climate. Offer salary, plus the opportunity to engage in sales activity. Box 251L, BROADCASTING.

Announced, experienced, versatile, strong on commercials and news. Conscientious and capable. Salary. Graduated pay scale, telephone, letter of qualifications including salary expected to Station WJWL, Georgetown, Dela - ware.

Announcer, combination man for Roanoke Rapids, N. C., La Crosse, Wisconsin.

Combo man, no experience necessary, to operate in Shreveport, La.- Tex. Box 252L, BROADCASTING.

Charlie Stratton, WRAG, Carrollton, Va., seeks experienced announcer to assume immediate responsibility for TW station.

Combination man for morning shift. Accents on announcing $60.00 to start. WVOP, Telephone 321, Virginia. Box 253L, BROADCASTING.

Technical
First class engineer. No experience required. Virginia network station. Box 255L, BROADCASTING.

Engineer or combination for 250 watt NBC station. Box 256L, BROADCASTING.


Dependable man who can maintain and operate small kilowatt daytime station. Permanent position. Living quarters provided. Box 258L, BROADCASTING.

Chief engineer with 1st class license. Experience in maintenance and ability to supervise workmen. Excellent working conditions. Virginia network station. Box 259L, BROADCASTING.

Conscientious engineer for daytime independent. Experience not essential, but good ability. State background, salary desired. Box 260L, BROADCASTING.

Wanted—Transmitter operator with car for AM and FM station. Experience unnecessary. $50.00 for forty hours work. Must be able to operate. Overine. Box 251L, BROADCASTING.

Tired of freezing in the winter time? Get a job in sunny South West. Grandville will pay $1.35 per hour starting rate. Must be 1st class license operator. Contact Chief Engineer, KGBS, Hartington, Nebraska.

Working chief engineer: Good job with a good station currently preparing TV application. Give complete details, experience wanted. First letter, Box 262L, BROADCASTING.

We have immediate opening for engineer announcer. Opportunity to develop broadcasting technique. Southwestern network affiliate in city 250,000. Good pay and good possibilities. For permanent job. Reply to Radio Station WWL, New Orleans, Louisiana.

Needed—Transmitter operator, $50 per week. Iverson. Box 258L, BROADCASTING.

We need two men who are looking for permanent positions. First class tickets only. Experience desirable. Fulltime directional operation. Send audio and data details to WCTP, Corbin, Ky.

Engineer, first class license. Immediate opening for good station. Engineers having desire and voice to announce, this is your chance. Pay by appearance. Write John Garrison, WFUN, Huntville, Alabama.

Help Wanted (Cont’d)

Immediate opening for engineer with 1st class license. Allen Jones, Radio Station WGNI, Wilming- ton, N. C.

Engineer wanted, some announcing for early schedule. Send full details first letter. Lester L. Gould, WJNC, Juniata, Nebraska.

Immediate opening, engineer for a 250 watt western Pennsylvania station. Salary to be determined. Possible chief at one of two stations to be built in early spring. Chief Engineer, KFDO, Pittsburgh, Pa.

Wanted, engineer. AM and FM NBC affiliate WKPT, Kingsport, Tennessee.

We seek permanent transmitter engi- neer. Experience secondary to charact er and ability. Contact Harold White, WKTY, La- crosse, Wisconsin.

Engineer-anouncer, who can take over as chief in short time. Also, an- nouncer-salesmen who have opportunity, good surroundings, no drifters. Write or call Paul Reid, 2-9771, WRLD, West Point, Ga.


Wanted immediately—Two engineer-announcers with experience. Two engineers neither of whom prefer men from the East. One good general sales manager if you have some experience, don’t waste my time and look elsewhere. Call or write Nathan Frank, Henderson, North Caro- lina, telephone 738.

Production-Programming, Others
Copy girl: For small station in eastern Pennsylvania. Experience not essen- tial, but potential for quick development are. Typing and dictation necessary. $225 plus expenses. Write, wire or phone. Box 211L, BROADCASTING.

Where ‘n Sam Hill are all the copy- writers! Good job, good pay, good conditions. Good deal for good girl. Come on, fellow: Samples, background, experience. Send letter of application with talent samples. Box 211L, BROADCASTING.

You want to get ahead in the world, don’t you?

Experienced writer for midwest radio station who has had some dictation experience. AFRA minimum $750 first year; $750 each subsequent year. Must have copy sense. Full position. Box 256L, BROADCASTING.

Experienced newsmen with farm back- ground to take charge local news farm station. Small salary. Man who can write, deliver and deliver. For position requiring experience in dealing with tape, photo to Manager, KSIB, Creston, Iowa.


Can use dependable and aggressive -ness. Money is good, and the work is com- parative. Will consider both men and women. Please send application, work samples with salary expected. WJBD, WBEX, Chillicothe, Ohio.

Wanted: Experienced newsman, re- write. Excellent opportunity for man experienced in rewrite work. Air work not essential. Send resume listing experiences, background and salary expected. Send to Station WPFD, Flint, Michi- gan.

Television
Technical
TV cameraman for midwest station. State experience, availability salary required. Non-engineer only. Write Box 241L, BROADCASTING * TELE- casting.
**Situations Wanted (Cont'd)**

**Manager**

Manager: With a record of achievement in the highly competitive metropolitan field, for a young, dynamic, sales-minded manager now employed de-

eral manager -commercial manager.

Presently interested in radio. Ten years with present employer, 

Station manager, with twenty years experience in all phases of radio. 

In an authoritative manner, offers.

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**Situations Wanted (Cont'd)**

**Announcer**

Announcer—3 years experience, tops in news, commercials. Desires of getting in top network outlets. Full-time position preferred. $5,000 minimum, 31, married. Box 175L, BROADCASTING.

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**Technical**

Engineer with degree and 15 years experience in radio. In all phases of engineering. Desires of getting in top network outlets. Full-time position preferred. $15,000, 31, married. Box 175L, BROADCASTING.

Based on your description, the text provides information about various professional positions and experiences sought by candidates. It includes details about managers, announcers, and technical professionals with specific skill sets and preferences. The text format is similar to classified ads, highlighting the qualifications and desired conditions of each position. It's a typical representation of job seekers advertising their skills and interests in the job market. The information is presented in a structured manner, making it clear and readable for potential employers or recruiters.
November 1, 1951

the following classified rates will be in force:

**SITUATIONS WANTED**
- 20¢ per word ($2.00 minimum)

**HELP WANTED**
- 25¢ per word ($2.00 minimum)

**ALL OTHER CLASSIFICATIONS**
- 30¢ per word ($4.00 minimum)

**DISPLAY ADVERTISEMENTS**
- $15.00 per inch (one column x 1")
- $30.00—(one column x 2")
- $45.00—(one column x 3")

All classified advertising includes the blind box number at no cost. Replies will be mailed daily, first class, postage free. If transcriptions or bulk packages submitted, $1.00 extra charge for mailing.

Payable in advance. Checks and money orders only.

**SOUTHEAST**

**Smaller Market**

$55,000.00

**Major Market**

$125,000.00

This is one of the most substantial properties in the Southeast. It has always shown a good gross and high return. Extensive real estate and several thousands of dollars in cash and accounts receivable included. We can finance the entire part of this purchase price.

Appraisals • Negotiations • Financing
BLACKBURN-HAMILTON COMPANY

WASHINGTON, D.C.  CHICAGO  SAN FRANCISCO

James W. Blackburn  Ray V. Hamilton  Lester M. Smith
Washington Bldg.  353 Montgomery St.  333 Montgomery St.
Sterling 434-1  Tribune Tower  2-5672

**TWO GOOD OPPORTUNITIES**

ASSISTANT MANAGER—A small Northern station owned by the same family for years. Good gross—well established. Financially strong.

ASSISTANT GENERAL MANAGER—A large Western station with excellent gross, also good position in management if interested. Grow into management position if interested. Both positions come with good salaries, top benefits.

**ENGAGE REPRESENTATIVE**

Represent your line of products in the Midwest. Topceive company. Must be familiar with Midwest radio and television stations. Call Harry Joseph, Simmons Talent Agency, Inc., 33 E. Ontario, Chicago, Ill., 30c per word ($4.00 minimum)

**HELP WANTED**

Largest radio TV operation in the Midwest seeks a skilled copywriter who can adapt plots to established mystery shows for both radio and TV. Address Box 122L, BROADCASTING.

**HELP WANTED**

WANTED: A1 thinking, fast worker, skilled at no cost. This station has a skilled, well-trained staff. Our opening is for a capable person to take over a staffed position in local TV. Experience with valuable equipment and real estate. Opportunity main interest. Presently employed. Box 291L, BROADCASTING • TELECASTING

**FOR SALE**

Salesman

Young TV a.e., employed, wants change to better TV, agency, film or network. Family, college, car. Best offer? Available two weeks. Box 352L, BROADCASTING • TELECASTING

**PRODUCTION-PROGRAMMING, OTHERS**

Experienced. All phases television. Producer, director, floor manager, camera, sound, operations. Opportunity main interest. Presently employed. Box 266L, BROADCASTING • TELECASTING

**FOR SALE**

For sale: Established broadcasting school of fine reputation with valuable equipment and real estate. Expansion possible. Box 311L, BROADCASTING

**STATIONS**

1000 watts. Ideal southwestern city. Well started. Good proposition for right party. Need $15,000.00. Box 280L, BROADCASTING

**Television**

Managerial

Manager AM station with complete radio background desires to get into television. Cannot afford to lose the same level he began in radio 18 years ago. Would like to hear from television station needing man with executive experience who can assume responsibility in organization at good salary. Capable of assimilating specialized knowledge for application with already acquired management experience. Box 272L, BROADCASTING • TELECASTING

**Announcement**

Young Radio Executive WANTS promotion from present secure position as ASSISTANT MANAGER of successful east coast indie to MANAGER of your station in tough competitive market

11 years of success as talent and management. Innate sense of showmanship. Documented history of sales success of any wire. Box 177L, BROADCASTING
the House Ways & Means Commit-
tee, where money bills originate, in- crease the federal excise tax on radio and television sets on the manu-
facturing level from the cur- rent 25% to 25% plus was rejected by that committee.

When the tax bill traveled to the Senate, the Administration asked for the excise tax increase again, but this was further than it did in the House.

Broadcasters harassed by excess profits taxes, enacted by the 81st Congress, put forward in a bill (S 1861) introduced by Sen. J. Al- len Frear (D-Del.) to afford some relief to the industry. The TV sta-
tion was handicapped because as a new and growing industry it suf-
f ered losses during 1946 and did not turn into the profit column until well into 1956. The years 1946-50 were used as the base pe-
riod for figuring profits, thus giv-
ing the broadcaster an unbalanced profit ledger when 1951 figures were compared with the low base period.

The Frear formula was picked up by the Senate Finance Committee and incorporated in its report, thus guaranteeing the industry a victory. Victory was scored when Congress accepted a relief provision in its revenue bill for 1961 (B • T, Oct. 8).

Ad Tax Shocking

A staff recommendation included in the Joint Congressional Commi-

teee on the Economic Report released last spring rocked the sensitive ad-

vertising industry to its heels. The Proposals fashioned by a subcom-

mittee that the government place an ex-
cise tax as high as 20-25% on ad-

vertising.

A semblance of quiet in industry circles ensued as Senate and House mem-

bers of the committee quickly divested theirse-

lves from the staff-

ers' suggestion [B • T, April 23]. But the incident served as a

keen reminder to viewers of Capitol Hill's pulse.

Numerous other issues touching upon the broadcast media appeared on the Congress' agenda and were prominent favorites, still oth-

ers stuck while creating issues, others faded quickly.

Among these were a bevy of pro-

posal, actions and just verbal thoughts of various lawmakers. Here is a brief outline:

• Received proposals (S 1379) and (HR 4270, HR 4240) to redefine political broadcast sections of Committee Act so as to protect broadcaster when authorized person speaks on behalf of candidate.

• No hearings were held.

• House passed bill (HR 2948) to include radio broadcasting of fraudulent advertising along lines of postal law now part of the U. S. Code. Senate still must act.

• House Judiciary Committee rejected a proposal (HR 2680) to revise the copyright law so as to give performance for profit and record rights to non-dramatic works (see story, page 56).

• Senate Interstate & Foreign Commerce Committee cleared anti-
gambling bills, one of which (S 1824) would prohibit interstate transmission or radio broadcast of gambling information of a sports event before it starts [B • T, Oct. 15], Senate still must act.

• Change in the position of communications specialist on Senate Interstate & Foreign Commerce Committee staff, including Nicholas Zappelle succeeding Edward Cooper, who became aide to Senate Major-

ity Leader Ernest W. McFarland (D-Arka.).

• House Rules Committee shelved Senate-passed revision of Cappehart Amendment which would have permitted manufacturers to revise costs, including advertising budgets in the price of their prod-

uct. Issue is still in the air, cer-

tainly until Congress reconvenes next year.

• Congress passed a bill (S 597) providing for control of non-
broadcast devices and prescribing heavier penalties for violations al-
ready provided for under the Communi-

cations Act.

• Also passed $63 million for State Dept., including $25 million for Voice of America. Gave the Voice $97.7 million of a $97 million request for a transmitter site.

• Congress banned outright all Defense Dept. funds to be chan-

neled to all media, including radio and television, for recruiting.

• Heard request in House of Rep. Thomas Lane (D-Mass.) for TV censorship board but did not act on it. Also, demands from Reps. Eugene Cox (D-Ga.) and John E. Rankin (D-Miss.) that Congress withhold funds for FCC and aided in obtaining a temporary cut in appropriations, later changed by Senate and then again in joint conference.

• Resolution by Rep. Bernard W. (Pat) Kearney that a special House committee be created to probe FCC created a little stir but got nowhere.

• Neither did perennial anti-

network crusader Harry R. Shep-

pard (D-Calif.). Congress' HR 10 and HR 73 to license net-

works and to disengage networks' rebroadcasting rights still pendl in House Interstate & Foreign Com-

merce Committee.

• Congress knocked out FCC request for additional money—$1,340,000—for additional monitoring of illegal transmissions, and to help implement FCC's station alert plan.

The late Rep. L. Gary Clemente (D-

N. Y.) asked for widespread probe of sports activities, including radio-

TV restrictive covenants by boxing promoters and other big-time sports organizations. Resolution partly academic because of Justice Dept. action against pro football and new baseball rule [B • T, Oct. 15].

• Protest delivered in be-

fore both Senate and House Bank-

ing & Currency Committees by radio-

and television set manufactur-

ers against 28% down payment and 15 months to pay credit restric-

tion (Regulation W). Regulation has been revised to 15% down pay-

ment and 18 months to pay.

• No action on NARBA — New American Regional Broad-

casting Agreement—by Senate For-

eign Relations Committee, which bogged down with MacArthur hear-

ings and foreign aid programs, only got a name as far as naming a sub-

committee to study the agreement.

• Received but did not act on Hoover Commission plan (S 1218) to reorganize FCC as to invest spending Administration pow-

ers in the Chairman.

• Proposal by Sen. Ed C. John-

son (D-Col.) that FCC get author-

ity to assign frequencies for the use on government-owned radio-

stations. No action on bill (S 1379).

Hollywood Quality-Lowest Cost!

• Custom Radio Spots—from $25.

• Custom Television Spots from $50.

Write Box 931 Hollywood, Calif.

RICHARD STROUT PRODUCTIONS

Record of Congress

(Continued from page 22)

branches. Resolutions, which would permi-

it radio-TV, still linger in the Senate and House Rules Commit-

tee.

A burning issue that threatened to many smoldering embers.

uations ensued as an after-

With a movement to estab-

lish a National Citizens Advisory 

Board on Radio and Television to 

o regulators and ear Nose by 

Sen. William Benton (D-Conn.), 

former Assistant Secretary of 

for Public Affairs (Voice of Amer-

ica) and former advertising 

(Benton & Bowles).

Benton carried his stand-

ard in repeated frontal assaults, mak-

ing major speeches on the issue in the Senate chamber. He appeared 

twice before a Senate Interstate & 

Foreign Commerce Subcom-

mittee where its chairman, Senate Ma-

jority Leader Ernest W. McFar-

land (D-Arka.), and Ed C. John-

son (D-Col.), also chairman of the full 

Commerce committee, indicated they were unconvincing.

Wants More Channels

The original Benton plan was to make the FCC—by Congressional mandate—consider its allocation of TV channels to educa-
tional institutions. The Senator felt there should be more channels assigned to educators.

But from this left- right grew the Benton haymaker—a proposal (S 1879) to create an "annual Blue Book" for the industry, as the Senator, in his behalf, phrased it in 

committee.

Some of the sheen on Sen. Ben-

ton's shining armor was rubbed off, how-

ever, when a majority on the FCC war-

ted that the proposal in-

volved dangers of censorship [B • 

T, Oct. 15].

Meanwhile, broadcasters watched revenue activities by the House in the fall, when lawmakers eyed the radio-TV industry for profits which could be siphoned off into the U. S. Treasury.

An Administration request that
**Box Score**

**SUMMARY THROUGH OCTOBER 18**

**Class**

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<td>TV Stations</td>
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**Docket Actions**

**INITIAL DECISION**

WQXI Atlanta, Ga.—Hearing Examining J. D. Bond issued initial decision looking toward grant of WQXI application to change of status from 790 kc, 5 kw, daytime, to 790 kc, 5 kw, daytime, and 1 kw, nighttime, as proposed.

**Non-Docket Actions**

**TRANSFER GRANTS**

WMPM Dayton, Ohio, granted acquisition of control Crest Bestco, Inc., license, by Hugh O. Jones through purchase of 568 shares from W. R. Guest Jr. for $66, granted Oct. 18.

WJVF Fayette Springs, Pa.—Granted assignment of license Kemper-Fabert licensee, to Stotko, Inc., from John H. Fabert for $62,500, equal partners in transfer of control of station to include leasehold interest, granted Oct. 18.

KUNO Des Moines, Iowa.—Granted assignment of license Kermit-Fabert licensee, to Stotko, Inc., from John H. Fabert, granted Oct. 18.

**Corrections**

KFFA Huntington, W. Va.—Filed petition for reconsideration and grant without change in license from station WJTG, intf. to license WJTG with power to be change to 1,000 kw, granted Oct. 18.

**Designated Hearing**

KTQO Mankato, Minn.—Designated for hearing of application for WQNO, by Frank W. Peterson, to change of status of station, in Washington Nov. 29.

**Non-Designated Hearing**

WOCQ St. Joseph, Mo.—Designated for hearing of Washington Nov. 10, 5 kw, 1 kw, 1 kw, granted Oct. 18.

**Applications**

KWWQ Poplar Bluff, Mo.—Upon petition, severed from premise, granted application of station WQWQ, to change of status to 350 kw, from 25 kw, granted Oct. 18.

WTCH Shawano, Wis.—Upon petition, routes granted application of station WRAH, to increase of power from 1 kw, 1 kw, to 6 kw, granted Oct. 18.

**License Renewal**

KTVI Tacoma, Wash.—Mod. CP, as modified authorizing changes in frequency, power, DA-N, etc., for extension of completion date.

KRNM Des Moines, Ia.—Mod. CP, as modified, new first station, to change ERP, and new station, to change ERP, granted Oct. 18.

**License Pending Hearing**

WJET Erie, Pa.—License for CP, as modified, new station, granted Oct. 18.

**Applications Returned**

WIRR — AM — FM Butler, Pa.—RETURNED, application for voluntary acquisition of control Athens Bestco, Inc., license, by Joel W. Rosenbloom and Union Trust Co. of Butler, guardian of Hay Harris Beyond, granted Oct. 18.

WJNN Atlanta, Ala.—RETURNED, application for voluntary acquisition of control Athens Bestco, Inc., license, by Joel W. Rosenbloom and Union Trust Co. of Butler, guardian of Hay Harris Beyond, granted Oct. 18.

WDBG Dyersburg, Tenn.—RETURNED, application for renewal of license amendment of 10%, quashing of negative of control of State Gazette Bestco, license, by A. L. Inderheid.

**October 18 Decisions**

**By the Commission in Banc**

Memorandum Order

Daylight Bestco. Inc., Pennfield, Mich., WJLY and WFLY Muskegon, Mich., and WFMU from Westville, N. J.—By memorandum order,6847, granted extension of time for hearing of the petition from WFMU, to enter in hearing as follows: Daylight Bestco. Inc.,无, WMFL, Inc., and Union Trust Co. of Pennfield, Mich., and N. J., to be present and file by WFLY, to present and file by WJLY, to present and file by RFPI, to present and file by WMFL, for hearing, and ordered application of Daylight Bestco. Inc., to be granted Oct. 18.

**Granted CP**

KXDM Des Moines, Iowa.—Granted CP to change of status from 126 kw, 1 kw, day, to 500 kw, 1 kw, nighttime, in accord with the complaint of the Commission, granted Oct. 18.

**Corrected Order**

Desert Radio, Inc., Palm Springs, Calif.—Corrected order No. 6866, granted Oct. 18, by order No. 6867, granting to hearing on request for rehearing, rehearing of the order for rehearing on consolidated applying proceeding, granted Oct. 18.

**Filed**

KSFZ Santa Cruz, Calif.—Filed petition for rehearing on consolidated order of hearing, granted Oct. 18.

**Denied**

EMRA Nevada.—Denied petition of Edward P. C. Vanderkam, owner of station KUNO, for rehearing, granted Oct. 18.

KFWA Desert, Calif.—Denied all of the petition of Desert Radio, Inc., for rehearing, granted Oct. 18.

**October 18 Applications**

**APPLICATIONS RETURNED**

WIRR — AM — FM Butler, Pa.—RETURNED, application for transfer of control of station WIRR, by Fred L. Dunbar, Jr., to Robert J. G. deCouet and A. P. McLachlan to material manager, to President and Chairman of the Board, to President and first assistant manager, granted Oct. 18.

WIRR — AM — FM Butler, Pa.—RETURNED, application for renewal of license, by Fred L. Dunbar, Jr., to material manager, to President and Chairman of the Board, to President and first assistant manager, granted Oct. 18.

KICN Bakersfield, Calif.—RETURNED, application for voluntary acquisition of control of station KGVR, license, by the present licensee, to the present licensee, granted Oct. 18.

KZHT Desert, Calif.—RETURNED, application for voluntary acquisition of control of station KGVR, license, by the present licensee, to the present licensee, granted Oct. 18.

KLSM Fort Wayne, Ind.—RETURNED, application for voluntary acquisition of control of station WGML, license, by the present licensee, to the present licensee, granted Oct. 18.

**New Applications**

**AM Applications**

Milford, Del.—Kent-Sussex Bestco., Inc.—Application for renewal of construction cost, $20,251; first year operating cost, $41,108, granted Oct. 18.

Butler, Mo.—Granted license for station WBIK, to be transferred to Edward F. Landis, granted Oct. 18.

**New Letters**

KAST Austin, Tex.—New letters of license for station KHYL, granted Oct. 18.

KNMT St. Louis, Mo.—New letters of license for station KGWZ, granted Oct. 18.

WHKX Charleston, La.—New letters of license for station WFDQ, granted Oct. 18.

**New CPs**

Atwater, Calif.—New CPs issued, granted Oct. 18.

**Assignments**

Butler, Mo.—From Max Heilman to Edward F. Landis, granted Oct. 18.

**Transfer of Control**

KUNO Des Moines, Iowa.—Granted application of certificate of consent, granted Oct. 18.

KUNO Des Moines, Iowa.—Granted application of certificate of consent, granted Oct. 18.

KUNO Des Moines, Iowa.—Granted application of certificate of consent, granted Oct. 18.

**New Licenses**

Bellevue, Neb.—New license issued, granted Oct. 18.


KUAD University, Calif.—New license issued, granted Oct. 18.

WROA Youngstown, Ohio.—New license issued, granted Oct. 18.

KQGQ West Palm Beach, Fla.—New license issued, granted Oct. 18.

**States**

North Dakota—New license issued, granted Oct. 18.

**New Grants**

KUNO Des Moines, Iowa.—New grants issued, granted Oct. 18.

**Changes**

KUNO Des Moines, Iowa.—Changes in license issued, granted Oct. 18.

**Transactions**

KUNO Des Moines, Iowa.—Transactions in license issued, granted Oct. 18.

**Applications Pending**

KUNO Des Moines, Iowa.—Applications pending hearing, granted Oct. 18.

KUNO Des Moines, Iowa.—Applications pending hearing, granted Oct. 18.
Radio, TV Dissected
(Continued from page 28)
with its Red Skelton Show and now offered by NBC Radio (see story page 28)—as "one of the most exciting." When one can reach large audiences at a lower rate than they can in any other media, it looks as though radio continues to offer an exceptionally good buy, said John Hosch Jr., vice president of J. Walter Thompson, in explaining, "How We Intend to Use Radio Advertising."

Sends Most in Radio

Confining his remarks to actual use of radio with a client—which business activity covers a third of the U. S. area and includes half the population—Mr. Hosch said, "for a number of years, we have tried to find out exactly how our advertising dollars are most effectively spent, and we continue to spend more dollars in radio than in any other medium."

"By localizing our radio operations and treating each market separately, there is comparatively little wastage in circulation," he added.

Admitting that they have changed and modified since, during the past year, Mr. Hosch added, "yet we intend to use radio in 1952 more than any other media."

There are an estimated 96 million radio sets in use as against 13 million TV receivers in the U. S., he reported, with the last census showing that 96% of the 44,400,000 American families have radio, as well as only 86% have kitchen sinks.

To confirm his point, Mr. Hosch referred to Broadcastings Telecasting report (Oct. 1) on the study of Louisville, Ky., made by Dr. Raymond A. Kemper, in which

The researcher said, "radio will continue to hold its important place among the media available in this market, and an increasing number of radio sets were found in kitchens and other utility rooms where the housewife is able to continue her radio listening as she performs her everyday household chores."

Fred C. Brokaw, vice president of Paul H. Raymer Co., Chicago, offered the radio clinic a general list of what he considered "the best buys in radio today."

He cited daytime chain breaks as being in great demand, as contrasted to the situation a few years ago when nighttime chain breaks were at premium value, but he pointed out that in non-TV markets night-time spots are better than ever before.

Marginal time periods—early morning and late evening local programs—constitute "excellent buys in television markets or not," he asserted. For another "best buy" he cited musical clock programs, and he also noted that women's home economics programs are holding audience firmly in both TV and non-TV areas.

News programs and news and sports commentaries are "hardy radio perennials," with new shows "still among the tops in every market, television or otherwise," he declared.

Music Fares Well

In TV cities particularly, Mr. Brokaw said the program that is fundamentally music is "coming into its own" and the disc jockey show remains in high favor. And in TV areas generally, he said, the yardstick to use in selecting radio shows is this: "Watch for the program in radio that can be done as well as or better than TV can do the same program." In this category he listed news broadcasts and most musical shows.

"If I seem to have enumerated a great many so-called best buys in radio," Mr. Brokaw said, "the reason is very simple. Radio is that kind of medium. In the non-television areas virtually all of the best buys of five years ago are best buys today. In television markets there are a great many best buys in radio, of course, which will continue as well as or better than television, and time when the average citizen and his wife are too busy to sit down and watch television."

In the television clinic Robert M. Reuschle, manager of timebuying for McCann-Erickson, New York, reviewed the mechanics and choices of buying TV time, and then enumerated three major problems of the field:

(1) Clearing time on stations—He said he recently encountered a station manager who had 99 program orders more than he could handle, and he predicted the situation will get worse instead of better and that there will be no real "buyers' market" for several years after the TV licensing fines start.

(2) Ascending costs of time and talent, which he feared would reach the point in the post- freeze era—"if current trends are not reversed" where "only the very largest of national advertisers" may be able "to afford true national TV coverage... unless ways and means can be found for time and talent economies."

(3) "Lack of uniform station policies"—failure of some stations to respect network option time, or to clear for live shows in network time; "double, triple or quadruple" spotting, which he said is practiced by "many" stations; long delays in scheduled starting time of a given telecast, due to bunch-spotselling, etc.

Despite the growth and power of television, Mr. Reuschle made clear that "I don't believe the prophets of doom who will kill radio." McCann-Erickson, he said, has just completed a radio spot campaign in three important TV markets, with "excellent" sales results.

Speaking on "Government Economy—Its Prospects and Possibilities," Secretary Sawyer cited a list of recommendations looking toward

Mexican TV Channels
(Continued from page 28)
"110% for classical." Mr. King said he takes P. I. business to ascertain "whether our station is priced right." If a P. I. doesn't make a return on rates, the account is dropped.

Moderator Beaton said his station specializes in foreign language. He pointed out that Los Angeles has a Spanish-speaking population second only to Mexico City. He estimated 550,000 Spanish speaking people reside in the Los Angeles area. He said the station also programs to the Negro people and uses Negro disc jockeys.

Discussing the classical music programming of KFAC, District Director Smith said his station is virtually sold out, even though it operates 24 hours per day. He said advertising agencies have not yet learned how to buy such times. The station turned to so-called "long hair" music a dozen years ago to appeal to itself from the competition of the "hottest type of popular music independent stations."

Mr. Smith said KFAC is not making "phenomenal profits" but he called the operation "in its own" and the fundamental dilemma is whether it can be hummed, sung or whistled. KFAC's revenue during the last four years is the highest in the station's 19-year history, he said.

Among others who spoke were Robert K. Richards, NARTB public relations director; Mr. Anderson, BMI; Harold E. Fellows, NARTB president, and Richard A. Moore, KTTV (TV) Los Angeles (see story, page 68).

Deletions

TOTAL deletions to date since Jan. 1: 1 AM, 26 FM, 5X, TV. 1 new deletion: KBGR-FM Osunb, Wagram, N. Dakota, Best Co., license, Oct. 16. Licensee felt operation of station economically unfeasible because of very few FM listeners.

BROADCASTING  Telecasting

October 22, 1951  Page 97
FELLOWS SEES BETTER TV BECAUSE OF CODE

JOSEPH E. FELLOWS, NARTB president, declared Friday after endorsement of the NARTB television code (see story page 23), that it will bring better television to more and more American viewers.

Mr. Fellows said: "Significant in the deliberations of the television broadcasters who today have approved rules of conduct by which they will cover their operations in the future is one point—they have approached the task in the knowledge that they are guests in the homes of America. In everything they have done in establishing tenets for good behavior, they have displayed their determination to visit America's families as they would visit their neighbors' hearth-sides. The production of television as it emerges from this historic meeting will prove everlasting the good faith of America's broadcasters.

"Robert D. Sweeney and his 12-man code committee, which drafted the original document, deserve highest commendation." Judge Justin Miller, NARTB board chairman, said.

"I'm proud of the boys. They have performed an outstanding service for the benefit of all citizens as well as the industry itself."

KFWO GETS GRANT IN LONG-FOUGHT CASE

Final decision on seven-year-old Lubbock, Tex., case was handed down by FCC Friday—favoring of all areas for KFWO to change from 1340 kc to 1350 kc to change from 1340 kc and 250 w to 790 kc and 5 kw day, 1 kw night with directional antenna. In reversing hearing examiner's 1950 decision, Commission denied Lubbock County Board of Commissioners appeal. Original applications were filed in 1945. After 1946 hearings, FCC in 1947 granted Lubbock County application. KFWO took case to U.S. Court of Appeals and in 1949 Court reversed Commission, remanded it back for new hearings.

Case was heard again and examiner found for Lubbock County. Friday's decision was result of oral argument before Commission last August. Commission found for KFWO on grounds, among others, that station, established in 1936, "proposes to extend its service and to continue an operation in the public interest [and] should be given the opportunity to improve its facilities, as against the competing application of a newcomer."

Overlap between service areas of KFWO and KGNC Amarillo, both owned by Gene A. Howie and T. E. Snowden, was acknowledged by the Commission, but disregarded on grounds Lubbock does not receive primary service from KGNC and vice versa. Also that KFWO is an ABC affiliate, KGNC an NBC affiliate. Decision was made by Comrs. Hyde, Webster, Jones and Sterling.

UNITED NATIONS DAY

UNITED NATIONS DAY will be celebrated Wednesday with broadcasts to all member nations through UN radio plus special programs in many countries. In U. S., projects produced by UN radio in cooperation with local outlets were set for airing in four areas.

BUSINESS BOOMING

BOOMING RADIO time sales reported Friday by WHIM Providene, R. I., with announcement it has been "turning down business for the past month." Bob Engles, general manager of independent station, reported time sales for the months the business this year was 23 percent ahead of same period last year.

PROPOSED GRANT MADE FOR SACRAMENTO DAYTIMER

INITIAL decision proposing to grant Capital Radio Enterprises a daytime AM station in Sacramento, Calif., on 1380 kc with 1 kw power and a directional antenna was recommended Friday by FCC Hearing Examiner Elizabeth C. Smith.

New station will give the only locally-operated, non-network radio service to 538,403 persons in the Sacramento market, the examiner noted. This outweighs adjacent channel interference, he added.

"The FCC decision report on the application to grant a license, for a new station at Sacramento, was recommended to the FCC by FCC Hearing Examiner Elizabeth C. Smith. The recommendation, which was signed Wednesday, is based on a careful examination of the record of the case, including a full review of the testimony and evidence presented at the hearing.

The proposed station would be co-located with a television station in the same market. This is significant for the following reasons:

1. The proposed station would provide a new source of revenue for the television station.
2. The proposed station would help to ensure the continued successful operation of the television station.
3. The proposed station would provide a new source of revenue for the television station.

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This is **WLW-TELECITY**

**BIGGEST TV** Market between Chicago and Philadelphia

... over a million families
... buying income over $4 billion

**BEST TV** Operation in the area by any standard —

... talent staff ... studios
... program production ... technical equipment
... audience ratings

**WLW-TELEVISION**

**WLW-T** Channel 4 CINCINNATI

**WLW-D** Channel 5 DAYTON

**WLW-C** Channel 3 COLUMBUS
FRAN PETTAY, disc jockey, conducts his very popular "MUSIC HALL" every morning, Monday through Saturday.

early birds listen . . .
early birds buy!

WJR
THE GREAT VOICE
of the
GREAT LAKES

Morning radio is doing a tremendous selling job. Two WJR clients found this to be especially true of Fran Pettay's morning "Music Hall." From only 6 spot announcements, the Chap-Ans Company received over 6,000 requests for free samples. From 3 announcements, the Kiplinger Magazine, "Changing Times," received 2,903 requests for their introductory offer.

These results leave no question of the influence of morning radio and WJR's ability to market it to a tremendous audience. Get the most for your money in the Michigan-Great Lakes area. Use WJR, the Great Voice of the Great Lakes to attract new customers and increase your sales.

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

Represented Nationally by Edward Petry & Company

FREE SPEECH MIKE
Radio—America's Greatest Advertising Medium

WJR Now Celebrating 25 Years of Service to Home and Nation