WHO SAID NIGHTTIME RADIO IS DYING?

The 1951 Iowa Radio Audience Survey proves conclusively that total radio listening in Iowa is greatly on the increase. An exact comparison with 1949 (when the Survey gathered the same listening data at approximately the same week of the year) shows that Iowa nighttime listening, for example, is up 28.8%!

Between 5 p.m. and 8 p.m., the Survey found increased listening for every quarter hour, 1951 over 1949, with an average increase of 28.8% for each of these twelve important quarter hours! (The hours 8 to 10 p.m. were covered only by the 1951 Survey. It found a remarkably high average of 62.9% of all adults listening at each quarter hour!)

For the average quarter-hour period 5 a.m. to 8 p.m., the Survey found a 14.4% increase in listening, 1951 over 1949!

When you project these increases against the fact that Iowa also has more families, more multiple-set homes, and more car radios than in 1949, you find the increased amount of radio listening is even greater than the average percentages shown above.

Clear-Channel, 50,000-watt WHO continues, of course, to get the greater share of Iowa's increased radio listening. This and many other authentic, up-to-date facts about radio in Iowa are thoroughly documented in the 1951 Iowa Radio Audience Survey. Write for your free copy, today!

*The 1951 Iowa Radio Audience Survey is the fourteenth annual study of radio listening habits in Iowa. It was conducted by Dr. F. L. Whan of Wichita University and his staff. It is based on personal interviews during March and April, 1951, with 9,380 Iowa families—all scientifically selected from Iowa's cities, towns, villages and farms, to present a true and accurate picture of the radio audience in Iowa.
“Small Talk” is a sparkling-but-informal interview program built around the engaging personality of Mary Snow Ethridge. Nationally famous guests and interesting personalities from the local scene give the show a smooth combination of local color and sophistication. Author Merle Miller . . a polio patient in an iron lung . . actor Todd Andrews . . the Mayor of Louisville and his five children . . humorist Ogden Nash . . a circus clown . . Governor Lawrence Wetherby of Kentucky — just a few of the fascinating guests seen on this favorite local show.

Monday-Wednesday-Friday
6:15-6:30 P.M.

50,000 Watts
More than twice the power of Louisville’s second station

Serving a market of more than 105,000 television homes

WHAS-TV
Louisville, Kentucky
MORE Detroiters Listen To

WKMH

THAN EVER BEFORE

- 1310 on the Detroit dial is g-o-o-o-i-n-g UP. Higher than ever before, WKMH is UP 58 more quarter hours—according to latest Detroit Pulse*. Yes . . . WKMH shows the greatest jump UP of any Detroit Market Station.

*Detroit Pulse: July-August, 1951

DETROIT IS LISTENING TO

WKMH

5000 WATTS

DAYTIME—1000 WATTS NIGHTS

IN JACKSON, MICHIGAN, IT'S WKMH

1000 WATTS, FULL TIME...970 ON THE DIAL

CONTACT YOUR HEADLEY-REED REPRESENTATIVE
Tobacco is a staple crop for the thousands of farmers in the Pennsylvania counties of Lancaster, Lebanon and York. So, WGAL-TV's cameramen and farm specialists get an expert, on-the-spot, sound-recorded interview for "Television Farmer." Telecast weekly, this farm program belongs to its viewers. They decided its time. They select the program content. County Agricultural Extension Offices and the Future Farmers and Future Homemakers of America aid in program planning. Specialists from Pennsylvania State College are frequent guests. "Television Farmer" is but one of WGAL-TV's continuing public service programs.
CLOSED CIRCUIT

STANLEY PULVER, manager of TV and chief timebuyer, Dancer-Fitzgerald-Sample, N. Y., will be named executive director of radio and television media for Lever Brothers. Anton Bondi, assistant media director, appointed Lever's director of printed media.

HOW FAR SHOULD FCC go on matter of patents in communications field? Under active consideration is proposed rule-making procedure whereby FCC would require licensees to supply it with patent data in connection with approval of equipment authorized for installation. Since receivers, in fact, are miniature transmitters, FCC's authority presumably could apply both directions if procedure is ultimately adopted.

FOUR A's eastern annual conference in New York this week will be asked to accept number of resolutions. Among those expected: That networks, FCC and manufacturers get together on one single electronic compatible color TV system; that when TV networks get in better financial condition they be asked to provide rehearsal facilities, etc., without charge, as in radio.

FINANCIAL FOG hovering over American Vitamin Assoc. lifted slightly last week as firm got outside capital to subsidize current expenses. Source not revealed but not believed to be drug concerns interested in buying AVA. Company will limit activities to taking and filling drug store orders and plans no advertising. If firm makes profit, chances are Schwimner & Sobotka, which might be regarded as "loyalty" category. Names include those of radio writers, performers and others in show business and public life.

FEW DISSENTS on proposed television regulation code have been heard since release of document Oct. 19. One significant change slated to be considered by NARTB TV Board which has power to revise, amend and promulgate, is to include "cease and desist" provision which, if not compiled with by recalcitrant station, would be followed by expropriation proceedings.

FIRST PRODUCTION of Ford Foundation's Television-Radio Workshop reported to start Nov. 10 on NBC-TV, consisting of series of 10 or more half-hour weekly resumes of activities of United Nations General Assembly in Paris. Understood to be scheduled Saturdays, 7-7:30 p.m. Workshop's first radio production, half-hour children's education series called The People Act and originally scheduled to start in November on CBS Radio (B&T, Aug. 30).

(Continued on page 6)

BROADCASTING = Telecasting

RADIO SET OUTPUT SHOWS SHARP INCREASE

OUTPUT of home radio receivers more than doubled from August to September, according to Computer-Television Mfrs. Assoc. September report for entire industry shows 603,085 home radios turned out in the five-week month compared to 295,587 sets in August (four weeks).

TV set output rose from 146,703 in August to 337,341 in September. Production of portable radios was 108,355 in September compared to 77,568 in August. Factories turned out 395,856 auto sets in September compared to 190,252 in August.

Nine-month production of home radios was 5,133,083 sets, according to RTMA, with 3,970,687 TV sets, 1,095,770 portables and 5,347,675 auto sets. With total production of nine months of 1950 and TV output was down 21%, with total radio receiver production for nine months of 10,077,478 sets. Total September radio output was 1,100,846 sets.

Radios with FM facilities were estimated at 84,942 in September, with another 15,803 TV sets containing FM audio circuits. September and nine-month production follow:

<table>
<thead>
<tr>
<th></th>
<th>TV</th>
<th>Home Radios</th>
<th>Portables</th>
<th>Auto Sets</th>
</tr>
</thead>
<tbody>
<tr>
<td>Jan.</td>
<td>645,716</td>
<td>750,399</td>
<td>75,294</td>
<td>346,799</td>
</tr>
<tr>
<td>Feb.</td>
<td>679,219</td>
<td>759,797</td>
<td>79,029</td>
<td>347,779</td>
</tr>
<tr>
<td>March</td>
<td>874,624</td>
<td>988,078</td>
<td>147,037</td>
<td>545,297</td>
</tr>
<tr>
<td>April</td>
<td>499,157</td>
<td>619,651</td>
<td>150,494</td>
<td>542,021</td>
</tr>
<tr>
<td>May</td>
<td>339,122</td>
<td>581,957</td>
<td>144,172</td>
<td>403,534</td>
</tr>
<tr>
<td>June</td>
<td>326,547</td>
<td>364,135</td>
<td>228,454</td>
<td>494,202</td>
</tr>
<tr>
<td>July</td>
<td>153,206</td>
<td>184,902</td>
<td>76,558</td>
<td>392,955</td>
</tr>
<tr>
<td>Aug.</td>
<td>166,702</td>
<td>206,072</td>
<td>76,939</td>
<td>390,902</td>
</tr>
<tr>
<td>Sept.</td>
<td>327,341</td>
<td>603,055</td>
<td>103,355</td>
<td>393,836</td>
</tr>
<tr>
<td>Totals</td>
<td>3,970,687</td>
<td>5,133,033</td>
<td>1,096,770</td>
<td>3,847,679</td>
</tr>
</tbody>
</table>

TVA INACTIVE ON MERGER

TVA Board has taken no action in regard to proposed merger with AFRA, according to Alex McKee, assistant to executive secretary, and every delegate to national convention—called for Dec. 7-9 in New York—will act as free agent when question is raised there. Members of TVA in New York Thursday discussed convention, procedures to be followed there, and nominations of delegates, each to be elected by mail during first two weeks of November.

New Money Supports TV, Magazines Find

TELEVISION advertising appropriations are on the whole, additional expenditures and not money taken from other media, Magazine Advertiser's Bureau and following a study of expenditures of TV advertisers in other media during first half of 1950 and 1961.

MAB found that advertisers spending $25,000 or more in network television during first six months of 1950 increased their purchase of TV time $294.6%, also increased use of magazine space 4.1% and use of network radio time 0.6%, but decreased use of Sunday supplements 5.3%.

Of 163 network TV advertisers in Jan.-June 1951, 138 used magazines (up from 122 in like period 1950). Magazine Sunday supplements (down from 99 year before); 69 used network radio (down from 71 in 1950).

MAB offered following table comparing expenditures first half 1951 with those for first half 1950 (included are all advertisers spending $25,000 or more in network TV during first half this year):

<table>
<thead>
<tr>
<th></th>
<th>1st 6 mo</th>
<th>1st 6 mo</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>1951</td>
<td>1950</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Change Network TV $</td>
<td>51,409,273</td>
<td>13,049,741</td>
<td>+294.0</td>
</tr>
<tr>
<td>Other Media Magazines $</td>
<td>81,984,454</td>
<td>78,774,646</td>
<td>+4.1</td>
</tr>
<tr>
<td>Network Radio $</td>
<td>76,064,156</td>
<td>75,647,932</td>
<td>+0.6</td>
</tr>
<tr>
<td>Sunday Supplements $</td>
<td>18,275,486</td>
<td>19,305,162</td>
<td>-5.3</td>
</tr>
<tr>
<td>Total, other media $</td>
<td>176,324,096</td>
<td>173,727,740</td>
<td>+1.5</td>
</tr>
</tbody>
</table>

for more at DEADLINE turn page

BUSINESS BRIEFLY

TEXCEL SHOW ● Industrial Tape Corp. (Texcel), about to co-sponsor Rockey King on DuMont Network. Show partly underwritten by American Chicle. Tape firm handled through Kenyon & Eddis, N.Y.

SCHOOL'S AGENCY ● American School, Chicago, for its high school correspondence course, names Ollian Advertising, same city, to handle radio and television network advertising. Account executive is M. H. Bronner.

SHOE ACCOUNT MOVES ● General Retail Corp., Nashville, division of General Shoe Corp., names Campbell-Ewald, Chicago, to handle advertising for its Men's Division and Flagg Shoes. Agency vice president and general manager, E. W. Clements, is account executive. Broadcast media are used.

JELSERT APPOINTS ● JelSert Co., Chicago, appoints Ruthrauff & Ryan, same city, to handle product advertising for JelSert Flavor-Aid and Makasyrup. Account executive is Robert Archer.

RCA SALES SET RECORD

RECORD VOLUME in sales of products and services of RCA and subsidiaries was registered during first nine months of 1951, reaching total of $421,281,782 as compared to $395,741,391 for same period last year, Brig. Gen. David Sarnoff, RCA board chairman, announced in statement released today (Monday). Increases in operations costs ($383,429,941 compared to $336,408,754 in first nine months of 1950) brought earnings for federal income taxes to $97,583,941 as against $50,932,637 for similar period of 1950, Net profit for nine months totaled $18,356,441, compared to $33,864,837 for first nine last year, and earnings per share on common stock amounted to $1.15 compared to $2.24. For quarter ended September 30, products and services sold totaled $118,946,849 as against $146,657,038 in same period 1950 and net profit was $2,653,480 as compared to $12,422,984 in same quarter of previous year.

NEW MONEY SUPPORTS TV, MAGAZINES FIND

1st 6 mo 1st 6 mo Percent
1951 1950 Change
Network TV $ 51,409,273 13,049,741 +294.0
Other Media Magazines $ 81,984,454 78,774,646 +4.1
Network Radio $ 76,064,156 75,647,932 +0.6
Sunday Supplements $ 18,275,486 19,305,162 -5.3
Total, other media $ 176,324,096 173,727,740 +1.5

for more at DEADLINE turn page

October 29, 1951 • Page 5
ABC NAMES FRIENDLY TO SUCCEED THROWER

FRED M. THROWER, ABC vice president in charge of television sales, announced Friday he had resigned and Edwin S. Friendly Jr., ABC eastern sales manager for network TV, was designated to succeed him as director of television sales.

Mr. Thrower said he will announce plans with new organization in Florida. His resignation was effective immediately.

Elevation of Mr. Friendly to national director of TV sales announced by Alexander Stratton, ABC vice president for television. Mr. Friendly’s successor as network TV eastern sales manager will be named later.

President Robert E. Kintner, asserting that “it was with great reluctance that I accepted Mr. Thrower’s resignation,” noted that ABC’s TV volume had grown from $1.2 million to over $12 million during Mr. Thrower’s tenure as TV sales vice president, and said this expansion was due largely to his efforts. Mr. Friendly joined ABC-TV sales department in April 1950 as account executive after serving as radio and television director for Al Paul Lefton Agency since mid-1948. He also is former timesbuyer and radio account executive of BBDO.

TV COSTLY FOR LOCAL ADVERTISERS, SAYS RYAN

RADIO has nothing to fear in foreseeable future from television’s impact on local business, William B. Ryan, Broadcast Advertising Bureau president, told sales clinic Friday afternoon at NARTB District 6 meeting in New Orleans (early story page 58-D).

Mr. Ryan said TV’s rate structure is pricing itself out of local field.

Series of resolutions adopted by District 6 condemned attempts to depreciate radio medium and undermine its economic stability; opposed Benton legislation; commended Pres ident Harold E. Foy, ex-Chairman of Board Justin Miller, Board of Directors and staff; endorsed work of BAR along with President Ryan and Lee Hart; approved BMI clinics; continued Board District 6 director, Harold Wheelahan, WSMB New Orleans.

Richard P. Doherty, employee-employer relations director, was main speaker at morning session. BAR program occupied afternoon.

FCC ISSUES NEW RULES COVERING NARBA CONFLICTS

RULES governing treatment of applications for AM stations in conflict with terms of North American Regional Broadcasting Agreement were announced by FCC Friday.

Where application conflicts with NARBA assignments of other signatory countries, FCC will not make grant.

Where application conflicts with existing stations on assignments to non-signatory countries (Mexico and Haiti), FCC will not make grant.

NARBA agreement, reached November 1950, has not yet been ratified by U. S. Senate. New policy is effective immediately.

Comrs. Coy, Hyde, Jones and Hennock took action; Comr. Sterling dissented on grounds it is unfair to hold up applications that comply with old treaty “for the indefinite period of time which may be involved.”

Page 6 • October 29, 1951

In this Issue—

Radio and television brought to grips with hard facts of defense economy as Washington actions and announcements evoke collections of World War II. Page 82.

It’s jingle bells on radio cash registers as Christmas business booms. Page 83.

Three stations will leave Edward Petry Co. to be represented by Henry Christal, and there are other shuffles in affiliations with national representatives. Page 82.

Young & Rubicam’s executive vice president says lack of comparable research among media is headache to agencies and advertisers. Page 86.

A Miami lumber company gets 20 times the pull from radio as from printed advertising. Page 46.

Local IBEW submits contract demands that St. Louis stations call fantastic. Page 57.

How to buy spots intelligently and fast—a system explained by the Foley agency, Philadelphia. Page 58-A.

Sen. Benton reminds Senate he will re-new his campaign for high-power radio-TV advisory board when Congress reconvenes next January. Page 69.

Republic Pictures probably will appeal injunction granted Roy Rogers against Republic’s release of his pictures to TV. Page 74.

How gross radio network billings this year slip below those of 1950, but TV network business is four times what it was last year. Page 82.

Some telecasters are worrying about commercial restrictions in new TV code, and other questions of interpretation arise. Page 61.

National Radio and Television Week is on. Page 76.

Fairfax Cone says radio and television commercials have gone stale. Page 82.

President signs bill giving him power to shape radio communications in emergency. Page 90.

Technical TV advances reported in Chicago electronics conference. Page 70.

Adrian Murphy, president of CBS Labs, says that although commercial color TV is “temporarily in limbo,” he hopes other color uses for military and industrial purposes will go on. Page 88.

Page 5

Closed Circuit

CONTINUED FROM PAGE 5

13), now postponed to January, still on CBS Radio (Sundays, 10:30-11 p.m.)

CHROMATIC TELEVISION LABS may hold further demonstrations of its new-tricolor Lawrence-Paramount TV tube within another three weeks. Company reportedly has found several “new” uses for it.

CBS quite excited over Lawrence tri-color tube. It’s understood that Dr. Peter Goldmark, CBS vice president in charge of research, has begun intensive laboratory experiments, with CBS field sequential system, with encouraging results.

NOW THAT CONGRESS has afforded excess profits tax relief for television broadcasters [B*T, Oct. 22] and President has signed new tax measure, one job remains to be done and will be handled this week. That is writing of precise regulations to implement legislation. Conference is scheduled with the Treasury Depart- ment and Internal Revenue Bureau this week. Relief granted nation’s telecasters may amount to about 12 million to 15 million per year.

LEVER BROTHERS, N. Y., through Ruth- raufl & Ryan, N. Y., expected to sponsor its radio portion of Arthur Godfrey, 10:10-11:15 a.m. on Sunday. National CBS affiliate in TV-8, which CBS understood offering remainder of Godfrey morning show (heard 10:11-30 a.m.) to other clients for simulcast sponsorship.

ONE OF “casualties” of Mobilization Chief Wilson’s stoppage of TV color was FCC Commissioner George E. Sterling. He was in throes of writing speech for delivery late this month on career development when order came through.

SOME NBC-TV affiliates enjoyed private chuckle last week. It had been agreed that Oct. 19 Chicago session of affiliates, at which demands for revision and improvement of affiliation arrangements were worked up, would be super-secret. When story [B*T, Oct. 22, Page 63] appeared in full splendor, affiliates group quickly teletyped report to NBC.

SIGNS that National Radio & Television Week (Oct. 28-Nov. 3) may be discarded in favor of Voice of Democracy Contest, originally one minor phase of industry’s week but now among nation’s major promotional events.

PRICE CEILINGS IN WORKS FOR RADIO, TV RECEIVERS

DOLLAR-AND-CENTS price ceilings for radio and TV sets are in works. Last week sub-committee of OPS Radio-TV Set Manufacturers Industry Association Committee went with pricing officials to work out method of tailored regulations [B*T, Oct. 22]. Major concern of manufacturers was automatic adjustment factor. If that can be worked out, subcommittee agreed, “modified frozen” technique could be used to set ceiling prices.

Under this method, recent base period, using highest price at which radio and TV sets were sold, would be adopted. At present radio-TV manufacturers work out ceiling prices on formula basis. Members of subcommittee are Ernest Barenthe, Philco; George Bryant, RCA Victor; A. E. Chapman, Sylvania; John R. Grayson, Magnavox; Arnold Nelson, Admiral; A. Vogel, Emerson.

for more AT DEADLINE see page 98

BROADCASTING • Telecasting
Represented by Bolling

Like 'Sterling' on Silver
Your Best "BUY" Time is in "HIGH TIME"!

New Orleans' Favorite Noontime Show Is Setting New "Highs" For Sponsors!

* Ninety minutes of music (live and recorded), mirth and merriment by New Orleans' top radio personalities. It's the "Perfect Combination"... for Spot Participation!

Write, Wire or Phone Your JOHN BLAIR Man!

AM TV FM WDSU NEW ORLEANS NBC
INDEPENDENT RADIO GIVES WHAT THE HOME FOLKS LIKE

"Network radio has twice failed to produce for us, but Independent Radio is always productive. That's why we've been on KSTL for the past two years... and still are."

-To Radio Station KSTL, St. Louis, Mo.
From Carton Furniture Company, Largest retail time-buyer in the St. Louis area.

"Our two spot announcements brought us close to three hundred inquiries!"

-To Radio Station WJNO, Cleveland, Ohio, from The Colonial Vine & Mfg. Co., Cleveland.

ANOTHER REASON WHY INDEPENDENT RADIO PAYS OFF FOR ADVERTISERS

In one city, folks prefer hill-billy... in another, the choice is long-hair. Independent Radio programming caters to "home town" tastes... gives the folks just what they like... not whatever the network happens to supply. Result: Independent Radio builds listener loyalty... which, in turn, becomes product loyalty for Independent advertisers. It will pay you to schedule the leading Independent Radio Stations. Write to any AIMS station for all the facts.

THESE ARE THE LEADING INDEPENDENT RADIO STATIONS:

**WCUE** — Akron, Ohio
**WBMD** — Baltimore, Maryland
**WBNY** — Buffalo, New York
**WJMO** — Cleveland, Ohio
**KMYR** — Denver, Colorado
**KCBS** — Des Moines, Iowa
**WKY** — Evansville, Indiana
**WCCC** — Hattiesburg, Mississippi
**WJYK** — Indianapolis, Indiana
**WJXN** — Jackson, Mississippi
**KLSM** — Lincoln, Nebraska
**WKYW** — Louisville, Kentucky
**WHHM** — Memphis, Tennessee
**WMI** — Miami, Florida
**WML** — Milwaukee, Wisconsin
**WKDA** — Nashville, Tennessee
**WWSW** — Pittsburgh, Pennsylvania
**KXL** — Portland, Oregon
**WHIM** — Providence, Rhode Island
**WXO** — Richmond, Virginia
**KSTL** — St. Louis, Missouri
**WMIN** — Minneapolis—St. Paul
**KNX** — Salt Lake City, Utah
**KITE** — San Antonio, Texas
**KSON** — San Diego, California
**KYA** — San Francisco, California
**KING** — Seattle, Washington
**KREM** — Spokane, Washington
**WACE** — Springfield, Massachusetts
**KSTN** — Stockton, California
**WOLF** — Syracuse, New York
**KFMJ** — Tulsa, Oklahoma
**WNEB** — Worcester, Massachusetts
**WBBW** — Youngstown, Ohio

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

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

October 29, 1951 • Page 9
NO NEWS IS BAD NEWS
KOMA newscasts sparkle with freshness! In the morning when many stations are droning wire-copy re-hashes of yesterday's events, KOMA is animatedly reporting a bright, concise coverage of all the news, sparked by a complete exclusive round-up of local news. The same goes for evening newscasts. Even conscientious re-writing of the wire service copy results in newscasts of substantially the same content on one station as on another because we all have the same wire service sources. So again, KOMA newscasts sparkle because of complete LOCAL coverage.

Only one radio station in Oklahoma City has 24-hour metropolitan beat coverage and that's KOMA! That's why KOMA newscasts sparkle!

J. J. Bernard
VP and General Manager

WILLIAM E. HABERMAN, partner L. C. Cole Co., S. F., becomes sole owner of firm effective Nov. 1. Mr. Haberman succeeds L. C. Cole, who founded agency in 1931. Mr. Cole resigned to become director of sales for National Motor Bearing Co., Redwood City, Calif. Agency's name, key personnel, and accounts served will remain the same.

GERALD W. TASKER, head of research department, Cunningham & Walsh, N. Y., elected vice president.

TED SMITH rejoin J. Walter Thompson Co., N. Y., as production supervisor under GEORGE GLADDEN. Mr. Smith left post as head of motion picture department in Hollywood office of agency five years ago because of ill health.

HAMILTON STEVENSON, partner McCarthy-Stevenson, Oakland, advertising art service, to Hoefer, Dietrich & Brown Inc., S. F., as production manager.

MEDIA director at MacFarland, Aveyard & Co., Chicago, Betsy Tyroler has the distinction of being "sold" on advertising while horseback-riding. An enthusiastic equestrienne when she had considerably more leisure time, Miss Tyroler was chatting between events with a vice president of Swift & Co. who advised a future career for her in advertising rather than banking.

She left Chicago's City National Bank and joined McCann-Erickson in 1940 as a junior stenographer. Before she left three years later she had taken charge of the Minneapolis desk (Pillbury Mills) and worked as an account assistant on Pillsbury, Maytag, Ford Motor, Standard Oil of Indiana and National Dairy Council. At Compton Advertising in 1943, she worked as assistant to the manager and learned how to buy time by studying with an accomplished timebuyer at night in order to gain a specialty. Since then, she has tried to maintain an even balance between specialization and handling overall operations.

Now, as media director at MacFarland, Aveyard & Co. she officially heads the media and research departments, both of which she has reorganized since joining the agency in April. Also, because of her previous experience, she is able to double when necessary on account work, writing, creative presentations, space and time buying and client contact. Her major radio-TV accounts now are Zenith Radio Corp. and Drewry's ale and beer.

During her 12 years in advertising, Miss Tyroler has been media director and account executive at Jim Duffy Co.; account executive at Burton Brownie; assistant to the president and account executive at John W. Shaw, and as a member of the plans board (research, merchandising, plans) at LeVally Inc.

The only member of her family in advertising, Miss Tyroler is a native Chicagoan. She attended Hyde Park High School and Northwestern U., where she concentrated on advertising and business courses. She has her own apartment near north on Lake Shore Drive, "hides out" at the Actor's Club when she wants to solve a client's problem after office hours and plays golf occasionally at

(Continued on page 18)

Donald S. Briese named account executive Edwards Agency, L. A. He was advertising manager Enterprise Engine & Machinery Co. and General Metals Corp.

John D. Held, senior director WATV(TV) Newark, N. J., to radio-TV department Ketchum, MacLeod & Grove, Pittsburgh.

C. R. Lash, agricultural technician on Swift & Co. account Needham, Louis & Brorby, Chicago, transfers to research department, planning farm market advertising for all products.

Edward C. Rohrs appointed to creative staff Price, Robinson & Frank Inc., Chicago. Mr. Rohrs was with Leo Burnett Co. and Grant Advertising Inc., both Chicago.

Buchanan & Co., Chicago, moves to new and larger quarters at 333 North Michigan Ave. New telephone number is ANDover 3-6611. Robert E. Potter, vice president of company, is in charge of Chicago office.

Bill Holmes, NBC San Francisco, to Atherton Agency, L. A., as copy and media director.

Lee White, BBDO, N. Y., to Biow Co., N. Y., as account executive on Procter & Gamble account.


Pat Trimble, Albert Drennan Adv., S. F., to production department Russell, Harris & Wood, S. F.

Sybil Rickless, women's editor WERC Erie, Pennsylvania, to public relations department, New York office of Grant Advertising Inc. She will work on radio and TV publicity for Florist's Telegraph Delivery Association.

Carl Pedersen, production manager Cosby & Cooper, S. F., called to active duty in Army as captain.

Jean Brown, Kenyon & Eckhardt, N. Y., to new post of copy chief, Fisher & Rudge, same city.

Calden (Bud) Stitt, to Chicago sales staff of John E. Pearson Co., station representative. He leaves KXXX Colby, Kan.


David S. Hogmer, director of space and media Duane Jones Co., N. Y., to Grey Adv., that city, in same capacity.

A. J. McKillop, Kelley-Clarke Co., S. F., to Gilman, Nicoll & Ruthman, S. F.

Robert Black, assistant radio-TV director Dan B. Miner Co., Los Angeles and Yvonne Findling, married Oct. 20 in Riverside, Calif.

Obviously OUTSTANDING . . .

Clockwise, starting at top: Chuck Barnhart, Program Director; Brooks Watson, News Director; Emil Bill, Farm Editor; Phil Gibson, Local News Editor; Milton Budd, Staff Personality; Wayne West, Staff Personality; Florence Luedeke, Women's Director; Jack Quinn, Sportscaster.

WMBD Dominates the Rich Peoria Market

Skillful programming with widely popular local personalities helps maintain WMBD's dominant position in Peoria area radio. Throughout the broadcasting day and night, these and other familiar voices receive a warm-hearted welcome in more Peoria radio homes than the next two stations combined! These featured stars are, of course, only a part of WMBD's complete well-balanced staff of over 56 radio personnel. WMBD leads not only in share of the audience, but also in staff size and facilities—the largest and finest in downstate Illinois.

Charles C. Caley, Vice President and General Manager
Don D. Kynaston, Director of Sales

See Free & Peters . . .
Spot . . .

LOUIS L. LIBBY, N. Y. (pre-cooked frosted seafoods & chicken), launching 13-week campaign in five east-coast markets in both radio and TV on participating sponsorship basis. Length of contract and number of markets may be increased depending on results. Agency: Hicks & Greist Inc., N. Y.

POULTRY PRODUCERS of Central California (packer of Nulaid Eggs), launching three month campaign using TV and featuring consumer service and advice on use of Nulaid Eggs. Agency: Botsford, Constantine & Gardner, S. F.


Network . . .


MAIL POUCH TOBACCO Co., Wheeling, W. Va. (Kentucky Club Smoking Tobacco), beginning sponsorship of Sportscaster Al Helfer’s five-minute broadcasts before and after each “Game of the Week,” Saturdays over MBS, 2:50-2:55 p.m. Agency: Charles W. Hoyt Inc., N. Y.

JOHNS-MANVILLE, N. Y., will sponsor half-hour daytime program Fair Meadows U.S.A., starting Nov. 4 on NBC-TV, Sun., 3-3:30 p.m. Agency: J. Walter Thompson Co., N. Y.

Agency Appointments . . .

ORCHIDS UNLIMITED, S. F. (marketers of imported orchid plants), appoints Richard N. Meitze Adv., S. F., to handle advertising. Radio spots will be used nationally.

WALTON BAKING Co., Toledo, Ohio, appoints Ruse & Urban Inc., Detroit, to handle advertising. Radio will be used.

SPERRY Div., of GENERAL MILLS, Minneapolis, appoints Dancer-Fitzgerald-McDougall, S. F., to handle advertising, effective Jan. 1.

McCORMICK & Co., Baltimore (Bee Brand Insecticides and Hy-Gro Plant Food), appoints Cecil & Presbury Inc., N. Y., to handle advertising.

JOE BONO MO CULTURE INSTITUTE, N. Y., appoints R. T. O’Connell Co., N. Y., to handle radio and TV advertising.

OKLAHOMA CITY ASSN. of INSURANCE AGENTS, Oklahoma City, appoints Erwing, Wasey & Co., Oklahoma City, to handle advertising. Radio and TV will be used. NORMAN HALL is account executive.

ANATOLE ROBBINS Inc., L. A. (cosmetics), appoints Hutchinson-Hadlock Co., Hollywood, to handle national advertising. Spot radio-TV will be used.

Adpeople . . .

GEORGE T. LABODA, in charge of advertising research in market research department, Colgate-Palmolive-Fleet Co., N. Y., appointed assistant to director of radio and TV for company.

HAROLD C. KAVALARIS, grocery products sales promotion department, Sperry Div., on West Coast, General Mills, appointed grocery products sales promotion manager for General Mills. RICHARD N. CONFOR, staff assistant, grocery products promotion department, succeeds Mr. Kavalaris.

ROBERT P. BRECKENRIDGE, director of advertising Gemex Corp., Union, N. J., to Harriet Hubbard Ayer Inc., N. Y. (toilet preparations), as advertising and sales promotion manager.
Now ... the national spot advertiser gets the added audience created by the addition of these top-rated NBC programs.
ASSOCIATED PROGRAM SERVICE

Tremendous size of retail businesses is highlighted by recently released list of nation's 100 leading retailers. Here are some leaders: Food Chains: A & P, with annual volume of $3,180,000,000, tops all retailers in every category . . . Safeway Stores show 1950 sales of $1,100,000,000 . . . other food leaders are Kroger—$860,000,000 . . . American Stores—$700,000,000 . . .

Variety Chains: Woolworth—$632,000,000 . . . Kresge—$321,000,000 . . . Grant—$250,000,000. Mail Order: Sears—$2,561,000,000 . . . Montgomery Ward—$1,170,000,000 . . . Spiegel—$144,000,000.

Department Stores: J. C. Penney—$950,000,000. Allied Stores—$440,000,000 . . . May Dept. Stores—$417,000,000 . . . Federated Stores—$389,000,000. Macy’s—$321,000,000 . . . Gimbel Bros.—$291,000,000 . . . Marshall Field—$228,000,000.

Despite this great volume, retailer profit margins on sales dropped considerably—from 3.0 to 2.4%. To radio men this is a signal to redouble efforts in the large retailer field. Obviously the newspaper isn’t selling the retailers’ problem, and increasing space rates plus higher production costs are getting to be a real headache. Radio’s low cost, easy preparation, broader coverage—all mean more today.

From far-away Trinidad, home of an APS subscriber, (Trinidad Broadcasting Co., Ltd.) comes this word: “You people at Associated are again way out ahead of the competition! We have just received the promotion material on the Christmas shopping jingles and its arrival couldn’t have been more timely, since a number of clients have recently approached us with just this idea in mind.”

These special libraries—priced from $19.50 to $47.50 have revolutionized transcription service. Dozens of these small units are en route to stations across the nation today and orders keep pouring in. One group of seven stations rushed order for seven Commercial Libraries, will be deep into uniform sales training project based on APS transcribed sales meetings within a few weeks. Two new special libraries are now available: CONCERT—a lavish one!—at $25.00 per month and NOVELTY (including hillbilly and band) at only $19.50. If you don’t have details, search your desk for the blue APS folder with the red disc—or wire or telephone us today! You can save a cool $500 without missing a note of music—so why delay?

ASSOCIATED PROGRAM SERVICE
151 W. 46th Street, New York
Phone 7-7710

Page 14 • October 29, 1951

BROADCASTING • Telecasting

Bulb Snatcher

EDITOR:

It occurred to us you might be interested in our experience with [names of advertising company and its manager deleted]. We accepted his tallip business in good faith on the promise of receiving a check for our one-hour rate in return for 12 five-minute broadcasts.

Not only did we have trouble getting the check that required several letters and telegrams, but, to date, a month after running the offer, it appears no one has received their tulips and we have received numerous complaints. We are extremely dissatisfied, and it is the last time we’ll be doing business with [company name deleted] on any kind of a P.I. deal . . .

Elmer Hanson
General Manager
KNOX Grand Forks, N. D.

EDITOR’S NOTE: Names above are from advice of counsel, but the editors have had similar reports about this company and its habits from other stations which, like Mr. Hanson’s, agreed to take the business at reduced rates and wound up wishing they had’s . . .

Disassociated

EDITOR:

In the [Oct. 15] issue of your excellent magazine, on page 5, under the column titled CLOSED CM, there is an error made either by your reporter or by our good friend Harold Fellows at a recent district meeting. I refer to that paragraph that concerns Harold Fellows’ plea that “Associated Music Publishers Inc. be not penalized because its owner Senator William Benton is author of legislation which would hobble etc., etc.”

Since Aug. 1, 1947, Associated Music Publishers Inc. has been a wholly-owned subsidiary of Broadcast Music Inc. Senator Benton has no stock in the company whatsoever. Prior to Aug. 1, 1947, Senator Benton owned Musak Corp. of which AMP was a subsidiary as also is Associated Program Service of which our good friend Maurice Mitchell is vice president and general manager. I think probably Harold intended to act in defense of Associated Program Service rather than AMP.

Since many of your broadcast readers might be confused, you may feel it proper to print a correction in a subsequent issue of your magazine.

M. E. Tompkins, President
Associated Music Publishers Inc.
New York

Candid Camera

EDITOR:

The attached picture shows what happened to a TV allocations expert between Aug. 27 and Oct. 22.

I wonder what he’ll look like by Nov. 12.

George C. Davis
Consulting Engineer
Washington, D. C.

[EDITORS NOTE: Name was clipped from "Washington Daily News."]

Same Load for All

EDITOR:

Our TWX reported just a few moments ago that because Congress had withdrawn all appropriations from the Armed Forces recruiting budget for network radio, the outstanding availability request for Bill Stern was cancelled . . .

We feel that if, as we taxpayers, citizens, be restrained from charging for services rendered—and paid for by our taxed dollars—then other media, artists, agents, poster producers and what have you, should also be restrained from charging for their services.

It is unfair to expect American radio to donate what is being charged for by other advertising producers and media. . . . Our plea is for unified sharing of this responsibility on a "free" basis or else the establishment once and for all of a standardized commercial procedure for handling this advertising.

Eugene D. Hill
General & Commercial Manager
WORZ Orlando, Fla.

[EDITORS NOTE: Not just radio but all media were affected by deletion of entire budget for recruiting advertising. Fact remains, however, that inequalities in media contributions to government campaigns do exist and Congress is not generally aware of the extent of broadcasting’s generosities.]
pictures, programs, and people

Picture quality isn't the only loss network television programs suffer when they're shown as kinescope recordings. They also lose viewers—and in huge numbers. For example:

In the first quarter of 1951, nine network TV programs which were consistently among the “top ten” in New York where they were seen “live,” were also shown in Los Angeles—also a 7-station market. But what Los Angeles saw were kinescope recordings. And the kinescope ratings averaged 63% lower!

Whatever the reason for this drastic rating loss: the inferior picture quality of kinescope recordings, or local viewing preferences, or a combination of both—you can avoid it with Spot Program television advertising.

With Spot Program television, you can get the better picture quality of film, or of “live” programs which cater to local preferences. Plus other advantages: Complete freedom in selecting markets—no “must” stations, or minimum group requirements in Spot Program advertising; wider choice of stations in the markets you want.

All these extras—at no extra cost. For Spot rates are generally lower than network rates for the same time period, on the same station. Enough lower to pay for the extra film prints required, their handling, distribution and other costs.

If you're interested in reaching people, through pictures—and at a profit, you'll be interested in the Spot Program story. You can get it from any Katz representative. It shows, very clearly, that . . .

You can do better with Spot. Much better.

THE KATZ AGENCY, INC. Station Representatives

NEW YORK • CHICAGO • DETROIT • LOS ANGELES • SAN FRANCISCO • ATLANTA • DALLAS • KANSAS CITY

BROADCASTING • Telecasting

October 29, 1951 • Page 15
RFADIOMEN stepped behind
footlights to tell more than
2,000 milkmen how their
money was being spent in radio
and television advertising.
Of the more than 26,000
members of the Dairymen's
League Cooperative Assn., 2,000 were dele-
gates to the association's 32d an-
nual meeting, held in Syracuse
Oct. 10-11.
Barlow Adv. Agency, Syracuse,
wanted to explain to the delegates
the scope of the association's radio
and TV advertising. A stage show
was decided upon as the best vehi-
cle.
The presentation was written,
directed and produced by Bud
Stapleton, Barlow TV and radio
director, under the supervi-
sion of George Lee, association publicity
director, and J. J. Hines, Barlow
copy chief.
With Jim Deline of WSYR
Syracuse as m.c., the fast-paced
show gave delegates a brief look
and listen to the air talent who
daily sell their products to hundreds
of thousands of consumers.
Others who took part in the stage
show included Clinton Buehman
and Ed Dinsmore, WBEN Buffalo;
Jack Ogilvie, WJTN Jamestown;
Jack Eno, WEVR Buffalo; Ann
Rogers, WHAM-TV Rochester;
Don Jones, WARC Rochester; Ray
Owens, WFEL Syracuse; Joe Cunn-
Astruck by the week

strictly business

agency experience thrown in for
good measure—that's the capsule
history of Robert J. Roth Jr.
Now advertising and promotions
director for Resistol Hats Inc.,
Garland, Tex., Mr. Roth ran the gamut
of jobs from A to Z after a musical
beginning that foreshadowed no
indication of success in this fore-
ign field.
At one time or another, he played
violin, sang with dance bands, sold
stocks, bonds and insurance,
anounced and produced radio shows
and launched his own radio ad-
vertising agency. All this, plus
an enviable record in the U. S. Air
Force.
This versatility may be entirely
foreign to Mr. Roth's role in pro-
jecting Resistol as one of the more
successful hat companies. At that
time, as he so aptly puts it, "I
ought ahead rapidly but in the wrong
direction."
In fact, it was not until 1940
(Continued on page 94)
Students at North Dakota Agricultural College recently conducted an independent survey among 3,969 farm families in a 22-county area around Fargo. Each family was asked, "To what radio station does your family listen most?" 3,120 of the families named WDAY; only 174 named Station 'B'. WDAY WAS A 17-TO-1 CHOICE OVER THE NEXT STATION — A 3 1/2-TO-1 FAVORITE OVER ALL OTHER STATIONS COMBINED!

Fargo-Moorhead Hoopers prove that WDAY consistently gets a 3-to-1 greater Share of the "in-town" Audience than all other stations combined*!

BMB figures and mail-pull stories also prove that WDAY "hogs the show", throughout the entire Red River Valley! Write for all the facts today, including availabilities.

*Despite the fact that the other three major networks maintain local studios!

WDAY • NBC • 970 Kilocycles • 5000 Watts
FREE & PETERS, Inc., Exclusive National Representatives
In the Public Interest

Blood Bank Efforts
By KNX, KLRA, KNUZ WMNN

To bring public attention to the desperate need for whole blood for the wounded, KNX, KLRA, and KNUZ are broadcasting exclusive tape reports of interviews with doctors, nurses and wounded men themselves. Used on regular KNX programs and newscasts, reports are flown from Korea. Supplemented by the tape are a concentrated series of spot announcements urging Los Angeles citizens to give blood. Bill Whitely, KNX director of public affairs, is coordinator of the campaign in cooperation with the armed forces.

Pressing its program department into speedy action, KLRA Little Rock, Ark., helped the American Red Cross put over its blood drive with a special half-hour program Oct. 21. Dr. Ross McIntyre, former Surgeon General of the Navy and personal physician to the late President Franklin Roosevelt, was featured on the show, speaking by telephone recording from Washington. Object was to aid Little Rock and Pulaski County in reaching their blood quotas for military needs. Mark Weaver, KLRA news director, was narrator.

KNUZ Houston's Paul "Buzz" Berlin, popular Houston disc jockey, started broadcasting at midnight, Oct. 4 and was on the air continuously for 18½ hours on behalf of the blood donor drive in that Texas city. Mr. Berlin obtained 1,760 pledges.

WMMN Fairmont, W. Va., has pledged 100% to contribute a pint of blood for everyone of the organization. Some staffers donated in August, some this month and others have scheduled late visits. To dramatize the routine of donating a pint of blood, Bob Frazier, disc jockey and staff announcer, on Oct. 10 did a running commentary while making a donation in the Red Cross drive. His description was aired Oct. 16 and brought an enthusiastic response.

Armed Forces Show

KING-TV Seattle, according to Armed Forces information men, has done an exemplary job on behalf of the Armed Forces of that area, and particularly for donating a half-hour each Saturday night for all-service show, "March On." The program is a 100% military enterprise and the talent used is from the Armed Forces, including band and chorus. Each week a different service is featured.

Freedom Crusade

WTWN St. Johnsbury, Vt., came up with a novel idea to raise money for the "Crusade for Freedom," station staffmen met with a group of professional newspapermen on The Caledonian Record in a basketball match. Some $250 was realized although St. Johnsbury had been assigned a quota of only $100. WTWN also devoted time to spot announcements and interviews with "Crusade" officials.

Youth Project

Project in which youngsters are to be offered a practical course in radio programming and production has been launched by WAZY New Haven, Conn., in conjunction with the local Young Women's Christian Association. Station has arranged spot announcement schedule to promoteYWCA Radio Workshop, which will comprise actual studio work under supervision of Dick Barrett, WAVY program director. Topics include continuity writing, program building, production balance, announcing, newscasts, and disc jockey technique.

Freedom Marathon

WRIB Providence, R.I., foreign language station, received 1,226 telephone pledges during an 8½-hour Italian language marathon on behalf of the Crusade for Freedom. Altogether, $1,500 was pledged and $1,400 has been received in cash. Nicholas Ruggieri, WRIB general manager, said that contributions ranged from ten cents to $25. Listeners made contributions in exchange for hearing their favorite Italian records.

Promoting Brotherhood

KNBC San Francisco is enthusiastic over a new 15-minute weekly series, "Operation Brotherhood," which publicizes accomplishments of the National Conference of Christians and Jews. Organization's aim is to combat prejudice and promote brotherhood. Several movie stars have recorded brief narrations dramatizing work of the Conference.

On All Accounts

(Continued from page 10)

Knollwood in suburban Lake Forest.

She has the record of buying Dave Garroway as a "single" for the first time. After taking the Dale Dance Studios account to the Duffy agency, and later to Burton Browne, she worked as its account executive. Struggling during the war to fill five studios in the Chicago area with customers, she hired Mr. Garroway and the 1106 Club on WMAQ to help encourage women patrons without available men because of the manpower shortage.

One of the few women agency executives in the Midwest, Miss Tyrrolo believes working in a medium-sized agency without over-specialization is her professional answer, and also one for other young women seeking a responsible niche in the industry.
It costs 23% less today to reach each thousand homes through WGAR than ten years ago.

In 1941, WGAR's average quarter-hour evening rate (52-time basis) was $119. In 1951, the cost is $190. But...

...WGAR with 50,000 watts has increased its coverage 268% in the past ten years.

...WGAR now is Cleveland's most listened-to station based on recent Hooper reports.

...WGAR's cost per thousand evening homes in 1941 was $3.07. Today, that cost has gone down to $2.35 per thousand.

...WGAR's lower cost per thousand listeners does not take into account the changing value of the dollar, nor its tremendous auto audience listening 411,708 half-hours daily.

Dollar for dollar, WGAR is your best buy.
WBAP-TV's PLANT is one of the largest and finest in the country. Its facilities are unmatched in its area. The pioneer station in the Southwest—in TV as in AM—WBAP has established an enviable reputation for leadership in programming, production, and prestige.

The Star-Telegram backs its No. 1 position by using the very best of equipment throughout its whole plant. Like other leaders in TV, it has found that by doing so it ensures, not only top performance, but also its position of prestige with advertisers and the public.

Naturally we are proud that for more than fifteen years the Fort Worth Star-Telegram has used RCA equipment almost exclusively—not only in its TV operations, but also in its AM, and FM stations.

When you plan TV...or add facilities to your present station...follow the choice of America's leading stations. Go RCA! Your Sales Representative can show you exactly what you will need to do the job.
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<th>12 noon - 6 p.m. Mon. thru Fri.</th>
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<td>&quot;B&quot;</td>
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The chart above shows KWKH's fanciest and latest Hoopers—March-April, '51—as well as those for the corresponding months of 1950 and 1949. Notice the big KWKH increases in five of the six "comparison" columns. In 1949 we were a solid first—Morning, Afternoon and Evening. In 1951 we tremendously increased our first-place Share of Audience over 1949—up 30.8% in the Morning, 42.9% in the Afternoon, 8.5% in the Evening!

KWKH does the same kind of bang-up job in its tri-State rural areas, too. BMB Report No. 2 credits KWKH with a Daytime Audience of 303,230 families in 87 Louisiana, Arkansas and Texas counties. 227,701—or 75%—are "average daily listeners" to KWKH!

Get the whole KWKH story, today. Write direct or ask The Branham Company.

*Latest available at press time

---

**50,000 Watts - CBS**

The Branham Company Representatives

Henry Clay, General Manager
Transmitter room - complete with RCA control console, antenna diplexer, side-band filter, dummy load, and a 5-kw TV transmitter Type TT-3A.

Big enough to march a circus through it, WBAP-TV's studio No. 1 has housed elephants, trucks, fire engines, the famous Budweiser horse-and-wagon team, sailboats, and air gliders. WBAP-TV shoots big events—direct! Studio One is RCA-equipped with cameras, microphones, dollies, booms, mounts—lighting system!
FOR THE first time since the out-
set of the huge U.S. rearmament
program, and indeed since the end
of World War II, broadcasting
last week was struck with the im-
pact of defense production on such
a scale as to create industry-wide
concern.

The near-autonomous power
which the Office of Defense Mo-
bilization exerts over the U.S. econ-
omy (and over other divisions of the
government) was brought home
directly to broadcasters and radio-
TV manufacturers alike in a series
of actions and meetings. Some ob-
servers felt that the situation now
called for a reconstitution of a high-
level coordinating body like the
World War II War Communications
Board, composed of members of
the FCC and classification of radi-
ation agencies, to handle broad-
casting problems on a multi- rather
than unilateral basis.

At a top-level conference of TV
manufacturers called by Defense
Mobilizer Charles E. Wilson:

- The ban on all color television
  manufacturing [B+T, Oct. 22] was
  affirmed by ODM, although critics in
  industry and Congress had questioned its
  usefulness in saving critical materials.
- But ODM will let research in
color TV continue.

A meeting between Mr. Wilson
and FCC Chairman Wayne Coy
(who sought the audience at the
behest of a Commission that had
been surprised by the crackdown
on color production). Mr. Wilson
reportedly gave assurances that:
- ODM did not plan similar
  actions against the maintenance or
  improvement of radio facilities.
- The color ban had nothing to
do with UHF development, TV
freeze ending, establishment of TV
stations in new markets or of new
stations in markets where TV al-
ready exists.

At a meeting of FCC staffers
and officials of the National Pro-
duction Authority, a division of the
Office of Defense Mobilization, NPA
gave the FCC the same as-
surances that Mr. Wilson later
gave the Commission chairman.

Later the NPA announced a
change in its classification of radio
and TV broadcasting from "com-
cmercial" to "industrial," a measure
which enables broadcasters to use
much bigger quantities of con-
trolled materials without specific

NPA authorization (see story page
29). The quantities are not enough,
however, to permit more than the
most modest new construction.

The NPA officials told the FCC
staff members that NPA would
continue to follow its policy of ap-
proving AM, FM or TV station con-
struction only if (1) it is a new
service for a community not now
having such service, or (2) it is to
improve service for communities
population growth or mobiliza-
tion boom status warranted im-
provement.

Relatively Brief Session

In a surprisingly select 90-min-
ute meeting and with no level radio-
TV manufacturing executives in
Washington last Thursday, Mr.
Wilson got them to agree to hold
off "mass production" of color TV
sets.

No secret is it that he didn't
have to twist any one's arm.

Without any request, the De-
fense Mobilizer also told the as-
sembled manufacturers that they
would go ahead with color research.

In his statement two weeks ago
Mr. Wilson said the meeting was
being called to discuss the "desira-
bility of suspending all further
development of color television in
order to free highly skilled elec-
tronics engineers for important
military projects."

Industry men had been pre-
pared to show Mr. Wilson that (1) color
research was a military project
and (2) only an insignificant
number of electronics engineers
was engaged in that work.

Change in classification from
commercial to industrial category,
made by NPA last week puts
broadcasters on a par with news-
papers and other printed media.
It permits use of these quantities of
controlled materials without need
for NPA authorization:

Steel—up to 25 tons, instead of
two tons allowed under previous
classification.

Copper—up to 2,000 pounds,
instead of 200 pounds.

Aluminum—up to 1,000 pounds,
instead of none.

Liberated quotas for broad-
casters don't mean that materials
will be available automatically.

Broadcasters who now want to
build modestly, or remodel on a
small scale, will have to hunt for

HOLIDAY PLANS

Clients Eye Big Time Buys

American Christmas Decoration,
New York (makers of house deco-
rations and tree ornaments), is
spending approximately $75,000 in
its radio campaign. The firm is
promoting a package to sell for
$1.00 in about 100 markets, start-
ing Nov. 1.

Huber Hogue & Son, New York
agency, is understood to be plan-
ing a spot campaign for a manu-
facturer of toy pianos.

Hamilton Watch Co., Lancaster,
Pa., will place its famous five-min-
ute film series, To Pay and To Jim,
in about 62 markets, twice a week
for four weeks, starting on Nov.
19. This is the third successive
year that Hamilton has used such a
TV series. BBDO, New York, is cur-
rently preparing the list of sta-
tions to carry the film.

Longines-Wittnauer Watch Co.,
New York, will sponsor a musical
Thanksgiving Day Festival on
CBS-TV, Thursday, Nov. 22, from
(Continued on page 24)
**Defense Pinches (Continued from page 22)**

services and the mobilization of agencies. It acted in an advisory capacity.

Within a week after Pearl Harbor, that board was given complete authority over all U. S. communications, with the new name of War Communications Board.

That some move close-knit cooperation between the FCC and the defense and military establishments is necessary seems to be a foregone conclusion.

Blunders on the faces of FCC officials at their lack of knowledge of Mr. Wilson's "iron curtain" on color set production attests to that.

But the Commission cannot be held entirely to blame. Its contact is with NPA—and even that operating arm of Mr. Wilson's ODM didn't know the color TV clampdown was coming.

Manufacturers were convinced the whole thing was a plot to "take CBS off the hook," to freeze National Television System Committee and RCA color development work.

RCA just finished public showings of its compatible color system in New York and Washington, and won plaudits of viewers for its fine performance [B&T, Oct. 15].

NTSC was on the last few months of field tests, preparatory to asking the FCC to authorize the all-industry, composite color system.

Blunt Dr. Allen B. DuMont expressed what was being privately spoken by his colleagues in the manufacturing industry. In a telegram to Mobilizer Wilson the day after publication of the Wilson-Stanton correspondence, he said:

If you are acting on advice of metals section, your action to halt color research and production of receivers for an incompatible color television system is open to serious question as to real necessity or worthwhile accomplishments.

Action is also open to question as a defense move.

If action had been taken by Federal Communications Commission, rather than the Defense Mobilizer, to withdraw its approval of the system it could have been classified as a defense of the public not subject to challenge.

The public already has shown its lack of interest in purchasing mechanical and incompatible color receivers. Hence there is sound basis for the conclusion that the market would not support continued production even without such action. The amount of critical materials to be saved, therefore, is infinitesimally small and only a fraction of a percentage point of the amount used by the television industry.

Since the public has not accepted the color system involved, the reasons for Columbia's ready acceptance of the government order are very obvious. It lets them off the hook. They are released from costly commitments and the embarassment of ownership of a system the public will not accept.

The Federal Communications Commission now should open the doors to the television industry of a fully dynamic and compatible system for approval at the proper time.

The proposal that all research on color television be stopped is clearly against national policy, and the public interest. It is impossible that any high officer of our government would seriously consider the taking of any type of research in the field of electronics by any important defense industry.

Research in color television is an important part of the military program. It already has made contributions to defense preparations and unquestionably will make more. In fact, by the very nature of research in any field, freedom to carry it on to wherever it might lead is essential.

America has great industrial and military strength today because we have had the freedom to explore, experiment, and engage in extensive research.

It would be most un-American to place restrictions on any research at this stage for the sake of retaining a competitive position for any company.

That feeling didn't seem to subside even after the meeting with Mr. Wilson.

Senator Edwin C. Johnson (D-Colo.), chairman of the powerful Senate Interstate & Foreign Commerce Committee, and personally active in the color TV deliberations, told Broadcasting • Telecasting after the meeting that "it occurs to me that if the law is a phoney."

**Sees No Justification**

There does not seem to be any justification for the Wilson action, shutting down color TV production, he said.

Fearing that last week's action might lead to a general freeze on all TV, since the same materials go into the production of color TV sets and black and white sets, the Senator added:

"I don't think any of it [Wilson's action] is logical. I believe that there must be a continuance of some TV developmental work. If manufacturing of all TV sets is stopped, it would be a major disaster."

Genesis of Mr. Wilson's action stopping color set production apparently stemmed from CBS appeal that more material in order to produce 250,000 color sets and slave units in 1952.

NPA denied the CBS request some months ago and an appeal was scheduled to be heard last Tuesday [B&T, Oct. 22].

This, of course, was postponed following CBS's acquiescence to Mr. Wilson's request last week.

Conversations between Mr. Wilson and highest CBS officials regarding the possible outcome of the appeal led to the Defense Mobilizer's Oct. 19 action.

Generally accepted version is that Mr. Wilson figuratively threw up his hands when he realized that 250,000 fractional horsepower motors were involved.

Fractional horsepower motors, with essential copper needed to make them operative, are in tight supply now—just as they were during the last war.

Among most radio-TV manufacturers, reasons for shutdown on color set production elicits general scoffing.

Most echo Dr. DuMont's dubiousness about the material savings involved and express doubts that CBS could have made 250,000 color sets in 1952.

Members of Radio-Television Manufacturers Assn. TV committee met in Washington the day before the meeting with Mr. Wilson.

Their consensus was that (1) halting of color TV set production would save negligible amount of material, and (2) the number of engineers engaged in color research amounted to from 4 to 8% of those

(Continued on page 30)
Pend on Representatives

WHAS-AM-TV Changes

HENRY I. CHRISTAL will represent WHAS Louisville as of the end of business on March 21, 1962, Victor A. Sholts, WHAS vice president and director, announced Friday. Harrington, Righter & Parsons will begin representation of WHAS-TV at the same time, he stated.

P & G TIME GROSS

PROCTOR & GAMBLE Co. expenditures for time on the nationwide radio networks (Table II) during August totaled $1,139,974 to keep this advertiser at the top of the network client list, as compiled by Publishers Information Bureau.

P & G held this position even during July when its total network time purchases dropped below the $1 million mark.

The same advertisers comprised the top ten list (Table I) of network timebuyers in August as in July, with some changes in order, however [B*T, Oct. 1]. Table II lists the leading advertiser (network expenditures) in each class of advertised product.

Product group analysis (Table III, page 38), shows foods first as most advertised goods on network radio, accounting alone for nearly 20%, of all types of advertising on the networks during August. Toiletries ranked second, drugs third, smoking materials fourth and laundry soaps and cleansers fifth, followed by confessions and soft drinks, gasoline and oil, beer, miscellaneous (including religious, labor and pet food advertising), and radios and TV sets, in that order.

(Continued on page 38)

WHAS-AM-TV

JACKSON NAMED

To ABC Radio Sales Post

LOWELL JACKSON, veteran of 20 years in radio and most recently part owner of Dawson & Jackson, radio packagers, has been appointed sales manager of the ABC Radio Network's Central Division, the department he has been associated with since late summer.

Jackson was also announced Wednesday the separation of the station clearance department into radio and television units, both to be under the supervision of Alfred B. Becker, ABC's director of operations for sales and station traffic. Don Buck has been named manager of TV station clearance and Stewart Barthelmes, manager of radio station clearance.

Robertson, radio director formerly assigned to the Louella Parsons Show, has been transferred as a director at ABC's Television Network Center here. Among his new assignments will be the Korka Pandit Show, Monday through Friday.

BROADCASTING • Telecasting

October 29, 1951 • Page 25
STANDARD MEDIA VALUES

THERE is "not one really authenticated fact" about the actual effect of television on media values, Louis N. Brockway, executive vice president of Young & Rubicam, New York, and board chairman of the American Assn. of Advertising Agencies, told Audit Bureau of Circulations members Thursday at Chicago Thursday. The group met for its 37th annual session at the Congress Hotel.

Mr. Brockway asks (1) standardization of audience measurements, (2) development of full information on composition of media audiences, and (3) definition and measurement of targeting audience. He charged "the lack of a common denominator for all media, which continues in spite of everything agencies and advertisers have been able to do. It is particularly serious at this time because the advertiser is increasingly pressed for media comparisons, especially of magazines and newspapers with television."

Television, he said, "has shoudered its way into a major position in our thinking, changed the recreation habits of people, offered new channels of appeal to people's tastes and demanded its share of the advertiser's dollar."

Lack of Knowledge

Charging advertisers do not know as much about the TV audience as for radio because the situation is changing "much too rapidly for tools we now have," Mr. Brockway said radio circulation is "undoubtedly decreasing" and television "is undoubtedly increasing." He "suspects" television is "taking evening attention away from radio and reducing reading time of periodicals in the home," but "we have no basis to judge the extent of the intrusion except for information we unearth individually." Charging that half-truths and mistruths are likely to be accepted as long as true answers are not available, Mr. Brockway cited three needs—(1) a technique for defining and measuring the real audience value of all media on a common basis, whether it is called audience, circulation or readership—

Wright Promoted

ELECTION of Dickens J. Wright to the board of directors of the North Jersey Broadcast Co. was announced for WPAT Paterson, N. J., and Mr. Wright's appointment as executive vice president of the corporation was announced last week by Richard Drukker, company president. Mr. Wright joined WPAT in August 1950. He previously was with WICC Bridgeport, Conn., where he was general manager two years. Previously, he was a sales executive in New York with CBS and ABC.

LOW-BUDGET TV, talent and costs, agency-produced programs, TV commercials, and other facets of sight-and-sound advertising will be placed "under the microscope" at the radio and television production session of the 1951 AAAA's Eastern Annual Conference when the two-day meeting of advertisers is held in New York Tuesday and Wednesday.

Radio and TV session, slated for 2-4 p.m. Tuesday, will feature a talk by Robert Montgomery, executive producer for NBC Television, on the responsibility of creative people in the field to raise and maintain TV standards.

One of nine group meetings to be held at this year's conference, the radio-TV unit will also include Adrain Samish, vice president and director in charge of radio and TV for Dancer-Fitzgerald-Sample Inc., who will discuss producing TV film programs, and Rodney Erickson, manager of Radio-TV Dept. for Young & Rubicam, who will talk on agency production of live TV shows.

Other speeches include advertising on TV with a small budget, Signy Weiss, vice president and treasurer of Lewin, Williams & Saylor, Inc.; TV talent and its cost, Wallace S. Jordan, radio-TV

circulations, but because its studies were not recurring and continuing they failed to give us sufficiently up-to-date information." Mr. Brockway, president of the National Committee for a Free Europe on leave as publisher of Fortune magazine, described work being done by Radio Free Europe.

RADIO, TV SPLIT

By WBZ AM-TV, WBZA

FURTHER separation of radio and television operations at Westinghouse Stations, begun in July 1950 with a division of sales responsibilities, was announced last Tuesday by W. C. Swartley, manager of WBZ-AM-TV Boston and WBZA Springfield, Mass.

Mr. Swartley announced the appointment of Avner Rakov as program manager of the Westinghouse Radio Stations. W. Gordon Swan, program manager of WBZ and WBZA since 1941, will devote full time as program manager of WBZ-TV. He had been in charge of TV programming since June.

Mr. Rakov joined WBZ as music director and later served as arranger, producer and conductor of network, regional and local programs in supervising the musical programming of the station.

Subsequently he was named part-time production and program consultant for WBZ and advertising agencies, developing programs, announcements and advertising campaigns.

The division follows a pattern throughout the broadcasting industry and conforms with the Westinghouse sales split of last year. Under the new arrangement, each program manager reports directly to the station manager.

AAAAS AGENDA

Radio-TV Speakers Set For Tuesday

Mr. Swartley

WKYB to NBC

WKYB Paducah, Ky., will affiliate with NBC effective Nov. 15, Carleton D. Smith, NBC vice president in charge of station relations, announced Wednesday. Mr. Smith said negotiations for the affiliation pre-date the network's recent announcement that it plans to add a substantial number of outlets estimated various from 100 to 200—to its affiliation list. WKYB is owned by the Paducah Sun Democrat and is under the general management of Ed J. Paxton Jr. Established in 1946, it operates on 570 kc w 1 kw day and 500 w night. It is currently affiliated with Mutual.

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IBEW DEMANDS

By J. FRANK BEATTY

FANTASTIC wage demands peril the very life of many St. Louis stations have been submitted by IBEW Local 1217, providing a threat to the entire radio and television field.

Put in capsule form, the local has submitted a take-it-or-leave-it contract effective Nov. 15 and calling for rates of 5 hour-20 minute day and a flat $130 per week plus corollary demands said to add another $75 to $100 per week per man.

All St. Louis broadcast and telecast stations are affected with the exception of KMOX, which has a separate contract as a CBS-owned outlet.

Wage scale in the city was increased $2 just last June and another $3 1/20 there can be no doubt the union is asking an additional $18 a week, aside from the extras.

Wage Stabilization Board regulations permit a 12.3% increase above the base level of Jan. 15, 1950. The union's demand is far beyond anything ever heard of at WSB, totaling approximately $25 week above the base level, or nearly 25%. This is twice the maximum permitted.

The St. Louis union has a continuous record of unsavory relations with stations, according to union circles. It has branded the most troublesome locale in the entire electronic field.

Existing pay scales for technicians at smaller stations in St. Louis are the highest in the U. S.

At IBEW headquarters in Washington it was stated that Local 1217 is antagonistic to the international union.

Other Provisions

Some of the St. Louis demands have startled the most experienced labor relations experts. For example 12 holidays are specified instead of six. No one is quite certain what holiday occurs Sept. 30th though it is specified in the contract.

Scanning of the St. Louis union's proposed contract reveals another condition which are absolutely impossible to fulfill. For example, overtime must be scheduled 72 hours in advance yet there is no overtime except in case of emergencies.

Swing shifts are eliminated. Even worse, some persons believe, is the requirement that schedules be set up permanently for 90 days, with half time penalty if varied.

Four-week vacations are demanded for employees after 36 months work, with an additional day for each holiday falling within the vacation. A 15% differential is added to work between 11 p.m. and 7 a.m. Severance pay is figured at two weeks for each six months employment.

Part-time employees must be hired at $3.25 per hour instead of $2.75, with minimum of eight instead of four hours.

New overtime plan calls for eight hours at double time on first day off and seeing day off instead of present four hours at 1 1/4 time on first day, and 8 hours at double time on second day off. Double time must be paid if called back after completion of shift, instead of present 1 1/4 time.

Lunch hour must be paid in the new contract. Two paid rest periods of 20 minutes are allowed with 15 change after beginning of shift allowed studio employees, 80 minutes at transmitter.

Engineers get $10 each time any equipment is carried on remote assignments. Insurance for air travel will be $9,000 per trip with $30,000 insurance for using auto with auto allowance of 20 cents per mile instead of 12 cents, $2.50 minimum. Last allowance of $2.50 instead of 1/20 is given for trip to transmitter.

Supervisors' Pay

Supervisors' pay will be $122 to $140 in the new contract. Sick leave will accumulate to 52 weeks at rate of at least six weeks a year instead of three. Four days off are specified for funerals of wife, children, parents, sisters and brothers.

Two men are required on duty at all times at stations over 5 kw.

The jurisdiction of Local 1217 includes WTMV in E. St. Louis, Ill.

In general, the trend in union negotiations has been away from citywide contracts though there are still areas where the practice continues. The flat pay scale in St. Louis is the same for large stations as for daytimers and locals.

Fear is expressed that appearance of even one or two of the new provisions in an all-St. Louis IBEW contract would start an economic creeping paralysis that has crippled the motion picture industry and reduced employment sharply as studies have collapsed.

Other Activity

Other developments in the labor relations field include capture of several stations in San Diego by NABET as a result of an election last week.

NABET also has won three Associated Broadcasting Co. stations in San Francisco from IBEW. The stations are KSFO, KPIX (TV) and KWID (shortwave). Since joining NABET some months ago NABET has been setting up vertical unions in San Francisco, aiming toward one big union in radio.

KVOE Names Pearson

ERNEST L. SPENCER, president, KVOE Santa Ana, Calif., has appointed the John E. Pearson Co. as national sales representative for the station.

TALENT WAGES

TALKED IN WSB HEARING

At a three-day closed hearing in New York last week to consider controlling salary increases for over-scale performers in television, motion pictures, and radio, representatives of the National Association of Radio and Television Broadcasters (NARTB) expressed the industry background and business practices that would make a salary-freeze impractical.

The NARTB is made up of a dozen members, including Charles J. Stalnaker of WABC, New York, and the Dept. of Labor.

Thepanel was headed by William Fitts of CBS who read a brief, formal statement prepared by CBS, NBC and ABC to the tune of 7,000 words. It explained that it would be difficult to evaluate services of radio-television personnel closely enough to establish ceilings.

A performer's status can not be changed overnight, he explained, when the show he appears on is picked up for network rather than for single station.

Solly Pryor of the law firm of Jaffe & Jaffe, retained by American Federation of Radio and Television Authority to plead exemption from control their members, argued

that administrative difficulties would make it almost impossible to apply regulations. He further asserted that controls would not be in keeping with the Defense Production Act, which stated that no controls should be imposed when they upset prevailing business practices. A freeze would also be in contradiction to OPS regulations which allow exemption for independent packagers for the amounts they pay for program elements.

Mr. Pryor suggested that employers, too, be allowed to have that exemption.

RTDG's Stand

Radio and TV Directors Guild charged that freezing salaries of employees is discriminatory because no controls are exercised over rates charged by broadcasting corporations. The guild also objected to proposed use of January 1950 as the base period on grounds that it was an experimental period for television. Talent in production and sales of shows that was paid at a much lower rate than would be appropriate for a mature enterprise, it was argued.

Others who appeared for radio-television personnel were Joseph A. McDonald, vice president, secretary and general attorney of ABC, and Evelyn Burkey, of the Authors League of America.

Screen Actors Guild was represented by Executive Secretary John Dales Jr. and Legal Counsel William Berger, who flew from the West Coast to present their statements.

Panel Members

Panel was composed of Roy F. Hendrickson, executive secretary of the National Federation of Grain Cooperatives, chairman; and Philip F. Siff, investment banker, and Neal Agnew, consultant to Independent Motion Picture Distributors. Group was assigned to consider how to apply controls, whether exemptions should be allowed, and how regulations could be made self-administering through industry-government cooperation; hearings pertained to cameramen, producers, directors, scripters, and designers as well as to star performers in the various entertainment fields. Panel was set up by SSB several weeks ago.
IN REVIEW . . .

THE RARE appearances of Dean Acheson on television strongly suggest that the Secretary of State should be seen perhaps as often as his most vociferous critics are heard.

Mr. Acheson, who has been described as the administration’s most competent “bedside diplomat,” once again demonstrated Oct. 21 that he wears well before any television camera.

The vehicle he chose was NBC-TV’s 60th edition of Battle Report—Washington. Secretary Acheson delivered a prepared statement and then delved into correspondence on troublesome international questions, most of which was, admittedly, calculated to win friends and influence the public for the administration.

The Secretary of State’s peculiar talents for TV were evidenced on this occasion, as perhaps never before, by his grasp roots approach to questions from confused laymen. If Mr. Acheson adequately projected his convictions, that was due, too, in no small measure to the equally convincing projection of television itself, and to Mr. Acheson’s apparently wise resort to effective analogies.

Speaking informally, but with characteristic dignity and calmness, Mr. Acheson talked across the table to a cross-section of American voters—a sailor, cab driver, cattle-rancher, a fruit picker, carpenter, housewife and a sheriff—all of whom had posed their queries on film clips.

Mr. Acheson was perhaps at his best in responding to comments by Sheriff Glenn Jones of Clark County, Nevada. He had asked: “Secretary Acheson, when two outfits start packing guns, there is bound to be some shooting. Isn’t that going to be the case with our arming of the Western world?”

Answer: “Well, Sheriff, what would happen in your county if the gangsters had the guns and you didn’t . . . These people on the other side are not only packing guns—they’re shooting. That’s what Korea is all about. And if Matt Ridgway and his boys didn’t have something to shoot back with, we’d be in . . . well, in whatever kind of a fix you call it in Clark County.”

To a question from a carpenter on the wisdom of “kicking the Russians out of United Nations,” the Secretary countered:

“ . . . Let’s talk that over . . . We didn’t run the United Nations. We’re one of the members and there are 50 others who have their own ideas. . . . In the second place . . . who convinced you that the Soviets were blocking the United Nations? The Russian delegates themselves. They have done more to convince the world that their propaganda is false and phony than all the rest of us combined. . . .”

The program was executed with polish and competency, doubtless in part because of Mr. Acheson’s knack for reading his answers from concealed quarters. A minor complaint suggested by his appearance is that the camera views of the Secretary were uniform, at times resulting in viewer restlessness.

But his stature and conviction more than offset this quibble.

* * *

AMERICAN YOUTH FORUM on NBC-TV, Saturday, 7:30 p.m., at least one forum program, that has grown in stature by taking the play from the grownups and giving it to youth.

There is little horse-play in this show. Its extra-ordinary feature is simplicity and an appealing desire to inform.

That makes the program educational; and, incidentally, demonstrates forcefully just how well-educated is at least one responsible segment of our teen-age population.

The show is built about pertinent and timely questioning by a group of teen-agers (with the cooperation of the American Legion’s youth activities department) who listen and view the distinguished guest with critical soberness.

The guest Oct. 20 was Harold E. Stassen, president of the U. of Pennsylvania. Topics touched by the youngsters and tackled by Mr. Stassen played a wide field from international issues to sports. To name a few: What can the voter do to protect himself from dishonesty in political parties; what methods should the U. S. employ in the Middle East and will World War III break out there; are we prepared to meet an enemy attack now; who was the wiser in our foreign policy toward China, Gen. MacArthur or Mr. Acheson; and did the Senate subcommitte have sufficient grounds to turn down the nomination of Philip Jessup to the UN?

In past programs, the line of questioning often proved starting to the guests.

Mr. Stassen, former governor of Minnesota, who has interviewed Stalin and is a prime mover of the Crusade for Freedom, however, is not easily disconcerted, no matter how razor-edged the query. But he was visibly taken with one apple tossed him: Would you run for President if nominated by the GOP? In a quick recovery, Mr. Stassen said he would have to wait for the big “if.”

Another big one thrown up to him: How would you proceed to figure out the international situation? Mr. Stassen did his best to explain.

There was some news for the broadcaster. Asked about the U. of Pennsylvania’s backdown on NOAA’s enforced blackout on foot- ball telecasts: Can you explain why Penn “chickened out” on its stand against NOAA’s ban?, Mr. Stassen said Penn was forced to go along with the collegiate association when four football opponents threatened to break off relations.

However, Mr. Stassen said the school feels there should be more TV in football and that Penn will insist on it next year. The Ivy Schools “will be back on TV next year,” he said.

A point in improvement over the usual forum show is the gentle guidance of the little-seen, little-heard Choraliers and the Symphonettes, Victor A. Bennett Co., New York, the agency.

General Foods will program a special holiday show on Sunday, Dec. 30, 6:30-7:30 p.m. on NBC-TV when Roy Rogers will be joined by Bob Hope and other prominent Hollywood stars. The regular Rogers show will be from 6:30-7:30 p.m. on the same day. The following week a new series, Claudia, will be seen in the latter period and Boy Rogers will return to the 6:30-7:30 p.m. period. Benton & Bowles is the agency for Post Cereals Divisions, which is Young & Rubicam, the agency for the Swans Down participation in Clauda.

Zippo Mfg. Co., Bradford, Pa., makers of Windproof pocket and table lighters, still burns its candle tall and pre-Christmas national advertising with television spot announcements as well as national and trade magazine advertising. This year sees the 16th period in the company’s history. The television spots will be used in 33 stations in 20 cities, running until Christmas. George E. Newell & Ganger, N. Y., is the agency.

Seasonal advertisers appear to be, as always, pouring liberal amounts into the flow of business, but some cigarette manufacturers have intruded itself to turn the flow into a likely flood this year. Retail orders which were expected in late summer and which failed to materialize, is understood, are now coming through for advertisers, necessitating a precipitate increase in promotion plans to the attendant benefit of radio and TV.

HOLIDAY PLANS

(Continued from page 22)
CONSTRUCTION

Radio-TV Wins Reclassification

By JOHN OSBON

RECOGNITION of radio-TV broadcasting as an essential competitor for raw materials on a comparable basis with printed media was hailed last week as a formidable industry victory.

The role of radio and television in the nation's defense effort was clearly recognized in a government order removing printings of a "hunting license" for steel, copper and aluminum needed in smaller building or remodeling projects. It does not, of course, guarantee the availability of these metals.

On Equal Terms

But the industry will be able to compete on a comparable basis with other media for supplies of these materials without necessity of government approval. Specifically, it means they will be able to self-authorize orders for up to 25 tons of steel, 2,000 pounds of copper and copper-base alloys and 1,000 pounds of aluminum.

The previous limitation of two tons of steel and 200 pounds of copper (with no provision for aluminum) has been under constant fire by NARTB. The new order was mounted in the face of a recent government order removing printing establishments from the commercial category, under which broadcasters fall, and shifting them to the industrial grouping.

The announcement was officially made last Thursday by the National Advertising Trust, whose officials NARTB had conferred more than a fortnight ago. Peter Blach, special assistant to the NPA Administrator, who was acting as NARTB Government Relations Director Ralph Hardy that relief would be taken into consideration.

Mr. Hardy described the new regulations as "a recognition of the fact that the broadcasting industry is an equal participant in the national defense effort" and acknowledged it would enable broadcasters to compete on an equal basis with other media.

As to availability of materials, many broadcasters have contracted for materials in the hope of obtaining NPA authorization, according to Mr. Hardy. In that light, construction in some instances was not actually delayed for lack of approval.

Steel manufacturers have been particularly cooperative in channeling supplies through distributors to broadcasters where their supplies permitted them to do so, he added.

NPA said it has advised all Commerce Dept. field offices of the reclassification. Projects affected are those called for remodeling, minor installation of equipment, alterations and small building construction.

Projects calling for more than the specified amounts set out under the self-authorized ceiling still require NPA approval. Radio stations generally have fared very well on the construction front (B&T, Oct. 16).

Broadcasters did figure, however, in two building applications denied by the NPA in its final processing of fourth quarter materials allotments. It was stressed again, however, that both may be reviewed during the first quarter of 1952, for which requests now are being accepted.

American Broadcasting Co. was turned down for $115,000 worth of material marked for offices on Hollywood. The nature of the project (alteration, expansion, remodeling, etc.) was not known.

Gila Broadcasting Co., was rejected by the agency for materials, with cost placed at $37,700, for its new station, KVNC Winslow, Ariz. Station received a construction permit on the NPA list to operate on 1010 kc with 500 w nght, 1 kw-day, unlimited, with directional antenna. Gila Broadcasting also operates KGUL Saford, Ariz.

The station, in its application filed with NPA, showed no indication as to how far along its construction had progressed. The applicant sought 2,500 pounds of copper.

KVNC probably will be able to go on the air, however, in any event, though its proposed completion date may be deferred. Its officers now may self-authorize 2,000 pounds of copper under NPA's relaxed rule for radio-TV broadcasters, if it can find that quantity of material, it was noted.

NPA authorities explained copper remains in extreme short supply.

Consumer Front

On the consumer front, maintenance, repair and operation of the nation's radio-TV receivers also are commanding attention of government officials. A plan by which manufacturers would set aside a certain percentage of products (using steel, aluminum and copper) to meet demands of distributors, retailers and repair shops is under study. Actually, this project was unveiled earlier this year but has not been projected to the factory level.

The NARTB plan, outlined last Monday to the Electronic Parts & Components Industry Advisory Committee, NPA may issue an order establishing procedure for replacement in distributors' inventories of parts and components. Radio-TV sets, phonograph or record players and other products using scarce materials would be placed on direct allocation.

The regulation would take the form of an inventory limitation based on historical sales patterns during a base period or of a percentage set aside at the factory or manufacturers level.

Retailers could self-authorize certain materials and pass on products to customers who would not be required to sign for them. Procurement of materials would be based on the dollar value of material or percentage used by the retailer.

The committee reported on the repair-replacement parts situation. TV antennas, already scarce, will be harder to obtain because of shortage of aluminum. The tube picture is generally looking up, though transmitter tubes are short, according to NPA.

Military and defense-supporting industries may have to siphon off up to 90% of electronics testing equipment.

According to the committee's survey, parts and components in short supply are antennas, wire and cable, soldering irons. General satisfaction was expressed over a new national reclassification of radio operators to obtain priorities on materials for maintenance of stations. Amateurs hale the regular and some official recognition of their role in national defense, NPA was advised.

Shortages are bound to increase during early 1952 and the full impact is not yet realized. These warnings have been sounded repeatedly in recent weeks by Defense Mobilizer Charles E. Wilson and Defense Production Administrator Manly Fleischmann.

One tangible evidence was the government's clamp-down on color TV production (see story, page 25).

A former broadcasting executive now with the government has added the growing (Continued on page 97)
WAR POWERS

THE CONTROVERSIAL signal control plan to implement the President's power of seizure over radio communications in time of a critical emergency became the law of the land last week as a result of a formal acceptance of an amendment to the Communications Act.

The Chief Executive signed a bill (S 537) prescribing stiff penalties for failure to obey Sec. 606 (c) and providing for the control of certain devices which could serve as navigational aids to enemy aircraft.

Another new face on Sec. 606 of the Communications Act is implied with the specific inclusion of penalty provisions in subsection "q". Until now, the Commission had to take recourse to Sec. 501 of the Act in applying penalties for known violations of Sec. 606 (c).

Stronger sanctions are spelled out for any person who commits certain offenses "with intent to injure the United States, or with intent to secure an advantage to any foreign power.

Upon conviction, violators could be fined up to $20,000, or imprisoned for up to 20 years, or both.

Differences over method provide the only conflict between news security order [BT, Oct. 1 et seq.].

The President's Authority

The President's authority to use or close radio stations and non-broadcast devices (which are capable of serving as homing aids beyond five miles) and remove the equipment, through delegated government departments, is also extended to the Canal Zone.

A suggestion by NARTB that compensation be paid owners of stations and other devices "for use and/or loss resulting from such closing or control" was rejected after hearings this year.

The reservation "if he deems it necessary to feed the public with the truth" would be inserted, with a fine not to exceed $1,000, or one year's sentence or both. In the case of "a firm, partnership, association, corporation, or committee", by fine not more than $5,000, except that any person who commits such an offense with intent to injure the United States, or with intent to secure an advantage to any foreign power, shall upon conviction thereof, be punished by a fine of not more than $10,000, or by imprisonment for not more than 20 years, or both.

CENSORSHIP ISSUE

Truman Writes NARND

President Truman said his new powers are necessary "to carry out the President's authority under this subsection, to cause the closing of any station or device and the removal thereof from its apparatus and equipment, or to authorize the use or control of any station or device with the apparatus and equipment, by any department of the Government under such regulations as may be prescribed upon just compensation to the owners.

He further defined the President's authority under this subsection, to cause the closing of any station or device and the removal thereof from its apparatus and equipment, or to authorize the use or control of any station or device with the apparatus and equipment, by any department of the Government under such regulations as may be prescribed upon just compensation to the owners.

The authority granted to the President under this subsection, to cause the closing of any station or device and the removal thereof from its apparatus and equipment, or to authorize the use or control of any station or device with the apparatus and equipment, by any department of the Government under such regulations as may be prescribed upon just compensation to the owners.

On proclamation by the President that there exist war or a threat of war, or a state of public peril or disaster or other national emergency, or in order to preserve the neutrality of the United States, the President, if he may do so consistent with the interests of national security or defense, may suspend or amend, for such time as he may see fit, the regulations and rules applicable to any or all stations or devices capable of emitting electromagnetic radiations of the United States as prescribed by the Commission, and may change the use and/or control of communication, or any device capable of emitting electromagnetic radiations between 10 kilocycles and 100,000 megacycles, is made available to the President.

If a firm, partnership, association, corporation, or committee, by fine not more than $5,000, except that any person who commits such an offense with intent to injure the United States, or with intent to secure an advantage to any foreign power, shall upon conviction thereof, be punished by a fine of not more than $10,000, or by imprisonment for not more than 20 years, or both.

Case Letter

Sen. Francis Case (R-S. D.) released contents of a letter he had written President Truman on the Communications Act. He told the President the order "threatens the vitality of a free press in America. The real key to safeguarding secrets is vigilance of the inquisitive mind in the newspapers, and with the newspapers. News suppression is only one step away from newspaper suppression. And I haven't the slightest idea that you seek to impose the "corp of radio experts" (of Argentina) on that score."

Sen. Case said he didn't question the President's motives or good faith, but observed that some publicity he has given to a definite right to withhold information.

Plea to give the order "a try" was made by J. Patrick Coyne, National Security Council representative on international security, who argued the order is being condemned before it has been thoroughly tested.

Sen. Case said that if new regulations are needed, "we could draw with profit upon our wartime experience. That was based upon cooperation between the broadcasting media and the government. It placed decisions in the hands of men trained for that work, under a responsible, single head. It provided machinery for appeal of decisions. It calls for a 'code' of conduct for all concerned-government officials, press, radio and public."

Rep. Harold D. Donohue (D-Mass.) warned against "unwitting infliction upon our own people of any of the freedom-destroying policies to we openly oppose and criticize in the governing actions of the totalitarian dictators."

He introduced into the Congressional Record an editorial by Roscoe Drummond in the Christian Science Monitor. Mr. Drummond said "security is more served by keeping the country in the light than it is by keeping the enemy in the dark," urging adoption of a Committee for Economic Development recommendation for calling for creation of a three-man civilian unit in the National Se-
In these days when news is so important to everybody, this means thousands upon thousands of loyal listeners for WITH. These people are one reason why WITH is the BIG BARGAIN BUY! Let your Headley-Read man give you the whole WITH story.

The results station in Baltimore, Md.

Baltimoreans don't wonder where to get the news. They just turn their radio dials to WITH. No other station in town has anything like WITH's news coverage. WITH gives the complete, accurate, up-to-the-minute news from AP wires every hour on the hour. 24 hours a day.
OBSERVANCE of the seventh annual National Radio & Television Week got under way Sunday, continuing through next Thursday. Topping the event is the fifth annual Voice of Democracy Contest, one of the nation's outstanding promotions on behalf of the democratic way of life.

Aside from the contest, observance of the week is a localised matter with stations in each community deeming their own activities. Outstanding example of statewide participation in the event occurred yesterday in Texas when a special program was staged under direction of Kenyon Brown, KWFT Wichita Falls, NARTB District 13 director.

Among those taking part in the Texas hookup were Harold E. Folows, NARTB president; Carl Hav- erlin, BMI president, and Mr. Brown. The program originated during the luncheon session of the BMI radio clinic held at the Shamrock Hotel, Houston. All but a few of the stations in Texas had agreed to take the broadcast.

Texas Promotion

Liberty Network fed the broadcast on its coast-to-coast hookup 4-4:15 p.m. (CST). Another Texas promotion was that of KPRC and KPRC-TV Houston. Staffs of the stations are using National Radio & Television Week to demonstrate appreciation for the American system of broadcasting by donating a pint of blood for use at the Korean battlefront.

Staff participation was 100%, aside from a few under medical treatment. Other Houston stations were joining in the project, making it a citywide event. A large number of the station employees signed to donate one pint per month. Stations have staged local promotions to increase public donations of blood.

Three-way sponsorship of the Voice of Democracy contest included NARTB, RTMA and the U. S. Junior Chamber of Commerce. At least 2 million senior high school students were taking part in the competition, which carries official endorsement of the U. S. Office of Education.

Prizes for Winners

Winners in each of the 48 states, Alaska, Puerto Rico, Hawaii and District of Columbia will receive radio-phonos or television receivers. The four finalists, to be selected Feb. 1 by a board of nationally known judges, each will receive $500 college scholarships, all-expense trip to Washington, radio-TV combinations and other prizes.

Model talks by outstanding Americans are being broadcast this week by stations all over the country to be used as background material by contestants. After school and community eliminations, transcriptions will be judged at the state level. State and territorial discs will be screened and the national judges will select the four final winners from a dozen blind transcriptions. Broadcast stations cut discs for student competitors.

Finalists will receive their awards at a luncheon to be held Feb. 22 in Washington.

Associate Justice Tom C. Clark, honorary chairman of the contest, voiced pleasure at the participation of high school students in the competition. He said:

Once again it is my pleasure to salute the youth of America on the eve of the Voice of Democracy Contest. In the four preceding competitions it has given me deep personal satisfaction to see and hear the thinking of you future citizens. Your eloquent yet simple expressions of the basic concepts of our way of life provide a constant renewal of faith in democratic principles. As national honorary chairman of the Voice of Democracy Committee, I extend to each of you my best wishes and appreciation for the part you are playing in this admirable undertaking.

Directing the voice contest is a committee headed by Robert K. Richards, NARTB public affairs director. Other members are Max E. Tyler and Robert D. Ladd, Jr., Chamber; James D. Secret, RTMA; Dr. Kerry Smith. Office of Education; Oscar Elder, NARTB; W. D. Mc Gill, Westinghouse Radio Stations Inc. and RTMA.

Glen McDaniel, RTMA president, commenting on Radio Week and the contest, said:

Manufacturer members of RTMA are happy to cooperate again with the nation's broadcasters, represented by NARTB, and the members of the U. S. Junior Chamber of Commerce in sponsoring the fifth annual Voice of Democracy contest for high school students.

This contest has, by virtue of its broad appeal and its high purpose, become the outstanding event of National Radio & Television Week. I feel that it offers an excellent opportunity for all high school students.

(Continued on page 34)
Highlighting Significant Facts about Bituminous Coal

NORTHWEST POWER-DROUGHT CUTS ALUMINUM PRODUCTION.
It has just been demonstrated that a large part of the nation’s vital production of aluminum depends upon the weather. Aluminum has been the victim of a shortage of hydroelectric power caused by a dry summer in the Pacific Northwest. As in the case of TVA, this shows once again the inadequacies of water power alone. The TVA turned to coal-fired steam plants to bolster its generating capacity, and this, too, may be the answer for the Northwest. Essential industry is learning that there is no substitute for power generated by a dependable fuel such as coal.

U. S. TO TRIPLE POWER OUTPUT IN NEXT TWENTY YEARS.
A leading electrical equipment manufacturer has predicted that by 1970 America will be using a trillion kilowatt hours of electricity. This is more than three times America’s present power consumption. Even now the electric utilities are the nation’s most rapidly expanding large industry—and the chief source of this new power is bituminous coal. The coal industry is confidently planning to continue to be the nation’s prime source of heat, light and power in the future as it is today.

FRANCE ASKING FOR 12 MILLION MORE TONS OF AMERICAN COAL.
French officials state that they will need 12 million more tons of U. S. coal as quickly as ships can be found to carry it. American coal is already going to Europe at the tremendous rate of almost four million tons a month—filling in the gap between Europe’s expanding industrial program and her lagging coal production, much of it state-controlled. Here in America, however, the productivity of the coal industry is at an all-time high. There is coal enough to meet all this country’s needs and those of Europe as well.

COMING ATOMIC AGE TO INCREASE DEMANDS FOR COAL.
As far as anyone now living is concerned, coal, not atomic energy, will continue to be the basis of material civilization. So says Sir Henry Tizard, atomic expert and advisor to the British Government. In fact the foreseeable future will find coal increasingly important as atomic energy is developed. Because of the abundant reserves of coal, coal promises to be the prime fuel for atomic plants. The new atomic plant going up near Paducah, Kentucky, for example, is expected to consume 2½ million tons of coal a year—close to the total coal consumption of the state of Rhode Island.

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

Your questions about coal or the coal industry are welcomed; will receive our prompt reply.
**OHO Assn. of Broadcasters voted Thursday to oppose adoption of the Benton legislation setting up a federal program review board for radio and TV. Action was taken at the close of a two-day sales clinic held in Cleveland.**

Maurice B. Mitchell, vice president of Associated Program Service, which is one of Sen. Benton's commercial properties, told the association he disapproves his employer's legislation. He predicted it would pass but observed it was probably responsible in part for the TV code.

Presiding at the clinic was L.A. Fixley, WCOL, Columbus, OAB president. Robert Ferguson, WTRF, Bellaire, set up the clinic program.

In its current model of "The Pitch," Mr. Mitchell urged broadcasters to get over their inferiority complex and bring their salesmanship up to the standards of the medium. He predicted the economy would be flooded with goods by 1965.

Murray Grabhorn, managing director, National Assn. of Radio and TV Station Representatives, advised stations to use established local personnel in area broadcasting and to promote them to time-buyers. He suggested the home city of stations should be given more display in trade paper advertising.

Ben Catfield, of WMAZ Macon, Ga., president of National Assn. of Radio News Directors, discussed news and how to sell it. Don't cheat on newsroom salaries, he said, and don't let sponsors censor newscasts.

Dave Baylor, WJMO Cleveland, offered a series of sales aids and described the news-music format of his station.

Dr. Kenneth H. Baker, president of Standard Audit & Measurement Service, said many broadcasters are afraid of measurements. He urged stations to devote more attention to market and distribution data. He plans to mail questionnaires to stations in March, with 400 stations already signed up for a survey.

Henry Coleman, advertising manager of Standard Oil Co. of Ohio, a heavy radio user for many years, stirred a lively response when he asked why radio ratings aren't being cut in view of what some of the surveys show. Broadcasters replied that the cost of printed media is rising. They asked why he expected radio to cut rates when newspapers and magazines don't give a specific accounting of readership.

Mr. Coleman gave a five-point program for broadcasters, as follows: Closer program supervision; better business service, such as reports on content of station mail; more promotion of sponsors' programs; more realistic audience research, since Hooper and Nielsen reports are not comparable, for example; more complete market data. He criticized stations offering special package deals to attract new advertisers without giving similar privileges to older clients.

The remarks were made during a panel discussion that also included Elmer Wayne, sales manager of WJR Detroit; W. J. Syl-

Butler, WYTV & Walsh, Cleveland agency, and Norman Glenn, Sponsor. Mr. Wayne explained radio's advantages over other media, including flexibility; split-second speed; voice selling and lower costs per impression. He reviewed the cooperative station promotion project in Detroit.

Mr. Sylvester said radio should exploit the small retail dealers as a source of advertising revenue.

Opening speaker at the Thursday session was Robert Wagner, publicity relations director of Timken Roller Bearing Co. He said broadcasters should provide industry with programs pointing out the value of the free enterprise system. Gen. Carleton Dazurgus, counsel for the OAB, talked off-the-record on tax matters.

**ABC-TV in Musical**

ABC will get the cherry when "Top Banana," a Broadway show with a video theme, opens Nov. 1. Musical will open with ABC-TV's test pattern flashed on a giant screen prior to opening night. ABC-TV cameras will be on stage at the Shubert Theatre throughout the big-budget production, and first nighters — watching scenes devoted to backstage television — will see the network's call letters even on dressing room scenery. Songs for the extravaganza include one titled, "You're OK for TV."

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**Censorship (Continued from page 30)**

**N.Y. AP UNIT**

**Truman Order Flayed**

NEW YORK State Associated Press Broadcasters have gone on record condemning President Tru- man. They held a special meeting in their own headquarters in New York city.

The association, known as ASNE, reaffirmed its opposition to the president. It is one of the few groups that have publicly condemned Truman. ASNE is a member of the American Society of Newspaper Editors.

**Radio-Week on**

(Continued from page 32)

to learn more of what democracy means in today's turbuld society. And I hope that, in so doing, they will make us older folks more keenly aware of our advantages and our responsibilities.

Model talks are being heard nationwide on stations. Those who transcribed talks were Messrs. McDaniel and Fellows; Dr. Earl J. McGrath, U. S. Commissioner of Education; Rev. Frederic Brown Harris, chaplain, U. S. Senate; Sen. Edwin C. Johnson (D-Colo.); James W. Young, Ford Foundation.

Here is the new 300J . . . open for your inspection

Note that all tubes are visible through the front window, and all controls and meters are located on the front. The sleek new 300J leaves nothing to be desired in convenience of operation.

Back view with doors open and rear plate removed from output network shield. Note easy accessibility of tubes, components, and terminals. The power supply is easy to reach by removing the lower plate containing the air filter.

The Collins 300J 250 watt AM transmitter presents you with the latest and longest step in advanced design. The smart styling of its full size, two-tone grey cabinet reflects the up-to-the-minute engineering within.

Great simplification has been achieved in the circuits associated with the modulator and power amplifier stages, through use of the recently developed high gain, long lived 4-125A tetrodes. Employment of these efficient tubes also permits the use of low drain receiver-type tubes in the driver stages. Only 16 tubes, of but 7 types, are employed in the entire transmitter!

Your chief engineer will be delighted with this new transmitter. Ease of operation and servicing has been brought to a new high, and Collins standards of excellence in components and workmanship insure reliability throughout a long life.

The 300J is now available in limited quantities. Write or wire your nearest Collins office today.

FOR BROADCAST QUALITY, IT'S . . .
available.

With stripped manufacturers at the threat of a ban on color re-
search for the avowed purpose of freeing engineers for military work was the fact that the radio-TV manu-

facturing industry was about 60% engaged in such work now and is crying for more—especially in view of less-than-boom TV sales.

What we would do with the few engineers freed by such an action, they asked.

Part of the discussion also centered on the implications that Mr. Wilson's action banning color set production indicated a new allocations policy by the Defense Mobilizer—the banning of end products.

Up to now, NPA has allocated a quota of controlled materials to each manufacturer, using a formula which is based on his "normal" years use. With that supply, the manufacturer is permitted, in general, to make anything he wanted.

NPA officials pointed out that NPA had put a limitation on the number of products per manufacturer that can be manufactured with automatic transmissions.

This limitation was under their authority to approve new products, they said. But they demurred that Mr. Wilson's action on color sets indicated a radical new policy on end products.

During the Oct. 25 meeting, Mr. Wilson told of plans being ready for delivery with the exception of one vitally needed electronics item, a unit ODM-DPA release reported.

He also told the manufacturer the release added, that he had asked the armed services to undertake a survey of their entire elec-
tronics needs and then to go to the electronics industry for all the ad-

ditional help they needed.

The manufacturers asked that the Defense Mobilizer's freeze on color TV manufacture be care-

fully watched so that when ma-

terials again became available production of color TV sets could be resumed. Mr. Wilson agreed to this.

General feeling was that ma-

terials would become more avail-

able late in 1952 or early in 1953.

Acceptance of the ban on pro-
duction of color sets does not for-
bid the making of a few models for experimental and develop-
mental work, it was understood.

Nor does it extend to color theatre-TV or industrial-TV de-
velopments.

CBS officials officially remained silent after the Wil-

son-Manufacturers Washington meeting. How-

ever, in addition to Mr. Stanton's statement following the edict, Ad-

rian Murphy, president of the CBS Laboratories Division, spoke to the Television Council and National Electronics Conference in Chicago (see separate story on page 70).

Best informed guess is that CBS felt that unless it got extra ma-

terials it needed to meet its 250,-

000-set goal for 1952, it would not be able to turn out more than 50,000 such sets.

And that number would hardly make a dent in the present 14,-

000,000 black-and-white market.

That being so, CBS accepted Mr. Wilson's request with alacrity.

Hope highs are held for results of continued research, particularly a tri-color tube. CBS President Stanton in his statement two weeks ago emphasized that future manufac-
turing will be sequential color system.

At the time CBS discontinued colorcasts—without sets it was im-

practical to broadcast polychrome programs—it had reached a total of 12½ hours of color programming a week.

Time values for these periods, when sold at black-and-white rates, would extend into several millions of dollars, it was estimated.

Network officials were consider-

ing plans for reallocating their projected alternate Sunday after-
noon color extravaganzas—Broad-

way's Best, a series of hour-long productions by the Metropolitan Opera Co. and top-flight Broadway producers—for presentation in black-and-white, possibly in another time slot.

Although it had not been decided whether this proposed color series could be converted to black-and-

white, it was expected that several of the color program would be.

Network officials announced the Whistling Wizard, a Baird Puppets' fantasy, which had just started in color as a quarter-hour, late-afternoon show five times a week would be seen in monochrome as a weekly half-hour feature starting Nov. 3 (Sat., 11:11-11:30 p.m. EST).

Black-and-white tele-

casts also are being substituted for football colorcasts.

Assignments of Officials

Similarly, most of the officials heretofore concerned with color TV were expected to be absorbed in black-and-white operations. Dr. Peter C. Goldmark, who developed the CBS color system, was deemed certain to continue as vice presi-
dent of the CBS Laboratories Divi-

sion. Henry White, the network's color coordinator, is expected to enter the business end of the TV network division. William Hyman, assistant sales manager in charge of color sales, and Fred Rickie, executive producer for color, also

were thought to be slated for duties in their respective fields in black-

and-white.

Last week also saw publication of the special color television October issue of the proceedings of the Institute of Radio Engineers.

Covering 220 pages of the issue, technical material ranging from a general detailing of the pros and cons of the field sequential (CBS) system and the "color-subcarrier" system (RCA and NTSC) to such subjects as colorimetry, tri-color tubes, phosphors, spectrum utilization, etc.

RCA also put out the first of a series of monographs, The National Television System Commit-

tee Color Television Standards, by Panel 12 (Color System Analysis). It is aimed at presentation of what NTSC is working on—a compatible, all-electronic system.

RCA demonstrated for news-

manship into use of the tri-color tubes at the RCA Exhibition Hall in New York last Tuesday.

During the demonstration, Dr. E. V. Enstrom, vice president of RCA Laboratories Division, said that after the recommended NTSC change is made in its system and is field tested, the Labora-

tories Division will tell the com-
pany that the system is ready for application to the FCC. . . .

Those attending the ODM-DPA meet-
ing last Thursday were: Brlg. General David Sarnoff and Frank M. Poinsen, RCA; Frank Stanton, CBS; Dr. Allen B. DuMont, DuMont Labs; Harney Halaban, Paramount Pictures; William Balderston, Philco; Benjamin Abrams, Emerson; Paul V. Galvin, Motorola; Dr. W. R. Bache and Herbert M. Edes, GE; Richard A. Graver, Admiral; Richard T. Essig, Television Labs. (half-owned by Paramount Pic-
tures); Arthur Matthews and C. J. Burns, Color Television Inc.; Louis Clement, Crosley; Fred Gluck, Fada; W. A. McChord, Hazelton; John A. Rankin, Magnavox; W. L. Viergever, Beck; R. A. Guinn, Webster-Chicago; Robert S. Al-

bexander, Western Electric; F. M. Sloan, Westinghouse; R. E. Sherwood and Ernest Kehler, Hallcrafters; Louis A. Movius, Paramount Film Distributing Corp. to serve as attorney for Para-
mount Pictures; William A. Roberis, attorney for DuMont Labs; Arthur Baker, General Sarnoff's daughter; William Bal-
derston, Philco; W. A. MacDonald, Hazelton; M. Clement, Crosley; W. L. Webb, Bendix; Robert S. Alex-
ander, GE; William Balderston, RCA Victor; R. J. Sherwood and Ernest Kehler, Hallcrafters; R. C. Wof-
egg, Zenith; Dr. Allen B. DuMont, Du-

Mont Labs; Paul V. Galvin, Motorola.
THE SAME FORMULA FOR TEN YEARS — the formula which spells SERVICE TO AGRICULTURE — that is the secret of KVOO’s great Farm Department which this month celebrates 10 years of outstanding service to agriculture in the Southwest. The ownership and management of this station are proud of the accomplishments of the KVOO Farm Staff but, more than this, here is what others have to say:

"Much of the progress made in agriculture and better home living throughout the state is a result of the fine work the KVOO Farm Department is doing ... we credit much of our progress to the cooperation we have had." — OKLAHOMA A. & M. COLLEGE EXTENSION.

"In 1939 Oklahoma farmers used 19 times as much fertilizer as in 1940 ... it is significant that KVOO’s Farm Department has been active the past decade." — NATIONAL FERTILIZER ASSOCIATION.

"To your Farm Department goes a great deal of credit for the high plane which 4-H work has attained." — OKLAHOMA 4-H CLUBS.

"Your efforts have contributed immeasurably to the fact that the estimated dollar value of Oklahoma land is now far above the national average. Not so many years ago this was not the case." — GOVERNOR, STATE OF OKLAHOMA.

"Your station has given us outstanding results and that is why we have stayed on it year in and year out ... while sales throughout Oklahoma are generally fine, our intensified sales match very closely with your primary coverage map." — DR. L. E. LE GEAR, MEDICINE CO.

"If Sam Schneider and KVOO hadn’t done a good job, we certainly would not have recommended this type radio program (Rural Route 1170) as our major radio effort in the important grainbelt area." — RALSTON PURINA COMPANY.

For the opportunity of serving our great Southwest we are grateful to our many good clients, some of whom have been with us 10 years without interruption, we say "thank you," and to all we promise continuing devotion to our ideal, to perform consistently in the service of agriculture to the end that our nation may be stronger, happier and wealthier in the basics of our nation — a virile agriculture! Write for the KVOO farm story, just out, entitled "Actions Speak Louder Than Words." It’s yours for the asking. Address KVOO Farm Department.
TABLE III
GROSS RADIO NETWORK TIME SALES FOR AUGUST AND JAN.-AUG. 1951 BY PRODUCT GROUPS

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<td>Apparel &amp; Consumer</td>
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<td>Equipment</td>
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<td>Beauty, Wine &amp; Liquor</td>
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<td>Blinds, Hardware</td>
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<td>Equipment, Furn. &amp;</td>
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<td>Appliances</td>
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<td>Tobacco</td>
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<td>Food</td>
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<td>Fuel &amp; Power</td>
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<td>House Furnishings</td>
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<td>House &amp; Home Equip.</td>
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<tr>
<td>Supplies</td>
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<td>TOTAL</td>
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GROSS BROADCAST AND HOME FURNISHING ARTICLES.

GROSS BILLINGS OF BOTH CBS RADIO AND MUTUAL DURING THE FIRST NINE MONTHS OF 1950.

* The following table shows the gross time sales for each network in September 1950 as compared to September 1951, as well as the cumulative nine month comparisons for each, total sales.

NETWORK TELEVISION

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<tbody>
<tr>
<td><strong>ABC</strong></td>
<td>$2,165,971</td>
<td>$2,418,419</td>
<td>$2,407,153</td>
<td>$2,417,422</td>
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<tr>
<td><strong>CBS</strong></td>
<td>$1,667,371</td>
<td>$2,266,390</td>
<td>$2,207,784</td>
<td>$2,266,664</td>
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<tr>
<td><strong>NABC</strong></td>
<td>$1,544,561</td>
<td>$1,946,463</td>
<td>$1,361,985</td>
<td>$1,987,359</td>
</tr>
<tr>
<td><strong>DuMont</strong></td>
<td>$1,295,541</td>
<td>$1,785,652</td>
<td>$1,617,584</td>
<td>$1,734,874</td>
</tr>
<tr>
<td>TOTAL</td>
<td>$7,656,048</td>
<td>$8,891,856</td>
<td>$8,374,910</td>
<td>$8,957,531</td>
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(Revised Totals: Mtn. = $2,991,227
July = $2,267,674

Richard W. Bannier, 63, librarian and supervisor of music rights for ABC, died Wednesday while attending a conference in NBC offices. Mr. Bannier, a native New Yorker, was a violinist and had been a member of concert orchestras and ensembles. He worked for New York music publishers and NBC before joining ABC eight years ago. He is survived by his widow, a son, and a brother.

P&G Time Cross

累计January-Through-August list shows the following seven August product classes ranking in the same order as for the month.

1. Spaghettios
2. P&G Shampoo
3. P&G Cold Cream
4. P&G Baby Powder
5. P&G Deodorant
6. P&G Soap
7. P&G Baby Shampoo

Court, affirming the FCC decision of August 1949, not only agreed that the record "fully justifies and solidly supports the findings" but continued:

"It [the record] contained information showing not only that Rev. Smith had been intemperate in his dealings with broadcasters, but that he was an expert in vituperation and vilification."

Richard W. Bannier
GREAT DAY IN THE MORNING!

10 a.m.  
MY TRUE STORY  
sponsored by:  
STERLING DRUG

10:45 a.m.  
AGAINST THE STORM  
sponsored by:  
PHILIP MORRIS

11 a.m.  
LONE JOURNEY  
sponsored by:  
LEVER BROTHERS

11:15 a.m.  
WHEN A GIRL MARRIES  
sponsored by:  
GENERAL FOODS

ABC radio is so excited about its new weekday morning structure that we'd like to shout the news across every fence in the nation. Why? Because every one of these popular daytime dramas—like the rest of ABC's morning line-up—has been sold...and is doing hard selling for a top advertiser! Big things are happening at ABC these days...and this great story of morning radio is only one of them!

There's more to this story... see back cover of insert.
### SUNDAY

<table>
<thead>
<tr>
<th>Time</th>
<th>ABC</th>
<th>CBS</th>
<th>MBS</th>
<th>NBC</th>
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<tbody>
<tr>
<td>9:00 AM</td>
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<tr>
<td>9:15</td>
<td>&quot;Phil Silvers Show&quot;</td>
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<td>9:30</td>
<td>&quot;Dr. Kildare&quot;</td>
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<tr>
<td>9:45</td>
<td>&quot;Dragnet&quot;</td>
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<tr>
<td>10:00</td>
<td>&quot;Armstrong Circle Theatre&quot;</td>
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<tr>
<td>10:15</td>
<td>&quot;Blue Fathers&quot; 20th Century Fox</td>
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<tr>
<td>10:30</td>
<td>&quot;Juno Smith&quot;</td>
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<tr>
<td>10:45</td>
<td>&quot;DR. QUINN, M.D.&quot;</td>
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<tr>
<td>11:00</td>
<td>&quot;The Foreman&quot;</td>
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<tr>
<td>11:15 PM</td>
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<th>CBS</th>
<th>NBC</th>
<th>ABC</th>
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<tr>
<td>6:00</td>
<td><em>Starlight Monday</em></td>
<td><em>Lorne Button</em></td>
<td><em>Louie Alberni</em></td>
<td><em>Waltz of the Angels</em></td>
<td><em>Broadway Roundup</em></td>
<td><em>Round-Up</em></td>
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<tr>
<td>6:30</td>
<td><em>Lavender</em>*</td>
<td><em>Lavender</em>*</td>
<td><em>Lavender</em>*</td>
<td><em>Lavender</em>*</td>
<td><em>Lavender</em>*</td>
<td><em>Lavender</em>*</td>
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<td>7:00</td>
<td><em>Marriage</em></td>
<td><em>Marriage</em></td>
<td><em>Marriage</em></td>
<td><em>Marriage</em></td>
<td><em>Marriage</em></td>
<td><em>Marriage</em></td>
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GREAT DAY IN THE AFTERNOON, TOO!

3:30 p.m.
MARY MARLIN

3:45 p.m.
The Strange Romance of
EVELYN WINTERS
sponsored by:
PHILIP MORRIS

4 p.m.
VALIANT LADY

4:15 p.m.
MARRIAGE FOR TWO

Now, ABC intends to follow up its popular morning programs with an equally successful afternoon schedule. To begin with, we've taken the four favorite dramatic serials listed above and programed them back to back—forming an uninterrupted hour of listening pleasure. These shows—like all ABC's afternoon programs—will have a major priority on advertising and publicity during the coming months. They offer sponsors the most profitable buy in radio today! For information about these and other ABC afternoon shows, contact ABC Radio Sales today!
LOS ANGELES, the second largest television market in the U. S. and city of seven television stations, has more radio sets in automobiles alone than television receivers.

This fact about radio's position in the West Coast's prime market—"where audiences are just 30 per cent larger than anywhere"—is revealed in Part II of the KNX Los Angeles study of local radio and television audiences.

Part II of the study was released last Thursday by Sherrill Taylor, KNX sales promotion manager. Part I was issued in mid-October (BT, Oct. 22).

Based on a special Pulse survey of radio ratings in Los Angeles television homes during March-April 1951, the second part of the study examines relative audience size and cost-per-thousand of radio and television in the market.

The survey, which included 98 per cent of Los Angeles homes, has a combined penetration of 31 per cent greater than the next medium, combined metropolitan newspaper.

Radio's penetration is such that in Los Angeles there are 2.5 radio sets for every dwelling unit, the report shows.

It points out that radio listening is on increase in Los Angeles, with figures showing an 8.2 per cent gain in the last five years. In Los Angeles, there are 4.7 radio sets for every television set, there are more radios in automobiles alone—1,309,137—than there are television sets in homes, the findings disclose.

The survey reveals that for every 10 radio sets in use in radio homes there are seven radio sets in use in television homes.

Network Comparisons

"Those big network TV shows may be well publicized in Los Angeles," the report continues, calling in television program preference in the West Coast city. The study, based on the ten network video programs have an average rating of only 13.3 in Los Angeles as compared with a national 30.0 average for "top ten" programs. But the "top ten" national TV programs show an average rating of 58 per cent greater than the 10 most popular television programs in Los Angeles, it explains.

Based on Los Angeles and multi-market Telepulse for May 1951, the results indicated that Los Angeles ratings by Texaco Star Theater, which rated 45.3 in multi-market but was only 28.4 in Los Angeles. Other multi-market Los Angeles ratings cited were:

- "Yvou Show of Shows," 32.3 and 10.3; Philco Playhouse, 31.9 and 27.3; Godfrey's Talent Scouts, 30.7 and 8.3; Firetide Theatre, 30.3 and 15.0; Comedy Hour, 29.4 and 13.9; Tour of the Town, 29.3 and 15.8; Godfrey and His Friends, 29.0 and 10.0; Studio One, 26.4 and 10.6; Mama, 25.8 and 11.8.

In Los Angeles itself, Texaco Star Theater topped all shows, and other television network programs to make "top ten" television ratings were Alan Young Show and Comedy Hour, which were fourth and fifth.

According to a recent time quarter hour report, the conclusion is that one station, for example, at a cost 57 per cent per thousand, than television, delivers 78 per cent more audience than competing television stations.

**CIO RADIO**

CITED AT MICH. SEMINAR

LABOR can use radio to good advantage—in fact, the CIO delivered "one of the strongest blows" in challenging anti-labor propaganda over 14 Michigan stations.

This view was expressed by Barney Hopkins, Michigan CIO council secretary-treasurer, in a radio seminar held Oct. 20-21 on the campus of Western Michigan University. The study showed that the CIO radio record is "impressive" and has drawn acclaim by public agencies, he said.

Representatives from 9 of the 14 CIO radio programs took part in the two-day institute sponsored by the Michigan CIO Education Dept. in cooperation with the college's extension department and its FM stations. Panel participants were commentators or CIO radio committee members.

Mr. Hopkins also cited a commendation extended to the U. S. Treasury Dept. Cita- tion lauded the CIO's cooperation in using its programs to present public service talks on defense bond purchases.

Layman's View

Class and workshop sessions were held in WMCR (FM). Study Panel discussion was held on: "What a Layman Expects from a Union Radio Program." Wallace Ormeau, WMCR-FM manager, and college officials participated. Station aired the tape-recorded dis- cussions later.

Panel members also were told of a primary need to use radio as a means of instructing the public in recognition of unions as public service institutions. Music and in- terest programs were suggested.

Workshop sessions also dealt with evaluation of tape-recorded programs presented by commenta- tors over local stations. Others were the need of radio, to the training of new personnel in programming tech- niques.

A new industrial safety radio series, slated for presentation by U. S. Steel Corp. (FM) TV De- troit, was previewed. Series will be offered by the union's radio department to stations as public service programs.

Another radio institute is planned by the Michigan CIO Edu- cation Dept. for January.
SAME WORDS, SAME MUSIC . . . JUST A DIFFERENT YEAR

THE SPORTS CRY OF ‘WOLF’—‘32 VERSION

By WILLIAM RUCHTI

“... WIDESPREAD controversy has been provoked both in broadcasting and sporting circles during the last fortnight. The decision of the Eastern Intercollegiate Assn. to prohibit the broadcasting of football games under its jurisdiction started the furore.”

That was a 1932 report of Broadcast- ing • Telesharing (then Broadcasting, the News Magazine of The Fifth Estate) when colleges considered radio as great an intruder for football coverage as some of them think television is now.

Ruckus started when the Athletic Commission disagreed with descriptions of the Schmeling-Sharkey championship bout carried on NBC, Broadcasting reported. Fight promoters, watching the gate, ruled that future boxing events could be aired only if they were described by “experts” selected or approved by the Athletic Commission. The EIA followed suit and on June 28, ruled that radio was forbidden at its 12 member schools. Radiomen immediately countered with charges of a “direct attempt to censor” the medium.

Just about everyone had something to say about the dispute, including Westbrook Pegler, “noted syndicate writer of the Chicago Tribune” who said that similar attempts to bar newspapers would revive the old mischievous daring and resourcefulness of the craft in going to any end to get the story. “But, of course, the broadcasters cannot do anything of the kind,” he wrote. “There are too many practical difficulties, and anyway, radio, as a news agency, started out wrong. Radio began by asking people’s very kind permission to cover this or that event of news interest and, in many cases, paying heavily for the privilege.”

But Pegler Was Wrong

Mr. Pegler was almost immediately proved wrong by W. E. Walker, manager of WIBA Madison, when the Big Ten Conference followed the eastern lead and threatened to ban football broadcasts in the Midwest. With his station jointly owned by The Capital Times and the Wisconsin State Journal, Mr. Walker confidently announced, “Our plans are made. Additional equipment is being ordered from the West Coast which will enable us to cover all the home football games of the U. of Wisconsin just as efficiently as if we were seated on the sidelines.” NBC was conducting a survey to see where it could broadcast football, and Mr. Walker was hopeful of a national hook-up from Wisconsin. Ohio State U., with a station of its own, blandly said its games would be allowed full coverage.

The fight came just after radio men had announced that the medium was “now fully under way,” a commonly held attitude since radio had “scooped the world” with coverage of both party conventions at the Chicago Stadium that summer. (To get it, page boys had been hired to carry suspended microphones to speakers on the floor.) It was the time when Amos ‘n’ Andy were the lovable of the nation, and when Father Coughlin was starting his Golden Hour broadcasts. Candidates in the fall elections were planning to use radio extensively to argue, as wets and dries, about repeal of prohibition.

Admen were anticipating a great increase in business “if beer returns” with brewers expected to spend “as much as $300,000 each” annually. It was also the era of the depression.

One of the arguments for utilizing radio sports coverage was that the events could still be heard by people “who might otherwise be deprived.” Father Michael Mulcaire, vice president of Notre Dame, supported the school’s approval of radio by saying the thousand students who had supported Notre Dame when they could afford to do so should not be deprived of the pleasure of following the games by radio when they were victims of the depression.

Situation Expands

The whole issue spread to the Pacific Coast Conference, but was stopped when the NBC, Don Lee, and CBS networks, in conjunction with the Hearst press, offered a plan too good for refusal. They took their action, they said, “because we believe that radio broadcasting in general and football broadcasting in particular are a public service of inestimable value to every college, university, and educational institution.” The offer:

$100,000 worth of time and talent in special programs to boost the sport, in exchange for coverage of the games.

NBC came forth with two half-hour features for broadcast every Thursday for 12 weeks: Pigskin Romances and Football Rally. Don Lee-CBS promised to plug the game on its Blue Monday Jamboree every week and to offer a 30-minute program from KHJ Los Angeles every Friday night. The Hearst papers offered to stimulate football interest by publicity in radio and sports columns as well as heavy plugs on sports pages.

EIA’s campaign settled as quickly as it had swollen, with the ban cancelled on Sept. 9, leaving each college to make its own decision. Army, Columbia, and Harvard—heartily backed by alumni—immediately announced their games would be broadcast, and most others followed their lead shortly. About the only dissenters to radio’s participation on the gridiron, that fall, were the small schools: Broadcast of major games made their already small gate dwindle even more, they complained.

Buys Republic Rights

WGN-TV Chicago has purchased exclusive city rights to 174 Republic Pictures films for two years. Included in the Package are 26 full-length features among which are Man From Frisco, Army Girl and Follow Your Heart. The package also includes several Red Ryder productions for children, and short features starring Wild Bill Elliott, Rocky Lane, Gabby Hayes and Bobby Blake. The films are released to television for the first time by the Hollywood studio, it was said.

PHILA. ELECTION

WIP Coverage Set

QUAKER CITY’S hot political situation was taken into account by Warner Weathermaster Co. in signing up for sponsorship of full election coverage on WIP Philadelphia Nov. 6. The firm manufactures storm windows and combination screens, and believes that WIP’s election broadcasts will hit the maximum audience at psychologically the right “buying time.”

During the last three years, Democrats have threatened the solid Republican control of the city. Democrats won the posts of city controller and treasurer last election. Additional interest this year is focused on a Republican candidate, Dr. Daniel A. Poling, internationally known minister and leader of the National Christian Endeavor Movement. Dr. Poling has used much of his campaign money for radio time, WIP reports.

The station will cover the election with more than 30 people, including announcers, editors, writers, tabulators, etc. Four-man working crews will be stationed at each candidate’s headquarters and Mary Biddle, WIP’s director of women’s programs, will report on the doings of the candidates’ wives on election eve as well as the activities of women political leaders.

EVERYONE is “king-sized” at Seattle’s King Broadcasting Co. KING-AM-TV staffers include (1 to r) Otto Brandt, 6’ 3”, vice president-general manager; Hal Davis, 6’ 4”, program director for radio; Gordon Skarwood, 6’ 5”, radio sales; Bob Coons, 6’ 6”, television technician; Ralph Hanson, 6’ 6”, radio sales; Jean Epping, 5’ 1”, radio sales; Kenney P. Heimen, 6’ 8½”, TV technician; Burke, 6’ 5½”, disc jockey; Bob Kilpatrick, 6’ 6½”, radio sales, and Fred (Shorty) Vonn 6’ 2”, who also is in radio sales.

BROADCASTING • Telecasting
YOUR OPPORTUNITY

For Big Sales Increases in Southern New England

WTIC OFFERS
5 $ TOP-FLIGHT SHOWS

For Immediate Sponsorship

One just sold and five to go! And go they will too, for each of these half-hour programs is a sure-fire sales-builder. Now on sustaining, these big production, network talent shows are waiting for the advertiser who wants to take advantage of a tremendous ready-made audience in one of the nation’s richest markets.

Cost? Surprisingly low! For full details... rates and ratings... pick up your phone and call your nearest Weed & Co. office, today

MONDAY 7:00-7:30 P.M.
S.S. VAN DINE'S FAMOUS
PHILO VANCE
Sparkling Mystery Adventure

TUESDAY 7:00-7:30 P.M.
Radio's Biggest Point-per dollar Value
BOSTON BLACKIE
Thrilling Detective Drama

WEDNESDAY 7:00-7:30 P.M.
EVERYBODY'S FAVORITE
The Wayne King Show
Outstanding Audience Builder

THURSDAY 7:00-7:30 P.M.
IRENE DUNNE -- FRED MACMURRAY
BRIGHT STAR
Action-Romantic Comedy-Adventure

FRIDAY 7:00-7:30 P.M.
"TheSweetest Music this side of Heaven"
THE GUY LOMBARDO SHOW
Tops in Musical Showmanship!

SATURDAY 9:30-10:00 A.M.
Famous Robin Hood of the Range
The Cisco Kid
A Saturday Morning Natural!

...DOMINATES THE PROSPEROUS SOUTHERN NEW ENGLAND MARKET

WTIC 50,000 WATTS
CBS RADIO, 1951

in the history
of any network

Today, with media competition keener than ever, there is special significance in the arithmetic of network leadership. Adding up advertising revenue for 1951:

CBS Radio—28% ahead of the second network

—6% ahead of CBS Radio last year.
the biggest year

1951 ADVERTISING TOTALS
FIRST 8 MONTHS, PIB

CBS Radio...$48,106,085
Network B ... 37,537,629
Network C ... 21,870,502
Network D ... 11,537,124
MORANO COMPLAINT

FCC to Ask WMCA Side

FCC said last week it would take directly to WMCA New York a complaint made by Rep. Albert Morano (D-Conn.) that comments aired by its nighttime disc jockey, Barry Gray, are not available for checking [B&T, Oct. 15].

In a letter to the Congressman, Chairman Coy said he could appreciate Rep. Morano’s disturbance that “Barry Gray and other disc jockeys who ad lib their programs do so in many cases without apparent supervision.” But, Chairman Coy reminded that the Communications Act “specifically bars the Commission from censoring program material. . . . the Commission may not and does not prescribe what may or may not go out over the air.”

Chairman Coy said the complaint by Berni Yudain, managing editor of the Greenwich Time “does get to the heart of the responsibility of the station licensee in this area . . . we will take up further with that station [WMCA] the subject matter of your complaint.”

Yudain of the complaint was that remarks made by disc jockeys, particularly in the case of Gray, are not on file and therefore can not be referred to, although aired. Mr. Yudain was said to have written a column in the Greenwich paper attacking government sponsorship of recruiting programs, subsequently subjected to remarks by Mr. Gray.

Mr. Yudain said he had carried the complaint to the station but that WMCA was unable to check the alleged remarks.

As he explained it to Rep. Morano: “. . . I telephoned WMCA and spoke to an executive there. He told me the program is not monitored in the studio and no recording is made. Sporadically, he said, they do make a recording, just as a sort of spot check. This, obviously, is inadequate.”

Meanwhile, Rep. Morano sent a letter to Nathan Straus, president, WMCA New York, outlining the complaint he sent FCC and pointing out that he had received mail on the subject.

He added: “Especially interesting to me is the suggestion by Mrs. William Hard, of New Canaan, Conn., who proposes that ‘the radio industry ought to clean its own house.’ I am a firm opponent of censorship—especially by government—and I would be most happy to see that adequate supervision (which can be inexpensive) and recording of these midnight commentaries be instituted to avoid interference by the responsible government agency, or regulations imposed by Congressional action.”

PEARSON SUIT

Dismissal Bids Denied

MOTIONS to dismiss Radio Commentator Drew Pearson’s $5.1 million suit against Sen. Joseph R. McCarthy (R-Wis.) and nearly a score of other defendants have been denied in U. S. District Court, Washington, D. C. [B&T, Oct. 8].

Judge F. Dickinson Letts gave no reason for his ruling.

Suit involves a combined assault-libel-conspiracy suit filed by Mr. Pearson. No action was taken when trial of the suit will begin. It was believed the case would not get on the docket for at least several months.

Pre-trial depositions are still being taken in case. Col. Robert R. McCormick, publisher of the Washington Times-Herald, which has been named in the suit, and of the Chicago Tribune, appeared for a deposition Oct. 16.

Col. McCormick, outlining the Tribune’s holding in news media, said the Chicago Tribune Co. owns the Times-Herald and the New York Daily News. Its radio-TV station, operated by WGN Inc. (WGN-AM-TV Chicago), owns 19% of the stock of MBS, he said.

Fulton Lewis jr., another defendant named in Mr. Pearson’s suit, broadcasts over Mutual, but the publisher said he has nothing to do with Mr. Lewis’ programs and does not even listen to them.
NCAB MEET

Double Billings Condemned; Elections Held

THE PRACTICE of “double billing” and the payment for broadcast rights to high school football games among 198 delegates who gathered in the Battery Park Hotel, Asheville, Oct. 18-19.

T. H. Patterson, general and commercial manager, WRFR Washington, was elected president. Others named were Cecil B. Hoskins, general and promotion manager of WWNC Asheville, vice president, and Jack S. Younts, president and general manager of WEEB Southern Pines, secretary-treasurer.

The assembly noted that the “evil” of “double billing” of dealers for cooperative advertising was apparently increasing. By unanimous vote the delegates condemned the practice as unethical, fraudulent and one that acts as a detriment to the industry.

It resolved to discontinue “double billing” and Mr. Younts was instructed to give the action the widest possible publicity, including distribution among dealers, distributors and the trade press.

The association went on record also as opposing payment for broadcast rights to high school grid contests “in view of the fact that they (the schools) are wholly tax-supported public institutions.” NCAB further urged that the State High School Athletic Assn., take action in support of this resolution.

It was also resolved that NCAB urge the Consolidated U. of North Carolina to give immediate and serious consideration to the establishment of a fully-accredited school of radio and TV broadcasting.

FM Session Held

A pre-convention meeting was held Oct. 17 on FM problems and future outlook. Among those who participated in the FM session were Joe Pleasants, vice president, Allison-Erwin Co. and Mel Warner, general manager, WFMA (FM) Rocky Mount. An FM report was submitted to the convention the following day.

Following opening ceremonies Oct. 18, Robert K. Richards, director of public affairs, NARTB, spoke on “Selling Radio to the Listeners.” A panel discussion followed with Mr. Patterson serving as moderator. Among panelists were Meesra, Coleman and Warner, Frank Jarman, WDNS Durham, and P. O. Carver, WSJS Winston-Salem.

Oliver Grambling, assistant general manager for radio, Associated Press, gave an illustrated talk on “Your News—And Its Revenue Potential.”

Mr. Grambling was followed by Ken Sparron, BMI, New York, who spoke on “Young Composers Radio Awards.”


Afternoon session was taken up by an open forum on “For the Good of the Order,” committee reports and election of officers.

WILDROOT CITED

In FTC Complaint

COMPLAINT was issued by the Federal Trade Commission last Thursday charging Wildroot Co., Buffalo (hair tonic and shampoo), with certain “unlawful” promotion and advertising practices.

FTC alleged Wildroot improperly paid out “push money” and cooperative advertising allowances, involving radio and TV, to drug chains and certain independent stores while declining such payments to other stores. Hearing is set Dec. 3.

According to the complaint, Wildroot paid out $184,000 in 1950 but denied sums to thousands of independent stores competing with chains in the sale of products. These practices, FTC charged, violate the Clayton Act as amended by the Robinson-Patman Act.

The government held that the company also paid certain customers “for advertising its products on radio and television in connection with special promotional sales.” These “services or facilities,” the complaint said, were “arbitrarily determined” in disregard of the “proportionally equal terms” required under the law.

FTC claimed that whether the payments were for “push money,” cooperative newspaper ads, radio and television commercials or other services, they were unavailable “on any terms” to all other customers.

WHLI Hempstead, L. I., will again broadcast No School Today notices for 83 public, private, and parochial schools whenever storms, extreme cold, or other conditions may force cancellations of classes this winter.

DENVER'S 

5000 WATTS CBS 560 KC

REPRESENTED NATIONALLY BY THE KATZ AGENCY

BROADCASTING • Telecasting

Quigg Newton
Mayor of Denver

"...a vital contact with the people of Denver!"

Denver's energetic and progressive young mayor, Quigg Newton, calls KLZ's "Mayor's Mailbag," a "vital contact with the people of Denver."

Mayor Newton’s regular Sunday broadcasts bring Denver citizens a clearer concept of the workings of their city government—another example of the outstanding public services provided by KLZ.
BLUE CHIPS ON LOCAL RADIO

Spelled Success for This Miami Lumber Yard

"A"CTUAL COUNT shows that we have 20 times as many references to our radio ads as we have to our newspaper ads."

That was the statement made by H. L. Lawson, general manager of Bailey's Lumber Yards, Miami, in explaining why his company has reduced its newspaper advertising to a small percentage of its total budget. Under current contracts the firm spends 85% of its advertising money on radio.

Only a few years ago Bailey's used daily newspapers exclusively as its advertising medium.

"Something like eight years ago we decided to try out radio," says Mr. Lawson. "We began our radio experiment by using a fifteen minute newscast three times weekly on WQAM [Miami]. The results were so satisfactory that about a year later we increased the frequency to six days each week. By this time our budget was being spent in the approximate proportions of 50% each to radio and newspapers."

About three years ago Bailey's decided to expand radio to include another station, WVCG Miami.

THE HISTORY of Bailey's Lumber Yard is a typical American success story. The yard was founded in 1925 and at first employed only six people. G. Tom Bailey, president and founder, believed that success would be assured if the firm would give its customers prompt, dependable, courteous service. He and his assistants made an honest effort to be helpful in building problems.

The Big Idea began to pay off at once. Customers flocked to the little yard and growth was immediate. That growth has continued until today Bailey's Lumber Yards have expanded to two big building material department stores. They use 10 buildings and the yards cover some eight acres of ground.

The motto "Sudden Service" was played up in all advertising. When the firm went into radio that motto formed the keynote of all advertising. Radio promotion has always been institutional rather than featuring particular merchandise or "bargains."

When the company began to look around for other media besides newspapers to reach their customers and prospective customers they decided to try radio as an experiment. The success of the experiment was immediate.

With radio advertising continuing to produce satisfactory customer reaction the expansion into minutes newscast three times weekly on WQAM. The results were so satisfactory that about a year later we increased the frequency to six days each week. By this time our budget was being spent in the approximate proportions of 50% each to radio and newspapers.

About three years ago we increased our radio time by the addition of another station (WVCG) on a six times per week basis with a five minute newscast. We have just arranged with still another station (WGBS) to start about the middle of next month (May) on a five minute newscast with the same frequency.

All of our advertising is strictly institutional and for this reason we are unable to determine exactly the result between radio and newspapers, but actual count shows that we have twenty times as many references to our radio ads as we have to our newspaper ads. When our latest contract gets underway we will be spending about 85% of our advertising budget on radio time.

H. L. Lawson
General Manager
Bailey's Lumber Yards.
The Facts About Radio in California’s $660 Million Fresno Market

**KMJ gives you the Most Listeners**

...lowest cost per thousand

**IN THE WHOLE 4-COUNTY MARKET . . .**
Over 80,000 more daytime listeners (24,290 families) per week than the next best station. And at 18% less cost per thousand families.*

Nearly 90,000 more nighttime listeners (26,170 families) per week than the next best station. And at 21% less cost per thousand.*

**IN ITS HOME-COUNTY OF FRESNO . . .**
Nearly 40,000 more daytime listeners (11,460 families) per week than the next best station. Cost: 16% less per thousand.*

Over 40,000 more nighttime listeners (12,190 families) per week than the next best station. Cost: 17% less per thousand.*

**IN THE CITY OF FRESNO, TOO . . .**
Nearly 8,000 more daytime listeners (2,290 families) and over 4,000 more nighttime listeners (1,310 families) than the next best station. And at 8% less cost per thousand.*

Hooper (Oct. 1950 through Feb. 1951) confirms KMJ’s leadership in city zone. KMJ leads in 69 out of total 115 quarter and half hours rated (morning, afternoon and evening throughout whole week).

That’s a 76% lead over next best station!

*BMB Study No. 8, Spring 1949; U.S. Census, 1950; Standard Rate & Data, Sept. 1951.

**NUMBER ONE 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

BROADCASTING • Telecasting

October 29, 1951 • Page 47
A QUARTER-CENTURY

of FARM BROADCASTING

"Listener loyalty" is the phrase most applicable to Pioneer Station WGY's 25 years of farm broadcasting.

During this period of WGY's 29-year history, the 603,660 rural radio families, in addition to the thousands of city-dwellers who have gardens in the 17th State, have relied on WGY's farm broadcasts for valuable advice and information.

WGY is writing history every day with its farm programming; adding more remote broadcasts to the 600 already conducted; receiving more mail to add to the staggering 1,000,000 pieces already received; and visiting farms and 17th State farmers to gather material for more transcribed broadcasts.

WGY's first farm broadcast was "The Farm Paper of the Air," which has "gone to press" 8000 times since November, 1926. (This Spring the last 15 minutes of "The Farm Paper of the Air" was opened commercially). Soon after this inaugural farm broadcast, "The Farm Forum," a public service program heard every Friday evening at 8:30 P.M., and featuring leaders in agriculture, industry and government, was started. Both these programs have since become a cornerstone of WGY programming.

*The population of the WGY area exceeds the population of 32 states.

HADACOL

CREDITORS of the LeBlanc Corp., maker of Hadacol which recently filed for reorganization [BT, Oct. 8], are estimated at between 80,000 and 70,000 companies or individuals, many of them station owners who carried radio or television ads for the dietary supplement, a representative of the New York Credit Men's Adjustment Bureau said last week.

Exact list of creditors and amounts of their claims will not be known, it was said, until LeBlanc books have been audited and reported upon by Lynbrand, Ross Bros. & Montgomery, CPA appointed to that end. In the meantime, trustees for investigating the reorganization proposal, Milton F. Rosenthal, is trying to clarify LeBlanc business operations during the past two years to determine the company's present status.

Creditors committee, composed of representatives for eight companies whose combined claims against the LeBlanc Corp. total more than $2 million, last week sent a report to known creditors to explain action in the LeBlanc case.

Mr. Rosenthal, duly identified as a disinterested person, was appointed trustee by the New York District Court and has retained the New York law firm of Cehil, Gordon, Zachry & Reindel to represent him. Although a number of conferences have been held with officers and attorneys for LeBlanc Corp., attorneys for the stockholders and some stockholders of the Maryland Corp., it was explained that this situation is so complex that while much has been done, much more will have to be done in order to get a clearer understanding - - and to determine the advisability of continuing the operation of the business."

Immediate Policy

Immediate policy is to continue operation, however, centralizing in areas where the company has realized its principal sales volume and built up goodwill for its product. "While advertising and promotion, as previously practiced, will be sharply curtailed," the report said, "it will be continued to a reasonable extent, sufficient to keep the product's name alive in the minds of the consuming public, the company's distributors, and other outlets."

Continuation of the business is considered a vital factor, at least to liquidate the large supply of Hadacol in stock-in hands of distributors and on shelves of druggists-and to strengthen existing accounts receivable.

The 1950 and 1951 tax situations are being studied to see if the expectedly large 1951 loss can offset claims for unpaid 1950 taxes and possibly serve as a basis for recovering money already paid the Bureau of Internal Revenue.

"If, after a reasonable trial and upon completion of the audit, it should appear that sound reorganization is not feasible, or that the interest of creditors would be beter served by liquidation, such measures will be considered by the committee and their recommendations made known to the trustee and the court," it was reported.

Members of the committee are Herbert Hailpurn, Eimson-Free


perin, William Morris Agency; Joseph Eckhaur, Semca Watch Co.; Morris W. Primoff, Katz Drug Co.

FOREST FIRES

KYJC Aims From Fire-Line

AFTER 112 consecutive rainless days, the rich Southern Oregon timber tracts were a tinderbox. Radio and the press united to help prevent forest fires, but despite media efforts, fires did start. To impress upon the average listener the cost, danger and hardship brought by forest fires, Jimmy Dunlevy, manager of KYJC Medford, Ore., accompanied "Doc" S. m p o h, executive secretary, Southern Oregon Conservation and Tree Farm Association, into the heart of a blazing forest.

By use of FM units furnished by the association, Mr. Dunlevy was able to interview forest rangers and woodsmen on the fire-line. A KYJC engineer taped the reports as they came in over the FM system so that the station broadcasts were heard while the fires were still raging.

Mr. Simpson (?) makes use of a mobile unit while Mr. Dunlevy stands by to send a broadcast through.

ALLIS-CHALMERS Mfg. Co., Mil

waukee, will sponsor telecast of Chicago's International Livestock Exposition this year for third time on NBC-TV. Show will be aired from the International Amphitheatre from 2 to 8 p.m. Nov. 27 during selection of grand champion steer.

Page 48 • October 29, 1951
HOW MUCH STEEL IS ENOUGH?

Something new is happening in the world... Our country is producing products for everyday life at near-record rates, while at the same time a re-armament program costing many billions of dollars is under way. How much of our steel would you guess is needed for defense? How much is left for civilian use?

Read the surprising facts:

39 DAYS: This is the "bell" which caps a blast furnace. One steel company tore down an old blast furnace and replaced it with new one in one month and nine days.

FACTUAL INFORMATION on the problems of ore and fuel supply, transportation, construction, process improvement, financing, consumption of steel and other questions inherent in the expansion of the steel industry are interesting to all inquiring minds. We issue background studies on these subjects. For basic information on our steel capacity, just write American Iron and Steel Institute, 350 Fifth Avenue, New York 1, New York, and ask for booklet: "How Much Steel is Enough?"

MORE! MORE! MORE! Picture shows expert steel worker "shaping up" the slag in open hearth by adding fluor spar. More than 600,000 workers and 250 steel companies are in a hurry.

GUNS AND BUTTER WITHIN: This year American steel companies will make about 106 million tons of steel. By 1953, they will be able to make about 120 million tons. The re-armament program, as it now stands, calls for less than 11% of 1953 capacity. This means more than 100 million tons will be available for civilian products in 1953. That is more than we have ever used in any year.
For over two centuries the superior craftsmanship, perfect tone and beauty of a Stradivarius violin has been known to musicians the world over. The maker’s name on each violin marks it as the finest. Stradivarius is remembered for the great contribution he made to the art of music.

For nearly a quarter of a century, FORT INDUSTRY has been known for its wide-awake programming and service in the public interest. FORT INDUSTRY in each of the seven wealthy markets where its stations are located, is a name that is remembered by wise time-buyers who want the very best in sales results.
editorial

‘World’ Radio Week

ALTHOUGH coincidental, it was appropriate that the British elections should occur on the eve of National Radio and Television Week, which began yesterday throughout America.

The elections proved, as so many other news events have proved in the past 25 years, how much the U. S. has come to depend upon its broadcasting system to supply it with news as it happens.

The American radio audience has come to accept this perpetual miracle as a commonplace in its routine life. Twirl the dial and hear a man in London. It’s less inconvenient than walking over to talk to the man next door.

This acceptance of broadcasting is, of course, an indication of its basic usefulness as an incomparable medium of disseminating information, education and entertainment (including advertising which quite often embraces all three). We can’t help feeling, however, that a lot of people are too complacent about this magic box that they have in their homes and cars and everywhere they go.

It was in light of National Radio and Television Week, we think, to remind the audience what an extraordinary device it has at hand. Today the world is at the listener’s fingertips. Writing that are upholding it would be as much as 13,000 miles away.

Bettering Benton

THE AFFIRMATIVE provisions of the new television code, those reminding telecasters of their educational and cultural responsibilities, deserve the closest attention and observance.

In our opinion, they outrank in significance the code’s prohibitions, which spell out objectionable matters that most telecasters have been avoiding anyway.

The code specifies that telecasters should not only conduct their own development of educational and cultural programming but also solicit the help of experts in those lines. It goes without saying that these prohibitions are commendable as measures to improve the quality of telecasting. But, if carried out conscientiously, they will achieve another and no less useful purpose—the abatement of Sen. William Benton.

The tenacity of Mr. Benton was clearly illustrated when he took the floor only minutes before the adjournment of the Senate to deliver a speech amplifying his plans for remaking U. S. broadcasting. Not only does he want to establish a high-powered advisory board to encourage telecasting, and force an encouragement of subscription telecasting, but he wants now to change the limitations on non-commercial, educational TV stations and let their operators sell time.

This, of course, would establish the educational telecasters as a special class of citizens, presented with valuable spectrum franchises which they could use in exactly the same way that commercial telecasters use the general run of channels that are up for grabs by anybody and hence the prize of many violently competing applicants.

Here we would have the spectacle of institutions, many of them during-station-owned, placed by the federal government in direct business competition with private broadcasters and indeed in an advantageous competitive position. This would be socialism, pure and simple, no matter what other tags the Senator cares to tie to it.

Now all these Benton proposals stem from his basic argument that commercial broadcasting has failed in its educational and cultural fields and have made no serious effort to do so.

It is in this connection that we recommend the study and application of the affirmative elements of the new television code. The adoption of the code in itself will serve to weaken Mr. Benton’s arguments. Adherence to its provisions ought to knock the legs right out from under him.

Color Out; What Next?

FROM NOW until the next crisis (which could occur any minute) trade shop talk will center around what motivated Defense Mobilizer Charles Wilson in banning color TV set production and who gains what advantages by virtue of it.

But far more ominous than the color shutdown is what could happen in new construction of black-and-white TV stations after the allocations freeze is lifted by the FCC. True, NPA last week reclassified broadcasting facilities from “commercial” to “construction,” thus tremendously enlarging the quantities of metals they are authorized to use.

But in these turbulent days, nothing is certain. By the time the FCC lifts the freeze, the ODM may have taken steps to prevent widespread new TV construction as it has on color.

The color action, for the first time since the new emergency began, affects an end product—the color receiver, expander, converter. Heretofore the defense authorities have dealt in quotas of materials in short supply, leaving to the manufacturer or processor the decision as to what types of units he desired to produce with the material allotted.

There’s no doubt that CBS-Columbia encountered obstacles in its efforts to engage in mass production of color units. CBS was in the process of appealing for more raw materials when the Wilson shutdown came. It accepted this edict, raising no question as to propriety, because it presumably felt that the same result would have been inevitable, on a piecemeal basis.

For the record—and for the immediate future—clearification is needed. Who is responsible in the Wilson order on color-TV—entered without consultation with the FCC—was to supersede an order of the FCC, the accredited licensing authority. The defense authorities were set up to control the national economy so that the overall defense and rearmament program can be carried out with a minimal upsetting of normal pursuits. The development of TV is not only a normal pursuit, but also one affected with the public interest.

It is doubted whether the FCC will suspend its approval of the field sequential standards. By the same token, it is obvious that the runs with the proponents of a compatible system, now that laboratory work is permitted to continue.

The color TV ban, while it works a hardship on CBS-Columbia, as a practical matter will not bring violent repercussions from the public. The public is hardly affected, since only a handful of sets are in use—most of them improvised.

When emergency conditions abate, the FCC can take another look at the RCA system, which has made demonstrable strides in recent months, and left other systems that might be developed. There may be by-products of immense value in the mobilization picture, as was the case in World War II, which brought radar and other electronic weapons.

John Hyde Cleghorn

IN CONTRAST to those who would bury radio, comes now a confident voice which says that radio is on the threshold of far greater success than it has enjoyed in the past.

Is it this the voice of a fledgling broadcaster who has his head in the clouds? It is not!

This is the voice and belief of a man with 22 years of practical down-to-earth experience. He is John Hyde Cleghorn, general manager of WHBQ Memphis.

Mr. Cleghorn believes that AM radio is just beginning to come into its own. In its less-than-30 year history as a commercial advertising medium, it has grown “in fits and starts.”

Radio is encountering really stiff competition for the first time in its life, he says, adding that radio is learning how to fight. He acknowledges that it may take several years for radio to find its place in the advertising scheme, but finally it will win through.

By that time, Mr. Cleghorn believes, it will have acquired stability, endurance and character. It will be a profession with a tradition... and it will be then, as it is now, the most effective means of immediate mass communications in the world, Mr. Cleghorn says.

Mr. Cleghorn has participated in virtually every phase of station activity. His primary experience has been in programming.

Up until several years ago, he took part in many programs as a singer and as choral director. He was responsible for the development of one of the best-known choral programs of the South, Young America Sings.

Mr. Cleghorn was born on March 11, 1909, in Atlanta. He left Atlanta at the age of three months—as he puts it, as soon as he found out where he was.

His childhood was spent in the small town of Cordele, in southern Georgia, and in Jacksonville. He often spent summers, because of a family connection, on a farm in northern Iowa.

In June, 1929, he was graduated from the U. of the South in Sewanee, Tenn. The following month he went to work for the Memphis Commercial Appeal as a reporter.

In October, four months later, he became affiliated with WMC Memphis, owned by the Commercial Appeal. For seven years he served as combination newspaperman and radio announcer. During that time he was radio and real estate editor for the newspaper.

For part of 1936-37 Mr. Cleghorn worked at (Continued on page 59)
In Washington D.C....

MORE PEOPLE LISTEN TO WTOP than to any other radio station

<table>
<thead>
<tr>
<th>SHARE OF RADIO AUDIENCE*</th>
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<tbody>
<tr>
<td>WTOP</td>
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<td>Station B</td>
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<td>Station C</td>
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<td>Station D</td>
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<td>14 other local plus outside stations</td>
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WTOP
THE WASHINGTON POST—CBS RADIO STATION
REPRESENTED BY CBS RADIO SPOT SALES

MORE PEOPLE WATCH WTOP-TV than any other television station

<table>
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<tr>
<th>SHARE OF TELEVISION AUDIENCE*</th>
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<tbody>
<tr>
<td>WTOP-TV</td>
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<td>Station B</td>
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<td>Station C</td>
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<td>Station D</td>
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WTOP-TV
THE WASHINGTON POST—CBS TELEVISION STATION
REPRESENTED BY CBS TELEVISION SPOT SALES

*Pulse, July-August 1951, total week
PALSEY AID

Radio, TV Praised

RADIO and television did "a tremendous job" in helping the second annual United Cerebral Palsy Drive reach its total of $5,100,000, Leonard H. Washon, UCP president and head of United Paramount Theatres, said Tuesday at an appreciation luncheon given for leaders in the campaign.

Further help will be enlisted through the radio-TV industry when a marathon telecast is held by WJZ-TV New York from 9 p.m. Dec. 8 until noon Dec. 9. Arranged by ARC President Robert E. Kintner, the 16-hour telethon will seek additional funds to help New York City's 32,000 cerebral palsy victims.

Similar telethons have been held in Philadelphia, Cincinnati, Chicago and San Francisco and were responsible for a total of $480,000 in pledges. The Philadelphia program over WFIL-TV, Mr. Goldenson said, collected $81,000, of which more than 80% has been paid. The three Cincinnati television outlets, WCPO-TV, WKRC-TV and WLWT (TV), carried the local program simultaneously and added $37,000 to the fund.

Use of radio and television occurred again when the campaign sponsored coverage of the Michaela Awards and added another $37,000 to its fund. As a result, UCP has signed for coverage of this year's Michaela Award ceremonies and has option on the event for the next seven years, Mr. Goldenson revealed.

The association president paid special tribute to Bob Hope as life chairman of UCP, and his co-chairmen: Bing Crosby, Arthur Godfrey, Jack Benny, Kate Smith, Jane Pickens, Jinx McCarthy, Secretary of Labor Maurice J. Tobin, Grantland Rice and Bob Hall. Earl J. Hudson, president of United Detroit Theatres, was national campaign chairman.

"I wouldn't dare pick up any one name or even a series of names in the radio-TV industry to thank," Mr. Goldenson explained. "All the networks and so many personalities in the field have helped so much."

The drive, intended to aid some 6,000 children among the $45,000 people afflicted with cerebral palsy, this year more than doubled its first-year results, he said, and UCP now rates on a par with other national health agencies.

NEW AVCO PLANT

For Defense Work

CROSLEY Division of Arco Mfg. Corp. will construct a new $5,600,000 plant to employ an ultimate 1,500 to 2,000 people in defensive Production, John W. Craig, general manager, has announced.

Construction of the 360,000-sq. ft. building will begin in Avondale, Ohio, a suburb of Cincinnati, within the next two or three weeks. Structure will be partially completed and occupied by June.

NIELSEN RATINGS TOP RADIO PROGRAMS

(Total U. S. Area, Including Small-Town Farm and Urban Homes and Including Telephones and Non-Telephone Homes) September 18-15

<table>
<thead>
<tr>
<th>Current Rank</th>
<th>Program</th>
<th>Homes</th>
<th>%</th>
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<tbody>
<tr>
<td>1</td>
<td>Lux Radio Theatre (CBS)</td>
<td>11.3</td>
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<tr>
<td>2</td>
<td>Walter Winchell (ABC)</td>
<td>9.0</td>
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<tr>
<td>3</td>
<td>Big Story (NRC)</td>
<td>8.9</td>
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<tr>
<td>4</td>
<td>Dr. Christian (CBS)</td>
<td>8.7</td>
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<td>5</td>
<td>Mr. District Attorney (NBC)</td>
<td>8.3</td>
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<td>6</td>
<td>Drayton's Talent Scouts (CBS)</td>
<td>8.3</td>
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<tr>
<td>7</td>
<td>Drumtop (NBC)</td>
<td>8.1</td>
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<td>8</td>
<td>F.B.I. in Peace and War (CBS)</td>
<td>7.6</td>
<td></td>
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<tr>
<td>9</td>
<td>Mr. and Mrs. North (CBS)</td>
<td>7.5</td>
<td></td>
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<tr>
<td>10</td>
<td>Life with Luigi (CBS)</td>
<td>7.5</td>
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NOTE: Number of homes is obtained by applying the "NIELSEN-RATING" (%) to 41,903,000-the 1951 estimate of Total United States Radio Homes.

HOMES reached during any part of the program, except for homes listening only 1 to 2 minutes. Copyright 1951 by A. C. NIELSEN CO.
VOA VS. USSR

U.S. Overcoming Jamming

THE Voice of America is overcoming Russian jamming "at least 100% more effectively" than a year ago and a half ago, and has a 50% increase in output, according to Assistant Secretary of State for Public Affairs Edward W. Barrett, chief of the Voice.

He was a key speaker at the communications conference sponsored Oct. 11-13 by Northwestern U., Evanston, Ill., as a feature of its centennial celebration.

Mr. Barrett, who spoke before 3,500 leading journalists, social scientists and mass communication experts, outlined strategy of the voice in describing "America's campaign of truth." He said advisory panels of more than 100 specialists in radio, advertising and journalism have helped formulate a policy which includes "major new psychological" plans for key areas of the world.

Pointing out that the Soviet Union and its satellite states annually spend the equivalent of $1,409,000,000 for propaganda, Mr. Barrett said Russia alone spends $928 million, of which $840 million is for "direct" propaganda such as broadcasting and films.

"Behind the Iron Curtain, in the satellite zones, the Soviet has carried on the most massive propaganda campaign the world has ever seen — and has failed dismally," Mr. Barrett said. "Support for the Kremlin is dwindling daily, and the best intelligence reports indicate that 70 to 90% of the people in the various satellite states are against their Communist regimes."

Meanwhile, Russia has extended jamming activities from the U.S. State Dept.'s Voice of America to signals of the Bavarian radio, according to Office of Public Affairs, U. S. High Commissioner of Germany, located in Frankfurt.

Shepard Stone, public affairs director, said the disturbances began Oct. 4 and have caused continued interference to the Bavarian outlet, which has been operating on 800 kc since last July. Source of the jamming was traced to Lenin-grad.

Protection of the USSR service by directional antenna was assured because the European Broadcasting Convention, meeting in Copenhagen in 1948, "failed to make adequate provisions for radio broadcasting in Germany," Mr. Stone stated.

The U. S. will continue, however, to maintain "all essential broadcasting for which it is responsible," he added.

THE SEMINARY Society for Audio-Visual Aids, has been formed by students of the Church Divinity School of the Pacific, Berkeley, Calif., for the purpose of orienting students in all seminaries in audio-visual techniques. Student founders include Mal Boyd, formerly with Mary Pickford and Buddy Rogers in PRB Productions, New York, who recently enrolled in the School.

From where I sit
by Joe Marsh

"Talks Turkey" — Long Distance

Some people chuckled when Sonny Fisher rented a home recording machine to record the noise his flock of turkeys make.

"I sent the recording to a buyer for a super-market chain," Sonny said. "I told them 'My turkeys speak for themselves — listen to this record!' They not only took my birds, but bought the record!"

"Why did they want the record?" I asked him. "Very simple," he says. "They're going to play it over the loud speakers in their stores — and then an announcer on another record reminds the customers that turkeys are plentiful and a good buy."

From where I sit, it's not always smart to make fun of someone just because he does things a little differently. I think a glass of beer is the most refreshing beverage there is. You — or Sonny — may prefer something else. But who's to decide one's right and the other's wrong? Let's stay on record" that everyone's entitled to his own tastes and opinion.

Joe Marsh

Copyright, 1951, United States Brewers Foundation

October 29, 1951 • Page 55
What's he looking at?

Well...it's the latest issue of BROADCASTING Yearbook, naturally. But the thing that's caught his attention could be any one of the dozens of special features appearing exclusively in BROADCASTING Yearbook.

It could be...

- latest figures on different categories of 1951 advertising expenditures at which Mary Dunlavy (Harry B. Cohen) is looking.
- the new personnel lists at the reorganized networks. Charles Wild (N. W. Ayer) is referring to that listing.
- significant analyses and program trends during 1951. George Kern (Benton & Bowles) is looking at this feature.
- facts about the economic status of radio despite TV's phenomenal progress. These catch the attention of Beth Black (Joseph Katz).
OR...(you know what?)

**IT COULD BE YOUR ADVERTISEMENT**

telling him your story . . making him understand why your station is a good buy in your market.

It could be your advertisement, that is, IF you remember to send in your space reservation right now for the up-coming BROADCASTING Yearbook about to go on the presses in a few weeks.

**Don't put it off any longer.** Be sure that you, too, are represented properly in the 18th edition of BROADCASTING Yearbook. There's no time to waste. Clip that coupon . . or write . . or wire . . or phone us collect. **BUT DO IT NOW!**

**It's the one best way** to tell your year-'round story to 17,000 key executives like the ones whose pictures you see here. And they're executives (you'll note) who all get, read, study and remember what they see in the BROADCASTING Yearbook.

**THE FACTS ARE FEW:**

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*The ONLY fully authoritative source of facts about radio and radio advertising.*
H ave Been On Only
Since Sept. 30th As An
N BC
AFFILIATE IN
SCRANTON, PA.

And Already We Carry
MORE Than 50%
Of All
NETWORK
Sponsored Shows!
Which Proves The Tremendous
Value of the
SCRANTON Market!

Still Time . . .
Still Room for
You Good Folks
To Get In on The
Best Availabilities

Write or Wire Us
Or Get In Touch
With WALKER CO.
Our National Reps.

WSCR
N BC In Scranton
David M. Baltimore, Pres.

1320 KC
1000 Watts Daytime
500 Watts Nighttime

Page 58 * October 29, 1951

D GORDON GRAHAM, assistant
program director WCBS New
York, appointed director of pro-
gram production and public affairs.

HENRY W. (Hank) LUNDQUIST,
production man-
ager WCOP Bos-
ton, appointed pro-
gram manager. He
succeeds G ENE RING, now sec-
tor of radio in
Europe for ECA.

ARISTE C. ROBB, traffic man-
ger and contin-
uity director KEYL
(TV) Jly, Antonio,
appointed director of
women’s programs.

FLOYD TIMBERLAKE appointed te-
levision operations supervisor ABC
Chicago.

RODDY ROGERS, producer director
WFIL-TV Philadelphia, named execu-
tive producer.

JAMES FONDA, program supervisor
CBS Network Production Dept., takes
on additional duties of correlating all
information on network radio pro-
ducer and director applicants. LARRY
BERNS, network producer, named to
correlate all information on comedy
writers for both radio and TV.

JOHN MESTON, script editor, performs
same duties for radio and TV dra-
matic writers.

LARRY ROBERTSON, radio director
ABC, transferred to ABC Television
Center, Hollywood, in same capacity.

MERRA MADDUX, assistant promo-
tion manager KSFO and KPIX (TV)
San Francisco, named assistant to
FAYE STEWART, director of women’s
shows on both stations. Miss Mad-
dux will be succeeded by J AYNE
BURNS, PHYLLIS BLOEMKER, WGL
Fort Wayne, Ind., to KSFO and KPIX
(TV), in promotion department.

ROLLAND REICHERT, radio recording
sales department NBC Chicago, named
TV operations supervisor.

MICHAEL EISENENGER, sound
technician, succeeds Mr. Reichert.

ROBERT F. (Bob) MOREY, KGFW
Kearney, Neb., to WOZ AM-FM Al-
ton, Ill., as program and sports direc-
tor.

THOMAS B. NOLAN Jr. to special
effects department as supervisor of
stage special effects NBC-TV. Mr.
Nolan replaces ROBERT F. BRUN-
ton, resigned.

REG MERRIDW, program director
and vocalist WGAR Cleveland, elected
director of Greater Cleveland Kiwanis
Club. CHARLES DAY, news editor
WGAR, elected second vice president
of Kiwanis Club.

TRENT CHRISTMAN, stage manager
KNBH (TV) Hollywood, and night
manager NBC Hollywood, named televi-
sion director.

HENRY CLARK, staff announcer
WENJ, Gloversville, N. Y., to an-
ouncing staff WTRY Troy, N. Y.

MILTON KOMITO, production co-
ordinator WMAL-TV Washington,
father of boy, Bruce Neil.

ROY L. DEETS, veteran free-lance
writer who has scripted such shows as
Suspend, Famous Jury Trials, and
High Adventure in his 20 years of
radio work, to writing department
of WNEW New York.

MISS L. NICHOLSON, instructor of sta-
tistics Fordham U., N. Y., to WNEW
New York, as assistant to research
director.

DON JAMIESON, CBS St. John’s,
Newfoundland, named production
manager CJON St. John’s.

CAROL EWING, controller KNBH
(TV) Hollywood, father of girl, Patti

JERRY D. LEWIS, writer on ABC
Tha Is Your FBI, father of boy,
Richard Neal, Oct. 17.

BOB CROSBY and GISELE MacKEN-
ZIE, CBS Radio Club 16, named king
and queen of Christmas Festival Cele-
bration held last week by American
Dairy Assn.

TONY BOURG, WEU Reading, Pa.,
to announcing staff WIBG Philadelphia.

JEAN SHEPARD, disc jockey KYW
Philadelphia, father of boy, Randall.

AUGUST FRAUENFELD named pro-
motion and publicity director CKFR
Fort William, Ont.

CHET CAMPBELL, press writer NBC
Chicago, father of boy, Gregory Lee,
Oct. 8.

AL ROSS, disc jockey WBAL Balti-
more, father of boy, Oct. 22.

JOSEPHINE WETZLER, education di-
rector WLS Chicago, elected vice
president of Illinois chapter, Ameri-
can Women in Radio and Television.

OLIVER TREYZ, director of research
and sales development ABC, father of
boy, Oct. 17.

DICK DARLEY, director ABC-TV Hol-
lwood, father of girl, Carol Malone.

NEWS . . .

TED FORMAN, announcer WSCR
Scranton, Pa., to WWPA Williams-
port, Pa., as newscaster.

BOB GAMBRE, news director KFOR
Lincoln, Neb., to WKY Oklahoma
City, as newscaster.

EDWIN GRAHAM, news editor WPTR
Albany, N. Y., father of daughter,
Cathleen Marie, Oct. 16.

UNESCO BOOKLET

Cites Aid of Radio

METHODS of increasing radio broad-
casting's educational influ-
ence throughout the world have
been surveyed by the United Na-
tions Educational, Scientific and
Cultural Organization. The res-
ults are published by UNESCO
in a booklet titled Low Cost Radio
Reception.

The survey ties in with research
conducted by the organization for
several years. Its purpose is to
uncover “the most appropriate
means of extending the cultural
and educative influence of broad-
casting on the large masses of the
peoples of the world who are
economically least favored.”

The booklet deals largely with
problems of broadcast reception
in non-industrialized countries.
Purchasing power is so low that
the current import price of sets is
generally prohibitive, it was ex-
plained.

The survey comprises 118 pages
and is available through the Inter-
national Documents Service of the
Columbia U. Press. The cost was
not specified.

RECORD PRICES

OPS Allows Adjustment

ALL manufacturers of phonograph
records are now able to adjust
price ceilings according to a set
formula, OPS announced last week.

Ruling permits a manufacturer,
who announced prices during the
general freeze period but which
were to become effective before
Feb. 15, 1951, to use these levels
as general ceiling prices, regard-
less of whether the prices were put
in effect during the base period.

OPS said it took this action be-
cause six companies, who produce
more than 50% of all phonograph
records sold in the U. S., announced
price increases shortly before the
freeze. Five of the companies made
the price effective but the sixth (Metro-Goldwyn-Mayer) did not.

The new ruling permits MGM
to bring its prices in line with those
of the other companies, OPS noted.
MGM, OPS said, accounts for about
5% of all records produced.
TO SIMPLIFY SPOT BUYING

Foley Sets Up Availabilitys Form Sheet

By FRANK KNIGHT

RADIO-TELEVISION DIRECTOR
RICHARD A. FOLEY ADV. AGENCY
PHILADELPHIA

The purchase of radio or TV spots on a multi-market basis always represents a sizable task for advertising agencies. The job, of course, could be done quickly and easily—but when this is the case, the client frequently winds up with a bunch of less than adequate spots.

The time factor adds to the complexity of the problem. Campaigns, as a rule, are only infrequently approved weeks in advance—the usual case being that many spots must be purchased within a short period. In a medium sized agency such as ours, it means our three man department must turn both barrels on the project to try to flush out the high rated spots we seek.

All of the foregoing pointed up the need for a "centralization point" of some sort into which all spot information would flow and whence be sifted. Months ago, a simplified "Spot Radio and TV Availabilitys" form was developed. It consisted of a mere columnized form with headings under which pertinent spot information could be listed.

As availabilitys were received from the station representatives—they were listed on the form and readily evaluated.

The form worked from the beginning—adding system to our process, saving time, and readily pointing out the better buys.

Recently, the form was expanded a bit to include more information, (see illustration). 'We intend that it remain this size and grow no larger—because such a form could continue to grow almost ad infinitum.'

To show specifically how we use the form, let's build a mythical case. Say we receive word to purchase two one-minute TV afternoon spots, and two 20-second TV evening spots in 10 widely scattered markets for 25 weeks.

The product is a new canned food item, and the campaign is to begin in three weeks. Other buying specifications are as follows: 1. Spots should be near women-interest shows. 2. On Thursdays and Fridays, if possible. 3. Afternoon spots should not be aired later than 5 p.m.

The above specifications are sent in letter form to representatives of all TV stations in the ten markets to be listed in all. By phone, letter, and wire the replies begin coming in—and before you know it, you're deluged with program descriptions, coverage maps, program schedules marked with red and blue penciling, rate cards, lists of spots, and maybe, if you're lucky, a nice concise letter listing the four or five really best buys.

Here is where our form goes to work: Taking each station's information, we quickly run down the submitted data to note the better availabilitys. These are transferred to the form. (In the case of telephone calls, naturally we note the information directly on the sheet—asking the station representative the questions as we go along.)

After the information is listed, a pencil line is drawn across the sheet to separate individual spot information.

Under the duration column is noted the length of the spot involved—one minute, 30 seconds, 20 seconds, or 10 seconds. Due to the fact that we subscribe to Pulse, we try to secure all ratings on the basis of that service. Where the ratings of two programs are averaged to secure the rating of the spot in-between, we refer to this rating as the applicable rating.

Under the remarks column are three spaces left blank. In special cases where an exceptional amount of data is required, these columns are headed number families, number persons, and cost per thousand (listeners.).

After the spot listing is completed, the better ones are easily brought to light in any market through simple comparison. These are then purchased as quickly as possible—if such power of action has been delegated by the client. If the client wishes to approve all purchases beforehand, the sheets are typed, our recommendations noted therein, and they are sent off for the client's comments.

In some cases, the forms have been sent directly to station representatives for filling in. Representatives like the idea—it eliminates the need for lengthy explanatory letters, thus saving them time and effort.

As mentioned before—the form has proved very successful—not only for the agency but for the client as well. For the client it greatly simplifies his problem of approving or disapproving our recommendations and makes it easy for him to make alternative selections.

Each client to whom the form has been submitted has shown enthusiasm for its simplicity and easy workability.

Koin Staff Club

FIVE MORE staff members will join the "20-Year Club" of KOIN Portland, Ore., at the station's annual banquet Nov. 9, Harry H. Buckendahl, manager, announced last week.

With the addition of the five new members, 20 employees will have been with KOIN a decade or more. Nine have 15-20 years of service with the station, and 10 members have chalked up 20 years.

The five new members will be Stan Warwick, announcer, and Dale Denny, who join the 10-year club; Louis Bookwalter, director of engineering for KOIN and KJR Seattle; and Byron Paul and Lloyd Woodell, KOIN technicians, who become 20-year members.

NEW children's 45-rpm record player, decorated with Walt Disney's gay Alice-in-Wonderland characters is being shipped to RCA Victor Distributors. New player (Model 46EY26) is extremely simple to operate and plays up to 14 records. The suggested retail price is $29.95.
**LAMB ANSWERS**

DISPUTE begun by a Congress-
man's allegations against Broad-
caster Ed Lamb of Toledo [B*T, Oct., 22] erupted last week with Mr. Lamb labeling the attack as "political" while Rep. Robert Crosser (O-H) stated he would discuss the accusations with FCC Chairman Wayne Coy.

Rep. Crosser told BROADCASTING • TELECASTING last Thursday he would speak to Mr. Coy "very shortly" and that charges con-
tained in a letter he received a fortnight ago.

Rep. Crosser is chairman of the House Interstate & Foreign Com-
merce Committee. The letter in question was sent by Rep. Leonard Hall (R-N. Y.) urging his com-
mittee to ask FCC to hold back ap-
proval for Mr. Lamb's purchase of WTMF in Orlando, Fla. [B*T, Oct. 15].

The New Yorker asked the Coss-
erer committee, of which he is a member, to consider "an inquiry into Mr. Lamb's activities both past and present."

**Lamb Reply**

Meanwhile, Mr. Lamb issued a hard-hitting statement, that con-
cluded: "I dare any of these . . . to appear before any Congressional committee hearing so that we can cross-examine the witnesses and decide their political attacks. I'll stop their smear-and-run attacks once and for all!"

Rep. Crosser disclosed that he had received a number of letters sent to him from church people from Toledo and also Erie, Pa., where Mr. Lamb publishes the Erie Dis-
pates, crediting Mr. Lamb as a lead-
ing church figure. He said the letters were representative of the

Protestant, Catholic and Jewish churches. Mr. Lamb "said that if that is true," Rep. Crosser said, "I can't see how he's much of a communist."

In his news release, Mr. Lamb charged the attack made by Rep. Hall was a case of "sour grapes put in his mouth by disgruntled business competitors."

Mr. Lamb noted that his TV and radio properties are conducted "in the public interest and that the best evidence of their success has been the receipt of most of the top flight awards given by religious, educational and commercial inter-
est. More than 75% of all the commercial telecasters in the U.S. have visited my Erie, Pa., televi-
sion station [WICU (TV)] to observe its successful operation."

In his letter, Rep. Hall had al-
elaged that Mr. Lamb was a member of certain organizations which "have been cited in the Attorney General's list."

Mr. Lamb said he had never been a member of any organization or a member after the organization was listed by the Attorney General as subversive. He said that in the 1930s he had been an "officer and founder of the National Lawyers Guild and many other liberal groups."

"I have been, I am now and I will remain a liberal and progres-
sive American citizen," Mr. Lamb said. "No amount of attacks by any antiquated, frustrated, old Repub-
lican die-hard will ever make me change my belief in a dynamic impro-
vancing American economy."

In his letter, Rep. Hall had cited data concerning alleged affiliations with organizations by Mr. Lamb, saying Congress had been inter-
ested in Mr. Lamb's record because within the space of two weeks in 1948 he "received five operating li-
censes from the FCC. Congress considered it a proper matter to inquire into the communist associa-
tions of a man who would control the airwaves of five outlets under government license."

**Electronic Prospects**

**To Be Discussed Nov. 1**

**Radio prospect manufacturers** and government officials will join Thursday in a discussion of the electronics industry prospects for 1952. The one-day meeting of manu-
facturer members of the RTMA Transmitter Division will meet at the Wardman Park Hotel, Wash-
ington.

A dinner will climax the all-day session. Rear Adm. John R. Red-
am, director of communications-electronics, Joint Chiefs of Staff, will give the principal address. H. P. Hoffman, Machietti Labs., is di-
vision chairman and will preside.

A panel discussion on 1952 pros-
pects will include Fred R. Lack, Western Electric Co., for industry; E. T. Morris Jr., director, El-
ecronics Division, National Produc-
tion Authority, for NPA; Col. C. A. Poutre, director, Office of Elec-
tronics Programs, Munitions Board, for the board; Curtis B. Plummer, chief of Broadcast Bureau, FCC, for the Commission. Moderator will be C. W. Miller, Westinghouse Electric Corp.

**Spero Named**

STANLEY SPERO, KFAC Los Angeles, has been appointed chair-
man of the Southern California Broadcasters Assn. Radio Sales 
Promotion Committee to replace 
Kevin Sweeney, who soon joins 
BAB (see story, page 60). Mr. 
Spero's appointment was announced by A. E. Ioseljen, SCBA president. The committee will meet Nov. 1 (Thursday) to plan for continuing promotion efforts.

**opera 'Pirates'**

Charged by Kolodin

PROBLEM of music performance property rights came to the fore in New York last week when the music critic of The Saturday Re-
view of Literature, writing Oct. 24, charged that a commercial record-
ing of Verdi's "Un Ballo Maschera" is in fact a "pirated repro-
duction" of a Metropolitan Opera broadcast on ABC on Nov. 22, 1947.

The Saturday Review article said the recording was issued by Classie Editions, Brooklyn, and purportedly was made by Italian opera stars and other talent. Mr. Kolodin indicated the recording was "a cheap copy" of the original, with an acoustical background, audience applause and action spacing, point to the Metropolitan Opera as the origin.

In October 1950 the New York State Supreme Court ruled in fa-
vor of an application by the Met-
ropolitan Opera, ABC and Columbia Records for an injunction to pre-
strain reproduction of opera broad-
casts by Wagner Nichols Recording Co.

ABC this season enters its 12th consecutive year of airing Met-
ropolitan Opera broadcasts. Telecasts have been aired about three years.

Verdi's operas are in public do-
main.

**General Tire**

Reports Record Sales

GENERAL Tire & Rubber Co., owner of the Don Lee and Yankee networks and now in process of merging its radio properties with WOR-AM-FM-TV New York, will reach record sales of between $170 and $180 million for the fiscal year ending Nov. 30, President William O'Neill announced last week.

Allowances for federal taxes will reduce consolidated earnings to about $10 a common share, how-
erv more or less, 8.8% for last year's sales of $125,785,000. Earnings will nevertheless be in-
creased by another $4 or $5, Mr. O'Neill estimated, from profits of foreign operations and the Yankee Network Inc.

**KDET Contest**

Winners Are Announced

KDET Center, Tex., last week an-
nounced winners in its 1951 Rural Achievements Contest, conducted among residents of seven eastern Texas counties and four Louisiana parishes.

Awards were distributed by Tol-
bert Foster, KDET president, dur-
ing a broadcast supervised by John Metzger, station farm director, who conducted the contest.

Prizes of cash and wrist watches were awarded for outstanding achievements during 1951 in soil con-
servation, c r o p production, tim-
grain reaping, dairy farming, farm management, pasture im-
provement and kindred efforts.
KANSAS STUDY

MULTIPLE-SET listening in Kansas homes provides an important audience not shown in most audience studies, according to the 1951 study of the Kansas audience conducted by Dr. F. L. Whan, U. of Wichita. The study was published by the Kansas State Broadcasters Association and WIBW and KCKN Kansas City.

Based on worldwide interviews covering 7,004 families, the study shows that 96.2% of the homes with one radio use their sets on an average day. In the case of two-radio homes, the second set is used on an average day by 58.8% of families, with the first set used by 94.8%.

In three-radio homes, the third set is used by 33.8% of the families on an average day compared to 19.6% for the second set and 96.3% for the first set. The fourth set in four-radio homes is used by 16.7% of families on an average day.

Percentage of all Kansas families owning one or more radios in the home rose from 84.5% in 1940 to 98% in 1951. These figures break down into 71.6% of one-set homes in 1940 compared to 58.9% in 1951; 10.8% of homes with two sets in 1940, 30.5% in 1951; 24.4% of homes with three or more sets in 1940, 10.6% in 1951. Percent of cars with auto radios tripled, rising from 20.8% in 1940 to 62.4% in 1951.

Multiple Set Use

The average multiple-set Kansas family uses two sets simultaneously 8.4 hours each day, the survey shows, with greater use of the sets made on Saturday than on weekdays or Sunday.

"This additional two hours of listening in nearly half the homes in Kansas represents 'extra listening' not usually measured by radio audience research limited to analysis of the family set," according to the Whan study.

In one-set homes the average adult listens 4.37 hours per week, it was found. In two-set homes the adult listens 4.80 hours and in three-set homes the figure is 5.00 hours.

Car radios provide an important amount of "extra listening" not measured by most audience research, Dr. Whan observed.

Breaking the day into quarter-hour segments, the survey discovered that for each 100 listening homes, 146 persons (over 4 years of age) are listening to the radio at 5 a.m. on weekdays, rising to 218 persons at 7 a.m. Listening falls somewhat between 9:30-11 a.m., rises to 1,91 at noon, falling again in mid-afternoon and reaching a peak of 242 persons per 100 homes at 2:30-4:15 p.m., and 248 persons 10:30-10:45 p.m.

Peak listening occurs on Sunday, with 357 persons per 100 listening homes actually listening at 6:30-6:45 a.m. The listening level runs high up to 10-10:30 a.m. and then falls off rapidly.

The Kansas home averages 11.20 listening hours per week, spread as follows: Women, 3.16 hours; men, 2.59 hours; children 12, 24.87 hours; children 4-11, 2.45 hours. These figures are total hours reported, divided by number living in homes studied.

Thus the average woman over 18 listens a great deal more than the average man or child, with differences being smaller on Saturday and Sunday than on weekdays, according to Dr. Whan.

Comparing the prestige of radio and newspapers in Kansas, Dr. Whan found that on farms 26.2% of the women questioned ran radio higher than newspapers, 10.8% ranking newspapers higher than radio. Others ranked them the same.

Of the men questioned on farms, 35.4% ranked radio higher than newspapers and 15.8% ranked newspapers higher than radio.

In villages, 24.5% of women ranked radio above newspapers and 15.6% ranked newspapers above radio. Of the men, 23.4% ranked radio above newspapers and 15.7% ranked newspapers above radio.

In cities, 28% of women ranked radio above newspapers and 15.9% ranked newspapers above radio. Of the men interviewed, 28% ranked radio above newspapers and 15.4% ranked newspapers above radio.

About three-fourths of the women said radio is doing a good or excellent job in their area. The same results were obtained from men, though the percentages were slightly smaller in some classifications.

News broadcasts continue to be the most popular, ranking above the 1947 level, followed by comedians, participation programs, popular music, sports, complete drama, religious, old-time music, serial drama, talks, variety, market reports, band music, classical music, farming talks and homemaker programs.

These preferences have been consistent in Kansas for the last five years, it was observed.

FREEDOM AWARDS

Jury Panel Selected

FREEDOMS FOUNDATION, Valley Forge, Pa., last week announced appointment of 23 persons to select winners of the foundation's $100,000 Freedom Awards for 1951. Awards jury will meet at Valley Forge Dec. 1-5 under Dr. Harold Case, president of Boston U. and judge thousands of sermons, editorials, community programs, unpublished essays, photographs and other materials.

Last year, three West Coast radio stations were honored by the foundation for bringing about a better understanding of the American way of life. Awards were made Feb. 13 at a Hollywood Advt. Club meeting (B&T, Feb. 20, 1950).
SCHWIMMER SUIT

Asks $150,000 Damages

SUIT for $150,000 damages and a petition for an injunction have been filed in a state Supreme Court in Nashville by Walter Schwimmer Productions, radio-TV package firm, against Monitor Productions, same city. The Schwimmer firm accused Monitor and its president, Ken Houston, of plagiarism of ideas and theft of trade secrets.

Attorneys for Mr. Schwimmer claimed Mr. Houston, former sales manager of Walter Schwimmer Productions, left the concern, opened a rival package company and sold Relay Quiz, an "infringement" of Walter Schwimmer Productions' Tello-Test. The firm also charges Mr. Houston "pirated Schwimmer's ideas and methods," and that Relay-Quiz "is substantially a plagiarism of Tello-Test." The suit asks restraint of further broadcast of the Monitor show.

In addition, the complaint charges that the Monitor Corporation's Tello-Test format with another program—Chain Call—being prepared for syndication by Schwimmer Productions, and the latter show has never been released because Monitor's Relay-Quiz exploited the market for it, a Walter Schwimmer Productions spokesman said. The complaint alleged breach of contract on the allegations.

Mr. Schwimmer charges that Mr. Houston, during the time he worked at Schwimmer Productions, "became cognizant of the specific techniques, methods and confidential information used in the successful programming, merchandising and marketing of Tello-Test. Monitor Productions has until Nov. 19 to file pleadings in answer to the complaint.

WBAM TO 50 KW

Daytimer Gets FCC Grant

GRANT of 50 kw on 740 kc for daytime-only WBAM Montgomery, Alabama, has been issued by the FCC last week. It is believed to be the first of its kind in the U.S.

Grant specified a directional antenna to be used under certain conditions when it authorized WBAM to go from 250 w to 50 kw.

According to the application, the station will use two towers for its directionality. Estimated cost was estimated at $35,500, but this did not include building construction. Station will lease building and land. It is also using a second-hand transmitter.

Frequency is a Canadian clear channel, with CBL Toronto the dominant station.

AS DIRECT result of special programs and appeals for donations to build a USO lounge, broadcast exclusively over WLIAM-FM Hempstead, L.I., during a recent New York Philharmonic concert, Nassau and Suffolk Counties announced Oct. 24 negotiations have begun for setting up servicemen's lounge in mid-island area.

DISTRICT 6

NARTB Finances, Status Of TV Explained

TV MEMBERS of NARTB pay their own way in the association, President Harold E. Fellows told the NARTB District 6 meeting at its opening session Thursday. Meeting at the St. Charles Hotel, New Orleans, the district's first day was marked by close attention to association affairs.

Harold Wheelahan, WSMW New Orleans, opened the session at daybreak Thursday morning with well over a hundred delegates present. Mr. Wheelahan turned over the gavel to C. J. Sowell, WLAC Nashville. Others who presided Thursday and Friday included Henry B. Clay, KWKH Shreveport, and George H. Thomas, KVOL Lafayette, each of whom relayed the ordered by the Louisiana State Assn. of Broadcasters.

At the question-answer session President Fellows was asked by Memphis,Richard, KSWX, Alexandria, La., where NARTB was getting the money to pay for services to its TV members. Mr. Fellows explained that 70 TV stations pay $156,000 in dues. Though actual cost of direct TV-only operations is only $40,000. Other funds go to rent and participation in programs and associations. The 1,000 aural station members pay $500,000 to the association, he added, with TV self-supporting.

Answering a question from J. Roy Dabadie, WBDJ Baton Rouge, Mr. Fellows said the association had acquired 154 new members in recent months due mainly to the personal-contact efforts of Jack Haber of its station relations director, and his assistant, William K. Treynor.

A television panel included Henry W. Slavick, WMCT (TV) New Orleans, WDSU-TV New Orleans, and Irving Haas, WDSU-AM New Orleans, and Irving Haas, WDSU-AM-TV New Orleans, and Irving Waugh, WSM-TV Nashville. Mr. Swezy, a member of the NARTB TV panel, was joined by other dele- gates, "You'll all be in TV soon." He said someone else "will beat you to the punch if you aren't," adding that present TV station operators had been disturbed in the medium now is well accepted by public, agencies and advertisers.

Answering a question by Julian F. Haas, KARK Little Rock, Mr. Waugh said WSM-TV had one rate now but might add a retail rate when competition develops. Revenue comes one-half from local

and a quarter each from spot and network, he added.

Mr. Slavick said WMCT (TV) has national, regional and local rates.

Mr. Clay asked what size city can support a TV outlet. Richard P. Doherty, NARTB employee-employer relations director, cited research data on operations in different cities.

Oliver Graning, AP assistant general manager for radio, spoke on the revenue potential of radio news.

Named to the Resolutions Committee were Granville Walters, WURL Las Vegas, Robert B. Davis, and Hoyt Wooten, WREC Memphis.

William B. Ryan, president of Broadcasting Bureau, conducted a Friday sales clinic. Participants were Mr. Sowell, chairman; Earl Moreland, WMC Memphis; Mr. Haas; Ed Wilkerson, WDSU, Pittsburgh, Richard Thompson, WDJX Jackson, and B. G. Robertson, KWKH Shreveport.

Carl Haverlin, BMI president, addressed the panel Friday morning. Mr. Doherty covered his management session and review of employ relations problems.

NLAACP REQUEST

For ABC Time Rejected

ABC President Robert E. Kintner last week rejected a request of the NLAACP to have ABC Telecasting grant of Colored People for time in which to reply to Commetator Walter Winchell with respect to the issue involving entertainer Josephine Baker at New York's Stork Club.

Mr. Winchell, in his broadcast of Oct. 21 on ABC, reported that Miss Baker, a Negro star, had complained to authorities that she had been discriminated against in an effort to obtain service at the Stork Club and that she had told Mr. Winchell was in the place at that time. Mr. Winchell denied in his broadcast that he was present when the incident occurred, and said that Mr. Baker had been "appalled" at the situation. The incident Baker had been embarrassed, but that in view of his record on behalf of mi-

Thomas Elected

New LSAB President

GEORGE H. THOMAS, KYOL Lafayette, was elected president of the Louisiana State Assn. of Broadcasters at a meeting held Wednesday in New Orleans. J. C. Liner, KMLB Monroe, was elected vice president, and B. Hillman Bailey Jr., KSIG Crowley, secretary-treasurer.

President Thomas will name a committee to draw up a statement of the association's views on station audience measurement. NARTB charges Harold E. Fellows ad- dressed the delegates Wednesday (see story page 85).

MICROWAVE RELAY

New NBS Technique

A METHOD for alleviating one difficulty in line-of-sight micro wave communications—service in terrain where ground reflection effects has been de- vised by National Bureau of Standards through application of optical methods and theories to microwave transmission. A method is based on the classical Huygens-Fresnel diffraction theory has been developed by H. E. Bussey of NBS for the suppression of the ground-reflected ray, which are present in microwave and TV relay link operations.

Interruptions in line-of-sight microwave communications may occur when the direct wave from the transmitter and the ground-reflected wave destructively inter- fere with each other at the receiver. In the NBS method, reflected wave is suppressed is achieved by setting a small screen of the proper size on the ground at the "reflection point in the case where the direct wave at the re- ceiver is then substantially diminished, to an extent depending on the smoothness of the ground plane. The screen blocks only a small part of the radiation from the ground to the receiver, the re-
minder of the reflected radiation adding up to zero at the receiver. The direct wave undergoes little or no modification.

NLRA ELECTIONS

California Issues Pending

AT NLRA elections last week in San Diego, NABET was named bargaining representative for en- gineers and technicians at KFMB-AM-TV, KCBQ and KSDO. IBEW won jurisdiction at KGB. Only one ballot was cast at KGB out of four eligible votes with the result that the vote was impounded pending NLRA decision as to whether a general election will be held.

Meanwhile, informal hearing was held by NLRB in Los Angeles on petitions filed by unions for men at KJHM-AM-TV Los Angeles. Dates for formal hearings is expected to be set soon. Also awaited is the NLRB decision in petitions filed by NABET, IBEW and IATSE for employees at KTTV (TV) Los An-

American Chicle Buys

AMERICAN Chicle Co., N. Y. (Demarce & Chicle), through Sullivan, Stauffe & Company, and Baley and Baley, same city, starts a contract for series, featuring taped excerpts from philo-osopher- comedian's broadcasts, that been ordered for approximately 200 network stations for nine weeks.
SPORTS RIGHTS

SPORTS OBSERVERS see a big court battle shaping up over the Justice Dept.'s civil suit against professional football charging restraint of broadcasts and telecasts in violation of anti-trust laws [B*T, Oct. 15].

The suit also served to squash further Capitol Hill deliberations on both football and baseball problems involving the media. Justice Dept. officials, BROADCASTING • TELECASTING learned, have had under consideration the filing of a simultaneous suit. However, no decision was made, with the consensus now directed at watching the progress of the suit filed in Philadelphia.

That suit named all 12 National Football League clubs, and the league itself, as defendants.

It charges them with engaging since January 1961 "in combination and conspiracy in the unreasonable restraint of trade and commerce" in the broadcasting and telecasting of professional football games.

With this suit, the Justice Dept. hopes to clarify radio-TV rights in relation to the sports world. The House Monopoly Subcommittee, which has been holding hearings on the baseball reserve clause, immediately ordered a blackout on its study of radio-TV rights in hopes the courts will come up with some answers.

Bearing on Decision

Also affecting this decision by the Congressional group was the baseball ruling, announced a fortnight ago, that the major leagues will drop "territorial" rules and revert to baseball TV negotiations back to the individual clubs rather than to the leagues [B*T, Oct. 15].

The football suit was filed in the Eastern District of Pennsylvania since the league headquarters in Philadelphia. A bill of complaint was served Oct. 18 on the Detroit Lions.

Indication that the suit will be argued extensively was seen in a statement by Edwin J. Anderson, president of the Lions. He said the club will contest the suit and "will take it to the highest court in the land if necessary."

The club's business manager, W. Nicholas Kerbawy, revealed that Federal Bureau of Investigation agents had seized the football club's radio and TV files last month as part of the government investigation.

A staff member of the House Monopoly Subcommittee told BROADCASTING • TELECASTING his group decided to shelve its radio-TV suit because it now appeared that media restrictions in professional sports, thus making any probe necessarily all-encompassing. The subcommittee, the spokesman said, is confining its hearings to baseball only.

He said the main reason for the decision by the Congressmen was that no one could determine at this time what effect the new baseball rule will have in relationship to the reserve clause.

Prior to the new developments, the subcommittee was interested in the manner in which the leagues handled radio-TV rights because the reserve clause possibly could be declared unlawful under anti-trust laws if baseball were adjudged to be engaged in interstate commerce.

If legislation were passed, such as that introduced in the Senate (S 1526) by Sen. Ed C. Johnson (D-Col.) and similarly in the House, the reserve clause would be prohibited and this act of Congress would be held previously by the subcommittee stirred some discussion on the radio-TV aspect [B*T, Aug. 13].

Maintains Previous Policy

During renewed hearings on the reserve clause, the Senate subcommittee, following its policy of steering clear of radio-TV, brushed off a suggestion that it approve TV restrictions of major league ball games in minor league territory.

Proposal was made by Leslie M. O'Connor, Pacific Coast League commissioner, who said TV threatened the life of minor league baseball.

He asked for remedial legislation. However, he agreed with House members, that chances for getting such legislation were "dubious."

Justice Dept. officials deferred judgment on the National Collegiate Athletic Assn.'s controlled football telecast plan. That will have to go by the board because if (1) the suit filed against pro-football and (2) the short period in which collegiate football is on the scene. Rather, the government is inclined to wait until next season when perhaps the suit against pro-football may be settled.

$14 MILLION GAIN*

IN WISL

Primary Area RETAIL SALES

TOTAL RETAIL SALES

$161,194,000 FOOD

$42,984,000 GEN'L. MDSE.

$15,628,000 APPAREL

$12,611,000 DRUG

$4,085,000

Serving the Largest Concentrated Market area between Harrisburg and Wilkes-Barre, Penna.

WISL

Shamokin, Pa.

1000 WATTS—FULL TIME

A Mutual Affiliate

*Source: Standard Rate and Data Service

INTERNATIONAL Alliance of Theatrical Stage Employees & Moving Picture Machine Operators of the U. S. and Canada has moved to new offices at 1270 Sixth Avenue, suite 1000, New York 20.
SWEENEY TO BAB
Takes Promotion Post

The appointment of Kevin B. Sweeney, sales manager of Don Lee Television in Hollywood, to the post of director of national promotion for Broadcast Advertising Bureau, was announced last week by BAB President William B. Ryan.

Sweeney, whose concentration on national promotion will include development of a field staff for personal contact work with national advertisers and agencies as well as with broadcasters, will report for duty today (Monday) at Houston, where he will join Mr. Ryan at the NARTB District 13 meeting.

Mr. Sweeney has been in radio sales and promotion activities for 14 years, starting with OBS Hollywood. He later became sales promotion manager of ABC's Western Division, rising to Western Division vice president. He also is a former manager of the Housewives Protective League programs. From 1948 until he joined Don Lee a short time ago he was with KFPI-AM-TV Los Angeles, where he served first as a promotion consultant and later as general sales manager. Mr. Ryan was general manager of the station then.

TAX AID GRANTS

Electronic Firms Gain

Tax writeoff certificates have been issued by the Defense Production Administration for new or expanded plant facilities included a number of applications filed by electronics firms. Breakdown by firm, product and percentage of requested amount allowed follows:

- General Electric, Schenectady, electronic tubes, 75%; Jefferson Electronics, East Hartford, Conn., tubes, 60%; Westinghouse Electric Corp., East Pittsburgh and Lester, Pa., steam turbine electric generators, 60% each; Sylvania Electric Products, Warren, Ohio, ceramic tubes, 75%; Commonwealth Glass Works, Danville, Ky., lead glass tubing and rod for electronic tubes, 50% ($10,232,450); and glass bulbs for tubes, 75% ($9,693,300); Hughes Tool Co., Culver City, Calif., electronic equipment, 75%; Motorola Inc., Phoenix, Ariz., research, 75%; Hycon Mfg. Co., Pasadena, electronic equipment, 75%.

In This Two TV Station Market
Served by Four TV Networks

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

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

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

Basic NBC Affiliate

WOC 5000 W—1420 Kc
Col. B. J. Palmer, president
Ernest C. Sanders, manager
National Representatives
Free & Peters, Inc.

PETTENDORF & DAVENPORT IN IOWA

DR. LOUIS N. RIDENOUR, chief scientist U.S. Air Force, appointed director of engineering International Teleneter Corp., L. A.

MARY E. NULSEN, Indianapolis, Ind., manufacturers' representative, named sales representative for several lines handled by Allen B. DuMont Labs, Passaic, N. J.


MERIT TRANSFORMER Corp., Chicago, now shipping jobbers new No. 1009 TV Kit. Kit contains three major components for conversion, replacement and improvement of set reception. Kit also contains helpful information sheets—technical data on components—and other interesting information.

TELDISCO Inc., East Orange, N. J., specializes wholesale distributor for Zenith Radio Corp.'s radio and TV receivers.

EDWARD UECKE, chief electronics engineer Capitol Records Inc., L. A. named chief engineer, electronics and recording division of firm. Mr. Uekke continues supervision of engineering departments of Home Office quality control, recording development, equipment installation and maintenance, in addition assuming executive supervision of all Capitol recording operations.

DICK LOBB, cameraman KCVA-TV, Denver, father of twins, Judy and Nancy.


PHILIP G. CALDWELL, engineering director ABC Western Div., elected secretary-treasurer of Pacific Coast section, Society of Motion Picture and Television Engineers.

ROGER ROBERTS named engineering supervisor KJBS San Francisco. He succeeds WAYNE BERTHOLD, who resigned to join Voice of America.

G. WILLIAM LANG, assistant director of engineering, WGN Chicago, elected board member and president of Midwest region, National Model Railroad Assn.
LATEST *

ARB Survey Shows:

"THE CISCO KID" is Washington's most popular Saturday evening local program with a rating of 15.7.

* October, 1951
American Research Bureau

"THE CISCO KID" is available for sponsorship from 6:30-7 p.m. Saturday on WNBW.

Adjacent programs are "Safety Circus" (6-6:30 p.m.), a highly successful WNBW-developed show, and "American Youth Forum" (7-7:30 p.m.), an outstanding NBC feature.

Let this TOP-RATED, TOP-ENTERTAINMENT show SELL for you. Contact your nearest NBC Spot Sales office or the WNBW Sales Department at REPUBLIC 4000 TODAY!!

WNBW
Channel Four
NBC-TV IN WASHINGTON
Western bad man...  
private eye...  
lady in distress...

No matter where you look, you can’t find a better group of salesmen. That’s right—salesmen. On television’s feature films, these are the personalities who have demonstrated their superior selling ability on station after station, in market after market. Feature films just naturally attract wide, ready-to-buy audiences. For example: take a look at the strong showing they make in these three major selling areas:

<table>
<thead>
<tr>
<th>Location</th>
<th>Program Name</th>
<th>Cost</th>
<th>Rating</th>
</tr>
</thead>
<tbody>
<tr>
<td>In Philadelphia</td>
<td>WPTZ’s Frontier Playhouse</td>
<td>45¢</td>
<td>20.7*</td>
</tr>
<tr>
<td></td>
<td>(6:00-7:00 pm Monday through Saturday)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>In Washington</td>
<td>WNBW’s Sunday Matinee</td>
<td>86¢</td>
<td>12.7*</td>
</tr>
<tr>
<td></td>
<td>(1:15-2:30 pm Sunday)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>In Boston</td>
<td>WBZ-TV’s Feature Film Playhouse</td>
<td>74¢</td>
<td>13.7*</td>
</tr>
<tr>
<td></td>
<td>(11:30 pm-12:30 am Tues-Wed-Fri)</td>
<td></td>
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</tr>
</tbody>
</table>

Want to get in on this high-rating gold mine? Simple as can be. A commercial slotted into a feature film promises an advertiser complete audience attention... hard-hitting sales impact... an unsurpassed, economical buy.

The sales successes of feature films are impressive.

If you would like to capitalize on the many advantages of feature film advertising, call your nearest NBC Spot Salesman today. He knows the film shows that can produce for your clients—on these 8 major market stations:

represented by

**NBC Spot Sales**

WNBT New York  
WNBQ Chicago  
KNBH Hollywood  
WPTZ Philadelphia  
WBZ-TV Boston  
WNBK Cleveland  
WNBW Washington  
WRGB Schenectady-Albany-Troy
By DAVE BERLYN

EDUCATIONAL TV station enthusiasts had their ups and downs in Washington during the past 10 days.

Sen. William Benton (D-Conn.), upon the Senate's adjournment Oct. 20, pleaded again for a National Citizens Advisory Board on Radio and Television, and its co-

habiter, the educational TV issue.

Also in Washington, delegates last Tuesday at a national taxpayers' conference displayed doubts for federal financing of educational TV station operation.

In his speech, Sen. Benton said he hoped one of the first items on the agenda of the new Congress next January would be consideration of his bill (S 1579) and his resolution (S J Res 76), now pending before the Senate Interstate & Foreign Commerce Committee.

He said Senate Majority Leader Ernest W. McFarland (D-Ariz.), who has chaired Senate Commerce subcommittee hearings on the measure, had "assured" him that further hearings would be held when Congress returns.

Noting that proponents of the legislation had been heard by the subcommittee, Sen. Benton said:

"Among the opponents will be representatives of the American Association of Broadcasters, the National Association of Broadcasters, the Citizens Association for Basic Television, and the American Television Association."

In the proposed Citizens Advisory Board a threat of "indirect censorship," Benton asserted, "has repeatedly explained how such a Board cannot constitute such a threat."

If it is not reasonable that any President would appoint 11 men and women to try to censor radio and TV programs, Benton said, it is conceivable that the Senate would approve such a group.

Leaving out mention in his speech of a majority on the FCC which held the Benton bill to plan in- volve dangers of censorship [B+T, Oct. 15], the Senator said:

"However, the sensitivity of the Indus- tries to any interference by an advisory board, is so great that I have no doubt that the association will continue to circulate its members, and that the members of the Senate will be hearing from some of their constituents that the First Amendment is endangered."

Sen. Benton also introduced a statement from the American Civil Liberties Union, which, he asserted, "wholly refutes the fears and charges of the National Assn. of Broadcasters."

ACLU said it supported the Benton bill "because it places emphasis on the question of reserving television channels for educational stations. The Radio Committee of the Union, which is composed of lawyers, educators and specialists in various field of radio and television, has declared itself in favor of the principle of reserving TV for educational stations, in accord- ance with our general policy of promoting diversity in the ownership of media of mass communications."

Would Improve Record

The civil liberties group said that while the radio-TV industry has done much to "disseminate in- formation and to promote discus- sion through its facilities," the establishment of an advisory board would be a means to improve "that record."

The FCC's Blue Book of 1946 pointed out a necessity for study of the allocation of time by radio stations, ACLU said.

Meanwhile, another companion bill to Benton's proposal was introduced in the House by Rep. Angier L. Goodwin (R-Mass.) Oct. 19. The measure (HR 5829) was referred to the House Interstate & Foreign Commerce Committee.

At the National Conference of State Taxpayers Assns., attended by delegates from 37 state tax- payer associations, delegates voiced displeasure with the Benton plan.

Meeting at the Wardman Park Hotel in Washington, D. C., the delegates were briefed last Monday on the educational TV proposal by Sen. Benton's pro- posed legislation and by FCC's proposed TV allocations.

The next afternoon, discussion was opened again by the chairman of the conference, Steve Stahl, execu- tive vice president of the Okla- homa Expeditions Council.

Delegates were unanimous in op- posing any moves by federal and state governments to get into edu- cational television. They also voiced fear that such a move by govern- ment, on either state or federal level, would entrench it further in a field of private enterprise and would pose a threat in the control of educational media.

Also questioned was the cost of operating educational TV stations. It was pointed out that federal- state expenditures already are a problem and that the Benton plan if succeeded, the government tax bill would balloon.

Another problem discussed by the delegates was possible effect of the educational TV proposal on any na- tional or state plan to operate stations.

Read Porter Letter

During his Senate speech, Sen. Benton read from a letter from Paul Porter, former FCC chairman and now a practicing attorney, and a letter from Raymond Rubican, formerly of Young & Rubican, ad- vertising agency, now retired.

Mr. Porter's letter was sent to Harold E. Fellows, president of NARTB, and took exception to re- marks in NARTB's Confidential Management Newsletter, which, Sen. Benton said, "Mr. Porter in-

(Continued on page 97)

IN AN attempt to bring the controversial case before the Federal Ap- pellate Court as soon as possible, Republic Pictures Corp. is expected to file its appeal with U. S. Court of Appeals, according to Norman F. Selvin, of Loeb & Loeb, attor- neys for the studio. That must come from the 9th Circuit Court of Appeals.

Federal Judge Peirson M. Hall Oct. 18 granted the cowboy star a permanent in- junction restraining Republic from selling or leasing to TV, on either a commercial or sustaining basis, any of the 81 Westerns he made for that studio while under con- tract.

Judge Hall, in his ruling, said Mr. Rogers had the right to con- trol association of his name with any commercial product or adver- tising, except the motion picture as such. The movies couldn't be shown on a sustaining basis either, the jurist said, because, in effect, they would be advertising the TV station itself.

Frederic H. Study of Gibson, Dunn & Crutcher, attorneys for the cowboy star, was expected to file a motion for a rehearing.

Rogers Sues

Republic May Appeal

After the preliminary injunction was issued, Republic announced it planned to release the old westerns to TV, Quaker Oats cancelled his weekly radio program and lost interest in a proposed video show.

As for rights concerning advertising, commercial tieups or pub- (Continued on page 97)
THE CODE

THE NEW handbook of etiquette that about half the nation’s telecasters have approved in principle is getting a second reading from those who okayed it during a one-day session in Chicago a fortnight ago and a first curious look from those who didn’t attend. They’re beginning to realize that despite its 28 pages of explanation, the new code will create plenty of practical problems in interpretation. Propriety, decorum, decency and responsibility are words that are not easy to define.


SOME SIGNS that strict limitations on commercial time in the NARTB television code may cause concern among advertisers as well as some TV stations became apparent last week as telecast and sponsor groups studied the document approved at Chicago Oct. 19 by the NARTB video membership [B&T, Oct. 22].

Only available text of the corrected code is that published in the Oct. 22 Broadcasting • Telecasting. When NARTB receives the official transcript of the Oct. 19 proceedings its TV organization will insert necessary paragraph designations and iron out minor problems of phrasing. A small number of working copies will be printed by NARTB for use by board members.

The crucial TV document endorsed by NARTB’s TV members drew a surprisingly small amount of comment last week. Some members of the Assn. of National Advertisers indicated they were individually worried about the schedule of commercial limitations.

TV networks were studying the document. NBC and ABC explained that each had its own code. CBS is in the process of drafting a code, with some provisions already in effect. DuMont was understood to feel the program provisions were excellent but commented that the commercial aspects deserve careful study.

On Capitol Hill the document was hailed by Chairman Ed Johnson (D-Col.) of the Senate Interstate & Foreign Commerce Committee, as “great news” and recognition by the industry of its responsibility. Senate Majority Leader Ernest W. McFarland (D-Ariz.) endorsed the self-policing action and predicted the public would respond to enforcement of a code by placing new confidence in the industry. Sen. William Benton (D-Conn.) had not read the code but it was believed he endorsed the action generally, provided it is enforced.

NARTB headquarters will take up problems of preparing code seals of approval for submission to the board in December. Final promulgation of the code is up to the board. Text of subscription forms will be prepared.

The board will set up a scale of fees for code subscribers, with NARTB members stations to have these fees credited against their regular association dues. Films and slides for use by stations will be prepared.

INDECENT? The camera angle here seems to “emphasize anatomical details”—which the code prohibits. And the neckline suggests that the clothing may be slightly out of bounds.

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Work on Code

Work of whipping the code into final shape for the board is being handled by Thad Brown, NARTB’s TV director and counsel. Mr. Brown coordinated work of the code-writing committee headed by Robert D. Sweet, WDSU-TV New Orleans, and the four subcommittees.

The membership of the National Assn. of Radio and Television Station Representatives has not considered the code officially, but spokesmen thought the commercial section in particular was apt to be brought up for formal appraisal later.

A number of individual advertisers were understood to be apprehensive about enforcement of the code, particularly its commercial limitations, and to take the position that if the commercial limits are applied to one sponsor they must for competitive reasons be applied in similar fashion to all.

The All-Industry Affiliates Committee, concerned first and foremost with maintaining radio rate structures and demonstrating radio’s sales punch, has not considered the code officially.

Its Chairman, Paul W. Morency of WTIC Hartford, however, voiced his personal view that it is of utmost importance to clear up, as soon as possible, the problems which gave rise to the code. Adopting standards, he pointed out, was acknowledgement that problems exist.

TV broadcasters also should acknowledge that these problems must be tackled and code-compliance achieved now, before increased competition develops and makes departures from code provisions even more tempting, he declared.

From Capitol Hill, came a reserved approval.

Sen. Johnson said: “The recent announcement that the nation’s telecasters have approved the adoption of a code of conduct to govern their programs is great news.

“A general reading of the proposed television code reveals recognition on the part of the telecaster of his responsibility to develop the full use of his facility for educational, cultural and political programs suitable for family entertainment and instruction.

“It is my sincere belief that the proposed code is a sound, forthright and constructive step forward. Modifications may be made in the future as experience discovers new needs, but this first step indicates the intent, which is very gratifying. I am sure the code will prove to be effective and worth while.”

Sen. McFarland, chairman of the Senate Interstate & Foreign Commerce Subcommittee, said:

“My attention has been directed to the new proposed television code... I heartily endorse the idea of self-policing within and by the industry.”

(Continued on page 96)
MONEY-MAKER of your TV station, the film camera channel is the key to your operation from a profit standpoint. But are you sure you’re using the best camera equipment available?

Note these features of the new G-E units, now available from stock: high intensity edge lights and special cylindrical lenses to diminish shading and edge flare... automatic set-up control to maintain proper background without continual readjustment by operator... special built-in sweep failure protection to reduce the possibility of expensive camera tube replacement. The high-quality 16mm Synchrolite projector shown above with the film camera is the latest item of G-E studio equipment. Its high optical capabilities and audio fidelity make it worth your attention.

Your G-E broadcast man at our office near you is prepared to discuss this in detail. Why not call him today?

GET THIS BULLETIN FOR YOUR G-E FILE

Complete specifications and photographs of Type PE-5-A film camera channel. Write today: General Electric Company, Section 2101-29, Electronics Park, Syracuse, New York.

GENERAL ELECTRIC

FITS ANY TV SYSTEM OR PROJECTOR.

Completely new design of this film camera delivers resolution and picture quality unsurpassed in the industry today.

EASY INSTALLATION—NO EXTRA WIRING.

All plug and cable connections are factory-cut and mounted to your specific required lengths before delivery.

12½" MONITOR CONSOLE—houses the famous G-E aluminized tube... gives you dual waveform presentation and unusual circuit stability.
Look what’s up in L.A.!

**KNXT is on Mount Wilson!** And, for advertisers, that’s way up. Because the same switch that this week boosted the former KTSL’s power 10 times—from a transmitter that’s almost a full mile above Los Angeles—gives advertisers an out-of-this-world audience!

*Viewing’s up—and zooming!* KNXT’s high-flying new signal carries your message to Los Angeles’ 1,000,000-plus television homes more brightly and clearly than ever before…and into an area almost four times larger. All the prospects you want to see can now see you!

**Our new name is up!** We’re painting the town this week. Literally. It’s up with KNXT—the new Channel 2…CBS Television’s key station on the Coast—wherever we can find space. And it’s up with KNXT’s stars, already well on their way to being Los Angeles’ highest!

**Hitch your product to KNXT!** And you’ll have the best team in town. KNXT’s new signal will get you into Los Angeles’ living rooms, and KNXT’s fast-rising stars and shows will keep you there. To sit on top of the world in the nation’s second largest television market…

*get on KNXT today!*

*The new Channel 2*

*Los Angeles • CBS Owned*

*Represented by CBS Television Spot Sales*
MURPHY TALK

ONLY official CBS comment on the color TV set production "freeze" by Defense Mobilization Director Wilson two weeks ago [B+E, Oct. 22] came from Adrian Murphy, president of CBS Labs. Division, in a speech last Wednesday to the Chicago Television Council.

Color television may not be on as high a shelf as it seemed to be last week, he said.

"Even if commercial broadcast color is temporarily in limbo," he said, "I hope other aspects of color TV "can go forward."

FCC, he added, will resume colorcasting and set manufacture on a major scale after the "hiatus" brought about by the National Production Authority.

Confident "we will have color," Mr. Murphy said, "I do not believe this in 1947 after the turmoil around the FCC. "No I am assured there will be color in the near future." Optimistic also about development of non-broadcast uses of color until the emergency ends and production and colorcasting can be resumed, he listed "interesting doors to be opened."

Among these are direct military application, medical and surgical work, general industrial uses and large-screen motion picture color television.

Mr. Murphy, in describing the potential use of color video in these fields, could not give specifics about possible military usage because of security, but suggested TV would be used "generally before long" in the defense effort.

There is a need for "efficiency, ruggedness, dependability and ease of operation in TV for the military," he said, and the CBS field sequential system is "ideal" for all these purposes.

"We can't provide several MIT graduations standing over every piece of equipment," he said. "Everything technically is available in the system, and it is just a matter of design now."

Referring to the use of color TV for doctors and surgeons, the CBS Labs. President pointed out that more than 190,000 surgeons have seen instructional color TV demonstrations. TV installations have been contracted for at the U. of Chicago and U. of Kansas, he reported, saying he knows of no new, major hospital"

SET COUNT

New WJBK-TV Technique

A NEW technique of estimating television set circulation, conducted for WJBK-TV Detroit, has come up with circulation figures exceeding previous estimates by more than 78,000 sets.

George B. Storer, president of Fort Industry Co., owner of WJBK-TV, said the new survey showed 705,223 sets in home use within a 43-mile radius of the station transmitter.

Here's the method used. A sample of homes (more than 1% of the total number of homes) in the 43-mile radius was selected, geographically distributed in proportion to the general distribution of homes.

Field workers then inspected each home in the sample and noted whether or not it had an outdoor TV antenna. Of the 43 incremental areas set up within the total area, 10 were counted by other means than outdoor antennas—by door to door or telephone surveys.

The door to door and telephone surveys established the incidence of indoor antennas (which varied with the distance from the transmitter and general reception conditions). A weighted percentage of incidence of indoor antennas was applied to the area and this, plus the figures obtained by the count of outdoor antennas, produced the total estimate.

Mr. Storer said the survey was conservative since it did not include TV receivers in use elsewhere than in homes and did not count more than one set in homes having multiple receivers.

Tell's CBS Color Status

"Contrary to the FCC, we will not have color," Mr. Murphy said, "and if all-out war comes this would be an important factor," he asserted.

Mr. Murphy also referred to development of color TV on large scale in movie industry.

Charging there have been "many misleading misconceptions" passed about the CBS field sequential system, Mr. Murphy attempted to explain it very clearly. "The field sequential system gives a perfectly beautiful, sharp and clear picture. That's its main attribute.

"Contrary to opinion, the FCC had no choice other than to select the CBS system, because it was the one which worked. The Commission agreed all other systems were not adoptable at the time," he explained.

He termed development of the Lawrence tube as "extremely interesting and hopeful. CBS is cooperating with it."

The CBS color picture size "is really not limited," the speaker said, adding that a 17-inch picture has been produced without magnification.

NAEB MEETING

Video to Be Emphasized

EMPHASIS will be on television at the National Assn. of Educational Broadcasters' annual convention Nov. 2-5 at the Buena Vista Hotel in Biloxi, Miss.

Official welcome is to be extended Nov. 2 (Friday) by the mayors of Biloxi and New Orleans and by presidents of the co-hosts, U. of Alabama and Louisiana State U. Convention chairman is Graydon Ausmus, manager of WUOA, of Alabama and NAEB vice president.

Among those scheduled to speak are Telford A. Taylor, former general counsel to the Joint Committee on Educational Television and newly confirmed Administrator of the Small Defense Plants Administration; Prof. Charles Siepmann, New York U., of FCC Blue Book fame, and Morris Novik, radio consultant.

Mr. Taylor was appointed by President of NAEB is Seymour Jett, general manager, WNYC New York, municipal station.

KTTV UPS PURCELL

Other Changes Made

IN REALIGNMENT of responsibility, Robert M. Purcell, program director of KTTV (TV) Los Angeles, has been appointed to the new post of director of operations, and, in his place, John S. (Dude) Martin, producer-star of The Dude Martin Show, has been made head of the program department with title of executive producer.

Richard A. Moore, general manager, in revealing the realignment, last week simultaneously announced appointment of Robert W. Breckner as director of production, with Alberta Hackett, manager of program operations. In addition to directing programs, Mr. Breckner has been executive director of sports and special events. Miss Hackett was manager of daytime programming.

With KTTV since its inception on Jan. 1, 1949, Mr. Purcell in his new capacity has supervision over administrative and business operations of the station. Mr. Martin joined KTTV last September, transferring from San Francisco where he was on both radio and TV, Sears, Roebuck & Co. currently sponsors The Dude Martin Show in which he will continue to star as well as produce.

WABD (TV) ANTENNA

Plans Empire State Start

WABD (TV), key station of the DuMont Television Network, started transmitting from its new antenna atop the Empire State Bldg. Friday morning, Oct. 26.

Effective radiated power—the same for all stations using the tower—is 16.7 kw for video and 8.4 kw for audio signals. WNBTV (TV), WJZ-TV, and WPIX (TV) are also transmitting from the building top, with WCBSTV scheduled to join them in November. A petition by WATV (TV) for use of the site is before the FCC.
WE'RE sort of flattered to see the networks and other stations getting excited about early morning television.

WPTZ, Philadelphia, you know, was a pioneer in this field. Our Monday through Friday, 7:00 to 9:00 a.m. "3 To Get Ready" program with Ernie Kovacs showed the industry that viewers and sponsors alike would go for early morning television.

Today, Ernie Kovacs, NBC's rising young comedy star, and his "3 To Get Ready" show on WPTZ are as much a part of the Philadelphia breakfast menu as scrapple. Ernie has a large and loyal following who enjoy his antics, recorded music, news, time and weather reports. And his following buys when he advertises a product.

RCA-Victor, Libby, Chiffon Flakes, Kellogg, Nestea, Stroehmann Baking and Bond Donuts are but a few of the "top level" advertisers who, at this writing, are sponsoring one or more of the 50 participations handled by Ernie Kovacs on "3 To Get Ready" each week.

There are still a few participations available on WPTZ's "3 To Get Ready" program. It's high powered advertising at low budget cost. For details, give us a call here at WPTZ, or see your nearest NBC Spot Sales Representative.

Philadelphia's early morning television story will surprise you.

PHILCO TELEVISION BROADCASTING CORPORATION
1600 Architects Bldg. • Phila. 3, Pa.
Telephone LOcust 4-2244
Outside

VIDEO ADVANCES

VIDEO developments designed to improve pictures, reduce local interference and improve all-electronic color television by adding brilliance and cutting down interference were outlined at the seventh annual National Electronics Conference and Exhibition in Chicago last week.

Engineers, electronics experts and educators from all parts of the country met at the Edgewater Beach Hotel Oct. 22-24 to hear papers on all phases of electronics.

Two sessions were devoted to work in television, most of which was presented in the reading of formal papers. Several developments reported on also affect radio.

B. D. Loughlin of Hazeltine Corp. presented a paper on a better system of all electronic color TV, claiming that a constant luminance system will improve the color picture brilliancy. He also described the possibility of a simultaneous color picture from the so-called dot sequential system. A breakthrough for this field is the scanning sequence in which the electron beam scans the color picture tube will eliminate "much of the interference and unwanted effects," Mr. Loughlin said. Varying the scanning sequence will cancel out many of the "undesirable" effects before they can affect the color picture, he said.

W. K. Squires, of Sylvania Electronics Products, Inc., described how a new detector which is slated to improve television picture quality, "The detector most commonly used in contemporary television sets suffers from several limitations. While it is simple and has a moderately high efficiency, it interacts with portions of the receiver in such a way as to detract from their performance. A detector which avoids this has been developed," he said.

Improves Performance

"When this detector is used in a receiver designed to take full advantage of it, the receiver performance is definitely superior to that of a receiver using a conventional detector," Mr. Squires describes the device as a constant input impedance second detector.

Local interference can be reduced with use of a new television circuit known as the Fringelock, according to Meyer Marks of Zenith Radio Corp.'s research department. A major weakness of present TV sets, he says, is poor synchronization of the picture, especially in fringe areas. This makes the picture "roll over, squirm and bounce" in response to household appliances or motor traffic nearby, he reported.

The Fringelock circuit, developed in Zenith laboratories, is designed to cure these difficulties, Mr. Marks said. "It requires a radical change in circuit design, but involves the addition of surprisingly few small parts and no additional tubes. This new device is so connected that dangerous interference kills itself, permitting normal synchronization."

The Fringelock is designed to replace the sync-separator circuit, which separates the picture synchronizing pulse from the rest of the television signal picked up by the antenna. "This job becomes exceedingly difficult when the antenna picks up local interference, which may be many times stronger than the signals of a distant television transmitter," Mr. Marks said.

A. L. Witten, of the Sperry Gyroscopic Co., described a "radically" different type of instrument for testing performance of parts carrying very high radio frequencies in television links, as well as radar sets. He said "it accomplishes in one minute measurements which previously took a trained technician two hours, and sometimes days to perform."

"Trapping electronics" to operate radio and television receivers at high frequencies was described by Edward J. G. Apger, of RCA Labs., and John H. Coleman, of Radiation Research Corp. "The trap is a new and better type of rectifier suitable for generating up to 15,000 DC volts, they said.

Snow on television and noise in radios, caused by static, are expected to be reduced by technical studies conducted by Allen H. Schooley, electronic scientist at the Naval Research Lab. He is checking on unwanted electronic disturbances in research investigations at the laboratory. The data is needed mainly to improve radar performance for military uses, he said, but will also be helpful in improving civilian radio and TV sets.

G. T. Ford, of the electronics apparatus development department of the Bell Telephone System's laboratories, reported development of a series of new radio tubes which will be used in the company's coast-to-coast TV network.

Although the tubes "look exactly like an ordinary radio tube," their interiors contain numerous small turns of wire, no larger than one-tenth the size of a human hair, Mr. Ford said. This design, he reported, enables television signals to be sent across the continent with "little loss" in picture quality. The tubes, despite their fragility, are built to last "much longer" than the normal radio tube because failure of "any one of the thousands of tubes in the television networks might throw off the air one of the popular television network shows," Mr. Ford explained.

Outlined in Chicago

Back to the Horn

Engineer P. B. Williams advocated a return to the use of the horn loudspeaker as the primary early form of color TV. Cone loudspeakers, as used today, are economical but limited in fidelity, in his opinion. Horns, he said, are easier to enclose which conserves a cone speaker, "achieves high efficiency, lower distortion and smoother response."

Increased production through the use of industrial electronics is a U. S. ace-in-the-hole during the cold war period.

Industrial electronics can, according to Dr. W. E. G. Baker, General Electric Co. electronics vice president, "increase the range and the impact of what has been called our greatest weapon—greater than atomic bomb or hydrogen bomb—our ability to out-produce our potential or actual enemies."

In his speech to conference, Dr. Baker, who is chairman of the RMTA TV committee and of the National Television System Committee, also told of the increasing complexities of military electronics and the vital part they play in enabling military men to control today's highly intricate weapons.

He called for progress in "ruggedization, miniaturization, standardization and unitization" in military electronics equipment. Also addressing the conference was Adrian Murphy, president of CBS Laboratories, who repeated the talk before the Chicago Television Council (see story, page 68).

CBS • ABC • Dumont

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BROADCASTING • Telecasting

TELEFILM, INC.

COMPLETE FILM PRODUCTION

TV SPOTS—PROGRAMS

All Production Steps

In One Organization


HOLLYWOOD 8-7208

LOOKING IN

These are but a few of the many hundreds of Central New York youngsters who stood in line for hours to see BOB EHLE, the WHEN "Singling Story Teller" at a recent public appearance.

It's a safe bet that thousands and thousands of youngsters are INSIDE... LOOKING ON every day from 5:00 to 6:15 for BOB EHLE'S "BUNK HOUSE."

The "BUNK HOUSE" is Central New York's most popular gathering place.

Say WHEN

TELEVISION

TO YOUR NEAREST KATZ AGENCY MAN AND PUT BOB EHLE TO WORK FOR YOU!

WHEN TELEVISION SYRACUSE

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MEREDITH PUBLISHING CO.
KTSL NOW KNXT
Moves to Mt. Wilson

BACKED by a full promotion campaign and marking a milestone in the history of Southern California television, KTSL (TV) Hollywood took the air yesterday (Sunday) with new call letters of KNXT and from a new transmitter site atop Mt. Wilson, overlooking Pasadena.

Promoted as the "nation's first television system" and operating on Channel 2, KTSL changed call letters to more closely identify it with sister AM station KNX Hollywood. Both are owned by CBS.

Inaugural program for the Sunday switchover started at noon and continued until midnight. There was cut-in from New York with Frank Stanton, CBS president. Jack L. Van Volkenburg, president of the CBS Television Network, in Hollywood for the occasion, also participated.

Shift from Mt. Lee in Hollywood to the new transmitter site on Mt. Wilson has increased the KNXT effective radiated power almost ten-fold to 25 kw, according to Wilbur S. Edwards, general manager. Aural power has increased commensurately, he said.

Height of the KNXT antenna above the average terrain has increased from 980 to 2,237 ft. Transmitter is 5,831 ft. above sea level.

In operation since Dec. 22, 1931, the station was acquired late last December by CBS from First National Bank of Akron (BT, Jan. 1) for $335,765 plus long-term lease arrangements covering studios, transmitter site and other facilities for total rental of $3,-115,000.

Station's sale to CBS came after the bank, as trustees for the retirement plan for salaried employees of General Tire & Rubber Co. and other certain subsidiaries, acquired the various radio-television properties of Don Lee Broadcasting System from the estate of Thomas S. Lee for a total of $19,520,000.

CBS assumed ownership and operation on Jan. 1 last, and applied to FCC soon after for permission to change call letters and move transmitter from Mt. Lee to Mt.

WHEN KTSL (TV), CBS-TV Los Angeles station changed its call letters to KNXT and moved from Mt. Lee to Mt. Wilson effective Sunday (Oct. 29), the station released an intensive promotion campaign to let its changes be known. Looking at one of the point-of-merchandising cards patterned after the billboards used to announce the change are (l to r): Tony Moo (seated), promotion director of station; Burt Cochran, vice president and general manager, Los Angeles office, McCann-Erickson Inc.; Wilbur S. Edwards, KNXT general manager; Kenneth Striker, McCann-Erickson copy chief; Frank L. McKibben, account executive for agency.

TV MICROSCOPE
Demonstrated to Students
DEMONSTRATION of a television microscope was given last week for 54 top-ranking science students from New York public high schools by the man who supervised its development, Dr. V. K. Zworykin, RCA vice president and technical consultant.

The invention—which will be on display at the RCA Exhibition Hall in Radio City for an indefinite time—consists of a compact TV camera, about the size of a home Wilson. Permission was granted on last Aug. 24 and work plans were begun the next day to effect the switch.

Credited with many "firsts" in its history, the station was first identified as W6XAO and operated on an experimental basis for many years. It started full commercial operation May 6, 1948. Call letters were changed to KTSL Sept. 27, 1960.

movie unit, mounted over the microscope eyepiece.

Image is picked up by the "eye" of the camera, a five-inch tube, and transmitted to a small receiver unit, where it appears on the screen.

Dr. Zworykin explained the microscope was developed on the premise that television is an extension of human vision.

TV "is much more than solely a medium of entertainment," he said. "Through television we can go places and see things...."

The microscope will be presented at the Fourth Annual Conference of the American Institute of Electronic Engineers on Electronic Instrumentation & Nucleonics in Medicine Jan. 7-8 at the Hotel Commodore, New York.

Mr. Zworykin and Leslie Flory, of the RCA David Sarnoff Research Center, Princeton, N. J., will deliver a demonstration lecture on "Television in Medicine and Biology."

Station Shifts
(Continued from page 23)
of the West Coast office of the Meeker organization, it was pointed out that Mr. Pontius has some 22 years experience in radio and television buying and selling, with five years out for Army and Coast Guard service. He formerly was with Weed & Co., Hill Blackett Agency, WGN Chicago and Mutual.

Mr. Jewett was commercial manager of WKAN Kaneakee, Ill., before entering the station representation field. He served as an Army officer for five years during World War II, after engaging in various phases of banking brokerage and gold mining following graduation from the U. of Buffalo in 1935.
FCC POSTS

IT LOOKS like "status quo" on the FCC now that the Senate has recessed without acting on the nomination of Comr. Frieda B. Hennock to a Federal District Judgeship in New York. Whereas only a few weeks ago it appeared likely that a number of changes were imminent on the Commission, it now is thought that the seven Commissioner alignment will remain intact for the foreseeable future. Miss Hennock, whose term runs until June 30, 1955, will remain on the FCC. She has informed the Senate Judiciary Committee [B, W, Oct. 22] that she will not seek a recess appointment.

No Have Plans

A few weeks ago reports were widely current that in addition to the then expected Heacock vacancy, Chairman Way Coy, Comr. Robert F. Jones and Vice Chairman P. A. Walker might not remain far beyond the end of the 80th Congress. There is nothing now to indicate that either Chairman Coy or Comr. Jones plans to leave any time soon.

Vice Chairman Walker, who passed the statutory retirement age of 70 last January, is serving at the insistence of President Truman until the end of his term in 1953.

It was generally understood that Miss Hennock's post, if she had been confirmed by the Senate, would have been filled by Robert T. Bartley, administrative assistant to his uncle, Speaker Sam Rayburn. If Vice Chairman Walker should elect to retire at the end of the year, it is presumed that Mr. Bartley would receive that appointment, or any other vacancy that might occur during the Truman administration.

The FCC now is made up of three Democrats (Coy, Walker, Hennock); three Republicans (Comrs. Josel, Rosel H. Hyde and George E. Stennis) and one independent (E. M. Webster). Under the Communications Act, not more than four members of the FCC may belong to the same political party. Hence, Mr. Bartley could qualify for any vacancy.

President Truman has announced he does not intend to withdraw Miss Hennock's judicial nomination. Under Senate rules, nominations do not automatically continue beyond 30 days when Congress is in recess. This differs from the status of pending legislation which remains on the Congressional dockets until the Congress itself adjourns sine die.

Whether the President would be disposed to renominate Miss Hennock for the judgeship when non-renewal of her term becomes a possibility next week is conjectural last week. Miss Hennock, who has been ill for the past fortnight, returned to her FCC duties last Wednesday.

WHUM REPLY

Answers WEEEU Charge

GENERAL DENIAL that a grant of an experimental TV station means a "foot in the door" for commercial TV, circulating the through-the-air or in-Japan radio station founded by WHUM Reading, Pa., last week, in answer to objections from WEEEU of the same city [B, W, Oct. 15, Sept. 24, Aug. 20].

WHUM applied for an experimental TV grant in Reading last August, proposing to spend $500,000 to build a 200 kw UHF station with a 1,000 ft. tower atop a high mountain. When the FCC rejected the application, asked that the application be denied or set for hearing, primarily on the ground that if granted it would give WHUM a "foothold in television," operation. WEEEU also questioned the financial ability of the station ownership.

No Rights Conferred

After explaining it was fully aware that an experimental grant conferred no rights in the facilities granted, WHUM claimed the following to indicate its financial ability:

- Current assets include $150,000 bank loan, $15,256.64 government bonds, $20,000 cash, $61,849.20 paid to General Electric Co. on account of transmitter, antenna and associated equipment, $36,200 old stock subscriptions, $167,000 new stock subscriptions. This makes a total of $409,355.40—ample to meet the $178,150.71 required to start operation.

- After figure covers $40,000 for transmitter building, $63,150.71 due GE in March 1952 when equipment is delivered, $75,000 due GE three months later.

- The remainder of the $340,000 total equipment cost, WHUM said, is payable over a five-year-period.

- Station also revealed that its 1950 operating profit was $71,017.18, which figure will be maintained in 1951.

Steel and other controlled materials were provided by grants, station tower was authorized for delivery by National Production Authority last August, WHUM revealed.

Great interest in the program of experiments, particularly its 200 kw and great antenna height operation, has been evinced by leading electronics engineers, WHUM declared.

Cited in the petition is correspondence with GE's G. F. Mertaef, Philco's David B. Smith, CBS's William B. Lodge and DuMont's Thomas C. Davis, Jr.

All express their conviction that important contributions can be made to the industry's knowledge of UHF propagation by the proposed operations.

CHANNEL USE

Splitting Would Aid VHF

PRESSURE to move TV from VHF frequencies to the UHF in order to create more space for safety and special services may be on the downswing.

That is one inference that may be inferred by the FCC. Comr. E. M. Webster before the Professional Group for Vehicular Communication's of the Institute of Radio Engineers in Chicago last week.

More space for vehicular communications can come from channel splitting and the utilization of frequencies higher in the spectrum, the former communications chief of the Coast Guard said.

Channel splitting is a method by which the same amount of individual channels is transmitted on narrow bands. Present bandwidths for vehicular communications are 40 kc in the 10-me band, 60 kc in the 10.9-me band. Comr. Webster referred to the acceptance by the Joint Technical Advisory Committee of a study that may lead to channels as narrow as 20 kc.

As channel splitting would mean that selective receivers will permit use of the same channels in the same geographic area, he pointed out.

space for safety and special service communications, he said.

Comr. Webster also revealed that the FCC received 107,209 applications for spots in the fiscal year ending June 30, 1951. Between July 1 and Oct. 1 of this year, 56,993 applications were filed, he said. If it continues at the same rate, this means a total of 147,972 for the whole fiscal year, an increase of 40,763 applications for this fiscal year, he declared.

TV has been on the receiving end of pressures for more space for safety and special radio services right from the start. First action took place in 1947 when the Commission deleted TV's Channel 1 (48-54 mc) and turned it over to safety and special services. The act was channel 1 on higher frequencies and the bands was dropped. Latest was Chairman Way Coy's remarks at RCA's Bridgeport UHF demonstration, in which he expressed his hope that TV would be in the UHF [B, W, Sept. 17].

CANADIAN Broadcasting Corp. Nov. 2, 1951.

BROADCASTING • Telecasting
The proper choice and arrangement of equipment are of the utmost importance in a successful TV station operation. A guide, reflecting the unequalled experience of Du Mont in this field, is now offered in the form of an illustrated, easy-to-follow book. Detailed renderings along with exploded views and systematic floor plan arrangements follow the text graphically. Complete breakdown of equipment complements with approximate prices are indicated throughout. Be sure to have this information in your file whether you are planning a new station or the expansion of your present operations.

Write today for your free copy...
INSTRUCTION by means of television is so effective that TV channels should be reserved for armed forces use, according to a report, "Teaching by Television" published by the department of psychology of Fordham University's graduate school.

Pamphlet gives results of a study conducted among army TV force reservists who followed a series of eight, weekly telecasts as part of their assignment. Some 3,000 reservists—aligned in 160 viewing groups—saw the hour-long programs as they were telecast by ten CBS affiliates.

Reservists not only learned from television, it was found, but they remembered what they learned, retaining much of it when they were retested four to six weeks after the television instruction. The survey also indicated that they liked learning via the medium; More than half the reservists preferred television to conventional classroom instruction, and more than half considered the television training programs more instructive than the average training film.

Survey results showed that the method of teaching employed on the same medium can make for big differences in test scores, however. Drama, by itself, was not very effective and only 11.5% of the trainees improved their knowledge by such instruction. Narrative combined with drama brought about a 28.5% gain in correct answers, while narration plus film that explained and amplified what the narrator was talking about resulted in 34.2% improvement.

Recommendations resulting from the survey were that more study of the subject is needed, with future research on such topics as production costs, distribution methods (from military bases, commercial studios, or mobile units), as well as more detailed work with teaching methods.

Study was made of reserve groups in Boston, New York, Philadelphia, Baltimore, Washington, Syracuse, Cleveland, Cincinnati, and Detroit. Training groups were responsible for providing their own receivers—which ranged from 7-inch sets to theatre-type screens—and were tested before each weekly TV lesson. After the program's conclusion, they were retested to ascertain any gain in knowledge and were examined again some weeks later to measure their retention.

Lessons formed a single story called "Command Post" and told the story of how an infantry division helped repel a hypothetical invasion, with each lesson showing a different phase of the division's operations.

Nine out of ten students rated the series good or excellent, although over four of the officers and nearly half the enlisted men thought the lessons were presented too rapidly.

KTTV Issues Rate Card No. 4
KTTV (TV) Los Angeles has issued its rate card No. 4, effective immediately. Under new rate schedule, an hour of Class A time (5:30 p.m. -10:30 p.m., Mon. through Fri.; 1 p.m.-10:30 p.m., Sat., Sun., legal holidays), is $100; Class B time (5:30 p.m.-6:30 p.m., Mon.-Fri.; 10:30 p.m.-11:30 p.m., daily), is $600; Class C time (all other operating times) is $400.

A one-minute sound film spot announcement for Class A time is $210; Class B, $120; C, $80. Live-on-camera spots are $25 extra per announcement.

Truman, Football Lead Early Sept. TelePulse
PRESIDENT Truman's speech headed list of top 10 TV program types for September, according to a multi-market TelePulse issued by Pulse Inc., New York, for week of

(Continued on page 81)
WMAR-TV, Baltimore-3 Md., now celebrating its Fourth Birthday, invites you to write for its Anniversary Brochure.
ALLOCATIONS

TURNDOWN by the FCC of Cornell U.'s request for oral hearing in the allocation proceeding, last week was the first such move by the Commission.

It should not be taken as a guidepost to other such actions, since each case is being studied individually, it was noted.

FCC has three other requests for oral hearing on file—from the State of New Jersey, KXOW Oak- land, Calif., and Daily News Television Corp. (WIBG and Philadelphia Daily News).

Both the Oakland and Philadelphia requests raise legal questions concerning rights of the petitioners in channels which FCC proposes to delete. Both went through hearings before the TV freeze was imposed.

Cornell, which owns WHCU Ithaca, did not make an adequate showing, the FCC opinion and order stated. The Commission said it "cannot satisfactorily consider and dispose of the issues presented... on the basis of written documents."

Among the 165 further filings in the last week of the FCC's "paper" TV allocations proceedings, was one from the National Council of Churches of Christ.

Executive Director Ronald Bridges, backing FCC's proposed reservation of channels for educational TV, asserted, "Television must be saved from the tragic fate of commercially-dominated AM radio."

Filings Now 1,220

Filings, which reached a total of 1,220 last week, covered the affirmative pleadings of the states of Tennessee, Louisiana, Arkansas, Alabama, Mississippi, Florida, Georgia, South Carolina and North Carolina.

Rebuttals were received from parties in Montana, Colorado, Wyoming, Nebraska, Utah, Idaho, Nevada, Washington and Oregon.

Legal pleadings, the last step in the procedure, covered parties from Indiana, Michigan, Ohio and Illinois.

A substantial number of last week's filings were from educational institutions.

Meanwhile, in an announcement by the State Dept. last week on an agreement with Mexico, Tucson gains an additional VHF channel but San Diego loses one in the new U.S.-Mexican border TV allocations.

Following are the changes made in the FCC's proposed plan which was issued last March (BWT, March 26):

Arizona—Flagstaff, Channels 9 and 13 in lieu of 9 and 11; Phoenix, 3, 5, 8, 10 in lieu of 4, 5, 8, 10; Tucson, 4, 5, 9, 13 in lieu of 2, 4, 5, 7; California—San Diego, Channels 8 and 10 in lieu of 8, 10; Texas—El Paso, Channels 4, 7, 9, 18 in lieu of 2, 4, 5, 7; Laredo, 8 and 13 in lieu of 2 and 3.

Mexico—Monterrey, Channel 3 in lieu of 7 and 9; Nogales, 2, 7, 11.

CONSUMMATION of $1,382,086 sale of WLAV-TV Grand Rapids to Harry M. Bitner interests took place Oct. 19 in office of Leonard A. Versluis, who retains WLAV. Call letters of Grand Rapids' only TV station have been changed to WOOD-TV as companion to Bitner-owned AM station, WOOD the after The Bitners also own WFPM-AM-TV Indianapolis, where Flint, WEOA Evansville, Present at signing are (l to r): Mrs. Kay Huggen, WLAV secretary; Willard Schroeder, WOOD general manager; Norman Lilly, WOOD attorney; Melvin C. Green, WOOD treasurer; Harry M. Bitner Jr.; Mr. Versluis; Harold Sawyer, WLAV attorney; William Koplovitz, WOOD Washington attorney.

ATS SESSION

Hears O'Brien, Raibourn

TELEVISION is compatible with the theatre and need not be considered a box office threat, Robert H. O'Brien, secretary-treasurer of United Paramount Theatres, told the American Television Society at its first meeting of the year Thursday.

Although comedy and drama programs are yet to be experimented with by theatre TV, those shows will have to compete with feature films produced by Hollywood before they can offer serious competition. Thus, non-entertainment use for social, business and educational programs, promise widest use of theatre-TV, he said.

Speaking of sports programming, Mr. O'Brien said that relatively few events—as compared with total sports hours—have sufficient box office appeal to make them suitable for theatre-TV. But sports promoters, by receiving occasional relief through the increased receipts provided from theatre telecasts, should relax their control over TV at the scene of other sporting events explained.

Paul Raibourn, vice president of Paramount Pictures Corp. and chairman of the board for international Telemeter Corp., explained the background of pay-as-you-see television at the same meeting. Reiterating that the average American family does not buy its TV set because it is "a marvelous electro-mechanical gadget," he explained, "they buy it because they expect that interesting and dramatic scenes will appear on its milky-moon-face, and soul-stirring sound will issue from its Buck Rogers inners."

Citing the need for more good programs, he explained that TV sponsors can afford to pay from $100 to $1,000 per minute for programs which are compared by the public to Hollywood productions which cost $20,000 a minute.
To see it... again For the record...

for review... for future release...

put television programs on 16mm. film with

the Eastman Television Recording Camera.

Basic design includes 1200-foot double chamber
magazine, separate synchronous motor
drives for sprocket-and-shutter and film
transport mechanisms, unique lens and
shutter features. Camera records
directly from monitor receiving tube.
Available in two versions
— for image recording only,
or image and sound recording.
For complete information
write to: Motion Picture
Film Department,
Eastman Kodak Company,
Rochester 4, N. Y.

Record every program on film
EASTMAN TELEVISION RECORDING CAMERA
WALLY KING

"Tunes At Ten"-KSFO's new hour long, Monday thru' Friday music program--is fast becoming Northern California housewives' "radio delight."

For the homemakers are now getting an opportunity to tell KSFO and their listeners what they would do if they were covering a radio program.

Conducted by Bay Area radio favorite - Wally King - "Tunes at Ten" is currently inviting the housewives to write in, and give their ideas as to how they would handle a disc jockey show.

From the hundreds of letters now pouring into KSFO's mail department, a daily winner is selected, and invited to guest as emcee. The housewife penning the best letter of the week, not only takes over as platter spinner, but takes home a handsome portable radio as well.

WHAT'S YOUR OPINION?

Acclaimed throughout the Bay Area as an outstanding public service program, is KPIX's new weekly television series -- "What's Your Opinion?"

Produced under the auspices of KPIX, the San Francisco Junior Chamber of Commerce and a Citizen's Advisory Board -- the teleforum is designed to stimulate interest in topics of community concern, and provide an opportunity for open and lively discussion on subjects of immediate interest to all.

Subjects already discussed by prominent guest panelists, include: "Are the Brakes on Inflation Holding?", "Are We Losing the Battle for Aid!", and "The Mayoralty Candidates Speak for Themselves".

A NEW television film news panel program series, Washington Spotlight, will be produced by Snader Telescriptions Corp. Signed, as moderator of the current events series was Marquis Childs, Washington, D. C.

Partaking in the weekly panels will be leading figures in government, industry, politics and public life. Programs, to be available for sale Dec. 1, will be shot weekly and made available to stations five days after filming.

United World Films has concluded plans for extensive production, distribution and sale of television pictures. The physical facilities of Universal-International Studio in Universal City, Calif., will be utilized for most of the production, but no Universal contract players will appear in any of the films. The plans include the production of color pictures in addition to those in black and white.

The entire program is designed for the requirements of television. United World's television pictures would not compete with the full length motion pictures which Universal-International produces for exhibition in motion picture theatres. To accelerate the production plans, George Bole, assistant studio manager of Universal - International, would serve as liaison executive to the studio and United World.

United World Films, since its inception some five years ago, has engaged limitedly in making films for use on television, but essentially the company specialized in the production and distribution of motion pictures for non-theatrical and home consumption.

Bing Crosby Enterprises, L. A., has been signed by Erle Stanley Gardner to produce his contemplated series of television films based on his Perry Mason detective character. Associated with Gardner in production of the series is Cornwell Jackson [B*7, Oct. 22]. Programs expected to be half-hour each.

Dick Lewis, vice president and midwest representative of Telepix Corp. and president of the Chicago art studios bearing his name, is now offering a television consultant service to commercial TV film buyers. Mr. Lewis said this is given without charge to advertising agencies.

Movie Supply Co., Chicago, has opened a video concern, Television Equipment Co., which handles supplies for TV operations. It also offers film-editing and laboratory facilities, according to owner William Behrend. Headquarters are located at 1318 S. Wabash Ave.

Snader Telescriptions Sales moves national sales headquarters to 328 S. Beverly Drive, Beverly.

"CRUSADE" DEBUT

Via Theatre, WJZ-TV

WHAT was to be initial simultaneous showing of a commercial television program in a theatre and on TV-Crusade in the Pacific, 26-chapter March of Time production--slated to take place tomorrow (Tuesday) in the Embassy Guild Newseel Theatre, N.Y., concurrently with its opening telecast over WJZ-TV New York, 10-10:30 p.m. EST. Series will be seen at the same time on the station on subsequent Tuesdays under sponsorship of Welch's Wine through Doherty, Clifford & Shenfield, N. Y.

Explaining why the Guild Theatre broke precedent by presenting a commercial telecast, Norman Elson, president of Guild Enterprises Inc., stated: "The March of Time movie productions were always a bulwark of strength to our newseel theaters. Now that they have moved into TV, we are happy to present a special pick-up..."
TV MERGER

With AFRA Proposed

RECOMMENDATION that Television Authority merge with the American Federation of Radio Artists will be given to West Coast TVA delegates to the upcoming national TVA convention. The recommendation was passed by a large majority at a TVA meeting in Los Angeles.

Among reasons given for a merger with AFRA are (1) guild has locals in major cities around the country and thus has the necessary machinery for union negotiations; (2) AFRA has had long experience working with the same employers with whom TVA works — networks, advertising agencies and TV stations; (3) confidence that AFRA is a well-run and highly democratic union.

The national TVA convention will be held in New York Dec. 7-9. Petitions are being circulated in Los Angeles for the nomination of the 16 West Coast delegates to the convention. Nominations close Nov. 1, after which the elections will be held by mail ballot.

FILMS FOR TROOPS

All in Industry Aid

TV NETWORKS, unions, composer-publisher groups and advertisers are cooperating with the Dept. of Defense to make available top-rate television programs to the armed forces overseas.

Film recordings are supplied to the Army, Navy and Air Force motion picture services for distribution to servicemen on ships and at distant points in the Korea zone of fighting (B • T, Sept. 17).

The recordings are made possible through collaboration of the four video networks (ABC-TV, CBS-TV, NBC-TV and DuMont), Television Authority and the American Federation of Musicians, ASCAP and BMI, sponsors of the network programs.

Thus far, prints have been distributed of Man Hunt, Hit Parade (American Tobacco for Lucky Strike), Man Against Crime (R. J. Reynolds for Camel), Faye Emerson's Wonderful Town (Pepsi-Cola) and Suspense (Auto-lite).

Sponsor identification and product mention are limited to an acknowledgment at the start and end of the program. Picture of the product or trademark is given on the card. In line with Defense Dept. policy, programs integrating commercial copy with entertainment fare are prohibited where elimination of that portion is impossible.

Supply of available prints now is limited and distribution is confined to the Korea area. Plans are to provide TV film recordings in additional overseas areas. Exhibition is made where no admission charge is levied.
**TRIBUNE** FORUM WIDELY AIRED

Sept. 22-25 Sessions on Networks, VOA

RADIO again carried outstanding sessions of the 20th annual New York Herald Tribune Forum, which considered "Balancing Moral Responsibility and Scientific Progress" at its three-day meeting in New York last week.

NBC carried two roundtable discussions, one on "How to Deal With Communists on the Campus" and the other on "A Unique Experiment in Farming Community Exchange." KFWB broadcast from 11:30 p.m. to midnight Tuesday, had Dean E. O. Melby of New York U.'s School of Education moderating discussion by students from Columbia, Radcliffe and NYU. The second program, carried at the same time Wednesday, featured discussion by a young Hindu farmer from India, a Georgia farmer, a Point Four program supervisor in India, an Atlanta Constitution editor and a director of a religious group.

CBS Radio broadcast Bertrand Russell's talk, "The Impact of Science on Society," from 11:15-11:30 p.m. EST Monday, and, at the same time Tuesday, Sen. James A. Quill's (R-Pa.) speech on "The Dangers of Extremism." The farming exchange program was carried by CBS Radio 11:30 p.m. to midnight Wednesday.

ABC Radio broadcast a panel discussion on "Problems of Science in the Congress' between Sen. Blair Moody (D-Mich.) and Rep. Christian A. Herter (R-Mass.), from 9:30-10 p.m. Monday. Three speeches were carried from 8:30-9 p.m. Tuesday: Dr. Gaimza Paz, editor of Buenos Aires' La Prensa, Kenneth L. Dixon, managing editor of the Raleigh News and Observer, and Fausto Pires, a Latin American Press; who spoke on issues of press freedom, and Jerry Goodman, Harvard senior, who reported on the Communist youth rally in Berlin this summer.

Mutually carried two speeches from 10:30-11 p.m. Monday: Stuart Symington's talk on "The Ethics of Organized Influence" and Charles E. Wilson's address on defense mobilization. Panel discussion among educators and college students, called "Military Service—Bridge orGap?" was broadcast live 2:30-3 p.m. Tuesday.

WNBC New York carried the sessions from 8:10-10 p.m. Monday; 2:30-4:30 p.m. and 8-11 p.m. Tuesday; and 7:55-10:30 p.m. Wednesday, feeding all broadcasts to WGBH (FM) Boston, owned and operated by the Lowell Institute broadcasting council of six colleges. In addition, WNYC recorded all programs for nationwide distribution to the 74 member stations of the National Assn. of Educational Broadcasters.

New York independent stations WINS and WMCA also carried segments of the forum. All sessions were recorded by the special events unit of the Voice of America for broadcast throughout the world, and a special report on the discussions will be prepared by the State Dept. outlet in 45 foreign languages.

New B.C. Repeaters

FIVE NEW low power repeater stations have been put into operation in northeastern central Columbia by the Canadian Broadcasting Corp.

PROTECT YOURSELF, your STAFF, your CLIENTS from the daily hazard of LIBEL, SLANDER, INFRINGEMENT OF COPYRIGHT, INVASION OF PRIVACY

Airing from Editorializing, Speeches, Newspapers, Ad Libs, Financial Comment, Mystery Plots, Gossip. Announcements, Man-on-the-street interviews.

Hundreds of Broadcasters and Newspapers guard this continuous hazard with our special, tailored-to-the-risk insurance.

USE CAUTION—LADY LUCK is a DESERTER!
IT COSTS SO LITTLE to BE SURE with INSURANCE.

For details, write to the Pioneer in this line.

EMPLOYEES REINSURANCE CORPORATION
Insurance Exchange Bldg. — Kansas City, Mo.
O'MAHONEY DISCLAIMS ENMITY TO RADIO

In Letter to Cisler About Congress Ad Cuts

SEN. JOSEPH C. O'MAHONEY

(D-Wyo.) places himself on record as no sworn enemy of radio but rather a staunch advocate of economy in government.

This has been disclosed in a letter written by the Senator Oct. 12 to Mr. Cisler, vice president, to the WKYW Limited.

Sen. O'Mahoney has been referred to generally as the man who led the fight to cut from the Defense Department's advertising expenditures [B++, Oct. 22, 15]. The ban was passed by Congress before adjournment.

However, in his letter to Mr. Cisler, the Senator pointed out that his "criticism was not directed to advertising by commercial radio alone, but to advertising of any kind. . . . I want you to know that the evidence before the Committee [on military appropriations] indicated that radio has contributed very generously to defense programs."

"The Navy testified that 1,650 radio stations were contributing with it without any cost except for the payment of the union minimum wages of station personnel who were employed."

In addition, the Sen. O'Mahoney letter said testimony showed that "there is precious little volunteer- ing effort on the part that the Selective Service System chooses the many good service, and that just prior to induction the Navy and the Air Force solicit their entry into those services. It was generally indicated that the advertising was useless and seemed, therefore, to be a waste of public funds."

Mr. Cisler had written a letter to the Senator that he thought "radio and TV advertising for all government agencies ought to be eliminated, but not if other media are used.

He also noted that his station had an order for two spots from one agency for an army order - "that required five rate cards, signed by an official, plus innumerable invoices. It would cost us more for the paper work than we could get out." Mr. Cisler said: "I think the broadcasting industry could focus attention in a dramatic fashion on the need for true government economy if we VOLUNTARILY recommend cutting off such appropriations, even when the money goes in our own pocket."

Another letter from a broadcaster—Dave Baylor, vice president and general manager, WJMO Cleveland, Ohio—sent to Bob Richards, Public Affairs Dept. director, NARTF, deplored anti-radio quotations attributed to Sen. O'Mahoney.

Medium Not Defended

Mr. Baylor said "the fact which distresses me most is that not a single shot (for broadcasters) was fired in this battle about appropriations for military recruiting."

Noting that the amount of money was not important, he said, "you know of course that none of us get very wealthy . . . from Army recruiting. Particularly those of us who do not have network lines to draw from.

"But the fact that no defense was made for radio, in an issue where radio had a clear, strong defense, not to say an offense, than any other medium or all media combined, I still cannot understand why Sen. O'Mahoney was never given any information concerning radio in this controversy. . . . "Why do not people in Congress know the salient selling facts about radio?"

Mr. Baylor quoted from a news article in the Oct. 15 issue of BROADCASTING • TELECASTING, which said: "It was revealed, perhaps officially for the first time, that radio and radio advertisers have contributed over 50% of all free measurable advertising in the five major media over many of the last 11 years. Peak year was 1944 when radio time donations reached $86 million."

ATFP TALKS

Continue With IATSE

STILL in the preliminary stages, with no specific demands being made on either side, contract negotiations between the newly-formed Alliance of Television Film Producers and LATSE continue into their third week. Negotiations began Oct. 19 following exploratory fact-finding meetings with the guilds.

A labor negotiating committee, representing the eight producers comprising the Alliance, is meeting with a similar IATSE committee to formulate a new ATFP members as a whole. The move, which will be followed in negotiations with other crafts and guilds, is an attempt made by the manufacturer members that ATFP would be their "sole and exclusive bargaining agent for all crafts and guilds."

INDUSTRIAL CAMERA CHAIN

DuMont Color Development

DEMONSTRATION of the DuMont industrial color camera chain in operation, its industrial achievements, and its potential uses in the automobile industry were features of a joint meeting of the Instrument Society of America and the IRE's Professional Group on Instrumentation at Detroit Oct. 17.

James B. Tharpe, sales manager for the television transmitter division of Allen B. DuMont Labs, Clifton, N. J., was guest speaker. His talk, "Industrial Camera Applications," explained the growth of industrial TV and how it can provide instantaneous viewing of any plant operation, thus permitting management to maintain front-office inspection at all times.

NEW 1962 catalogue, listing over 75,000 items in 1,100 pages, has been issued by Milo Radio & Electronics Corp., N. Y., distributors of industrial electronics, radio, television, sound, and broadcast equipment. Catalogue, largest corporation has ever put out, lists major standard-brand products with technical specifications, physical dimensions, and prices.

AGRICULTURE

We've been programmed for the farmer for 24 years. That's why WIBW-advertised goods sell so well in Kansas and adjoining states.

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CAPEHART FORMULA  Inaction Delays Ad Relief

THE CONTROVERSIAL Capehart formula—which permits manufacturers to adjust their ceiling prices on the basis of advertising, selling, research and other "allowable costs"—still hung in abeyance last week pending proposed amendment as Congress went home.

There was no indication this explosive issue would be resolved until the Senate and House reconvene next January.

Manufacturers apparently are caught in the vacuum created by the failure of both the Congress and the government's pricing agency to act.

Technically, manufacturers and processors still may individually petition the Office of Price Stabilization for price adjustments on the ground of advertising and other costs. This was provided under the provision authored by Sen. Homer Capehart (R-Ind.) and written into the Defense Production Act as amended this past summer.

But OPS has pigeonholed these requests in the face of the administration's move for Congressional revision of the formula. The new bill would allow price ceiling adjustments on an industrywide basis. This would be done by taking such costs in each industry and applying them to the highest price during the base period from July 1, 1949, to June 24, 1950.

The administration substitute (S 2170) was shelved by the House Rules Committee a fortnight ago and an attempt was made to bring it up for action on the floor of the lower chamber.

As of now, manufacturers have recourse to two alternatives:

1) They may apply individually for adjustments, with every evidence that OPS will not consider their requests for higher ceilings since the start of the Korean war until they are, in fact, now losing money.

2) They may choose to apply for relief under Ceiling Price Regulation 22, which makes no provision for advertising, selling, administrative, and research expenses.

A parting salvo at advertising before Congress adjourned was delivered by Rep. Isadore Dollinger (D-N. Y.) in a report to his constituents. He suggested a consumers' advisory bureau which would test and evaluate goods in relation to costs, claiming the American public "overpays" for many commodities. He declared:

"Millions of dollars are spent in advertising certain products, but the best-advertised product does not necessarily make it the best buy. Also, the American consumer has no way of determining for himself how other makes or brands actually compare with the products advertised by press, radio, television, and other mediums. He often pays a higher price than necessary, as the little-known product can in fact be of higher grade and better value."

Rep. Dollinger charged that opponents of the control bill "foisted upon the people ... a measure which was saddled with exemptions for the special interest groups."

Spokesman at the Office of Price Stabilization expressed belief the agency may seek to clarify the situation within the next few weeks. Possibility was held out for regulations designed to supplement the law, to clarify the existing Capehart blueprint, or to generally override it.

Whether these modified orders would be substantive was purely speculative. Consensus was OPS still may individually apply to make higher ceiling adjustments, with every evidence they may take no definitive or regulatory action before next January.

Actually, according to OPS, from 22 to 40 firms have requested upward adjustments on price ceilings on the basis of the Capehart plan. Agency had held that it would be deluged with such pleas, resulting in an administrative burden, so the provision were not repelled. Authorities also said that some producers are now selling below ceiling price in some industries.

The alternative to "this terrible Capehart amendment" was rallied up by a coalition of Southern Democrats and GOP members after it had cleared the Senate and the House Banking & Currency Committee [B 10 T, Oct. 15, 8].

The House group accepted the Senate version with one major change: Costs would be added to the highest level of prices prevailing during a base period of one year rather than six months.

Reaction to Refusal

The House Rules Committee's refusal to act was viewed with concern in administration circles. President Truman told a news conference he still hoped the Capehart plan would be repealed. Price Stabilizer Michael DiSalle shared his views with Sen. A. Willis Robertson (D-Va.), who helped draft the Senate version, said the delay would mean higher prices and lead to wage boost demands.

CPR 22 has been a source of consternation to OPS authorities ever since it bowed in last April 25. Designed as an "interim" pricing measure to cover increased costs for factory labor and manufacturing materials, it precipitated a storm of protests almost from the outset.

Critics were quick to point out it made no provision for advertising, selling, research and administration costs in computing ceiling prices on finished goods. James D. Shoemaker, vice president of Avco Mfg. Corp. and board chairman of Crosley Broadcast Corp., termed it "profit control."

In the face of these charges, OPS spokesmen measured industry that "no regulations will be issued which will in any way restrict the use of advertising."

Criticism continued during hearings before Senate and House committees as the American Newspaper Publishers Assn. joined hands with committee members in attacking the administration substitute. Newspapers and other groups protested that the new bill would enable the President to determine advertising budgets for broadcast and printed media and thus, in effect, control press and radio.

Critics have charged that the Capehart provision would enable firms to pass on virtually all cost rises since the Korean war.

TRANSISTORS  Study Military Use

A NEW emphasis has been placed on the development and functional application of transistors for military use, the Dept. of Defense indicated last week [BPT, Oct. 22]. Its Research & Development Board announced the establishment of a transistors group to assist the department's Electronics Committee in this work.

Named to the new unit are Dr. E. W. Engstrom, vice president in charge of engineering, RCA Labs.; G. F. Metzka, General Electric Co.; E. Finley Carter, Sylvania Electric Products; Dr. I. A. Get-ting, Raytheon Mfg. Co.; Dr. J. W. McRae, Bell Telephone Labs.; and Dr. A. G. Hill, Massachusetts Institute of Technology.

Other members participating are representatives of the Army Signal Office and Office of the Assistant Chief of Staff; Air Force Cam-bridge Research Center; and the Wright Air Development Center, Dayton, Ohio. Initial meeting was held in New York Oct. 11.

Why buy 2 more... do 1 big sales job

on "RADIO BALTIMORE"

Cont. EDWARD PERRY CO.

WBAL

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BROADCASTING

MAKING BEDS

WBZ's Morris Pays Forfeit

NEVER question the judgment of the American housewife on things she knows best—like making beds—or you may wind up making your own bed on some crowded street corner and lying in it. That's the lesson learned the hard way by Colten (Chick) Morris, WBZ announcer at 1130.

It all started weeks ago when Carl deSuze posed a question ("Should husbands help with the housework?"") on his WBZ morning show. Mr. Morris upheld the masculine view, claiming it takes only one minute to make a bed. When hundreds of angry letters flooded the station, Mr. Morris and his colleagues set up a bed at the corner of Tremont and Boylston streets fortnight ago to prove it.

The result: It took the frustrated Mr. Morris two minutes and he had to pay the forfeit three days later by spending the night in it on the sidewalk at the same location.

Promptly at 8 o'clock, Oct. 8, Mr. Morris was escorted by four models to his bed while thousands of people gathered to witness the "big sleep." Mr. Morris got no sleep. He was serenaded alternately by a Harvard band unit, three barber shop groups, hillbilly singers and square dancers.

Mr. Morris also produced a permit allowing him to set up a bed on the sidewalk—good until 4 a.m. He went on the air an hour and a half later, opening the station's broadcast schedule.

WDOK Expands

EXPANSION and decentralization of facilities has been announced by WDOK Cleveland, with work progressing on a new transmitter building on Rockside Road within the fringe area of the city. Additional space will house studios, offices and auxiliary power equipment. Decentralization was dictated for security and civil defense reasons. Station said that expansion also was necessary because of scarcity of adequate space and facilities at its downtown building, 1615 Euclid Ave.

HOME Sweet Home was never like this—or so the fate of Mr. Morris would indicate after he lost a bet to thousands of housewives who listen to WBZ Boston. Between 8,000 and 4,000 Bostonians look on as the WBZ announcer pays off the project with smiles of professional 

FCDA MANUAL

To Be Ready Soon

THE TECHNICAL manual, U. S. Civil Defense, which describes communications as "the nerve system of civil defense," will be issued to state and community directors within the next fortnight. It will implement the booklet issued by the White House last year [B • T, Sept 25, 1950].

The manual is being circulated among department officials of the Federal Civil Defense Administration for their approval.

The project, in preparation for several months, has been delayed because of a number of factors, among them: (1) assignment by FCC of frequencies for amateur services, and (2) slow crystallization of the Commission's emergency alert plan for broadcast stations.

The manual will be issued by FCDA's Communications & Warning Division under Col. William Talbot (USAP). Operation of communications control centers has been explored in a previous book.

Meanwhile, Congress has given its consent to a mutual security interstate pact between New York and New Jersey for civil defense. The pact calls for mutual aid in providing communications and other facilities "in an emergency."

BOND AD BAN

House Withdraws Objection

DISAGREEMENT with a Senate rider calling for a flat prohibition against use of Treasury Dept. funds to promote bond sales through radio, TV and other media was withdrawn by the House prior to adjournment Oct. 20.

On a motion by Rep. Clarence Cannon (D-Mo.), the lower chamber agreed to recede from its earlier position and go along with the ban. The proposal was contained in a military appropriations bill (HR 5215) cleared for Presidential signature last week.

Additionally, funds are pared from $1 million to $500,000, under the rider offered by the Senate Appropriations Committee and approved by the Senate (B • T, Oct. 22, 1951). It provides that:

No part of this or any other appropriation shall be used for the payment of time and space for advertising the savings bond program by press, radio or television.

In another move, the lower branch went along with the Senate on a 25% reduction in the funds paid for certain informational specialists hired by the Dept. of Labor and Federal Security Agency. It inserted a proviso, however, which exempts personnel engaged in preparation of technical or research publications. Personnel who work with material intended for press, radio and television services are affected by the action.

Another last-minute amendment drawn by the House and concurred in by the Senate would preclude similar money decreases for employees of the Office of Defense Mobilization engaged in informing the public about the progress and purposes of the defense mobilization program." Defense Mobilizer Charles Wilson had protested threatened axing of expenditures for information specialists.

Legislation outlawing the use of Defense Dept. monies for paid recruiting campaigns in broadcast and printed media was signed by President Truman Oct. 18.

EQUIPMENT STANDARDS

Defense Group Studies

PRECEP'TS of "reliability" for electronic equipment will be collected and disseminated to industry by a new clearing house established within the Dept. of Defense. Unit will operate under the military's Research & Development Board, Walter Whitman, board chairman, announced Oct. 16.

Appointed members of the group were M. Barry Carlton, RDB secretary, and Dr. Albert F. Murray, radio-TV consultant. Representatives of the various services will also participate. They will distribute information to electronic laboratories engaged in military production, with emphasis on improvement on reliability of equipment with a minimum of maintenance work.

KWK RINGS

THE CASH REGISTER

in the area.

Regardless of the media, advertising is bought to move merchandise off the retailer's shelves.

When a local advertiser buys advertising, he knows immediately whether or not his advertising is moving that merchandise.

The over-whelming advantage that KWK enjoys in the local advertising field certainly indicates that KWK advertising DOES SELL merchandise!

And, that's one reason so many National Advertisers use KWK year-after-year!

Representative

The KATZ AGENCY

Globe-Democrat Tower Bldg.
Saint Louis

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LOCAL RESEARCH

A PLEA to stations to supplement the statistical nose-counting research of the national audience measuring organizations with "close, original and imaginative and analytical research on the national advertiser what he needs spot radio, was made Wednesday by Murray Grabhorn, managing director of the National Association of Radio & Television Station Representatives.

Speaking at the tenth annual luncheon of Pulse Inc. at New York's Biltmore Hotel, Mr. Grabhorn emphasized the individual characteristics of each market and their importance to the advertiser. That 27% of New Bedford's population is foreign-born while only 14% of the Tulsa residents were born outside this country, that Rhode Island's population is 92% urban and North Dakota's 80% rural, that about a fifth of adult residents of Washington, D. C., went to college against one-sixth of adult Clevelanders—such facts and figures and audience research information which national spot needs in continuously revised form," he said.

"Even the weather is important to the national spot advertiser," Mr. Grabhorn pointed out. "March," he said, "can mean blizzards in Minnesota, rain in California, nice spring weather in Richmond and the beginning of disastrous floods in Pennsylvania and Ohio. But, since he can pick specific markets for specific campaigns, it seems he has finally solved the 'why they don't buy' complaint that 'everybody talks about the weather but nobody does anything about it.'"

The great dislocation in population resulting from World War II, Mr. Grabhorn stated, presents a need for the kind of research which can answer such advertisingly important questions as these:

"Does the former New England now working in a midwestern aircraft factory still try to buy brown shelled eggs, or does he conform to the midwestern preference for eggs with a deeper yolk that he's been accustomed to?"

"Does the ex-Philadelphia transferred to Omaha also switch easily from Phillies to White Owl cigars?"

"How many women workers in California plane plants have gone to junior college or college back east; and how have they affected local tastes in clothing, in hair styling, in purchasing habits?"

"Will an influx of southerners into a new national city open a market for regional southern food products?"

Summing up, Mr. Grabhorn said: "I think that audience research can be of the greatest value to national spot through the provision of the specific rather than the general: information on a local rather than a national level; of the timely rather than the dated; of the continuous effort to supply the highly specialized data he [the national spot advertiser] requires in this field."

‘MR. SUNSHINE’
WRUN M.C. Named in Will

CARL SWANSON, hillbilly disc jockey at WRUN Utica-Rome, N. Y., has endeared himself to a long-standing fan.

Mr. Swanson has been remembered in the will of the late Mrs. Alice Butterfield, widow of Donald Butterfield, Vermont state senator, bank president and attorney. The broadcaster was named to receive $5,000 for family use and may eventually gain between $40,000 and $100,000 as residuary legatee of a large estate.

The WRUN disc jockey, who is called "Mr. Sunshine," struck up a warm friendship with Mrs. Butterfield when he had a program on WTIC Hartford, Conn., 15 years ago. Partly it was for sentimental reasons—Mr. Swanson’s birthday is the same as the widow’s son who died at birth.

Her recent death gave the Swansons an outright bequest of $2,000 for Mr. and Mrs. Swanson, $5,000 for a daughter, Dawn, age 6, and another $1,000 for Janice, 11.

New KPAN Studios

KPAN Hereford, Tex., on Oct. 15 opened additional studios in Dimmitt, 20 miles south of its transmitter. Bob Blunt, commercial manager, said several programs daily will originate in the remote studios. Clint Formby, KPAN manager, is planning establishment of other remote studios within the station’s primary area.

B•T PREFERRED
University Survey Shows

A SURVEY of 32 colleges and universities offering bachelor’s degrees majoring in radio indicates that BROADCASTING • TELECASTING is the preferred source of supplementary reading in basic production courses.

The study was made by Peggy Thomas, graduate student at the U. of Alabama Dept. of Radio, under the supervision of Dr. Kenneth Harwood, acting department head.

Asked to list student reference material used in their basic radio productions courses, college professors named BROADCASTING • TELECASTING more often than any of 30 other sources.

Colleges in 22 states across the nation were represented in the study.

AUDIO MEETING
Set in N.Y. Nov. 1-3

AUDIO Engineering Society, representing the broadcast, television, and recording fields, will hold its third annual convention and audio fair at the Hotel New Yorker in New York November 1-3.


Most major manufacturers of audio equipment have engaged exhibition space at the fair which is expected to attract more than 10,000 visitors, according to Harrie Richardson, society official. Convention and fair will occupy the fifth and sixth floors and the grand ballroom of the hotel.

NBC's Double or Nothing selected "favorite radio quiz show" by American Dairy Assn. in celebration of its nationwide Cheese Festival.
**FLORIDA MEET**

FAB Set Nov. 2-3

WILLIAM B. RYAN, BAB president, will be featured speaker at the Midwinter Meeting of the Florida Assn. of Broadcasters Nov. 2-3 at the Sahara Hotel in St. Petersburg. The meeting will get underway Friday evening with a banquet. A two-hour business session will open activities Saturday. A talk by Harold Fellows, NABT president, has been scheduled.

NABT’s District 5 meets at the Sahara Hotel Nov. 2-3. Florida broadcasters can attend the NABT meeting and remain through the FAB sessions. FAB registration will be opened Nov. 2. Fee will be $10, with sessions open to all Florida broadcasters.

**LSAB MEETING**

FIVE-POINT program to assure growth of broadcasting was submitted Wednesday to the Louisiana State Assn. of Broadcasters, meeting in New Orleans, by Harold E. Fellows, NARTB president.

Average annual income of broadcast stations has risen from $144,000 to $160,000 since 1941 though the number of stations almost tripled in the period, Mr. Fellows said. “The demise of radio can hardly be read into such statistics as these,” he suggested.

The Fellows program is based on these elements:

1. Know your medium and have confidence in it.
2. Develop programs for your audience, and your audience alone. Originate rather than copy, unless an imitated format suits the need of your listeners.
3. Develop methods of personally talking with your audience; get to know it better.
4. Improve the quality of announcing and continuity since these factors come closest to the consciousness of your listeners.
5. Cooperate in developing projects, such as increased tune-in, which will be beneficially beneficial toward building a greater industry.

Radio’s most pronounced weakness lies in announcing and continuity, according to Mr. Fellows. He suggested state associations hold clinics in which top air salesmen discuss the problem with agency writers.

Personal Calls

Stations might well set aside two one-month periods annually in which every staff member would personally introduce himself by telephone to at least 10 listeners per week, learning listening habits and preferences, he proposed. All calls would be followed by a letter from the station manager voicing appreciation for aid received. Mr. Fellows felt such calls would bring station personnel closer to the audience, creating the desire to do a better job, and each call would have promotional value. A staff dinner at the close of the one-month campaign would pool results, he said.

Lauding the citywide radio campaign for more power—more people

**NEW AM GRANT**

Made to Sheffield, Ala.

NEW DAYTIME station in Sheffield, Ala., on 1580 kc with 1 kw was granted by the FCC last week to Daylight Broadcasting Co., headed by Richard B. Biddle, former manager of WLAY Muscle Shoals, Ala. Grant was made over the objections of Frank M. Farris Jr., WLAY owner.

In a memorandum opinion and order, FCC denied the WLAY petition to designate the Sheffield application for hearing on the grounds that allegations of misconduct on the part of Mr. Biddle while manager of WLAY were not proved, and “do no more than reveal a trivial and acrimonious dispute between two persons.”

FCC also dismissed a petition by WJ01 Florence, Ala., alleging interference in its 0.5 mw contour by the proposed Daylight Broadcasting outlet, on grounds that no engineering data was submitted to substantiate the allegation.

Sheffield, Muscle Shoals and Florence are neighboring communities.

**SALES INCREASE**

Advertiser Gets Results

ASHLAND Oil & Refining Co., Ashland, Ky., has reported to Ford Billings, general manager of Westvann, regional network, that sales and distribution have shown a substantial increase since the beginning of the company’s sponsorship of the West Virginia U. grid schedule Sept. 22.

Westvann is made up of 21 stations. Local advertisers in 19 Westvann cities share sponsorship of the football broadcasts with Ashland Oil. Play-by-play is handled by Jack Fleming, sportscaster for WAJR Morgantown, W. Va.

Some 25,000 autographed photographs of the team bearing the Valvoline symbol were snpped up during the first week of offer.
FREE RADIO

RADIO FREE EUROPE will give a glimpse of what radio means under a free economy a part of the program of the fourth annual meeting of the Michigan Assn. of Broadcasters. MAB convention will be Nov. 2-3 at the Pt. Shelby Hotel, Detroit.

Possibly every one of the 69 radio stations in Michigan will carry the program which will be tape recorded at 9:30 p.m. Friday when members of the association will be guests at the WWJ Detroit auditorium.

Proved by WWJ Manager Don DeGroot with the help of member stations, the broadcast includes numbers by displaced persons who have made their new homes in Michigan. Each will be heard in his native language. Talent has been recruited from Grand Rapids, Flint, Traverse City, Battle Creek, Sault Ste. Marie as well as a Latvian chorus and music from the Earl Stewart Orchestra, several vocalists and a dramatic cast.

A talk by Gen. Lucius D. Clay, Chairman of the Board of Directors of the Crusade for Europe, will be featured. The all-state broadcast will be Saturday, 8:45:30 p.m., when ABC will dominate its lines. Stations not ABC affiliated will tie in with their nearest ABC neighbor. Radio Free Europe has promised widest distribution for the program overseas.

The association meeting opens Friday at 10 a.m. with Edward F. Baughn, WPG Ann Arbor, presiding. Officers will report on MAB activities. The program will highlight high school athletics, Jordan Jenkins, state legislative advisor, will speak, Murray Grabhorn, director of the National Association of Radio and Television Station Representatives, will be heard at the 12:30 luncheon.

At the afternoon session the NABT campaign will be discussed, after which Hal Neal, chairman of the United Detroit Radio Committee, will speak on the "Wherever You Go, There's Radio" campaign.

Dr. S. R. Green, Tarzian, WTVY (TV) Bloomington, will talk on "Secondary Market TV Operation." Other topics will be "UHF TV Channels" and business of the association. Officers will be elected, followed by a cocktail party at 5:30; dinner, 7:30 and the program to be recorded for the all-state broadcast, 9:30.

Saturday morning will be devoted to radio sales with a panel composed of Hy Steel, WLAV Grand Rapids; Les Biederman, Mich. AP Session

MEETING of the Michigan Associated Press Broadcaster's Assn. will be held at the Pt. Shelby Hotel in Detroit, Thursday, Nov. 1, at 11 a.m., in connection with the fourth annual meeting of the Michigan Assn. of Broadcasters. Lester W. Lindow, WDFD Flint, is president. Election of officers and discussion of improved state and local news service are on the agenda.

SPONSORS, CLIENTS

Listed for Radio, TV

SOME 206 advertisers have sponsored TV network shows while 133 have backed radio network programs since Jan. 1, according to a special summary issued last week to subscribers of Executives Radio-TV Service, Larchmont, N. Y.

Consolidating material in the regular quarterly edition of Factuary, out last week, the summary indicates that adventure and mystery dramas head the TV networks with 22 programs. Straight variety shows are second with 19 programs and straight dramas show third with 18 programs.

Radio network totals are led by series with 24 programs, followed by news shows with 27 different network newscasts, and musical program, of which there are 24.

Leading sponsor groups for TV network programs are food and food products, 41 firms; home furnishings and appliances, 26 firms; and cosmetics, 17 firms. Radio network sponsors are led by food products, 26 firms; drugs, 18 firms; and cosmetics, 12 firms.

NEW 1951 line of Capehart-Farnsworth Corp. was announced in Fort Wayne, Ind., last week. Twenty-four TV sets were listed in new line.

LBS Defense Serlies of raw

NEW series of quarter-hour in cags, "Defense Report," initiated by the Dept. of Navy, Nov. 1, put ap full network of the Liberty Bell casting System. Program w-news recorded in the Pentagon, Wash., in aid, and aired Sunday 1:15-2 p.m. EST from LBS studios in Dallas. Herefore, the department's Radio-TV Branch mailed to scripts to over 450 stations nationwide, installations will include information on the armed forces and special recorded docu-

tenaries from points overseas.

Decision by Liberty to carry the series stemmed from a conference between Glenn Douglas, network program director, and Lt. Fraj-Junell of the Defense Dept.'s to dio-TV Branch.

PROGRAMS PLANNED FOR MAB MEET

- Paul Bunyan Network; W. A. Pomeroy, WLS, Illinois; Robert Meikel, WCET, Muncie, Ind.; and D. E. Jayne, WELL Battle Creek, moderator. Oliver Gramling, assistant general manager for radio, AP, will speak on "Your News and its Sales Potential."

Officers of MAB besides Mr. Baughn are Mr. Jayne, secretary-treasurer, and Lester Lindow, WDFD Flint, vice president.

HITS THE BULLS-EYE FOR YOU

With this sensational coordinated "bulls-eye" merchandising plan. Write for details, or see your Blair man TODAY.
JANSKY & BAILEY  
Executive Offices  
National Press Building  
Offices and Laboratories  
1339 Wisconsin Ave., N. W.  
Washington, D. C.  
Telephone 3927  
Member AFCCE*  

JAMES C. MCNARY  
Consulting Engineer  
National Press Bldg., Wash., D. C.  
Telephone 1205  
Member AFCCE*  

A. D. RING & CO.  
26 Years’ Experience in Radio Engineering  
MUNSEY BLDG., REPUBLIC 3347  
WASHINGTON, D. C.  
Member AFCCE*  

Craven, Lohnes & 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*  

MILLARD M. GARRISON  
1519 Connecticut Avenue  
WASHINGTON 4, D. C.  
WASHINGTON 2361  
Member AFCCE*  

WALTER F. KEAN  
AM-TV BROADCAST ALLOCATION, FCC & FIELD ENGINEERING  
1 Riverside Road — Riverside 7-2153  
Riverside, Ill.  
(A Chicago suburb)  
Member AFCCE*  

A. EARL CULLUM, JR.  
CONSULTING RADIO ENGINEERS  
HIGHLAND PARK VILLAGE  
DALLAS 5, TEXAS  
JUSTIN 6108  

GUY C. HUTCHESON  
P. O. Box 32  
AR 4-2721  
ARLINGTON, TEXAS  

WELDON & CARR  
WASHINGTON, D. C.  
1605 Connecticut Ave.  
Dallas, Texas  
Seattle, Wash.  
4212 S. Buckner Blvd.  
4742 W. Ruffner  
Member AFCCE*  

GATNEY & RAY  
CONSULTING RADIO ENGINEERS  
1052 Warner Bldg.  
Washington 4, D. C.  
National 7757  

GEORGE C. DAVIS  
501-514 Munsey Bldg.—Sterling 0111  
Washington 4, D. C.  
Member AFCCE*  

GEORGE C. DAVIS  
501-514 Munsey Bldg.—Sterling 0111  
Washington 4, D. C.  
Member AFCCE*  

ROBERT M. SILLMAN  
1011 New Hampshire Ave., N. W.  
Republic 6646  
Washington 7, D. C.  

ADLER COMMUNICATIONS LABORATORIES  
Broadcast, Communication  
and Television Systems  
One Lafayette Lane, New Rochelle, N. Y.  
New Rochelle 6-1200  

MEXICAN CHANGES  
Are Reported to FCC  

CHANGEs in assignments and new stations in Mexico have been reported by FCC following notification from Mexico under provisions of the 1941 North American Regional Broadcasting Agreement. New NARBA, to which Mexico is not a party, is awaiting Senate confirmation. Changes reported by Mexico (probable commencement date in parentheses) are:  

XEVH Valle Hermoso, Tamaulipas, 200 w day on 1310 kc, Class III (Dec. 1, 1951).  

XECJ Apatzingan, Michoacan, increases from 100 w to 250 w, fulltime, on 1340 kc, Class IV (immediately).  

XEMS Matamoros, Tamaulipas, changes from 1510 kc to 1340 kc*, fulltime, 250 w, Class IV (Dec. 1, 1951).  

("FCC Noted: ‘This is an evident error. The listing here apparently should be for 1410 kc.’")  

FCC also received notice of assignment change in the Dominican Republic last week under terms of the NARBA pact. The change is:  

HIT Ciudad Trujillo, changes from 1400 kc to 1240 kc, fulltime, 250 w, Class IV, Probable commencement date is Nov. 1, 1951.  

YANKEE Peddlers Award for outstanding salesmanship on television was given Mary Hartline of ABC-TV’s Super Circus by National Sales Executives Club at annual meeting in Boston recently. Engraved bronze award, replica of peddlers scene used by John Hancock Insurance Co., also was given Johnny of Philip Morris for contact work in cigarette promotion and Jack Lacy, president of Jack Lacy Institute, for sales training work.
CLASSIFIED ADVERTISEMENTS

Payable in advance. Checks and money orders only.

Situated Wanted, 10¢ per word—$1.00 minimum • Help Wanted, 20¢ per word—$2.00 minimum
All other classifications 25¢ per word—$4.00 minimum • Display ads. 12.00 per inch

No charge for blind box number. Send box replies to BROADCASTING, 870 National Press Bldg., Washington 4, D. C.

All transcriptions, photos, etc., sent to box numbers are sent at owner's risk. BROADCASTING expressly repudiates any liability or responsibility for their custody or return.

Help Wanted

North midwestern station needs following personnel: Three experienced announcers—engineers field ing one of the midwestern states for the month. Program director (5000 Watts), sales manager, assistant sales manager, and production manager. All positions are very inding. Reply Box 364L, BROADCASTING.

New southern station will offer good salaries and all expenses paid. Reply Box 355L, BROADCASTING.

Midwestern station seeks experienced operators and field men. Reply Box 366L, BROADCASTING.

Midwestern station seeks experience in field men. Reply Box 367L, BROADCASTING.

Managerial

Commercial manager with proven sales experience and background of station management. Want a man with ability to increase personnel and develop ideas that will develop into sales. Position will pay well with salary and com- mission and override to right man. Major network affiliate in growing city. Excellent future for energetic man. Send resume to box number. Reply Box 341L, BROADCASTING.

Technical

Engineer or combination for 25 watt station near New York. Box 585L, BROADCASTING.

Wanted:

Radio operators holding 1st class radio licenses. Experience not necessary. Reply Box 291L, BROADCASTING.

Technical

Engineer, or combination for 250 watt station. Experience not necessary. Box 391L, BROADCASTING.

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Situations Wanted (Cont'd)

Desire challenging position as manager, complete experience, manager PD with progressive $550 watt, 1 kw by W..W. 2 vet 5 years radio all phases, pre- sently salaried. Prefer N. C. or northeast. U. S. Box 357L, BROADCASTING.

General-commercial manager proficient concerned with medium market station. Successful background in all phases of management and sales, will travel, salary and commission considered. Experienced, veteran, college grad. Box 326L, BROAD CASTING.

College, evaluating major male with 4 years retailing experience, presently employed as a salesman, printing con. Desires position in the sales department of radio or a television station. Con- tact R. L. Greenberg, 128 West 50th Street, New York 23, N. Y.

Announcers

Announcer-program director desires position in northeast. Ten years back- ground in management, announcement and music. Box 356L, BROADCASTING.

Announcer—3 years experience, tops in news, drama, music, sports, with progressive kw or more network affiliation. Box 376L, BROADCASTING.

Announcer-program director prefers New England-New York area. 4 years experience in directing major special events, network traffic. College grad., veteran, family. Box 326L, BROAD CASTING.

Versatile announcer wants position where board work not required. Consid- erous, draft exempt, excellent referencing. Box 360L, BROAD Casting.

Coffered disc jockey-staff announcer. College education, excellent character. Best references. Box 324L, BROAD CASTING.

Mening man, staff, news, or program director position. Desires position with production or management background. Immediate connec- tion desired. Box 378L, BROADCASTING.

Announcer-specializing in news, com- mercials, identification. 3 years successful on-air experience plus 2 years non-commercial. Also DJ and on-air announcer experience. Husband drives automobile. Box 311L, BROAD CASTING.

Attention Great Lakes area! Top rated sportscaster, 27, married, family, col- lege graduate, veteran. Three years experience play-by-play baseball, basketball and football. Desire employ- ment with progressive company. Excellent and congenial appearance and personality important than cold dollars. Available November 1, 1950. Box 283L, BROADCASTING.

Making money, miss advertising. Former successful announcer-writer, DJ, has left this business. Located in NE and rep, wants to join your radio, TV or network staff. Box 387L, BROAD CASTING.

Keep my ad in Happy Hour con- stant air. 4 years with 50 kw NBC outlet as staff announcer and announcer, originator of music programs. Solid ten years back- ground in CBS, NBC. Desires to earn a position where your appearance tour worth thousands in pub- licity. Good health, your employee. Happily em- ployed but want new goal. Pls and sound engineering. Box 329L, BROAD CASTING.


Announcer-program director, 23, ex- cepted draft, experienced in all phases of station operation, excellent character, desiring advancement. Ex- perienced all departments, considers all offers. Box 267L, BROAD CASTING.

Hold first phone. Desire technician broadcast work. Experience police and news. Box 330L, BROAD CASTING.

Consulting radio engineer desires position with Washington, D. C. consulting engineer. Box 380L, BROADCASTING.

Graduate 6 years experience, first phone first telegraphy seeks combina- tion engineering, radio, TV or position. Just discharged from U.S. Draft exemption. Fully equipped. Box 357L, BROAD CASTING.

Engineer, vet, desires position, first phone, 1st class license, radio, TV, sound. Believes in life insurance. Box 219L, BROAD CASTING.

Desires responsible position with progressive station. Box 234L, BROAD Casting.

Chief engineer, experience construction in all phases. Car, family, refer- ence. Box 325L, BROAD CASTING.

Engineer, 1st phone. 20 years experience, $50,000 and kilowatt direct- ional. Studio and transmitter. Desires permanent position. Box 324L, BROAD CASTING.

Engineering, 14 years experience, full hookup, complete phase, Radio and TV. Presently morning man. Box 359L, BROAD CASTING.

Chief engineer position desired. north- east or Florida. 6 years experience in studio and transmission. Small station with complete phase. Box 349L, BROAD CASTING.

Chief engineer presently employed as such, fifteen years experience AM and FM. Desires large combination station. Box 236L, BROAD CASTING.

Expert announcer in voice-over. Four years experience in good studios. Familiar with any type voice-over radio music, pop, jazz, classical. Ambitious but not im- patient or egotistic. Reference, weekly Pacific northwest or Florida. Box 328L, BROAD CASTING.

Newscaster, 21 years experience, in- dustry. Desires combination job. Currently employed network newsroom. Box 344L, BROAD CASTING.

Coast-to-coast play-by-play sports man, football, basketball, baseball. Big Ten Notre Dame, southwest conference. Box 306L, BROAD CASTING.


Announcer, six years experience all phases—New York. Want permanent staff position in progressive, modern station. Box 365L, BROAD CASTING.

Hold it! Experienced, ambitious an- nouncer and well equipped. Box available. All通话, news, MC etc. Presently employed 50 kw station, desires change. Write for excellent references. Box 305L, BROAD CASTING.

FAX of life! Flexibility, adaptability, strong desire to work with industry and independent staff announce- r, regardless of size of station. Desires position of broad- cast-reception-generation and operation of all phases of the program. Experienced, veteran desires job with radio or television station, any area. Immediate or in the future. Tape, disc, revue, refer- ences. Box 338L, BROAD CASTING.

Capable announcer, some experience. Excellent on news and DJ. Handle any board. Disc available. Immediately. Box 321L, BROAD CASTING.

Transmitter operator, veteran, 22, 9 years experience. Desires immediate position in similar type. Box 301L, BROAD CASTING.

Jr. engineer, emphasis on announcing, married, car, first phone, vet. Desires responsible position in conjunction with independent and network draft. Ex- empt. Box 353L, BROAD CASTING.

Technical

First phone. Seven years Marine radio experience, married, desires posi- tion midwest, Minnesota or Wisconsin or Chicago. Box 209L, BROAD CASTING.

Combination chief engineer-announcer, accomplished in both fields. Family, settled, rel- ative, southern. Alabama or Missis- sippi preferred. Box 349L, BROAD CASTING.

Engineer, 15 years experience including broadcast and number on-air positions in all phases of radio. Desires responsible position with pro- gressive company in either coast. Box 283L, BROAD CASTING.

Florida, southeast, fifteen months ex- perience, prefers combination job. Has sales and speech in college. 25, married, experience. Box 341L, BROAD CASTING.

Program director: 5 years experience, news delivery with authority. Smooth tenor voice, 27, married. Box 351L, BROAD CASTING.

Thoroughly experienced young radio executive seeks permanent position in Philadelphia. Strong on production, program or- ganization. 30, desires urban, large ph- ases, some TV. Presently employed 36 kw, Philadelphia. Presently married, vet, draft exempt. Will go anywhere. Reply. Box 358L, BROAD CASTING.

Television

Technical

TV engineer: Experienced in trans- mitting equipment. Will design and work with equipment. Desires position as associate which will enable to establish station at minimum cost. Box 375L, BROAD CASTING • TELECASTING.

Production-Programming, Others

Experienced. All phases television. Producer, director, floor manager, cam- eraman, operations. Opportunity main interest. Presently employed. Box 360L, BROAD CASTING • TELECASTING.

Excellently trained all phases telecasting. Five years continuity director. Assistant PD. Desires television opportunity, cameraman to projectionist. Box 357L, BROAD CASTING • TELECASTING.

Box 356L, BROAD CASTING • TELECASTING.


For Sale

Radio announcing school and recording studio long established and making monies. Write for full information. V. A. contact, good civilian enrollment and lease. All equipment. $7,500 cash. Box 371L, BROAD CASTING.

Stations

3500 watts day, 1000 watts evening. California station. Gross $115,000. 16 year down. Box 301L, BROAD CASTING.

Equipment etc.

AM Collins 20 transmitter, brand new, never used. Two sets of tubes. Ideal for station on the coast. Uses only 10 tubes. FCC denied CP. Box 295L, BROAD CASTING.

Has 15 years experience in sales and service, handling complete instrument and radios. Brand new, never used. Box 306L, BROAD CASTING.


Recorder—Presto-type style 4-6 N in cab- inet. Will consider trade for broadcast field strength meter. WNOP, Newport, Ky.

106-ft. Truscon steel roof-type antenna, combined with C.A.A. and lighting, and power cable. Priced $1500 or best offer. Aurora little Beach, Newton, New York.

Wanted to Buy

Stations

Station wanted—Small market station in California, preferably in northern California. Strong signal, easy to operate with a good strong potential. Network or inde- pendent considered. Box 322L, BROAD CASTING.
WANTED

BOX 359L, BROADCASTING.

COMBO MAN

STATION MANAGER

ROY W. SULLIVAN

EXECUTIVE PLACEMENT SERVICE

ANNOUNCEMENTS

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 1/2 inch)
- $20.00 (one column x 2")
- $45.00 (one column x 3"), etc.

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.
D.C. BOXING STIPEND

Would Take 10% of Gross

TEN PERCENT of the gross receipts received from boxing matches held in Washington, D. C., including revenue from radio, television and motion picture rights, would go to the boxing commission in the city, according to a House bill introduced the week of adjournment.

Author of the unique bill was Rep. Pat Sutton (D-Tenn.). However, the bill also states that if the total cost of the compensation of commission personnel assigned to supervise a contest should be more than the 10% assessed, a greater percentage from receipts, including media rights, would be required to make up the difference.

‘Voice’ Funds

OUTLAY of about $25 million for radio broadcasting activities was assured for the State Dept.’s Voice of America under an appropriations bill signed by President Truman last Monday. The legislation carries $85 million for overseas information operation for the new fiscal year which began July 1. Figure was incorrectly given as $85 million in the Aug. 22 issue of BROADCASTING • TELECASTING. The Senate had overridden its Appropriations Committee in a show-down vote on the proposed $63 million sum.

WJPG

gives more listeners
more reasons
to listen oftener

That’s “bonus circulation!”
—if you please!
It’s more contacts per listener. More listeners per dollar. More ACTION per dollar.

THE RADIO SERVICE OF THE GREEN BAY BAY STATION

ASK McGILVRA

WJPG-GREEN BAY, WIS. (1440 K)

October 29, 1951 • Page 93
that "I was ready to settle down and develop what I had, rather than run from pillar to post reaching for straws," Mr. Roth recalls.

This settling down took the form of a radio advertising agency which he formed and later merged with a general advertising firm. The war disrupted Mr. Roth's plans but upon his return in December 1946 his career really took shape. Mr. Roth previously had the Resistol account at his agency, and when the firm's president, Harry Rolnick, offered to let him head the firm's radio advertising and promotion departments, Mr. Roth found it easy to accept. In 1948 he assumed charge of all media advertising.

In his present duties, Mr. Roth works in cooperation with Tracy-Loke, Resistol ad agency. He also handles public relations and publicity. The firm uses radio-TV-time and magazine and newspaper space on a national basis, but embellishes these activities with promotion at the dealer level.

"We have milked the last bit of value out of every advertising dollar spent and believe that the best campaign is the one that gives the greatest assistance at the local level," Roth explains.

As a result, the emphasis on local promotion and advertising dealer cooperation using radio and other weapons has pointed out "the proof of the pudding—the growth and recognition of Resistol hats over the past decade."

Born in Dallas, Tex., young Mr. Roth manifested early interest in sports despite the hope of his parents that he would become an accomplished violinist. He combined his string talents with a fair tenor-voice and played in local bands and on radio programs.

Upon graduation from high school, Mr. Roth turned his efforts to selling while singing daily over KRLD Dallas on a morning housewives' program.

"None too persuasive" as a salesman, by his own account, he built up a reputation as a singer, announcer, writer and producer.

In 1934 he took to the road, singing with the Henry King and Jan Garber bands and then freelanced on the networks and in night clubs under the stage name of Bobby Brooks. He returned, after two years, to KRLD as production manager.

Returns to New York

New York again summoned Mr. Roth in 1937 in the person of Phillips Lord, with whom he served a year as production director. After a freelance writing stint, he was named program director for Elliott Roosevelt's Texas State Network before forming his own agency.

Mr. Roth was conscripted into the Air Force as a recruit, commissioned an officer and then named squadron commander with non-flying rank of captain. In 1944 he transferred to the Armed Forces Radio Service, spending a year as executive officer for AFRS in the Central and Western Pacific. In this capacity he helped install an AFRS station on Iwo Jima prior to the war's end.

Mr. Roth claims his most interesting radio deal involved the SeaBees on Iwo. He traded four cases of cold beer and a ration of whiskey for one of the best constructed stations (WVTX) built on any island during World War II. The station comprised three studios, reception room, offices, music library, newsroom and correspondents' room. The SeaBees did the building and AFRS the installation.

Mr. Roth is a member of the Dallas Press Club and director of the Garland (Texas) Chamber of Commerce. He and his wife Mildred have two sons, Robert III, 8 and Richard 4. They live in Garland, 10 miles from Dallas. His chief hobby is golf, but also likes to tinker with household things.

WGY Dinner Planned

TO commemorate the 25th anniversary of farm broadcasting, General Electric Co.'s WGY Schenectady is planning a dinner and special broadcast Nov. 2 at the Hotel Van Curler in Schenectady. Gov. Thomas E. Dewey will be principal speaker.

On the dotted line

SIGNING by Fritos Co. with WSAI Cincinnati, for a 15-minute show featuring Bill Lenay, three-days weekly, is completed by (seated, 1 to r): Fred Goodridge, Fritos exec.; J. Robert Kerns, WSAI managing dir.; Norman Clark, Fritos exec.; (standing) Sam Johnston, WSAI acct. exec., and Mr. Lenay.

FOR fifth consecutive year, Bert Kollman (c) of Kollman's Garden Nursery, arranges for Your Garden Expert on KDB Santa Barbara. Looking on are (l to r) Billy Wargs, horticulturist featured on show, and Colin M. Selph, v-p and gen. mgr. KDB.

SMILES are in order following renewal of Pilsner Time, by Pilsner Brewing Co. on WHK Cleveland, for these four executives (1 to r): George Carter, pres.; Pilsner; William K. Brusman, WHK acct. exec.; Richard Hunt, show emcee and vocalist; and Byron Long, Pilsner sls. mgr.


MYNDALL CAIN (l), Myndall Cail Salan, Minneapolis, completes signing with KSTP Minneapolis, for NBC Thesaurus feature Hour of Charm. Looking on are (l to r) George B. J. Adkisson, acct. exec., KSTP, and Don Gardner, Luther Weaver & Assoc. St. Paul, Cain Salon agency.

Advertising is bought by the group of executives who plan marketing strategy and tactics.

Printers' Ink is read by the whole marketing group of advertising, management, sales and agency executives who are the leading buyers of advertising.
**FCC Actions**

**October 25 Decisions**

**BY THE COMMISSION**

**BANC**

**Granted Petition**

WARM Slaton, Pa.—Granted petition for reconsideration and granted petition for hearing against applications for Class C stations to be located in Slaton and surrounding area.

**WAMW Montgomery, Ala.—**Granted request for assignment of call letters.

**KMDX**

1 kHz to 10 kHz, for use as a second frequency, to be assigned to KMDX, a Class D station.

**KBEL**

550 kHz to 560 kHz, for use as a second frequency, to be assigned to KBEL, a Class D station.

**WBZ-FM Boston—**Granted application for new license to WZB-FM for operation in the 91.7 MHz frequency band, effective January 1, 1972.

**WIKC Springfield, Ill.,**

560 kHz to 570 kHz, for use as a second frequency, to be assigned to WIKC, a Class D station.

**WLOU**

1040 kHz to 1050 kHz, for use as a second frequency, to be assigned to WLOU, a Class D station.

**License Renewals**

Following station grants new license for renewal of license for periodic.

**KXCV Fort Worth, Tex.—**Granted extension of license for renewal of license for periodic.

**KGAE**

1470 kHz for renewal of license for periodic.

**KGAE**

1470 kHz for renewal of license for periodic.

**KQAM**

1470 kHz for renewal of license for periodic.

**License Denials**

**KCIU**

1470 kHz for renewal of license for periodic.

**KBEC**

1470 kHz for renewal of license for periodic.

**KJLX**

1470 kHz for renewal of license for periodic.

**KJLX**

1470 kHz for renewal of license for periodic.

**KJLX**

1470 kHz for renewal of license for periodic.

**Parent Beleging**

**WGMA**

1470 kHz for renewal of license for periodic.

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FCC Roundup
(Continued from page 85)

FCC ORDERS
(Continued from page 86)

BROADCASTING • TELECASTING

WOSU Broadcasting, Inc., 98.3 mc, Columbus, Ohio, EIR 1 kw, estimated construction cost $22,500, estimated first year operating cost $8,000, estimated first year revenue $15,200, estimated first year license fee $450.

SDS Public Broadcasting, Inc., 91.7 mc, Estimated construction cost $15,000, estimated first year operating cost $7,500, estimated first year revenue $11,000, estimated first year license fee $450.

FCC Sets Hearing

FCC sale of WCOL Columbus from Pixleys Inc. to Secretary of Com- mercial Charles Sawyer for $100,000 ($B+T, Sept. 3) was set for hear- ing Dec. 6 in Washington by FCC. City was issued.

It was one of the actions taken during the past fortnight which saw 33 changes of station owner; 22 license changes, and 10 requests for sale approval filed.

Overlap among WCOL and Sawyer-owned WIZE Springfield and WING Dayton, all in Ohio, is principal reason for hearing, according to the issues listed.

Among changes of ownership ap- proved, FCC granted sale of WRAC, Atlanta, Ga., to WOAC Stations Corp., for $200,000 ($B+T, Sept. 24).

WLDS-AM-FM Jacksonville, Ill., to Jacksonsottesville Radio & Television, Inc., operating company of WILD Danbury, Conn., to Lee Hat President James B. Lee for $30,000 (75% interest); KWSL, Lake Charles, La., to WDBK New Orleans principals Jules J. Paglin and Stanley W. Ray Jr. for $35,000.

Leading requests for FCC ap- proval are for sale of KFBA, WAusaau, Wis., owned by the Mil- waukee Journal (WTMJ-AM-TV), to local businessmen John R. Tomek and Charles Lemke, (51% and 49% stock interest respectively) for $160,000. Mr. Tomek is a major stockholder in WQBT Riverlinder, Wis.

Details on applications and grants are in FCC Roundup, Page 95.

SOME 120 radio station officials heard tips on selling, programming, research needs and other problems last week as Broadcast Music Inc. held its 17th New York program. "The big emphasis was on the agency aspects," said one WNY's Waldorf-Astoria Hotel.

They heard Howard Meighan, president of the CBS Radio Divi- sion, offer a luncheon talk Monday that, although television is radio's biggest problem, radio will always have a major role and will never be replaced by the visual medium. He then stated that the number of radio stations might ultimately be cut from today's 5,000 to perhaps half that number.

Added to radio, legitimate the- atre and motion pictures, he said, television becomes a "fourth the- atre." Each of the four has its own place in the entertainment busi- ness, he continued, and each will continue to have its own special audiences and attractions.

Monday's clinic sessions were presided over by NBC Vice Presi- dent William S. Hedges as the day's chairman and called other commercial radio stations, including the WNY's Vice President Roy Harlow.

fil President Lewis Avery of Avery- Knodel Inc., station representa- tive in Milwaukee, said the discussion with an outline of the various kinds of station data which a repre- sentative needs in order to sell the station.

Tom Tinsley, president of WITH Baltimore and WLEE Richmond, stressed the importance of good salesmanship in all phases of sta- tion operation, and Ted Gell, gen- eral manager of WNBC-AM-FM and WNBTV (TV) New York, em- phasized the value of station "person- ality" and how to build it.

After the theme of "Copyright Hints and Pitfalls" by BMI Vice President Robert J. Burton and a talk on the importance of local news to improve station control, BMI president and general manager of WSYR-AM-FM-TV Syracuse, the findings of a WHDH Boston "out- side listening" survey was represent- ed by WHDH Managing Director William B. McGrath.

In a discussion of "A Minute vs. an Inch," Frank E. Fellegrin, vice president and secretary of H.E. Representatives Inc., emphasized that "radio is bigger than ever" — the "biggest, most effective and economical advertising me- dium in the world"—and that, al- though TV cuts into newspaper and magazine reading, "the longer people own television sets, the more they go back to radio listening." He reiterated that newspapers and magazines should be "forced" by advertisers and agencies to sup- ply minute-by-minute figures on advertising, just as radio supplies minute-by-minute figures on listening. He said radio should raise its rates while newspapers and magazines refuse to cut theirs.

Carleton McVinish, MBS audi- ence promotion manager, put em- phasis on the value of a station's "knowing what its local, home audi- ence is doing—and of trying to reach and serve that audience. Eli- liott Sanger, executive vice presi- dent of WQXR New York, ap- proved the program, saying "the question from the standpoint of music. He said "there is no substitute for good music."

Jim Brown, radio-TV public relations director for BBDK, told the clinic advertising agencies ex- pect stations, primarily to promote clients' programs and to report the promotion to the agency. Thus, the agency figures the station are helped.

Walter Haase, manager and se- cretary of WDRC Hartford, called attention to the value of fresh, "healthy" programming ideas, while Dick Pack, pro- gram director of WNEW New York, reviewed ways of "making the most of music."

Improvement of station service was seen by Michael Hanna, gen- eral manager of Cornellis U's WHCU Ithaca, as the key to better financial and all-around condition of stations. Joseph T. Connolly, vice president in charge of pro- grams and sales of WNAC New York, reviewed the many ad- vised views on the need for con- sistently good planning of pro- grams.

BMI President Carl Haverlin pre- sided over the luncheon sessions.

The Code
(Continued from page 61)

broadcasting industry, must tread a narrow path.

"Television is no longer an in- fant; it is grown up and it ought make the experts estimate times of the big brother, radio. Even more so radio broadcasting, it must be con- stantly aware that it is a home commodity; the Viacom programs can even become solely the show- manship which can go into a legit- imate theatre or nightclub. It must not only adopt an intelligent code of conduct and ethics to control the commercial as well as the program, it will respond to the television industry will enjoy a new confidence by the American people."

Sen. William Benton (D-Conn.), author of legislation to set up a National Citizens Advisory Board on Radio and Television, believe Connecticut, pointed out that in Connecticut, said he had not read the code but that he was very much interested in the action.

But one man who is not Sen. Bent- on, while he might approve the step in the general sense, still would have reservations. His views on industry codes were expressed in an article "Television With a Conscience," printed Aug. 25 in The Saturday Review of Literature, as extract follows:

"But I am not optimistic about their efforts. I have seen codes and good intentions before. I remember 1927 and 1939 and 1945 — the years in the history of radio."
AGENDA for two-day sales conference of Ohio Assn. of Broadcasters in Cleveland gets a once over from this group of Buckeye radiomen (1 to 1)...

Porter, WGR Cleveland; Len Namson, WFMY Youngstown, OAB director; Robert Ferguson, WTRF Bellaire, vice president of association; John McCormick, WTAM Cleveland; Carlton Dargusch, OAB counsel; L. A. Pickley, WCOL Columbus, OAB president; Jack Maurer, WHK Cleveland; William Lemmon, WJW Cleveland; Robert C. Fehlan, WHBC Canton, OAB secretary-treasurer. Sessions were held Thursday and Friday (see story page 34).

Rogers Suit

(Continued from page 68)

Rogers had the right to control any commercial sponsorship or advertising for commercial or publicity purposes to which his name, voice or likeness is attached, instead of the motion picture which has already made, the opinion continued.

The jurist further ruled that any use by a sponsor of the star's name, voice or likeness in connection with any product, "whether that used as an attention getter or as a direct or indirect endorsement or otherwise," is a commercial use.

Television is a business that sells something, whether a tangible article such as a shoe or boot, or an intangible article, such as a service which is given by radio or television.

Judge Hall noted that Rogers has obtained a temporary restraining order barring Republic from releasing his films to TV.

Martin Gang, attorney for Gene Autry in his suit against Republic, filed suit against Republic on behalf of that radio, TV and movie cowboy singing star, to prevent that studio from selling or leasing his pictures to TV. Republic has contemplated such a suit for several months and its attorney said it would file the suit in the Federal Court of the U.S. District Court.

Isaac Leaves WCFL

GEORGE ISAAC has resigned as commercial manager of WCFL, Chicago's top-rated FM station, and was associated with the station 15 years. His sales work at WCFL will be taken over by Art Harre, new general manager.

Broadcasting  Telecasting
PIZZURGH-ST. LOUIS MICROAVE RELAY

PLANS for $6,100,000 radio-relay system between Pittsburgh and St. Louis revealed in application filed with FCC by AT&T Friday, System, to include 23 microwave stations, would utilize existing microwave systems in Columbus, Dayton and Indianapolis, as its central link and would form second East-West microwave route across Midwest. Plans call for initial use of new system for telephone service in mid-1953, with several TV channels becoming subsequently available. One westbound and two eastbound TV channels are now in use between Dayton and Columbus, two westbound between Dayton and Indianapolis.

AREA is connected to nationwide TV networks by Dayton-Toledo coaxial cable link.

PRODUCTION AUTHORITY ISSUES SECURITY RULES

RULES governing security information at Defense Production Adm. and National Production Authority announced Friday by Manly Fleischmann, DPA-NPA administrator.

Carrying out President's executive order (see story page 30), Mr. Fleischmann said safeguards will be followed in information concerning national security but all other will be available to public. "We must never forget that the American people have a fundamental right to non-security information regarding the activities of government agencies," he said.

DPA-NPA security officers are responsible for handling of information, he said, with officials to be assigned to classification. Periodic review will be made, he said. Assistant administrator is to be authorized to declassify information. Conflicts will be referred to administrator, with position to be recorded with security committee. Mr. Fleischmann said these provisions assure exercise of careful judgment and performance of actions. News media invited to contact assistant administrator in case of complaint.

MRS. FRANCES WALZ BREDBERG

MRS. FRANCES WALZ BREDBERG, president, director and majority stockholder of Tri-State Broadcasting Co., operators of KTS/M. El Paso, died Thursday, Oct. 25, in Fort Worth, Texas.

DuMONT CODE VIEWS

COMMENTING on NARTB TV Code, Chris J. Witting, director and general manager of DuMont Television Network, told Broadcasting * Telecasting Friday that code's program standards reflect some principles that DuMont has used to guide its own operation (code story page 64). With respect to code's economic and antitrust sections, he said these are being studied very carefully and that he preferred to withhold comment until this study is completed.

SAFEGUARDS CONSIDERED FOR NARTB TV CODE

REVAMPING of parts of NARTB TV code (early story page 64) to protect city stations and networks from civil and antitrust suits will take place following Friday meeting of over dozen lawyers representing TV clients with NARTB legal staff.

Antitrust peril in awarding and removal of seal pointed out by attorneys, with danger of triple damages in some cases. Ban on liquor advertising might run into conspiracy action, it was pointed out, though stations individually can adopt own policies. Doubt also voiced on language used in paragraph covering personal products of intimate nature.

Pittsburgh-St. Louis Microwave Relay

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WRPPE...
Virginia: state of presidents

What does leadership spring from? It's hard to say—yet it's safe to link that unique quality to alertness, ingenuity, practical idealism, and a pioneering spirit.

Virginia is aptly termed the State of Presidents. Among the nation's leaders, Washington, Jefferson, Madison, Tyler, Taylor, Monroe, William Harrison, and Wilson all called the Old Dominion home.

Is it coincidence that the State of Presidents led the way when the revolutionary air du, radio and television, first dawned on the horizon? Is it coincidence that WMBG, WCOD (FM) and WTVR, First Stations of Virginia, lead sponsors right into the hearts of their vast audiences?

Havens & Martin Stations are the only complete broadcasting institution in Richmond. Pioneer NBC outlets for Virginia's first market. Represented nationally by John Blair & Company
You've read how useful our Armed Forces found their portable "walkie-talkie" radiotelephones. Now this almost indispensable instrument has become even more efficient.

At the Signal Corps' request, RCA engineers undertook to streamline the older, heavier model—which many a soldier of World War II called "the backie-breakie." Following principles of subminiaturization—pioneered at RCA Laboratories—every one of its hundreds of parts was redesigned. Models were built, tested, rebuilt, and finally RCA came up with an instrument weighing only 29 pounds. Its range is double that of the World War II model.

Even more important, RCA was able to beat the most optimistic estimate of the time needed to design such an instrument by nearly three months. Signal Corps engineers have called this "A major engineering and production achievement."

* * *

See the latest wonders of radio, television, and electronics at RCA Exhibition Hall, 36 West 49th St., New York. Admission is free. Radio Corporation of America, RCA Building, Radio City, New York 20, N. Y.

Comparison with the older model portable radiotelephone shows how successfully RCA engineers have reduced its size with their new instrument.