Advertising dollars have to do double duty these days. And that's why more and more national advertisers are turning to W-I-T-H in Baltimore. Because on W-I-T-H, advertisers get MORE for LESS!

You get MORE listeners-per-dollar—far more!—than from any other radio or TV station in town. You get this huge, responsive audience at amazingly low cost. For profitable results, W-I-T-H is the real bargain buy in Baltimore.

Just call your Headley-Reed man. He'll give you all the facts.

The results station WITH Baltimore, Md.

TOM TINSLEY, PRESIDENT — REPRESENTED BY HEADLEY-REED
A SPECIALIZED PROGRAM FOR A SELECTIVE MARKET...

FARM WORLD TODAY!

... Presenting all the basic, up-to-date information needed in the business of agriculture, to one of the greatest farm radio audiences in the Midwest.

FARM WORLD TODAY, broadcast Monday through Saturday, 11:30-11:55 A.M., is an example of WLS specialized programming for a large and important selective market—those people, men and women, whose basic economy is dependent upon agriculture. Conducted by Al Tiffany, WLS Agricultural Specialist, FARM WORLD TODAY boasts one of the greatest farm radio audiences in the Midwest. They listen for information essential to the business of agriculture...

- New Crop Possibilities!
- Forecast of important crop and livestock potentials!
- Labor saving devices—weather—markets!
- Local, National and International news affecting agriculture!
- Projects of leading agricultural organizations—including farm women groups!

...all important to all members of Midwest farm families because of the growing significance of possible war economy; heightened interest in market reports; ever present concern over weather conditions, and the need to keep abreast of the very latest agricultural developments.

From your point of view, FARM WORLD TODAY offers tremendous commercial possibilities. Sold on an economical participation basis, this program's inherent prestige yields quicker acceptance and firmer belief in each sales message—begging instant buyer action.

Through years of service to the vast agricultural industry, by such programs as FARM WORLD TODAY, WLS has emerged as the undisputed agricultural leader in the Midwest—the result of planned programming and service by the largest informed agricultural staff in radio.

Your Blair man has complete details on WLS agricultural leadership.

The WLS rural market is big and important, with 1,738,370 radio families whose economy is so greatly dependent upon agriculture. This market consists of:

- 11.5% of the nation's cash farm income
- 8.1% of the nation's farms
- 9.1% of the nation's cattle
- 15.6% of the nation's hogs
- 9.4% of the nation's poultry
Question: how far does...

$34 or $68

a week go on

WSAR

Fall River, Mass.

Answer:

For $34.00 a week—5 one-minute announcements—each with a guaranteed rating of 6.0 in Fall River and 2.0 in New Bedford.

Total Rating points—Fall River 30.0
Total Rating points—New Bedford 10.0

* Based upon a 52 week basis

Answer:

For $68.00 a week—10 one minute announcements—each with a guaranteed rating of 6.0 in Fall River and 2.0 in New Bedford.

Total Rating points—Fall River 60.0
Total Rating points—New Bedford 20.0

** Based upon a 20 week basis—lower yet if bought on a 52 week basis

WSAR is the only FALL RIVER-NEW BEDFORD station which delivers large audiences in both cities

5000W 1480Kc WSAR FALL RIVER, MASS.

National Representatives HEADLEY-REED COMPANY
Mrs. Jean Dale (center), Secretary, Wilmington Women's Bowling Association, and Miss Margaret Bader (right), highest single game bowler for women in the State of Delaware, discuss bowling techniques with George Frick who conducts "The Sporting Scene" on WDEL-TV.

... is on WDEL-TV each night at 6:45 conducted by George Frick. The program is broad and versatile in content. Typical of these programs is the one shown above when women bowlers demonstrated bowling techniques. Another feature has been a series of golf instructions conducted by a local professional. Football coaches have been called upon to give diagrammatic instruction in plays and new rules thus increasing the average sports fan's enjoyment and understanding of the game. Young hopefuls have received professional instruction through baseball clinics. With many such activities on "The Sporting Scene," WDEL-TV serves its listeners by planning these programs so they are not merely reportorial but useful, informative and constructive. This program for sports fans is one of many public service features telecast for WDEL-TV viewers in the many communities it serves.

WDEL-TV
WILMINGTON, DELAWARE

Represented by
ROBERT MEEKER ASSOCIATES Chicago - San Francisco - New York - Los Angeles
CLOSED CIRCUIT

SHORTLY TO BE announced will be sale of WCOP Boston by Cowles interests (Des Moines Register Tribune, Minneapolis Star Journal, Chicago, Quick, KENT, WHE) to T. V. Baker Jr., and A. G. Beaman, owners of WKDA Nashville. Amount $150,000. Transaction being negotiated through brokerage firm of Howard Stark, New York. Cowles originally acquired station in 1944 for $250,000.

CBS radio station relations and top brass burning midnight oil evolving sales structure which will permit network to "remain competitive" with NBC by virtue of that network's revolutionary basic economic plan [B&T, Oct. 8, also see pages 23, 54]. It's expected CBS Radio plan, probably due before Dec. 1, will, like NBC's, eliminate "must" network buys and permit advertisers to pick and choose markets, taking into account TV. CBS Radio plan also expected to have dollar floor (NBC's is 75% of rate card.)

ALTHOUGH IT hasn't been mentioned in news reports, new Democratic Committee Chairman Frank E. McKinney and FCC Chairman Wayne Coye are close personal friends, dating back to "barefoot" days in their native Indiana. Mr. McKinney owns interests in four Indiana stations (see page 28).

CHANGES COMING UP in ABC West Coast operations. Bill Phillipsen, attorney who's been working in ABC television department, slated to become West Coast head pending completion of ABC merger with United Paramount Theatres. Phil Hoffman, general manager KOB-AM-TV Albuquerque, to become manager of ABC's KCA TV Los Angeles. Donn Tatum continues as ABC's TV head on Coast. ABC President Robert E. Kintner was to fly coastward over weekend.

QUAKER OATS, in move to promote rural markets rather than urban, is moving part of budget from television to radio. Firm will drop half-hour TV show Sundays on NBC-TV but will put its Gabby Hayes program (Martin Stone package) on radio, Sundays, 6-6:30 p.m. on MBS replacing Challenge of the Yukon. Quaker will continue to sponsor Hayes five times a week, 5:15-5:30 p.m. on NBC-TV

ROBERT ELDER, research expert and inventor of Audimeter, formerly with Lever Bros., now consultant in Boston, to confer this week with All-Industry Associates Committee on best avenues of approach to research demonstrating radio's sales punch and position in media field. Meeting of full committee, under Paul W. Mórceny of WITC Hartford, to be held in New York starting Wednesday noon and continuing through Thursday. Subject of future meetings with representatives of Association of National Advertisers also on 1½ day agenda.

CHANGES IN TOP executives of Canadian Broadcasting Corp. will be announced soon (Continued on page 6)

RADIO LISTENING IN HOMES WITH TV

RADIO LISTENING in TV homes, in proportion to listening in homes equipped with radio only, showed gain during the past year, according to index released by A. C. Nielsen Co. late last week. Listening in both groups showed normal increase during the winter months, it was pointed out, followed by expected seasonal drop with arrival of warm-weather months. In connection with total number of homes reached, it was explained that the 7.4 percent in column A represents 945,000—or about one million—radio-listening families.

Following table released by Nielsen research firm presents figures for an average minute during period 7-11 p.m., Monday through Friday:

<table>
<thead>
<tr>
<th></th>
<th>A</th>
<th>B</th>
<th>C</th>
</tr>
</thead>
<tbody>
<tr>
<td>Period</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Oct-Dec</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>90</td>
<td>3.6%</td>
<td>34.4%</td>
<td>22.8%</td>
</tr>
<tr>
<td>Jan-Mar</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>'51</td>
<td>9.8%</td>
<td>36.9%</td>
<td>28.6%</td>
</tr>
<tr>
<td>Apr-June</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>'51</td>
<td>7.4%</td>
<td>28.6%</td>
<td>25.7%</td>
</tr>
<tr>
<td>July-Sept</td>
<td>'51</td>
<td></td>
<td></td>
</tr>
<tr>
<td>'51</td>
<td>6.8%</td>
<td>21.7%</td>
<td>31.3%</td>
</tr>
</tbody>
</table>

BUSINESS BRIEFLY

BLOCK DRAMA ● Block Drug (toothpaste), to sponsor Dick Tracy half-hour TV show on WABD (TV) New York and KSTP-TV St. Paul starting mid-December, aiming at juvenile audience. Agency, Cecil & Presbrey, N. Y.

GILLETTE CLASSIC ● Gillette Safety Razor Co. to sponsor broadcast of Army-Navy football game Sat., Dec. 1, on MBS, which has carried game since 1946. Broadcast starts at 1:15 p.m. from Philadelphia. NBC-TV to carry TV version. Agency, Maxon Inc., N. Y.

AUTO SERIES ● Kaiser-Frazer Dealers sponsoring TV mystery with Betty Furness Sun., 7:30-8 p.m. on ABC-TV, Nov. 4 through Dec. 2; shifts to Adventures of Ellery Queen starting Dec. 9. Agency, William H. Weintraub & Co., N. Y.

KELLOGG ACQUIRES ● Kellogg Co., Battle Creek, Mich., has bought Pacific Coast plant of

Radiation Law Advisory Group Accepted

APPOINTMENT of voluntary broadcast advisory committee to cooperate with FCC in enforcing new Radiation law (S-387) accepted in principle Friday by White House in meeting with Broadcast Advisory Council. Judge Justin Miller, NARTB board chairman, is council chairman.

BAC members met with Joseph Short, President Truman's press-radio secretary, at Mr. Short's invitation, to review draft of proposed Executive Order covering enforcement of law, which amends Communications Act to provide authority to use or close down broadcast stations and nonbroadcast devices in case of emergency or disaster. [B&T, Oct. 29]. Officials of other government agencies attended Friday session.

Number of changes will be written into Executive Order, with probability its issuance will be delayed until late this week. Text had been approved in principle by government agencies affected but had not yet cleared Attorney General.

Technical change proposed in order would provide that rules and regulations covering shutdown and use of stations be approved by entire FCC though possibly enforced by one administrator.

At close of meeting it was agreed any further changes in draft of order would be submitted by broadcasters to Judge Miller for submission to Jack Gorrie, chairman, National Security Resources Board.

President delegates to FCC power to prepare engineering plans for station operation during attack or threat of attack. These would require approval of Secretary of Defense and NSRB.

Mr. Short said FCC and military have been working long time on radiation problem but sought legislation to clear up possible legal difficulties.

Government still working on plans for control of TV stations in emergencies.

Proposed order contains paragraph specifying conditions that must be kept on air as much as possible and returned to operation at earliest feasible moment after shutdowns. Mr. Short made plain the government wants maximum operation of broadcast stations, but at same time doesn't want to provide enemy with homing signals. He said broadcasters in general appeared satisfied with proposed order.

Separate section provides that Secretary of Defense does planning for government station operation.

ATTEND White House meeting for broadcasters were, besides Judge Miller, Ralph W. Hardy, Thad Brown, Vincent Walsenlak, Neil McNaughten, Abiah Church, Robert K. Richards, Oscar Elder, all of NARTB; Fred W. Albertson, attorney; Leon Brooks, CBS; Ben Chatfield, WMAT Macon, Ga., Ted Koons, station; Bill Ray, all for National Assn. of Radio News Directors; Gustav Margraf, Frank M. Russell, NBC; Paul O'Brien, attorney; Ward Quall, Clear Channel Broadcasting Service; William Roberts, attorney; Percy Russell, attorney; G. Richard Shaffo, WLS Columbia, S. C.; John P. South- mardy, attorney; Earl M. Johnson, MBS; Karl Ruff- man, WGR Buffalo; Robert H. Hinckley, ABC; Wil- liam A. Fay, WHAM Rochester; George Sutton, attorney; S. A. Cramer, WXYZ Louisville; Marcus Cohn, attorney; William Dempsey, attorney; Frank Falknor, CBS; Howard Lane, Field Enterprises; William B. Lodge, Howard Metigin, CBS; Joseph McDonald, ABC; Gilmore N. Nunn, WLAP Lexington, Ky.; Stephen Tuly, attorney; J. L. Van Volken- burg, CBS; Mortimer C. Watters, WCPO-TV Cincinnati; Charles Wayland, attorney; Ed Wheeler, Radio- television Mfrs. Assn.; Martin H. Wilter, attorney; Chris Witting, DuMont; Kenneth Gaping, Dept. of Agriculture. Meeting was through the courtesy of Mr. McCollough, WGAL Lancaster, Pa.; Arthur B. Church, KBMC Kansas City; Philip G. Loucke, attorney; Arthur Mosty, KGVO Missoula, Mont.
CBS RADIO, OWNED STATIONS TAKE COVERAGE SERVICE

CBS RADIO and CBS-Owned radio stations Friday subscribed to audience measurement and coverage study to be conducted in spring of 1952 by Standard Audit & Measurement Services. Principl president, Dr. Kenneth H. Baker, was former research director of NARTB. Although CBS Radio was first network to subscribe, Dr. Baker said he had commitments from more than 300 stations.

At time he announced new project, Dr. Baker set deadline for initial subscriptions as of last weekend, but Friday he said he had extended this date to Dec. 1, at CBS Radio's request. Study which his firm will conduct will be along lines of circulation measurement done by now defunct BMB.

SPORTS PROMOTION GROUP APPOINTED BY RTMA

STEPS to promote local radio distributor activities on behalf of sports events will be worked out at first meeting of 19-man group named by Radio-Television Mfrs. Assn. Meeting will be held during NARTB in New York industry conference at Stevens Hotel, Chicago.

New group will operate as subcommittee of RTMA Sports Broadcasting Committee, according to J. B. Elliott, RCA Victor, chairman of committee. Sessions of 22 suggestions for RTMA member activities on behalf of sports has been sent out by committee. Manufacturers urged to include ideas to boost attendance at sports events in connection with national advertising copy. Local distributor groups being set up to aid local broadcasters, college athletic directors, sports promoters and others.


BAB COMMITTEE TO MEET

NOMINATING Committee of Broadcast Advertising Bureau under John Pelt, of Richards stations, slated to meet in New York today (Monday) to nominate officers including board chairman. Edgar Kobak, consultant and station owner, who currently holds chairmanship, made clear when he accepted office he would serve only until nominations started to get off ground. He feels that stage now has been reached. BAB presidency, held by William B. Ryan, not involved in nominations.

Page 6 • November 5, 1951

In this Issue—

NBC uncovers some of the economics in its new economic plan in Story, Page 22 and full description of new network rate formula on Page 54. Radio-TV get a thorough exploration by American Assn. of Advertising Agencies at eastern meeting in New York, Page 44.

There's money in public relations, but broadcasters haven't learned yet how to exploit this field. Page 29.

Wayne Cop says radio and television had better clean up their own programming, or Congress will do it for them. Page 87.

Lawyers are shooting at what they say are holes in the NARTB television code. Page 80.

Radio networks are not only "eating their own young but devouring themselves in the process." Murray Grabhorn, speaking as station representative, takes a big swing at current network practices. Page 84.

There are all kinds of crime on the air. Page 21.

What's the timetable on the lifting of the FCC freeze and construction of new TV stations? An up-to-the-minute forecast and situation report. Page 76.

FCC may relax its five-TV-stations-to-a-
customer rule. Page 85.

A morning radio show makes friends and sells goods for a St. Paul department store. Page 91.

"The Tournament that Laid the Golden Egg." Page 86.

Ford Foundation workshop announces UN television series. Page 89.

Its color plans may have been knocked a-glimmer, but CBS-Columbia still wants more critical materials to build black-and-white sets. Page 92.


Good Housekeeping surveys the effect of TV on other family habits. Page 88.

Civil Defense Authorities plan expanded use of theatre TV to teach local CD workers. Page 80.

Frieda B. Henock will stick with the FCC. Page 89.

Upcoming

Nov. 5: BMI Program Clinic, Hotel Northern, Billings, Mont.

Nov. 7: BMI Program Clinic, Alonzo Ward Hotel, Aberdeen, S. D.

Nov. 9: Hearing for objections to petition for reorganization of LeBlanc Corp. (Hackley), U. S. Court (Southern New York District), Foley Square, New York City.

Nov. 9: BMI Program Clinic, Radisson Hotel, Minneapolis, Minn.

Nov. 10: BMI Canada Ltd., Program Clinic, Royal Alexandra Hotel, Winnipeg, Canada.

(Closed Circuit)

Closed Circuit

(Continued from page 5)

due to continued ill-health of CBC General Manager Dr. Augustin Frigon, who has held post since 1936. He was member of 1928-29 Royal Commission which recommended nationalized broadcasting set-up with privately-owned local outlets as now operating in Canada.

HAL HOUGH, program director of Fort Industry Co.'s WJBK-AM-FM-TV Detroit, slated to join ABC's WJZ-TV New York as program director about mid-November.

FCC SHORTLY will emerge with new lineup on multiple ownership of stations. There's prospect that FCC will retain present limitation of five VHF TV stations in hands of single entity, but that it might add two or three UHF licenses to spur development in newer TV spectrum (see story page 86). Under existing rules also, FM multiple ownership is limited to six but that figure expected to be raised to seven which also may be fixed for AM stations. AM now has had no formal limit. Provisions also to be made for calculation of minority holdings in each class of station set so partial ownership (less than control) will not be regarded as entire unit in any station class.

COMPLETION of final arrangements for Mutual-MGM tie-up, with MGM Radio Attractions furnishing MBS with six hours of "star entertainment" weekly [B*T, Sept. 24], expected any day. Target date for new programming still Nov. 19.

INDICATING FCC determination to move posthaste on TV allocations after freeze is thawed is current proposal that no hearing, once set for contested cities, will be postponed unless they are overwhelming reasons. Also being considered is proposal for no appeal from examiners to Commission as whole on postponements.

FOR FIRST TIME in several years Snow Crop Frozen Foods, N. Y., returning to radio. Spot campaign starts Nov. 12 in six markets through Imperial Inc., N. Y. Firm continues to sponsor part of Saturday Your Show of Shows on NBC-TV.

EYEBROWS lifted last week with receipt of complaint on newspaper ownership in TV. Complainant, who also sent his epistle to President Truman, was Herbert Levy, Esq., Baltimore attorney and minority stockholder in WAM (TV). Competitive TV stations in market, WMAR (TV) and WBL-TV, are owned by Baltimore Sunpapers and Baltimore News Post, respectively.

REPORTS that Congressional Joint Recording Facility, operated by Robert Coar, ready to turn out TV film shorts for home consumption via Congressional financing regarded premature. Fact is Congress hasn't appropriated single cent—money will come from radio "re- serve earnings." Facility, with help of Senate-House clerks, double-timing efforts for TV equipment delivery before Congress returns Jan. 6 in election year.

KJBS TO H-R REPS

KJBS San Francisco has appointed H-B Reps., N. Y., as exclusive representative in national field, effective Jan. 1.

Page 74

for more AT DEADLINE see page 114

BROADCASTING • Telecasting
**WKDA**

NASHVILLE TENN.

**First in News**

**First in Music**

**First in Sports**

**Hooper Radio Audience Index**

**City: Nashville, Tenn.**

**City Zone: August, 1951**

<table>
<thead>
<tr>
<th>Time</th>
<th>Radio Sets in Use</th>
<th>Station A</th>
<th>Station B</th>
<th>Station C</th>
<th>Station D</th>
<th>Station E</th>
<th>Other AM &amp; FM</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mon. thru Fri. 8:00 A.M.-12:00 Noon</td>
<td>16.3</td>
<td>23.2</td>
<td>24.7</td>
<td>12.9</td>
<td>1.9</td>
<td>18.8</td>
<td>17.6</td>
</tr>
<tr>
<td>Mon. thru Fri. 12:00 Noon-6:00 P.M.</td>
<td>15.0</td>
<td>21.6</td>
<td>23.9</td>
<td>14.0</td>
<td>3.9</td>
<td>7.7</td>
<td>26.4</td>
</tr>
<tr>
<td>Sunday</td>
<td>18.8</td>
<td>45.7</td>
<td>7.0</td>
<td>16.1</td>
<td>5.0</td>
<td>11.6</td>
<td>13.2</td>
</tr>
<tr>
<td>Sun., thru Sat. Eve. 6:00 P.M.-11:00 P.M.</td>
<td>15.7</td>
<td>36.1</td>
<td>18.6</td>
<td>11.1</td>
<td>8.5</td>
<td>24.6</td>
<td>1.0</td>
</tr>
</tbody>
</table>

**TOM BAKER, GENERAL MANAGER**

**The Bolling Company**  •  **National Representatives**

**Broadcasting • Telecasting**

November 5, 1951  •  Page 7
they say it's a
television age, BUT...

**WIBC**

and only 50 KW
radio station
has increased its share
of nighttime audiences

**36.8%**

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

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

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

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

Ask your JOHN BLAIR man for particulars on
these excellent nighttime availabilities.
GO HOME - TOWN WITH THE
YANKEE HOME TOWN
FOOD SHOW

With Yankee Home Town Stations, you're assured of local impact — local acceptance — with a saturating coverage spreading over the entire city and suburban trading area!

Take, for example, the Yankee Home Town Food Show, a participating program of proven effectiveness! National advertisers are using this program regularly — are finding local impact plus local acceptance a hard-hitting, hard-selling team! . . .

Plus a merchandising plan exclusive and distinctive in New England.

Go Yankee! Go Home-Town — with the Yankee Home Town Food Show!

The YANKEE NETWORK
DIVISION OF THOMAS S. LEE ENTERPRISES, INC.
21 BROOKLINE AVENUE, BOSTON 15, MASS.
You'll "Strike Oil" in CHESTER

WFIL-

R. L. BURKE, Shipbuilder—He heads Sun Shipbuilding and Drydock Co., one of 80 Chester industries which earn $27,000,000 in annual wages.

AYER FREISMAN, Clothier—Appliance is a $2,000,000 business for 99 Chester clothing stores like Murray's. He tunes regularly to WFIL.

ELSIE C. O. JONES, Housewife—Hers is one of 19,000 Chester homes where radio is standard equipment, where WFIL can sell your product.

DR. PHILIP GERBER, Ophthalmologist—He knows prosperous folks care for their health. Chester's $1,757 per capita income is far above normal.

When is 5,000 watts more than 5,000 watts? When it's first on the dial! Operating at 560 kilocycles, WFIL's 5,000 watts provide coverage equal to twenty times the power at double the frequency...100,000 watts at 1120 kilocycles.
...and Riches in ALL of adelphia

...America's 3rd Market

Get Ahead in Chester...

"What Chester Makes Makes Chester," says Pennsylvania's oldest town. Today, for all America, Chester makes ships, textiles, paper, steel, refined oil and a hundred other products. What does this make Chester? A high income city, with better than 55 per cent owner-occupied homes...a thriving market town of 65,000 with retail sales of $82 million, family income 30 per cent above national average. And in Chester, more people listen regularly to WFIL than to any other station, says BMB. Make Chester yours. Schedule WFIL.

...Lead in All 14 Counties

Chester is just one city but it represents the quality of the entire 14-County Philadelphia Retail Trading Area...where WFIL's signal penetration is strongest. Here, in the nation's third largest market, are 4,400,000 people...$6 billion in purchasing power. Here, two out of three families are consistent WFIL listeners. And WFIL takes you into a vast bonus zone, far beyond the 14 counties. Total coverage: an area with 6,800,000 people, more than $9 billion in buying power. To capture this market, schedule WFIL.

WFIL

560 kc.
The Philadelphia Inquirer Station
An ABC Affiliate
First on the Dial
In America's Third Market
Represented by THE KATZ AGENCY

November 5, 1951
Page 11
Point of Sale...

In addition to regular coverage of agencies and time buyers, may we remind you that WRC Sales Manager Mal Glassock has a busy telephone these days. Clients know that WRC can produce.

An inquiry regarding WRC availabilities is as convenient as your telephone. Call either National Spot Sales or WRC, wherever you are.

Washington enjoys excellent position in the first ten major markets in the country . . . you'll find WRC's results are a telling reason in these years of hard selling.

IN THE NATION'S CAPITAL

YOUR BEST BUY IS

FIRST in WASHINGTON

WRC

5,000 Watts • 980 KC

Represented by NBC SPOT SALES

Page 12 • November 5, 1951

feature of the week

PULLING power of radio was demonstrated fortnight ago by KOWH Omaha with a treasure hunt that drew 10,000 prize-seekers—and, not incidentally, an unexpected arrest for General Manager Todd Storz.

The station asked participants to write in for stickers in advance of the contest and to fasten them to the back of their cars. KOWH offered prizes of $50, $100 and $250 for lucky finders.

The contest got underway Oct. 21 at 2 p.m. and continued for three hours, with the treasures hidden at various spots in Omaha. Clues were aired from a KOWH mobile unit and a loud speaker also was set up in each treasure hunt area. The contest was divided into three parts.

The turnout was so great that, despite employment of extra policemen, cars were caught in a huge traffic jam in downtown Omaha. Extra police were dispatched to break up the jam at the Douglas St. bridge bordering the Nebraska and Iowa sides and at other intersections.

In attempting to clear up the snarl, one officer directed Mr. Storz to leave the caravan. When the KOWH general manager declined to "cooperate," he was hustled off to police headquarters.

Mr. Storz was released on a $10 bond and asked to reappear. He forfeited the bond, however, and presumably charged it up to experience—and promotion.

Sums of money were planted in the Playland Park in Council Bluffs (on the roller coaster beams), in a tree at Omaha's Riverview Park and beneath some sort at the KOWH transmitter at 69th and Redman in the city.

Despite his arrest, Mr. Storz was not bitter. "I think that the fact that well over 10,000 turned out for this event speaks well for the pulling power of radio generally," he declared.

TWO winners of KOWH Treasure Hunt—Mr. and Mrs. Jack Sanchez (c)—give listeners their reactions while Gaylord Avery (l), program director, and Announcer Jim O'Neil look on.

strictly business

M. ANTHONY MATTE

ASK Tony Mattea what his hobby is and he answers without hesitation: "Advertising."

An advertising manager for Standard Oil Co. of California he is in an enviable position to pursue his hobby and make a living at it, too.

Under his direction is one of the largest advertising accounts in the West. The exact amount of the company's advertising budget is confidential. But in addition to being one of the largest, it also is one of the most varied, being split many ways to support campaigns in numerous media and regions.

One of the largest items of the budget, about 22%, goes to radio. It supports more than 125 hours per week on a string of stations covering the oil company's market area from the Mexican border to Nome, embracing seven western states, Alaska and Hawaii. Next year, when the company's television on a permanent basis (Standard tested the new medium in 1947 by sponsoring Los Angeles baseball games) an additional

(Continued on page 72)

and maybe we could continue the parallel with "from this day forward." Once they're wooed and won as a W L A V client, they live with us happily ever after.

The truest testimony to the power of radio and W L A V is the following partial list of long-time clients:

11 YEARS

Boston Store
Holsum Bread

9 YEARS

Eccezency Shoes
Fox Brewing Co.
Sears Reebuck
Texas Company

10 YEARS

Bennett Fuel
Burkholder
Chevrolet
Fox Jewellers
Horred Packing
Wurzburg

8 YEARS

Central
Reformed Church
Children's
Bible Hour
General Mills
Goebel Brewing
Hickok Oil Co.

"from this day forward ..."

once on W L A V,
always on WLAV,

WLAV
Grand Rapids, Mich.
AM-FM
ABC for
Michigan's Second Market

BROADCASTING • Telecasting
It's impossible...

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

Swallow the Bonanza Beeline and
you really swallow something; all of
inland California plus western Nev-
ada—an area larger than Pennsyl-
vania and Michigan combined . . .
with more people than Los Angeles
. . . more buying power than Detroit
. . . higher total retail sales than
Philadelphia.*

But don't expect to do the trick
with outside radio stations — even
far-reaching San Francisco and Los
Angeles stations. The inland Beeline
is an independent market where
people prefer their own strong stations.
Remember, too, that so far TV is no
selling factor in this area.

Be sure, then, that you use on-the-
spot radio stations—the five BEE-
LINE stations. With all five, you
digest the whole market. With each
one, you cover a major Beeline trad-
ing area. For example . . .

KWG STOCKTON
Serves 69,000 radio families in its
2-county radius. Has a BMB home-
city total weekday audience of 69% 
daytime, 67% at night. (And Stock-
ton, according to Sales Management's
recent survey, is the nation's No. 1
test city in its population class!)

*Sales Management's 1951 Copyrighted Survey

McClatchy Broadcasting Company

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

KFBK
Sacramento (ABC)  50,000 watts 1530 kc.  6000 watts, day; 1000 watts, night
1230 kc.

KOH
Reno (NBC)  5000 watts 630 kc.

KERN
Bakersfield (CBS)  1000 watts 1410 kc.

KWG
Stockton (ABC)  250 watts 1220 kc.

KMJ
Fresno (NBC)  5000 watts 580 kc.
**Nosegays**

**EDITOR:**
When it first became apparent that we were headed for sponsorship of a network television show, I believed it expedient to subscribe to all the publications in the television field.

You will be interested to know that I have now narrowed my reading to your publication alone. It is my belief that BROADCASTING & TELECASTING gives me the information I need. Your editorial excellence is unmatched in the field of magazines devoted to this great business of television and radio.

Dick Stark
Ironrite Inc.
Mount Clemens, Mich.

[EDITOR'S NOTE: Ironrite sponsors "Hollywood Screen Test," Monday 7:30-8 p.m. on ABC-TV.]

**EDITOR:**
I congratulate [you] on the article which appeared in BROADCASTING & TELECASTING for Oct. 8. It was entitled "Radio: Our Prodigal Son." . . .

The only thing wrong with your carrying of this article was that you didn't feature it in four colors. Please accept my congratulations and, if you wish, convey them to Mr. [Tom] Holchklia [manager of Viking Network and author of the article] for this practical exposition on what is wrong with radio.

J. B. Maurer, Sales Manager, WHK Cleveland

**[EDITOR'S NOTE: It also proves that Mr. Pulver's face is famous. The former Dancer - Fingerland-Sample executive who last week became director of radio and TV media for Lever Bros. was not identified in the ad.]**

**Busy Signal**

**EDITOR:**
I tried to get Stan Pulver last Monday, when the issue came out, to tell him that I recognized his picture in the house ad that you ran on the YEARBOOK.

Mr. Pulver told me that his telephone was tied up all Monday with calls coming in from persons who were doing the same thing. It proves that BROADCASTING & TELECASTING must be read.

Sylvan Taplinger
Kenyon & Eckhardt
New York

---

**In Chicago, it's WGN... 5 to 1!**

In October, 1951, an advertiser wrote:

"From time to time, we have used all the basic network stations in Chicago. WGN has consistently outpulled these stations, at a ratio of better than five to one."

---

**In Chicago, it's WGN... 5 to 1!**

**WGN... Your Basic Buy**

reaching more homes per week than any other Chicago station

---

**A Clear Channel Station... Serving the Middle West**

Chicago 11 Illinois 50,000 Watts
720 On Your Dial

---

**ADMIRING trophies to be presented to winners of the annual awards competition at the National Assn. of Radio News Directors convention in Chicago Nov. 12-14 are (1 to r) Prof. Fred Whiting, Radio Div., Medill School of Journalism, Northwestern U., and Prof. Baskett Mosse, chairman of the NARND Awards Committee. Medill donated trophies, to be rotated among winners from year to year. Awards will be made at convention banquet Nov. 14 at Hotel Sherman.**

---

**Lost and Found**

**EDITOR:**
Your 1951 "Map of Broadcasting" is one of the most valuable sources of information around our shop. You are to be congratulated on another job well done.

We certainly have occasion to refer to it and to date have discovered only one omission—WMRN the Mutual station in Dublin, Ga. I thought you might want to make note of this for future reference.

Robert A. O'Connor
Manager of Station Information
MBS, New York

[EDITOR'S NOTE: Apologies from a bubbling cartographer and a promise that Dublin and WMLT will be back on the map next year.]

---

**Forced Draft**

**EDITOR:**
... I was interested in the story on page 62 of the Oct. 15 issue that WIRO [Iron City, Ohio] had made a construction record in its recent building program. I thought you might be interested to know that when I started WMRN [Marion, Ohio] in 1940 we broke ground Nov. 19 with a horse-drawn droplane for the start of the excavating and we were on the air Dec. 23 at 2 p.m. I might say that I would never try it again, because I practically ran around with a whip in my hand forcing the bricklayers to lay bricks a little faster and the carpenters to add that extra nail. . . .

Robert T. Mason
Pres. & Gen. Mgr.
WMRN Marion, Ohio

---

**Page 14 * November 5, 1951**
Cleveland's Name Jockeys Around the Clock!

ED STEVENS—His noon program "Lunch with Stevens" is beamed to adults, both at home and in the office, and boasts a big, loyal, buying audience. A sincere, highly effective radio salesman, with a fine record of sponsor successes.

PHIL McLEAN — A deep, pleasant voice, informal manner, and a smart selection of music make McLean popular with Cleveland listeners. His personal appearances at group meetings, have promoted both himself and his sponsors. A radio salesman of the highest type.

DON CORRAYS — Former NBC network announcer, New York personality for five years. Popular skipper "Port of Missing Hiss."

BILL RANDLE—Referred to by Cleveland papers as the "King of Disc Jockeys." Was first in the annual Cleveland Plain Dealer poll. Exclusive personal appearances of the stars on "The Bill Randle Show."

JERRY CROCKER—One of the city's cleverest personalities. His late night show is a "never-know-what-to-expect" type program, attracting listeners of all categories. Jerry's underwater interview with a nightclub entertainer recently brought him national attention.

TOM EDWARDS—A newcomer to the staff, this Milwaukee carrot-top has already become a recognized voice in Cleveland radio. His friendly personalized delivery has sponsors asking for him.

O. L. TAYLOR COMPANY—National Representatives

5000 WATTS • 1300 KC
CLEVELAND, OHIO

VITAL NORTHEASTERN OHIO
CARNATION Walsh B.

Spot • • •
STOPPERS Inc., N. Y. (Stoppers for breath), Nov. 5 (today) starts additional radio campaign using early morning spot announcements for four weeks. Agency: Donahue & Coe, N. Y.

INTERSTATE BAKERIES Corp., L. A. (Weber's Bread), today (Nov. 5) starts intensive four week spot campaign on 15 radio and two TV stations in Southern California area. Spots totalling approximately 3000 over entire period running on seven Los Angeles stations. Agency: Dan B. Miner Co., L. A.


Network • • •
CARNATION MILK Co., Toronto (Carnation milk), starts Stars Over

PERFUME IMPORT CO. announces appointment of Fradkin Adv., N. Y., to handle its radio advertising. Spot radio schedules for national campaign now being placed.


DRUG DISTRIBUTORS Inc., S. F., subsidiary of Drug Services Corp. of Texas, appoints Umland & Co., S. F., to handle advertising. Radio will be used. Ted Slade is account executive.

Adpeople • • •
SELMA MADRIN ANDREWS, manager of Hotpoint Institute, Home Economics Dept., Hotpoint Inc., Chicago, appointed director of consumer services for Nesco Inc., Chicago.

Hollywood on 34 Dominion network stations, Sat. 12:30-1 p.m. Agency: Baker Adv., Toronto.

ALUMINUM Co. of AMERICA, Pittsburgh, to sponsor See It Now on CBS-TV starting Dec. 2 (Sun. 3:30-4 p.m. EST). Produced by Edward R. Murrow and Fred W. Friendly as TV successor to their radio Hear-It-Now program starts Nov. 18. Agency: Fuller & Smith & Ross, N. Y.

CANADIAN INDUSTRIES Ltd., Montreal (chemicals & paints), starts for 26 weeks Le Cour de Ville on 8 French network stations, Thurs. 7:30-8 p.m. Agency: Cockfield, Brown & Co., Montreal.

PI-0CTER & GAMBLE (Tide, Camay, Drano), to sponsor Those Two starring Vivian Blaine and Finkly Lee, over NBC-TV Mon., Wed. and Fri. (7:30-45 p.m.) EST beginning Nov. 26. Agency: Benton & Bowles, N. Y.

McCOLL-FRONTENAC OIL Co., Montreal (Texaco products), Dec. 1 starts Metropolitan Opera from ABC on 39 Trans-Canada stations, Sat. 2-5 p.m. Agency: Erwin, Wasey of Canada Ltd., Montreal.


Agency Appointments • • •

OUTSTANDING community service during summer floods was the basis for a Veterans of Foreign Wars award to KLWN Lawrence, Kan. Accepting plaque on behalf of staff from Charles Coffman (r), VFW Past 852 commander, is Arden Booth, KLWN manager. Citation lauded KLWN for flood coverage through 67 consecutive hours of broadcasting, despite fact KLWN is daytime-only station. It had been on the air less than six months—since Feb. 22, 1951—when facilities were pressed into emergency action.

Page 16 • November 5, 1951

THE BRANHAM COMPANY

representing

CHICAGO
NEW YORK
DETROIT
DALLAS
ATLANTA
CHARLOTTE
ST. LOUIS
MEMPHIS
SAN FRANCISCO
LOS ANGELES

WABB
KTHS
KFMF
WGBA
WNEX
WTPS
KEKH
WRBO
WRBC
KOJ
WCPQ
WDEF
WTIS
WNOX
WMC
KORD
WBU
KAND
KRLD
WFCH
WBK
WSAZ
WPAR

WABB-TV
KFMF-TV
KOB-TV
WCPQ-TV

TELEVISION
San Diego, Calif.
Albuquerque, N. M.
Cincinnati, Ohio
Cleveland, Ohio
Memphis, Tenn.
Dallas, Texas

Wappinger, W. Va.

BROADCASTING * Telecasting
George W. Harvey, for many years with WGN-AM and TV, Chicago, has been named General Manager of WFLA-AM and FM, the Tribune Company's radio properties in Tampa, Florida. Mr. Harvey took over his new duties on November 5th.

George W. Harvey has had wide experience in radio and television. He served as Eastern Sales Manager of WGN for five years, 1944-48, with offices in New York. For the last three years, he has been Sales Manager of WGN-TV.

WFLA is a 5000 watt regional station, operating on 970 kilocycles. It was established in 1925, and has been the NBC Network outlet for the Florida West Coast for over 20 years. WFLA-FM was started in 1948. Application for a TV station was made several years ago.

The Tribune Company also publishes the Tampa Tribune, the largest daily and Sunday newspaper on the Florida West Coast.
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.

Typical of WGY's listener loyalty is this crowd which watched a Farm Paper of the Air broadcast from the station's Farm Broadcasting Exhibit Booth at one of New York State's county fairs this summer.

David J. Mahoney, vice president Ruthrauff & Ryan, N. Y., resigned to form his own agency, David J. Mahoney Inc., same city, effective Jan. 1. At that time, the new agency will handle advertising for Garrett & Co., Inc., Brooklyn (Virginia Dare and Garrett wines), presently represented by Ruthrauff & Ryan with Mr. Mahoney as account executive.

Bennett Bates, advertising manager of Anahist Co., Yonkers, to Dowd, Redfield & Johnstone Inc., N. Y., as vice president and copy director. Mr. Bates was formerly vice president and creative director of Erwin, Wasey & Co.

Ed Pierce, director-producer KFI-TV (now KNXT) Los Angeles, to Geoffrey Wade Adv., Hollywood, as assistant to Forrest Owen Jr., radio-TV director.

Rush Hughes, writer-commentator, to Lynn Baker Inc., N. Y., as director of radio and TV.

S. Seward (Bud) Spencer, radio-TV director Walter McCrery Inc. Beverly Hills, Calif., to advertising staff Western Family magazine, Hollywood.

EXPERIENCED in detonating advertising bombs, Edward G. Smith set off the chain reaction which resulted in formation of the Advertising Council.

Now director of ABC's radio network at the Central Division, he was then radio-television production manager for General Mills, Minneapolis.

Deluged with petitions for free advertising from various worthwhile groups, he called a meeting in Washington with Treasury Dept. officials shortly before the outbreak of World War II and invited representatives of other major national advertisers (Colgate, Procter & Gamble, et al.).

They incorporated brains—and advertising media—to accommodate public service projects and worked out an allocation plan so that the sale of defense bonds could be handled "like a good advertising campaign and not continued in hit-and-miss fashion."

"We handled war projects as effectively as we sold Wheaties," he recalls.

The group's function was taken over later by the Office of Facts and Figures, enlarged to the Office of War Information and the War Advertising Council, and finally became the Advertising Council.

Ed Smith is a pioneer broadcast bomb-dropper, too. In 1946, when a multitude of broadcast problems confronted the national advertiser, he organized—as a rabid member of the Assn. of National Advertisers—a Radio Council for the group. Solutions to all-industry problems besetting major buyers of time were worked out at conferences. At one session, the seven firms represented bought 85% of the total network radio time.

Mr. Smith went to ABC Chicago in February after 14 years in broadcast media at General Mills and nine at radio stations. Hired in Minneapolis by Advertising Manager Sam Gale after an introduction by the president of Blackett-Sample-Hummert, Mr. Smith worked initially as radio program manager and later as radio-TV production director. Valiant Lady, his first radio show there, is back in his (radio) harem again. ABC bought the program from General Mills two months ago after it had been off the air three years. Aired by General Mills 11 years, the daytime serial was one of 17 AM shows

(Continued on page 48)
JAMES E. O'BRYON, public relations director MBS, to Bozell & Jacobs Inc., N. Y., as an account executive.

LLOYD H. MUIR to public relations director of Stewart-Bowman-Macpherson Ltd., Vancouver.


THOMAS S. CADDEN named writer and production assistant Smith, Taylor & Jenkins Inc., Pittsburgh. He was with WIL and KSTL St. Louis, Mo.


MERLE W. MANLY, Botsford, Constantine & Gardner, Portland, Ore., named vice chairman and re-elected to board. GENE DUCKWALL, assistant treasurer, Foose, Cone & Belding, L. A., elected secretary-treasurer.


E. TAYLOR WERTHEIM, Wertheim & Breig, Phila., has formed an advertising agency under his own name with headquarters in New York.


PHILIP H. REISMAN Jr., EKO-Pathé, television script writer, to William Esty Co., N. Y., as member of creative group and as editor-in-chief of department.


ETICS of employees in soliciting accounts of agencies for which they previously worked were reviewed by Duane Jones, president of Duane Jones Agency, at Philadelphia's Poor Richard Club. Examining a "blonney stone" at the Poor Richard advertising session are (l to r): William Berry and Mort Simon, Poor Richard Club directors; Joseph Tinney, vice president, WCAU-AM-FM-TV Philadelphia; John LeCerda, John LeCerda Agency; Mr. Jones, who was guest speaker; and "Ace" Eberson, president, Burton & Gallagher.

Mr. Jones recounted alleged "piracy" of his agency by ex-employees. He suggested agency employees sign contracts when hired stipulating they will not solicit clients for two years after leaving a firm. Some agencies now accept this practice, Mr. Jones explained.

Sock Salesman Surpasses Great Expectations

His "sock" salesmanship encompasses just about every commodity and service currently offered the American public. In the men's furnishings field the experience of one of his sponsors is typical:

"With hardly an exception, whatever we advertise on the Fulton Lewis, Jr. program brings immediate results, sometimes far beyond expectations."

That's the statement of Mr. R. H. Cooley, manager of Bishop's Clothing & Wooden Mills Store, Salem, Oregon, sponsor of the Fulton Lewis, Jr. program on Station KSLM. He continues, "Our business is definitely up over last year, which itself was a very good year."

The Fulton Lewis, Jr. capacity to influence listeners has been demonstrated time and again. His zeal for covering the important stories of the day and his ability to uncover stories which subsequently become important are responsible for his large, loyal audience.

If you want a ready-made audience and a program with network prestige at local time cost (with pro-rated talent cost), investigate now. Though currently sponsored on more than 370 stations, there may be an opening in your locality. Check your Mutual outlet—or the Cooperative Program Department, Mutual Broadcasting System, 1440 Broadway, NYC 18 (or Tribune Tower, Chicago 11).
Important news for all owners of 5-kw TV transmitters

25/20-KW

RCA High-Power TV Amplifier
TT-234A delivers 25 kw, Channels 2 to 6
TT-20AH delivers 20 kw, Channels 7 to 13
Each is shipped with matching dual amplifier, power supplies, and auxiliary equipment.
amplifiers for VHF

- An economical method for raising power to maximum provided by FCC
- Saves about 50% as compared to cost of a complete transmitter of same power—protects original investment
- Requires a minimum of extra floor space

RCA Television Engineering leads the way with air-cooled 25/20-kw amplifiers that you can add to your "5 kw"—without disturbing present facilities. They provide power outputs up to 200 kw (ERP) when used with an RCA high-gain antenna. And because your "5 kw" becomes your driver, your original transmitter investment remains intact! Savings are substantial—nearly 50 percent as compared to a new transmitter of equivalent power!

RCA "Building-Block" amplifiers are designed for use with all RCA Type TT-5A transmitters—can be furnished for operation with other "5 kw's" meeting FCC and RTMA specifications.

For complete details, call your RCA Sales Representative.
The local advertiser knows...

... So he spends the bulk of his radio advertising dollar with KTSA.

THOMPSON MOTORS

Exclusive MERCURY car dealer in San Antonio, Thompson Motors uses KTSA exclusively for radio promotion. With a heavy spot schedule and three 15-minute news broadcasts each week, Thompson Motors is racking up sales and making San Antonians MERCURY conscious.

Thanks, Thompson Motors, for adding another successful KTSAles story to our files.
BROADCASTING
TELECASTING
Vol. 41, No. 19
WASHINGTON, D. C., NOVEMBER 5, 1951

NBC SETS RATE FORMULA

Here are the new "Primary" Economic Plan to replace the old "basic" group. NBC points out:

- Additions will be considered if circumstances warrant, the network says.

- KSTP, Minn.-St. Paul
- WSM, Nashville
- WDSU, New Orleans
- WNBC, New York
- WKY, Oklahoma City
- WOW, Omaha
- KYW, Philadelphia
- KDKA, Pittsburgh
- KGW, Portland, Ore.
- WJAR, Providence
- WPTF, Raleigh
- WMAL, Rochester
- KSD, St. Louis
- WOAI, San Antonio
- KNBC, San Francisco
- KOMO, Seattle
- WGY, Schenectady
- WSYR, Syracuse
- WSPD, Toledo
- KVNO, Tulsa
- WRC, Washington

Here are the stations set up under the NBC economic plan:

For Billboard's coverage of radio stations, see page 56.

เทลีแคสติ้ง

AD VOLUME UP

By BILL RUCHTI

(Earlier AAAA story page 52)

CLINICAL inspection of television revealed major concern about agency controls over programs and meeting still-high production costs, but indicated that the use of filmed orograms may offer some answer when the eastern annual American Assn. of Advertising Agencies conference put advertising under the microscope last week.

Frederic R. Gamble, AAAA president, reporting on the state of the industry, said that advertising volume is up and promises to continue at a high level. Two out of three agencies increased their 1949 volume in 1950, with a nearly proportionate increase in profits, he said.

A review of balance sheets submitted by 93% of the 255 AAAA members showed that 58% reported increases during the past year. Agencies realized 0.8% profit on their 1949 billing, which increased to "just under 1%" in 1950.

TV costs are somewhat less, he reported, although increases in rates and talent prices have created problems, so far offset by better control of production costs.

The third of four regional AAAA conferences in the year's two-day session Tuesday and Wednesday, was attended by some 1,600 persons and featured nine sessions on various phases of the field.

Speaking at the most heavily attended session—that on TV production—Rodney Erickson, manager of the radio-TV department of Young & Rubicam, said: "There's nothing magic about television. Just because you are in it doesn't mean you're going to sell the goods. We're still drummers whose job is to move merchandise..."
**GRABHORN**

NETWORKS in "their encroachment in the field of spot broadcasting" not only are "eating their own young but devouring themselves in the process," Murray Grabhorn, managing director of the National Assn. of Radio and Television Station Representatives, charged in a speech before the Michigan Assn. of Broadcasters in Detroit Friday.

He called upon stations to (1) reject any type of business offered by the networks if in the stations' judgment it logically belongs in the national spot category, and (2) engage in "objective self-analysis" supplying their national sales representatives with all possible information to help in placing national spot business.

Emphasizing that stations get 70% of the money spent for spot advertising on their facilities while affiliates get 30% of the expenditure for network time, Mr. Grabhorn told his listeners that "as the networks devise fancy schemes for converting national spot dollars into network dollars, they are at the same time converting your 70-cent dollars into 30-cent dollars."

**Margins of Profit**

"In the radio station business, the margin of profit is fair and legitimate, but I think you will question with me whether one-third of your income can be that substantially reduced. Not only will the margin of profit narrow to a diminishing, if not vanishing, point, but it could conceivably put stations out of business. Let us always remember this . . . There are 2,000 radio stations in the U. S., half of them operating without benefit of network radio, so it is conceivable, therefore, that stations can operate without a network affiliation, but networks cannot operate without stations."

He said "a special report" made for NATRB by FCC showed that among network affiliated stations, clear channel outlets derive 50% of their total revenues from national spot and 27.2% from the network; regionals, 31.4% from national spot and 19% from network; and locals, 15.5% from national spot and 9.5% from network.

Overall, he said, one-third of the affiliated station's revenue comes from national spot and 19% comes from the network. In the case of independents, national spot accounts for more than 20%, he said.

Mr. Grabhorn thought it "singular" that radio was the only medium which considered TV as "a mortal wound," with the radio networks cutting rates while other media increased their own. He warned that the various network "tandems," "pyramids" and similar plans all "have to do with accruing a larger portion of the $120 million of national spot revenue which your stations have been receiving, and in turn giving you 30 cents for an item which you formerly sold for 70 cents."

The independent station, too, will be hurt, he asserted, because stations carrying a spot account may lose it if the account switches to network.

The networks, Mr. Grabhorn said, "have a perfect right, under the law, to do what they wish" in devising various sales plans. "But it is contrary to the basic concept of radio broadcasting which originally influenced the investment of dollars," he added.

Asserting that "network radio has coasted along for years on the-transom business," he said network radio should engage not so much in selling against other networks, but in "creative salesman-ship" of radio against other media.

More important than rejecting networks' spot-type offers as a means of combating network "encroachment" into spot radio, Mr. Grabhorn said, is for each station to provide its sales representative with as much information as possible about its operation, its programs, its market, and its audience it serves—"all the tools [the representative] needs to do his job and your job successfully."

**HARDESTY TO BAB**

Second Step in Bureau Plan

JOHN F. HARDESTY has resigned as director of station relations for National Association of Radio and TV Broadcasters to become director of local promotion for Broadcast Advertising Bureau Inc. (BAB), New York.

Mr. Hardesty Appointment was described by Mr. Ryan as the second of three major personnel assignments which he deemed necessary in order for BAB to fulfill its purpose—to assist its members in promoting the use of radio as an advertising medium.

First step, he said, was the appointment a week earlier of Kevin Sweeney as general promotion manager (B*), Oct. 29. Mr. Sweeney's duties are to organize and direct local personnel assigned to promote radio via direct contact with advertisers and agencies and to assist the president in administrative matters.

The third step—one for immediate consideration, Mr. Ryan said—is to appoint a director of National promotion.

As director of local promotion, Mr. Hardesty's duties will include directing out-of-stations promotions, retail studies, sales clinics for local broadcasters and advertisers. He will also handle station relations for BAB and assume extensive speaking assignments at local advertising and business meetings.

Mr. Hardesty entered radio in 1948 at WJJS, Washington, now WTOP.

Returning to Washington after Navy service in the war, he joined WOL as an account executive in 1946 and shortly thereafter became director of sales promotion and publicity. He resigned in 1948 to become director of special events and public relations for WOIC (TV), now WTOP-TV, CBS outlet in the same city.

Joining NATRB as assistant director of public affairs in July 1950, Mr. Hardesty was named director of station relations shortly thereafter.
THERE'S MONEY IN PUBLIC RELATIONS

Industrial Field Beckons Radio Says Timken Executive

NATIONAL Automobile Dealers Assn. is conducting a drive among its 34,000 members to use the airwaves, mainly radio, to build individual good will in each dealer's respective community, the association declared last week.

Thus far, according to J. Eustace Wollington, Philadelphia, chairman of the NADA public relations committee, radio salesmen have not done the job of selling that they should. Furthermore, added Mr. Wollington, time salesmen should expect to find willing ears among auto dealers for ideas they might care to push.

Last spring at a meeting in Chicago of the NADA public relations committee, if was decided to determine the public's exact feeling toward auto dealers.

To this end, the Elmo Roper research organization was asked to conduct a national survey. It showed that whereas the public had a vague mistrust of dealers in general, they did have confidence in the particular dealer with whom they dealt. In fact, many persons interviewed spoke of "my" dealer, Mr. Wollington noted.

To NADA, the problem was clear: The individual dealer should try to attain a position of respect in the community similar to that held by the neighborhood druggist.

That's where radio, and in some cases, television, comes in, Mr. Wollington said. He said both mediums should be used for institutional (Continued on page 42)

SALES CLINIC group at Ohio Assn. of Broadcasters session included (1 to 5): Robert Gibbons, Lang, Fisher & Stashower; C. J. Lonsdale, Mcclurk & Fewsmith; Robert Wegner, Timken Roller Bearing Co.; Hal Woddell, WJW Cleveland; Keith Baldwin, WERE Cleveland; Marion Reeves, Gregory & House; Jack Maurer, WHK Cleveland.

OHIO BROADCASTERS reviewed sales problems at recent clinic. Surrounding Mrs. Harold Fitzgerald of SESAC are (1 to 5): Tom Rogers, WCLT Newark; Vernon Nolte, WHIZ Zanesville; J. P. Williams, WING Dayton; Mrs. Fitzgerald; K. K. Hackathorn, WHK Cleveland; Robert T. Mason, WARM Marion; Hal Barrett, Headley-Read; Warren P. Williamson, WKNB Youngstown.

BROADCASTING • Telecasting

November 5, 1951 • Page 25
THE ROOSTER THAT LAID THE GOLDEN EGG

SCHUNEMAN’S department store in St. Paul has been crowing about its own Red Rooster Hour on WDGY for a long time, but received heart as well as purifier-warming proof of the program’s success not so long ago when a group of housewives spontaneously formed their own Red Rooster social club.

These Red Rooster boosters appear as guests on radio shows broadcast by other Twin Cities stations to get free plugs for their favorite fowl, plant social items in the newspapers about their club activities, always including a name plug, solicit new members and help seat stray women who attend the weekly Red Rooster breakfasts in the store.

Sales response is even more tangible than listener loyalty, in the opinion of department store executives. They put the show on WDGY two and one-half years ago to attract all members of the family. Because the comprehensive format of news, chatter, music and information was designed to pull in mail orders from the entire trading area of one million persons in 28 counties, the story “placed all our radio eggs in the rural basket”, according to William Campbell, general merchandise manager for Schuneman’s. The store, he says, “caters to customers who want merchandise at medium prices and above”, and operates in a highly competitive market. The Red Rooster Hour, because of WDGY’s high power, reaches into 28 counties in eastern Minnesota and western Wisconsin for a radius of 100 miles. Store representatives say their program reaches more potential customers than shows sponsored by competing stores because of the extensive coverage area and the fact that Red Rooster “makes the only real intensive effort to maintain and build patronage” throughout the trading area.

Increased in-store buying is also a major objective, of course. At one time or another, merchandise from every department of the store—including the basement store and leased departments—is advertised on the broadcast commercials. Commercials are concentrated on best-selling or highly-promotional items in terse, direct and friendly phraseology.

The six-a-week feature, aired Monday through Saturday from 7:30 to 8:30 a.m. in WDGY studios, features Mary Light in five minutes of transcribed conversation about events in and around the St. Paul area. Personal and informative, the chatty discussion for listeners frequently takes them behind the scenes at Schuneman’s with interviews of buyers, manufacturers’ representatives and sales people. The rest of the show offers recorded music, news flashes on local, regional, national and world events, weather forecasts, time and temperature, winter highway conditions and emergency reports.

A supplementary breakfast program with coffee and doughnuts is aired before a studio audience every Thursday after the regular Red Rooster Hour. Miss Light, from 8:30 to 9 a.m., conducts an audience participation show from the River Room Restaurant at the store before it opens.

SCHUNEMAN’S — in its continued effort to serve residents of outlying communities—this summer promoted festivals of many small areas on the audience participation program, with 12 such communities sending booster groups to be interviewed by Miss Light. Other interviewees are selected for their participation in civic, local and regional activities of interest. Within the past year, 42 civic groups of a charitable or service nature were special guests.

** **

THE breakfast show primarily builds good will, but also fosters an increase in store traffic because of visitors at the broadcast. Schuneman’s backs its air effort with special “Just for Thursday” items sold at a lower price that day only. The broadcast audience is given a list of the Thursday specials, and signs notifying all store visitors of these items are posted throughout the building.

Broadcast visitors fill in a registration blank with their names and addresses, after which cards are sorted and letters mailed to out-of-towners asking them to visit the show again and about the quality of their local reception of the program. These methods, Schuneman’s believes, start and strengthen the Red Rooster listening habit.

It was after one such breakfast show that several women spontaneously organized the Red Rooster Club. One woman bought a large china rooster, painted it red and offered it to the store. It now occupies the place of prominence at the breakfast table as a centerpiece. Another discovered small plastic rooster whistles in Florida, painted them red and distributes them to all new members as a badge.

Although the store has promoted its radio investment in many ways during the past two and one-half years, it wasn’t until April 1950 that it started its popular Red Rooster Days, two days every month when selling demands special promotion of the Red Rooster Hour and Red Rooster items. All merchandise advertised on the broadcast is pointed out in the store with a Red Rooster capper, and cappers on special Red Rooster Day items are displayed for three days after every commercial.

Some of the Red Rooster Hour sales results: An offer of a new type of flower holder, the Floraller, costing $1, brought 26 sales within an hour and one-half after the radio commercial... One Thursday morning during the weekly fashion show, David Chrysalist dresses were described on the air. Eight women during the day asked for the dresses described, and each bought one. Another time, three White Sewing Machines, at $650 each, were sold at the State Fair on Wednesday after one mention on the radio show. A Minneapolis store, displaying the same type of machine in the same booth on the fairgrounds, made no sales that day.

The Hour earned first prize from the National Retail Dry Goods Assn. last year for a radio show beamed to a general family audience, and an award for the coordinated use of radio with other media.

RED ROOSTER greets motorists, alerting them to the Schuneman’s show on WDGY. Billboards, as well as other printed media, back-up the air effort of the department store.
COY WARNS ON PROGRAMS

At NARTB Dist. 5 Meeting

"IF THE RADIO and television business can't do something to help itself in determining what is good taste, especially in TV, then there is trouble worse than the bill," Mr. Coy exclaimed.

In a speech covering several issues of importance to broadcasters, the FCC Chairman reiterated his support of the Benton bill, observing however that he represented a minority of the FCC with that view, Comr. Paul A. Walker being the only other member of the Commission who shares Mr. Coy's opinion.

"I will support the Benton bill," he declared, "so long as this industry does not take aggressive action themselves," adding that his support would be a "burr under the saddle." As to the new NARTB TV code, Mr. Coy said that it may work "if it is enforced and if it is flexible enough to meet changing conditions."

He said, "Broadcasters talk about freedom of the entrepreneur and free enterprise—just let us alone, and they have talked that way for years. The obvious way that TV screens is getting worse. I am not a prude, and there may be a place for off-color jokes, but they are not the television screen."

"The other evening," Mr. Coy continued, "I saw a network show where the comedian got so mixed between his bottom and his arrrars that I thought he would wind up with one or another on his head. I then turned to another great network—I won't mention any names but it was 8-30 or 9 on a Tuesday night and this comedian had his talent indulging in indecent exposure."

Concern of Parents

"I tell the parents," Mr. Coy concluded, "that people are concerned about what their children see on the television screen. And the mail at the FCC grows and the protests get louder and louder. There is a growing group of self-appointed censors and because they cannot be funneled through channels such as the FCC, they see that they are much more dangerous than most broadcasters realize. These pressure groups are dangerous because many of them are irresponsible and the history of these groups is that they are yielded to."

Mr. Coy said, however, that he did not believe that the advisory groups should report actions of the FCC as the Benton bill stipulates, rather to Congress. Such advisory committees could evaluate whether the people are getting their money's worth "out of what the FCC is allocating to the broadcasters."

Mr. Coy at the outset of his speech elaborated the definition of "public interest," saying "no definition can apply to the nation as a whole."

"Public interest must take into consideration the character of the people in every city." Radio, he said, "has matured to a good understanding of the public interest. Radio on the whole has a better understanding of public interest than those persons who are operating television stations, who are inclined to press to get into the black and neglect some of the things they know they should be doing or have the courage to do. Some of them have failed to develop that courage after they got into the black."

As to the TV timetable, the Chairman declared that only a handful of new TV stations will be on the air in 1962, and "not too many in 1953."

"I am probably the world's worst predictor on TV. I didn't know you could get into so much confused trouble. It has been three years since yesterday that the freeze went into effect. Then came color. If we had a compatible system of color at the time we would have approved it, but it just didn't work. The controversy was not over the field sequential system, but the fact that the FCC had said color was important," Mr. Coy stated.

COY Comments on Freeze

Concerning the TV freeze and reallocation proceeding, Mr. Coy said, "We are prepared to move quickly and to issue a formal report about Feb. 1, which gives us about 60 days. We can assume that the decision will be out by Feb. 1. We can start processing about April 1 but don't get too excited about that date. There will be hearings which take a long time since we have only seven examiners."

The FCC Chairman pleaded for an appropriation large enough for the FCC to do an adequate job.

"We are losing more than 100 persons because of the cut in personnel necessitated by budget reduction. Last year we were cut a half-million dollars down to six million when one member of Congress said that the FCC should be punished for what it did to him and that everyone at the Commission had to be moved within the previous 24 hours. The returns to the "Two Days in 1902" by Neil Poynter, publisher of the St. Petersburg Times and owner of WTSF, in his introductory remarks to the meeting, Mr. Coy has taken so much abuse at times that he ought to come back in the newspaper business where "he belonged and he never should have left it."

Harold E. Fellows, NARTB president, commented, "My situation is quite parallel with Wayne Coy's in one respect—we are both consistent. He does not favor Hal Fellows. He does not favor the NARTB. He just favors the Benton bill."

PULVER TO LEVER

Resigns DF&S Post

APPOINTMENT of Stanley Pulver, with Thanksgiving-D-Sam- ple, New York, for the past six years as director of radio and television media for Lever Bros., New York, was announced last week [CLOSED CIRCUIT, Oct. 29].

While with DF&S as chief time-buyer and manager of the TV department, Mr. Pulver worked on the following accounts: General Mills, Procter & Gamble, Campbell Soup Co., Sterling Drugs, Whitehall Pharmaceutical Co., American Chicle Company and Lever Bros.

Prior to DF&S he was with the Blow Co., New York, as a time-buyer and during his tenure was the timebuyer for the Democratic National Campaign to elect Presi-

dents Roosevelt and Truman.

Before that he was with CBS for nine years. He started at the network as executive assistant to the execu-
tive vice president and when he left he was sales service manager of WCBS New York.

Join CBS Radio

CBS Radio signed two new affiliates last week to bring the total network total to 206. WFAI Pay-
ettville, N. C., joins as a bonus station to WNDN Durham, effec-
tive Nov. 18. Operated with 250 w on 1230 kc, WFAI is owned and oper-
atcd by Rollins Broadcasting Inc. with James M. Mancuso, general man-
er of WBAT Marion, Ind., joins as a basic supplementary station effective Dec. 1. Owned and operated by the Marion Radio Corp., WBAT operates with 500 w on 1400 kc. John Bone is general manager.
The Continental Manner...  
FOREIGN INTRIGUE is as refreshingly different from run-of-the-camera crime shows on TV these days as the early Hitchcock thrillers were from run-of-the-real gangster films made in Hollywood. Intrigue understates and underplays. It succeeds in establishing a mood of, well, let's call it leisurely terror.

Last week's edition of the series dealt with a single theme: The efforts of rival espionage agents in Copenhagen to do in an American newspaperwoman who was unwittingly carrying some secret papers that a spy in the U.S. had slipped into an identification badge. This certainly was no great shakes as a plot, but the success of the program derived from its skilled management of this thin line of story. For one thing, Intrigue permits its players to talk, and what they say makes sense. The dialogue in this series is carefully written and intended for audiences who can understand more complicated prose than I-See-The-Dog.

The police inspector in last week's piece was a radical character by common standards of crime drama. He was neither hand-some nor comically ugly, neither stupid nor omniscient. The inspector on Foreign Intrigue was an ordinary-looking man with a bald head and the quizzical intelligence necessary to figure out by unassisted reasoning how to prevent the criminals from succeeding in their plot.

Camera work and direction were uniformly excellent, taking full advantage of the flexibility in production that is possible on film. Dorje Melliwick gave a fine, low-key performance as the inspector, and Sydna Scott projected just the proper amount of fear without hysteria that a veteran newspaperwoman would be expected to experience under the circumstances.

In all, Foreign Intrigue is an ornamental addition to the adventure-mystery-crime fare on the air.

The Private Eye...  
BOSTON BLACKIE is in the tradition of heroes of U.S. crime drama. He is irresistibly handsome, insultingly flip and remorselessly irreverent toward all authority, especially those incompetent oafs, the cops.

His exact status is impossible to define. He does not seem to be on anybody's payroll, but he dresses expensively and drives a Cadillac convertible with such abandon that it is plain he can afford to throw it away and buy another any time. Probably he is one of those millions of young men that Hollywood believes live on inexhaustable legacies.

The emphasis in this series is on action. In one half-hour program, two murders were committed, a police inspector was bombed but survived, and Blackie himself was chloroformed twice, slugged to consciousness twice and hit over the head with a paint can and a shovel during a wild battle with crooks.

Physical demands were such that the actors had little breath left for dialogue, which was just as well considering this sample exchange between Blackie and a gangster named Fox, who was offering Blackie a bribe.

Box: I got plenty of that green stuff.

Blackie: Grass is the only green stuff I take from you.

Whatever its shortcomings, Boston Blackie is well up to the par for action-type crime productions and it makes no pretense at being anything but what it is—a half hour of whiz-bang-doing up in slick style on film.

* * *

The Real Article...

THE JOHNS HOPKINS Science Review last Monday explored the scientific side of crime detection, which was rather plodding stuff compared to the fictional portrayals of cops and robbers.

The program demonstrated police methods in solving a fictitious crime involving a murder and a gang-run death. By use of microscope and photo-spectrograph, police laboratory technicians showed how they could match flecks of paint and bits of blood and cloth from the automobile of the victim with those of the automobile which was found near the scene of the crime.

The demonstration was so convincing that the FBI offered to train the Hopkins team. Interestingly enough, a recent Hopkins team had been the subject of a nationwide TV news program. The Hopkins team were offered 5000 dollars for their efforts, which they refused.

The producers of the Johns Hopkins Science Review would do well to remember that while generations of Americans have come to hate Shakespeare because incompetent high school teachers made a hash of it, they can find a pleasure out of reading his works.

If the Hopkins people insist on using a cop to tell a cop's story, they should exert the most serious effort to find an articulate and, if possible, talented cop.
THE WHITE HOUSE made it official last week that Comr. Frieda B. Hennoch will remain on the FCC indefinitely, thus affirming previous reports that the Commissioner alignment apparently will remain intact in the foreseeable future [B&T, Oct. 29].

President Truman last Thursday released correspondence between him and Comr. Hennoch on the subject of a recess judgment appointment which was declared by the Madam Commissioner.

The President had nominated Miss Hennoch for a New York federal judgeship last June but it was said Hennoch, who was recessed without taking any action [B&T, Oct. 22].

Mr. Truman said Miss Hennoch would continue as a member of the FCC. Her term runs until June 30, 1955.

The Chief Executive's letter was released coincident with a recess appointment of Assistant Attorney General David H. Edelstein to the vacancy on the New York bench.

The President said he "re-leased the appointment to give Miss Hennoch after she wrote him saying that she believed the recess appointment "should go to a nominee who is prepared to make time at the Television Dept where the docket is so crowded."

Mr. Edelstein, an Assistant Attorney General in the Justice Dept.'s customs division, was a former attorney for the New York City Welfare Dept. from 1924 to 1939.

Usual procedure is for the President to renominate at Congress' return, the person he has appointed during Congressional recess.

The letter exchange follows:

From the President to Comr. Hennoch:
Oct. 31, 1951

Dear Miss Hennoch:
I regret that the Senate Judiciary Committee has not taken action on the confirmation of your appointment as a United States District Judge for the Southern District of New York, as I think you are highly qualified and would have served with distinction if I am mindful of the reason which you told me of your absence for decision of your appointment, and I reluctantly refer to your wishes and your protection in this matter.

Your outstanding record as a member of the Federal Communications Commission has earned you the recognition, and I am confident your continued service on the FCC will advance the public interest in the field of mass communication of which radio service has provided an outstanding example of the contributions which the women of America have to offer the people of this country, particularly in these critical times.

I am in the possession of my continued confidence, I am,

Very sincerely yours,
HARRY S. TRUMAN

From Comr. Hennoch to the President:
Oct. 30, 1951

Dear Mr. President:
I am most grateful and highly honored by your offer of a recess appointment as United States District Judge for the Southern District of New York.

As you know, the Senate Judiciary Committee took no action before adjournment of the last session. Consequently, I have received no nomination for this vacancy which you submitted in June. I am pleased to report to you that I would not accept a recess appointment at this time. I am honored by tendering such appointment.

In reaching this decision, I had in mind the many individuals who have been concerned with the FCC for years who will continue to face the Federal Communications Commission during the next few years. As you know, the FCC has an important responsibility, for the development of radio has been a matter of concern during my service on the Commission, and under your administration.

I am pleased to accept your offer of a recess appointment.

Respectfully yours,
FRIEDA B. HENNOCH

THE FORD FOUNDATION TV-Radio Workshop's first broadcast production, officials announced last week, will be a series of 12 weekly half-hour summary sessions of the Sixth United Nations General Assembly in Paris, to be carried over NBC starting Nov. 10 [CLOSED CIRCUIT, Oct. 29].

Robert Saudek, director of the Workshop, and Frederic W. Nile, executive director and director of television network production, announced plans for the series last Wednesday. Arthur M. Schlesinger, Jr., of Harvard University, will narrate the program.

John Coburn Turner, recently director of programs for Goodson-Todman Productions, has been appointed assistant director of the Television-Radio Workshop and will produce the Assembly VI series, Mr. Saudek announced Friday.

The Workshop believes that the UN General Assembly in Paris is of such critical importance this year that a weekly television record should be made of all meetings, Mr. Saudek declared. "The Television-Radio Workshop is, therefore, dispatching a motion picture production crew to Paris for the duration of the assembly."

Mr. Saudek voiced pleasure "that so experienced a man as G. B. Buscemi, assistant director of the Workshop, will produce the series. And it will be a pleasure for the Paris operations and supervise the film special events department."

Special Events Dept. under Frances C. McCall cooperating in the production.

The Workshop was set up last August via a $1.2 million grant to the Fund for Adult Education to be used for Workshop purposes. What had been scheduled as the Workshop's first production, a series of radio scripts called The People Act, which was to have started on CBS Radio this month, has been postponed until January.

As an expert consultant with a degree in modern languages, Mr. Turner worked with various newspapers and magazines from 1938-42, being associated during that time with Marquis Childs and writing his own radio column for The Washington Post. He joined the New York writing staff of CBS 1945 where he worked with Dr. Lyman Bryson and Leon Levine on Columbia's School of the Air until he became an editor of the script division.

Joining NBC in 1944, he was manager of the script division from 1946 to 1950 and during this period was closely associated with Mr. Saudek in documentary production, including three which won Peabody awards: "Hiroshima," "Communism—U. S. Brand," and "Clear and Present Danger." Mr. Turner left ABC in 1960 to join the Goodson-Todman staff to supervise, as director of programs, such shows as The Web and What's My Line?..
BASEBALL

THREAT to the broadcast media, implied by pending legislation that would exempt "all professional sports" from anti-trust laws, is on the wane, it was learned last week.

This revelation followed closely the Monopoly Subcommittee showing the radio-TV rights in professional baseball accounted for more than 10% of the league's revenue in 1950.

A staffer spokesman of the House subcommittee, which has been investigating the anti-trust aspects of baseball, told Broadcasting & Telecasting that the Congress "is not going to buy a blank check such as the Johnson or Herlong bills."

Both bills referred to would exempt "all professional sports" from anti-trust laws. They are authored by Sen. Ed. C. Johnson (D-Col.) and Rep. A. S. Herlong (D-Fla.).

Effect on radio-TV is obvious, should the legislation become law.

The subcommittee now is writing a report as an aftermath of its baseball hearings [B\*T, Aug. 29, Nov. 18]. Since the bills, as written, would open a vista of activities engaged in by professional sports operators, it appears that the subcommittee will neither accept the Johnson-Herlong legislation nor will it write legislation of its own until the issue is carefully studied.

Radio-TV May Enter

Radio-TV may enter into the writing of the report, it was admitted. The subcommittee may discuss the broadcast media in its report to the extent that they point out the interstate nature of baseball—nub of many a court dispute.

However, the subcommittee doesn't expect to get into the "nature" of radio-TV rights and contracts, such as territorial rights and league rules—because of current litigation.

Revenue figures released to the subcommittee by baseball leagues provided the following information:

In primary radio-TV contracts, the American League clubs received $1,656,000 in 1950, the National League clubs, $1,708,000, the same year. Similar contracts for 1951:

- American League, $1,775,412.50
- National League, $1,598,900
- $110,000 for the All-Star game
- $1,075,000 for the World Series

Total revenue for 1951 was $4,561,312.50 for the leagues. In this breakdown, highest intake for an individual American League club (unnamed) was $402,000, lowest, $25,000. Highest National League Club revenue from radio-TV was $360,000, lowest, $72,500.

Also of interest to the broadcasters as to the amount they have been pouring into baseball coffers:

In 1950, the American League received a total revenue from home games amounting to $9 million; on the road, $9 million, and exhibition games, $350,000. Radio-TV netted the league $1,650,000. Added together this makes total reve-

ume $16,338,000. Subtracting operating costs of $12,646,000 and other costs (player salaries, etc.), income was $1,829,000, which after taxes was $623,000.

Similar breakdown for the National League in 1950 (approximations) showed total revenue $15,406,000, of which radio-TV contributed $1,708,000. Total expenses amounted to $12,855,000, which gave a total operating income of $2,585,000, of which after further costs were deducted gave $878,000 before taxes or a total of $55,000 after taxes.

RESNICK NAMED
To Hear ABC-UPT Case

SELECTED to preside at the involved Paramount Pictures license renewals and ABC-United Paramount Theaters merger hearing—scheduled for Jan. 15—is FCC Examiner Leo Resnick. Appointment was made Oct. 22.

Mr. Resnick, who has been with the FCC since 1940 except for Navy duty during the war, was the examiner in the 1949 hearings on the purchase of the Louisville Courier-Journal's WHAS-AM-FM-TV by the Crosley Broadcasting Corp. (WLW Cincinnati). That sale was denied because of overlap between WHAS and WLW. Mr. Resnick is a graduate of Columbia U. Law School and served in various FCC legal positions before being appointed an examiner in 1947.

Efforts had been made to have the FCC en banc hear the merger case, but apparently they were unsuccessful.

PROPOSES AM GRANT
For Reedsburg, Wis.

INITIAL DECISION, recommending the grant of William C. Forrest's application for a new AM station in Reedsburg, Wis., on 1400 kc with 250 w fulltime, was issued by FCC Examiner J. D. Bond last week.

Question of overlap between the proposed new Reedsburg station and WIBU Poynette, Wis., also owned by Mr. Forrest, was resolved in favor of the applicant on the grounds that 4,000 people in Reedsburg had primary broadcast service, day or night. The examiner felt that the fact 3,800 persons who would get daytime primary service from both stations was overshadowed by the benefits a new station would bring to Reedsburg.

BROADCASTING • Telecasting
WHO SAID NIGHTTIME RADIO IS DYING?

IN IOWA, IT'S UP 28.8%!

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 9,180 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.
CRITICAL MATERIALS

CBS-COLUMBIA last week was granted a second postponement of a hearing before the National Production Authority on its appeal for additional critical materials.

The manufacturing arm of Columbia Broadcasting Inc. sought an additional three-week delay on a plea for an adjusted base period looking toward a larger outlay of monochrome TV receivers, radio sets, phonograph players and other products.

The reason was not immediately known. It was presumed that CBS-Columbia wants more time to modify its presentation in view of the government's clampdown on color TV production [B&T, Oct. 29, 22]. The meeting had been deferred once before—from Oct. 23 to Oct. 30 (last Tuesday).

Seeks Greater Quota

CBS-Columbia is seeking a greater quota of raw materials (steel, copper and aluminum) than that presently allotted to Air King Products, which it absorbed in the purchase of Hytron Radio & Electronics Corp., last June.

The manufacturing arm of CBS Inc. was given an adjustment of the Air King base period and appealed for larger quantities, partly on the ground that it planned to turn out 250,000 color telesets in 1952 as well as adapters and converters.

Not withstanding the color TV, blackout, CBS Columbia is still holding fast to its bid for more materials to turn out black and white sets. Present base period allocations which NPA allowed last August are insufficient, CBS-Columbia contends, noting that quarterly quotas enable it to turn out only about 75% of what Air King produced in 1951. NPA officials point out, however, that this conforms substantially to the pattern of cutbacks for all materials in civilian industries.

NPA made an adjustment of a higher base period formula on color telesets and so-called "slave" units reportedly was a prime factor in Defense Mobilizer Charles E. Wil-}

son's decision to mothball color TV receiver production.

To have turned out 250,000 color sets next year, CBS-Columbia would have required that many fractional horsepower motors utilizing vital copper supplies.

Mr. Wilson reportedly advised CBS President Frank Stanton: "Not in your lifetime or in the lifetime of your children will there be enough copper to meet all the needs of everyone."

Last week Mr. Wilson's words were strongly underscored on another level, the Defense Production Administration.

"Copper supplies are almost dangerously short," DPA asserted. "Two large strikes, extreme shortage in scrap supplies and continued low imports caused by international prices have made copper the most critical of all important production metals for both the immediate and the long range outlook."

The civilian application of this vital metal was outlined to BROADCASTING • TELECASTING by John Milling, director of NPA's End Equipment Branch of the Electronics Products Division.

"There will be a sharp drop in

the amount of copper available for civilian uses in the first quarter of 1952 from the fourth quarter of 1951. As with all consumer durables, there may be as much copper in the homes as there is in the Class ic Defense products, but military and defense-supporting orders will get them and consumers will receive what is left."

Allocations Announced

DPA already has announced allocations of copper for January-March 1952 to Class D Defense products, Division, which serves as claimant agency for industry needs. Thus, only a small percentage of the 33,760,000 pounds set for copper will flow into civilian production of radio-TV sets and other goods.

DPA also lumped steel with copper, aluminum, cobalt, nickel and tungsten as the "most critical materials"—those "insufficient for defense and civilian demands."

The program, marked on by the electronics manufacturing industry to redesign, simplify and improve products through conservation was noted by the agency. These materials are used in cathode ray tubes, antennas, transmit-

ter towers, magnetic speakers and in wiring and plating techniques.

Structural and alloy steel have grown scarce but the most pressing problem here involves the steel collections of scrap. Tight situation on steel and copper is pointed up sharply with growing industrial expansion for the defense industry and all-time productive highs.

Meanwhile Atty. Gen. J. Howard McGrath called for creation of a centralized procurement plan which would absorb output of small and small businesses all to participate in the nation's mobilization drive. He favors an inventory of all firms to determine their productive capacities.
Three more important stations are being welcomed into the Avery-Knodel radio and television family. Three more stations offering agencies and their advertisers the best service in their markets... markets essential to every national advertiser.
Maine's major markets in

PORTLAND 5000 WATTS 560 KC

BANGOR 250 WATTS 1230 KC

TOTAL MARKET DELIVERED BY

<table>
<thead>
<tr>
<th></th>
<th>WGAN</th>
<th>WGUY</th>
<th>WGUY-FM</th>
</tr>
</thead>
<tbody>
<tr>
<td>Radio Families</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Retail Sales</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Effective buying income</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>220,920*</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>696,710,700**</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>$889,043,400**</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

*Radio Families, U.S.A.—1949
**Sales Management Survey of Buying Power, 1951

announce the appointment of AVERY-
the palm of your hand

most of Maine listens most to

KNODEL as national station representative
dominating northwestern Pennsylvania

Blanketing northwestern Pennsylvania and an area extending into southwestern New York and northeastern Ohio, WERC — NBC for Erie — covers a population of more than half-a-million* with America's No. 1 network programs and local shows keyed to this typically American region. One look at the WERC rate card and market analysis reveals that this is an excellent market opportunity for product testing, as many of the country's major advertisers have discovered.

*Within 0.1 millivolt contour

represented now by AVERY-KNODEL, INC.
Radio Everywhere

HAVENS & Martin stations WMBG and WCOD (FM) Richmond have embarked on an "Everywhere There Is Radio" campaign in their area. Campaign utilizes announcements which point up advertising in the medium, concluding, "Radio advertising is good business." Havens & Martin also operates WTVR (TV) Richmond.

Zone stations, a change in morning network option time to 9:45 a.m.-12 noon and 12:15-1 p.m. weekdays and a change in evening network option time to 6:30-9:30 p.m. weekdays, both in local time. For Mountain Zone stations, the addition of 10-11 a.m. local time on Sunday as network option time.

"By Oct. 1, 1952: For Eastern and Central zone stations, the addition of 9:15-9:30 a.m. New York time and 12:15-12:30 p.m. New York time weekdays as network option time, provided the 9:30-10 a.m. period has been sold; and a change in afternoon option time to 2-5 p.m. New York time weekdays."

NBC described its new rate structure as "a fundamental change in network radio rate-making" which "for the first time ... establishes radio homes, weighted by a retail sales index, as the basic factor in the construction of network rates."

The formula, said NBC, "provides a basis for rate adjustments which can be made in terms of measurable factors and will conform to the changing values of network radio."

As affiliates last week pored over the voluminous report, they agreed that NBC had made a whopping attempt to set things straight, and most applauded the principle and the effort. What they were waiting to hear, however, was how much up or down they would be asked to move their rates when the station relations man from headquarters came around.

McDonald to WNOE

PATT McDoNALD, formerly general manager of WHIM Memphis and recently vice president and station relations director of Liberty Network, has joined WNOE New Orleans as vice president and general manager. James E. Gordon is president of the 50 kw New Orleans outlet. Mr. McDonald resigned as NARTB director-at-large for small stations last May, when he left WHIM.

Mr. McDonald had served on NARTB committees and had been active on behalf of small stations in association affairs.

RADIO'S CAMPAIGN

Knoxville Stations Join

CAMPAIGN spreading over the nation to talk up radio's selling power added Knoxville stations WROL WNOX WBIR WKNJ and WBK last week.

Beginning last Thursday, the stations kicked off their drive to promote the radio industry and to make the public more aware of the part radio plays in the lives of every American.

Cooperating stations represent each of the networks—WROL, NBC; WNOX, CBS; WBIR, ABC; WKNJ, Mutual. WBK is an independent. Each station has been supplied with a disc from World Broadcasting System, firm that has originated the promotion. Each disc features a radio star.

Md. — D. C. Unit

Broadcasters Meet Nov. 21

FINISHING touches on what is to become the Maryland-District of Columbia Broadcasters Assn. are slated to be applied in a Baltimore meeting of broadcasters from Maryland and D. C. on Nov. 21.

Harold E. Fellows, NABTB president, will speak at a morning session with an after-lunch speech by a representative of a national advertising agency to be named. Election of officers will follow.

Committee appointed at an Annapolis meeting to draft a constitution and by-laws comprises: Charles J. Truitt, chairman, WBOC Salisbury; Joseph L. Brechner, WGAY Silver Spring; Charles E. Smith, WTBQ Cumberland; John E. Surrick, WFBR Baltimore, all Maryland, and Ben Strouse, WWDC Washington.

Industrial Field

(Continued from page 5)

Timken has been out with sleeves rolled up and flies flying. In that period we have had several surveys taken to find out who is making enemies. The results of those surveys show conclusively that the prestige and reputation has been markedly enhanced.

"Timken, honestly and boldly, has taken a clear-cut unmistakable position on the subject of government spending, unnecessarily high taxes and increased functions of the federal government. Our plant communities think none the less of us. In fact, on the contrary. And if ever a country needed leadership that would speak out in courageous unmistakable tones, it is the United States of America . . . 1951."

Emil Waelti

FUNERAL SERVICES were conducted Tuesday for Emil Waelti, 48, engineer at WBBM Chicago for 175 years, who died the previous Sunday. Mr. Waelti, a member of IBEW Local 1220, is survived by his wife and two children.

For ears that cuddle closer And folks who can't say "no sir!"

Programs that really do you good; Pick a station that's a honey

Is WOOD a real buy? Call Kats and see why!

In Greater Grand Rapids ... the most ears are WOODpecked

WOOD appeals to Greater Grand Rapids' most diversified audience

Covers Michigan's largest inland market

Gives you lowest cost per thousand

Gives you best local programming and promotion

Is Greater Grand Rapids' only 5000 watt station

For the best earful in Greater Grand Rapids ...

WOOD

5000 WATTS • NBC AFFILIATE and WOOD-TV

GRAND RAPIDS, MICHIGAN

Also WDFD — Flint, Mich., WEOA — Escanaba, Ind., WFMH and WFMHT, Indianapolis, Ind., WDFJ — Des Moines, Iowa.

Katz Agency, 486 Madison Ave., New York, N. Y.

November 5, 1951 • Page 37
NEW CD MONEY

Bill Signed by Truman
PRESIDENT TRUMAN last Thursday signed a supplementary money measure (HR 5218) providing additional funds for federal civil defense communications and public media during the fiscal year ending next June 30.

Here is what the President's signature means:
- Allows the Federal Civil Defense Administration $3 million for communications and $240,000 for attack warning systems.
- Allocates FCOA $1.5 million plus for "educating the man on the street" through radio, TV and other media, and another $3.5 million for "executive direction," including public information operations.
- Prohibits the Treasury Dept. from using any funds for paid radio, TV, press and other campaigns to promote savings bonds.
- Rejects the request of the FCC—and of the Chief Executive himself—for $1,540,000 to buttress the Commission's security monitoring activities (This had been rejected by both House and Senate Appropriations Committees and thus did not come up for vote.)
- Other legislation previously signed by Mr. Truman knocked out money for paid armed forces recruiting drives in all media.

VOELLER FIRM
Formed in Hollywood
WILL H. VOELLER, for three years president of Universal Records, Hollywood, has resigned to form his own company, Will H. Voeller Productions.

With Universal for six years, Mr. Voeller said he will concentrate solely on radio and television production, with nucleus based on contracts now in force with his former firm.

FREEDOM WARNING
Dr. Bronk Gives Views
AMERICA will have freedom only so long as it has free dissemination of information and knowledge, Dr. Detlev W. Bronk, president of Johns Hopkins U., said Wednesday in address to the third anniversary celebration of WAAM (TV) Baltimore. Dr. Bronk president of the National Academy of Sciences, serves as chairman of the WAAM Program Advisory Council.

Dr. Bronk told how he had personally investigated the suppression of radio in Europe.

CBS Heroine
FLORENCE WARNER, assistant to the CBS Radio director of talks, was awarded the Carnegie Bronze Medal for Heroism last week for saving a man from drowning off the coast of Florida in 1950. Mrs. Warner, aboard a cabin cruiser in Hawk Channel in the straits of Florida, rescued William E. Kriedler, 31, when he fell into the sea.

NEW NARTB AIDE
Mrs. Whittenburg Named
APPOINTMENT of Mrs. John V. Whittenburg as special assistant in the NARTB Public Affairs Dept. was announced Thursday by President Harold E. Fellows. She will serve under Robert K. Richards, public affairs director.

Mrs. Whittenburg will prepare weekly industry-government highlights for NARTB as well as aid in writing and editing other association newsletters. Before joining NARTB Mrs. Whittenburg was makeup editor of BROADCASTING & TELECASTING, resigning last September to be married. Her maiden name was Jo Hailey. A native of Dublin, Tex., she was educated at Hillsboro Junior College and U. of Texas, receiving a B.S. degree in radio and TV at American U.

Litvin to Take Leave
FCC HEARING Examiner Fanney N. Litvin will take a two-month leave of absence for personal business reasons beginning about Dec. 1. Two of her cases were ordered certified to the Commission for initial decision without preparation of a recommended decision by the Examiner. They are Blytheville, Ark., and Lawton and Anadarko, Okla., cases.

EVEN "ODDS AND ENDS" ADD UP TO $142 MILLION IN CENTRAL OHIO

GENERAL MERCHANDISE SALES
HIT $142,655,000* ANNUALLY

Miscellaneous sales add up to big business in Central Ohio. And powerful WBNS, Central Ohio's only CBS outlet, gets through to the 24 Central Ohio Counties with all 20 top-rated programs, day and night! (May-June Hooperatings). And you get more listeners per dollar than from any other local station.

For time availabilities and rates, write us or contact your John Blair Representative.

R. M. MARRIOTT
Was Engineering Pioneer
ROBERT M. MARRIOTT, 72, radio engineer and pioneer in broadcasting, died last Wednesday at his home in Brooklyn, N. Y.

During his electronics career, Mr. Marriott, who was born in Richwood, Ohio, began radio experimentation while a student at Ohio State U. in 1937. He is credited with being the first man to put the telephone and detector method of radio reception, forerunner to the vacuum tube, into practice. He was consulting engineer of the Federal Radio Commission in 1928-29 and acting Commissioner in the FCC's Zone I area. A former president of the Institute of Radio Engineers and the Wireless Institute, Mr. Marriott served on numerous radio and electronics organizations.

Source, '51-'52 SRDS Consumer Mkt.
KMPC IS DOING SUCH A CLASS A JOB FOR SO MANY CLASS A NATIONAL ADVERTISERS AND CLASS A LOCAL ADVERTISERS IN THIS CLASS A MARKET THAT WE'RE 100% SOLD OUT OF CLASS A PROGRAM TIME

1 Sort of a one-station network, we cover 205 Southern California communities.
2 Such as: Bayer Aspirin, Birds Eye, Camels, Del Monte, Ipana, Libby.
3 For example: Gallen Kamp Stores, E. F. Hutton, Marshall & Clampett, Thrifty Drug Stores.
4 Sell your product first in Southern California— and the rest of the world will buy.
5 Although our definition of Class A time is 6:00 P.M. to 10:30 P.M., we are virtually sold out until 1:00 A.M.

KMPC LOS ANGELES—710 KC

50,000 watts daytime • 10,000 watts nighttime

REPRESENTED BY H-R REPRESENTATIVES, INC. • AFFILIATE, LIBERTY BROADCASTING SYSTEM

RADIO CONTINUES TO BE "AMERICA'S GREATEST ADVERTISING MEDIUM"
Re: TULLIBEE, SAUGERS & HAKE


No—just the names of three of nineteen different kinds of fish marketed commercially in Canada's 200 million dollar fishing industry. From the Grand Banks off Newfoundland to the salmon-choked Fraser River in British Columbia, fishing is big business to Canadians. Within the last 15 years, the market value has jumped from 45 million to around 200 million, keeping pace with Canada's booming economy.

Canada ought to be, must be, a good catch for your product. Angling for customers in Canada is, like catching the elusive salmon on the Restigouche in New Brunswick, a tricky business. Putting first things first, the angler must be guided to the more promising fishing grounds and given the right bait.

In Canada, radio is your best bait. Guides who know say radio lands the biggest catch because radio plugs product day or night, any day of the week, wherever your best markets are.

To compound the jargon of the fisherman into selling sales sense: Your Canadian network of private radio stations from coast to coast is the net that works in catching customers.

If you're planning to get your feet wet in this fastest growing market, remember:

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

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

Canadian Association of Broadcasters
108 Sparks St.,
Ottawa.

Page 40 • November 5, 1951
It's just possible that you didn't see this in the Prairie du Chien papers. So we quote: "John Pettra, owner of the Zoo, has been using radio advertising this summer and fall to let people know that he has an outstanding attraction right in their own backyard. It has paid off in big dividends. If you are doubtful, drive down that way any Sunday afternoon and see for yourself the number of people who came here to see the Zoo. Mr. Pettra gives a large share of the credit for his influx of visitors to Station WMT of Cedar Rapids."

Prairie du Chien is in Wisconsin, 98 miles northeast of us. The Zoo's three floating spots a week cost about as much as elephant feed, namely, peanuts.

While we're on the subject of news items, did you see the UP release which related how some folks out this way worked themselves into a tizzle about certain belly dancers at the State Fair? There was talk which questioned whether or not that particular sort of muscle control offered the right kind of evidence of Iowa's greatness. One of the young G-string ladies said she had no apologies to make, and several fair-goers allowed as how they agreed with her. For as we're concerned, we'd cut off our legacy before getting mixed up in such controversies. Whatever figures you look at, Iowa is richly endowed, and WMT caresses Iowa ears like corn-on-the-cob. Statistic: Iowa cash income from corn (1950), $203,267,000. What wasn't converted into cash went into hogs which were worth $781,498,000.

What went into people isn't known, since exact corn-on-the-cob figures are not available. But for data on what can go into, and come out of, WMT, please see the Katz Agency rep.
Broadcasters’ Aid
(Continued from page 25)

tional, or public service-type advertising, rather than for quick sales of automobiles.

Some 60% of NADA members are located in towns of 25,000 or fewer inhabitants. This means that the local auto dealer in such towns is one of the biggest businessman in the community and, as such, is repeatedly among the first to be called on in civic drives, Mr. Welfington said. But does the general public realize how important a member of the community the auto dealer is, he asked.

NADA thinks not and thinks further that radio is the best media for pointing this fact out to the public.

There are several aspects of the many-sided story which dealers should use radio to tell. To stimulate the use of radio, NADA is peppering its members with urgings and suggestions.

NADA indicated it would wel-
come similar efforts from the nation’s time sellers.

A particular angle which NADA suggests to the time sellers affects women motorists.

Research has shown NADA that 65% of women drivers never take their cars in for repairs because they don’t trust their own mechanical judgment as to what is wrong with their cars and they do not have sufficient confidence in getting an honest appraisal from a repairman.

Salesmen’s Opportunity

NADA points out that here time salesmen might be able to sell a package to an automobile dealer during the daytime hours for a program directed at housewives.

The 1952 demand for automobiles is expected to outweigh by a half million the 4½ million cars slated for production, according to NADA. This is going to increase demand for used cars.

NADA is of the opinion that only a small percentage of the public realizes what it means to deal with an automobile firm which has a franchise to protect as against buying from a strictly used-car dealer.

At present, automobile dealers make extensive use of classified ads in newspapers to make sales of specific cars. What NADA is trying to get dealers to do is to sell themselves as a place where customers may with confidence buy a car or have one repaired.

A deluge of material is sent to each NADA member, trying to put them into a receptive frame of mind insofar as radio and/or television advertising is concerned.

NADA suggests to time sellers that they strike while the iron is hot.

Statistics and ideas for spot campaign programs and packages may be had by writing to Walter M. Kiplinger, director of promotion, NADA, 1026 17th St., N.W., Washington 6, D.C.

**Hymns Sell Autos**

AUTOMOBILE dealer, the Bluefield Trading Center, was visited by 39 potential customers and by five purchasers, as a result of 10-minute program sponsored over WHIS Bluefield, W. Va., an NBC affiliate, the station reports. Program, *Hymns for Today*, featuring transcribed hymns by America folk artists, also drew 10 telephone inquiries for the dealer. The following day saw equal success, WHIS notes. Program is presented five-times weekly at 1:30 p.m. by Douglas Ford, staff announcer.

**KAN. AP MEETING**

Continues News Contest

MEMBERS of Kansas Assn. of Associated Press Broadcasters, at the annual fall meeting Oct. 28 in Manhattan, voted to continue their monthly news contest another six months. Contest, which was started by association last spring, makes a monthly award to station newsmen submitting best story to AP.

Representatives attending the meeting included: Thad Sandstrom, KSEK Pittsburg, who was elected state chairman succeeding George Gow, KANS Wichita; Ray Kotak, KMN Manhattan, who was named vice chairman; Olaf Soward, WBW Topeka; Hank Davis and Chuck Gerber, KNX McPherson; Mel Haines, KWBW Hutchinson; Max Bicknell, Lyle Ticknor and Sid Rose, KTSW Emporia; John Henry, KSEK Pittsburg; Jim Ayres, KAYS Hays; Fay N. Seaton, oper-
ator of KMN, and publisher of Manhattan *Mercury-Chronicle*, Howard D. Neighbor and Marvin Houts, KMN; Bailey Axton, KTOP Topeka; Dick Embody, KGFG Coffeyville; L. L. Longedorf and Bob Hilgendorff, KSAC Manhattan; Ken Thomas, Frederic D. Butcher and Bob Pell, KSDB-PM Manhattan. Representing AP in Kansas City were Bureau Chief Frank Gorrie and State Editor Joe De George.

**Thomas Mitchell Signed**

ACTOR THOMAS MITCHELL has been signed by World Broadcasting System, transcribed library program, and feature production firm, to star in a special half-hour Christ-
mas show, *The Miracle at Christmas*, World officials announced last week. The disc, with open spots for local sponsors’ messages, is one of a number of special Christmas features which will be provided World affiliates, spokesmen said.

The company meanwhile has released three special half-hour script shows, designed for stations to use with local talent. First was a Halloween show for last Wednesday night; others are *The Poetry and Prose of Peace*, for broadcast on Armistice Day, and *We Count Our Blessings*, for Thanksgiving.
AND IN THE WHOLE 4-COUNTY FRESNO MARKET —

KMJ is again the top station — with a BMB penetration of 92% daytime, 91% at night. In fact, KMJ's "day after day" audience (72% of the market's 143,030 radio families) is ¾ths larger than that of second best station!

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


NUMBER 1 STATION IN THE $660 MILLION FRESNO MARKET

580 KC NBC 5,000 WATTS
One of the Bonanza Bee line Stations ... McClatchy Broadcasting Company
Paul H. Raymer, National Representative

AFFILIATED WITH THE FRESNO BEE
JOSEPH SCHEIDELER, president of Scheideiler, Beck & Werner, New York, issued a statement last week refuting charges made by Duane Jones.

He spoke for himself and other former employees of Duane Jones Co. who now are with Mr. Scheideiler's firm and two other agencies.

"These former executives were forced to terminate their relations with the Duane Jones Co. by reason of intolerable conditions which rendered it impossible for the business to continue upon a sound basis, and for us personally to work in harmony with the head of the agency," the statement contended.

'Violated No Contract'

"At the outset," it said, "we desire to make it crystal clear that we have violated no contract with the Duane Jones Agency; nor have we induced any client of that agency to violate any contractual obligation. I believe the evidence is overwhelming on that point and we would welcome the opportunity to have the courts decide it, if, as and when Mr. Jones sees fit to file his long-threatened suit. We never intended, nor do we now propose, to try this case in the press, but Mr. Jones' continued reiteration of distorted facts deserves this public denial.

"Mr. Jones has asserted that we 'pirated' his accounts. This is belied by his paid advertisement on Sept. 27, 1951, wherein he states: ""... It was unfair to ask them [clients] to stay with me through my period of indecision. I therefore resigned all Duane Jones accounts—unprecedented so far as I know."

"We can prove, . . . that no one of us ever solicited a Duane Jones company client for business while an officer of that company. Many of his accounts withdrew because they claimed, further, that the same intolerable conditions of Mr. Jones' creation which confronted us.

"Mr. Jones claims he received a flat 48 hour ultimatum to resign from the agency or we would. The mere fact that we continued to negotiate with Mr. Jones over a period of six weeks completely exploded the '48 hour ultimatum' statement.

Agency Billings Claim

"Mr. Jones, in one statement, claims $17,000,000 billing. In another $15,000,000 billing. He claimed, further, to have secured this business single handed. While there is no question that Mr. Jones made a major contribution in past years, it can be easily proved he did not secure the business single handed and in no calendar year since he started the agency did the billing ever exceed $11,200,000.

"At Duane Jones Company, the executive and employees had two incentive plans: A stock purchase plan and an employee pension trust. One of the first moves Mr. Jones made when it became evident that our dissatisfaction with his conduct of affairs was genuine, was an attempt to destroy the value of our stock by setting up a retroactive bookkeeping entry. One minute, he publicly declared the stock to be worth $88 a share (in fact, he paid this to a retiring executive after July 1). Later he stated through his counsel that the stock had no value.

Firm's Pension Trust

"On the pension trust, his tactics were even more transparent. He tried to wipe out our interests in the trust by 'firing for cause'—in some cases, executives whose employment had already terminated. As the pension trust is set up, any money so recovered would be used indefinitely to pay the premiums for others, including Mr. Jones, who is an important beneficiary. He has, by these tactics, forced us to sue for the monies due us. . . . Our counsel, Neil P. Cullom, will press for an early trial and I am positive our rights will be completely protected by the courts."

REPLY TO JONES

JOSEPH SCHEIDELER, president of Scheideiler, Beck & Werner, New York, issued a statement last week refuting charges made by Duane Jones.

He spoke for himself and other former employees of Duane Jones Co. who now are with Mr. Scheideiler's firm and two other agencies.

"These former executives were forced to terminate their relations with the Duane Jones Co. by reason of intolerable conditions which rendered it impossible for the business to continue upon a sound basis, and for us personally to work in harmony with the head of the agency," the statement contended.

'Violated No Contract'

"At the outset," it said, "we desire to make it crystal clear that we have violated no contract with the Duane Jones Agency; nor have we induced any client of that agency to violate any contractual obligation. I believe the evidence is overwhelming on that point and we would welcome the opportunity to have the courts decide it, if, as and when Mr. Jones sees fit to file his long-threatened suit. We never intended, nor do we now propose, to try this case in the press, but Mr. Jones' continued reiteration of distorted facts deserves this public denial.

"Mr. Jones has asserted that we 'pirated' his accounts. This is belied by his paid advertisement on Sept. 27, 1951, wherein he states: ""... It was unfair to ask them [clients] to stay with me through my period of indecision. I therefore resigned all Duane Jones accounts—unprecedented so far as I know."

"We can prove, . . . that no one of us ever solicited a Duane Jones company client for business while an officer of that company. Many of his accounts withdrew because they claimed, further, that the same intolerable conditions of Mr. Jones' creation which confronted us.

"Mr. Jones claims he received a flat 48 hour ultimatum to resign from the agency or we would. The mere fact that we continued to negotiate with Mr. Jones over a period of six weeks completely exploded the '48 hour ultimatum' statement.

Agency Billings Claim

"Mr. Jones, in one statement, claims $17,000,000 billing. In another $15,000,000 billing. He claimed, further, to have secured this business single handed. While there is no question that Mr. Jones made a major contribution in past years, it can be easily proved he did not secure the business single handed and in no calendar year since he started the agency did the billing ever exceed $11,200,000.

"At Duane Jones Company, the executive and employees had two incentive plans: A stock purchase plan and an employee pension trust. One of the first moves Mr. Jones made when it became evident that our dissatisfaction with his conduct of affairs was genuine, was an attempt to destroy the value of our stock by setting up a retroactive bookkeeping entry. One minute, he publicly declared the stock to be worth $88 a share (in fact, he paid this to a retiring executive after July 1). Later he stated through his counsel that the stock had no value.

Firm's Pension Trust

"On the pension trust, his tactics were even more transparent. He tried to wipe out our interests in the trust by 'firing for cause'—in some cases, executives whose employment had already terminated. As the pension trust is set up, any money so recovered would be used indefinitely to pay the premiums for others, including Mr. Jones, who is an important beneficiary. He has, by these tactics, forced us to sue for the monies due us. . . . Our counsel, Neil P. Cullom, will press for an early trial and I am positive our rights will be completely protected by the courts."

POOR RICHARD CLUB

Sets Up Community Group

IN RESPONSE to the feeling of many members that the Poor Richard Club, Philadelphia advertising club, should play a more vital and effective role in the community life of Philadelphia, the Committee for Community Projects has been formed.

The new group includes many Philadelphia executives in advertising agencies, radio and television stations and newspapers.

They are: Wiffred Delamaster, chairman of the committee; Earle A. Buckley, The Buckley Agency; Roger W. Colby, WFIL-AM-TV; George T. Rager, Evening Bulletin; Jerome H. Gray, Gray & Rogers; Harold S. LeDuc, Bell Telephone Co.; Al Paul Lefton, Al Paul Lefton; John A. E. McClave, Lewis and Gilmart; Joseph P. McLaughlin, The Beacon Agency; James J. D. Spillman, Benjamin Brehman Agency; Joseph L. Timoney, WCAU-AM-TV; Mr. Winter Wood, Charles Morris Price School of Advertising.

Campeau Rescued

JOSEPH CAMPEAU, 26-year-old son of J. E. (Ted) Campeau, president and general manager of CKLW Windsor-Detroit, was rescued fortnight ago from a drifting speedboat on Lake St. Clair after a 30-hour ordeal. Mr. Campeau, with the son of a Windsor physician, was on a duck hunting trip when the engine of the boat failed and it was driven into the lake.

EVERY SUNDAY NIGHT IN ORLANDO, FLORIDA

WLOF PRESENTS THE

"MERRY-GO-ROUND"

7:00 P.M. TILL 1:00 A.M.

This big, six-hour, telephone request show is conducted by two of WLOF's top disc jockeys, Bocky Smith and Tom Harper. More than 100,000 listeners telephone requests to this program annually. Here is a show that has IMPACT on Orlando and all of Central Florida.

FOR SPOT AVAILABILITIES CONTACT:

PAUL H. RAYMER COMPANY, INC.

WLOF

"FLORIDA'S SWEET MUSIC STATION"

5000 WATTS • 950 KC • MBS NETWORK

ORLANDO, FLORIDA

J. ALLEN BROWN

VICE-PRESIDENT & GENERAL MANAGER

Page 44 • November 5, 1951

BROADCASTING • Telecasting
If you were to design a pig, you'd probably start with some well-streaked bacon, surround it with tender chops and meaty roasts, and append a couple of hams—ones that would fit nicely in an apartment-size oven.

These specifications are ones that customers, by their preferences and purchases, pass along to meat packers. Meat packers pass them along to the farmers who raise the pigs.

And the farmers give ear! Throughout the corn country the stylish stout that could once be counted on to cop the blue ribbons gradually is taking a back seat to the more streamlined pig of tomorrow.

Through selective breeding and balanced feeding, farmers are getting pigs that put on more pounds of meat in less time and put it on in the right places. And many farmers are getting them to market at the tender age of six months instead of the usual year.

All of which adds up to this: When it comes to meat, the lady with the market basket finally calls the turn.

AMERICAN MEAT INSTITUTE
Headquarters, Chicago • Members throughout the U. S.
More people listen to CBS Radio than this has been going on January 1949. Today, captures more than of all network
and listen longer—
to any other network:
every month since
CBS Radio
one-third
listening.

SHARE OF TOTAL NETWORK LISTENING
First 8 months of 1951, NRI

CBS Radio ... 35.1%
Network B ... 30.2%
Network C ... 17.8%
Network D ... 16.9%
On All Accounts  
(Continued from page 18)

sponsored by the company at one time.
As radio program and sales director, working with Central Division Vice President John H. Norton Jr., Mr. Smith's sales territory includes Chicago, Minneapolis, Kansas City, St. Louis, Milwaukee, Battle Creek, Memphis, and Dallas. His hope and ambition and not a small degree of faith, are that Chicago radio will "get back where it was when I left here." Chicago was a "ball of fire" when he worked at WGN in the heyday of daytime serials, he recalls.

From 1932 until 1937 at WGN he directed such famous daytime serials as Bachelor's Children, Little Orphan Annie, Helen Trent and Just Plain Bill. He was the first director for Painted Dreams, believed to be the first such serial ever aired.

He learned direction and announcing at WGHP Detroit (now WXYZ), which he joined in 1928. Mr. Smith had been working in a bank to earn enough for his final year at the U. of Michigan. A customer, WGHP's program director, asked him to be a parttime announcer. Parttime became fulltime abruptly after a bank official told him to take his choice between jobs. He later managed WOOD Grand Rapids until Chicago antennas beckoned him southward.

A native of Michigan, Mr. Smith married the former Juliet Grazier, whom he met at a summer resort. Their son Larry, 20, a sophomore at the U. of Minnesota, plans to work in public relations. Ronny, 18, is a senior at New Trier High School and an energetic basketball and football player. This season his father, with Don McNell, ABC network AM-TV star, camped out Saturdays at the school stadium to see their sons' fancy footwork.

Resides in Glencoe
The Smith home is in North Shore suburban Glencoe, where Mr. Smith maintains a well-equipped machine shop in the basement. Horseshoe pitching is his favorite sport, and he's a consistent "ringer." Mr. Smith currently is looking for an indoor court and some respectable competition after discovering that golfers, predominant in the broadcast business, don't convert to horseshoes very well.

CAAB MEETING
Held at Columbus
FIRST of four Columbia Affiliates Advisory Board annual district meetings scheduled before mid-December was held last Wednesday at Columbus, Ohio, when CBS Radio executives conferred with CAAB members from Districts 3 and 6 on general business and industry questions.

Other meetings on the schedule: District 9, Hotel Utah, Salt Lake City, Nov. 14; Districts 4, 5 and 8, Hotel Roosevelt, New Orleans, Dec. 10; and District 7, Meridian Hotel, Kansas City, Dec. 13.

Howard S. Meighan, president of CBS Radio, is to attend all meetings along with other top CBS Radio executives including Louis Hausman, administrative vice president; John J. Karol, vice president in charge of network sales; Lester Gottlieb, director of radio programs; and William A. Schudt Jr., national director of station relations for CBS Radio. William B. Lodge, vice president in charge of general engineering for CBS Radio and CBS Television, also participated in the Columbus meeting.

Closed Meeting
Though all the CAAB sessions are closed, they are expected to follow the general format of earlier meetings, with President Meighan reviewing the position and outlook of radio in general and CBS Radio in particular; Mr. Karol outlining general sales problems, new sales devices and sales prospects; Mr. Gottlieb discussing CBS Radio's program schedule, attention to lucrative programming and the development of low-cost attractions; Mr. Hausman detailing the network's expanded promotion and exploitation program, and Mr. Schudt canvassing particular station-network relationship problems.

William Shaw, general manager of CBS owned KNX Los Angeles; Edwin Buchan, assistant general manager of KNX, and Ole Morby, western division manager of station relations for CBS Radio, will join the group for the Salt Lake City sessions.

Philo on WRUL
PHILCO INTERNATIONAL Corp. is sponsoring new 26-week series titled Philo Rendezvous as latest addition to Voice of Freedom programs over WRUL Boston, shortwave station, Friday, 6:30 p.m. Series—starring Beth Holland, stage actress, assisted by Radio-TV announcer Bill Lazar—will feature U. S. theatre and fashion news plus interview with prominent American personality each week. Slated to begin last Friday, series claims State Dept. approval and will be shortwaved to Central and South America in 19 and 25-meter bands.

WHEN Traveling  

WAS RISKY BUSINESS

In the early days of life insurance, a policyholder had to have special permission—often pay an extra premium—to keep his life insurance in force while traveling in the country's less settled areas.

Here is an entry in Mutual Life's 1843 register: "Permission is given to the insured to visit New Orleans by the usual mail and inland routes." In those days some sections of the country were malaria-infested and others really "wild!"

How times have changed! Various kinds of travel throughout the world is commonplace. And the precise information The Mutual Life has compiled over the years has made it possible for us to liberalize travel restrictions on life insurance more and more. As a current example, the fine safety record of non-combat military flying has enabled us to insure pilots and crews of even the swiftest jets while flying in most of the Western Hemisphere.

This is just one way we try to keep pace with the changing times and make life insurance protection available to more and more people.

WEATHER — STAR ATOP OUR HOME OFFICE — FLASHES OFFICIAL WEATHER FORECASTS

THE MUTUAL LIFE
INSURANCE COMPANY OF NEW YORK

1740 BROADWAY AT 55TH STREET — NEW YORK 19, N. Y.
At 7:00 P.M. Saturday, September 29, Jefferson Island Salt made a one minute free picture offer. This one spot announcement drew the incredible total of 24,984 replies. The mail came from 31 states. This is, so far as we know, an all-time mail pull record for a single announcement — further proof of the pulling power of WSM advertising.
PEOPLE sell better

Network radio began 25 years ago this month with the formation of the National Broadcasting Company. In its first years NBC attracted many advertisers because of the novelty and glamor of the new medium, but these advertisers stayed and increased their investment in NBC because they discovered our simple truism: People sell better than paper.

In the last 25 years NBC has become the voice of the greatest names of this industrial era. Names like Cities Service, a continuous advertiser for the full 25 years; General Foods and General Mills, NBC clients for 24 consecutive years; Firestone, beginning its 24th consecutive year this month.

We have no finer sales talk than this list of current NBC
than paper

...IS NOW THE MOST-HEARD VOICE ON EARTH

advertisers, all of whom have used the network continuously for 10 years or more:

American Tobacco Co.
The Bell Telephone System
Colgate-Palmolive-Peet Co.
E. I. du Pont de Nemours and Co., Inc.
Kraft Foods Co.
Lever Brothers Co.
Lewis-Howe Co.
Ligget & Myers Tobacco Co., Inc.
Miles Laboratories Inc.
The Procter and Gamble Co.
The Pure Oil Co.
R. J. Reynolds Tobacco Co.
Skelly Oil Co.
Standard Oil of California
Sterling Drug Inc.
Sun Oil Co.
Whitehall Pharmacal Co.

Yes, for 25 years people have been selling better than paper on NBC.

NBC Radio Network

a service of Radio Corporation of America
**AGENCY PROBLEMS**

**Reviewed at AAAA Meet**

Making a profit in television is still a "serious problem" for advertising agencies, according to Frederic R. Gamble, president of the American Assn. of Advertising Agencies, who reported on the industry generally at a meeting of the Council of the General Council in Chicago Oct. 26 [B•T, Oct. 29].

Mr. Gamble’s comment was in sharp contradiction to that of Ben Duffy, president of BBDO, New York, who said "there is nothing wrong with an agency’s system of operating if it can’t make money in television, because the opportunity is there."

The AAAA president stated member agencies are "doing a somewhat better job of staying out of the red" on television than in previous years, due in large part, to increased client use of the medium.

Pointing out that the general condition of agencies continues to be good, and despite new problems occasioned by the defense mobilization effort, Mr. Gamble sees a tight employment market and a higher volume of business per person in the agency. The number of agency personnel has climbed with advertising volume, "but somewhat more slowly," he said.

Price stabilization, "imposed on many, if not most, clients," offers a challenge to the agency to develop even more effective advertising, he asserted. "In the face of rising break-even points, it is more than ever necessary for the client to reduce costs and increase sales in order to make a profit."

Reporting on the economic health of AAAA member agencies, Mr. Gamble sees a "further gradual improvement." He said 57% of the 99% of the 256 member agencies submitting balance sheets showed an increase in their liquid capital ratios. Higher AAAA financial ratings were given to 64 members and lower to 38, with 99 showing no change. Two of every three, he reported, show an increase in 1950 volume compared with 1949.

An analysis of agency costs shows no "substantial" change, he said, pointing out that payroll costs continue to consume two-thirds of the agencies’ average gross income, with one-fourth of the payroll for contact, plans and merchandising, and another one-fourth for copy and visualization.

Although agencies are spending more each year to advertise and promote themselves, the figure still amounts to only about 1% of gross income, Mr. Gamble said.

Lowe Runkle, president of the Oklahoma City advertising agency of the same name, discussed "What the Agency Specialist May Not Know About Agency Operation." Citing the "specialist" of the large agency and the versatile, all-around man of the smaller one, Mr. Runkle said the comparison is analogous to that of a famous college football squad to that of a smaller school. "The big difference is the number of people involved in the various operations," because basically both "squads" effect the same results and have the same purpose, he said.

Small Agencies’ Assets

Convinced that "some of the best advertising brains" are in the smaller agencies, Mr. Runkle advised his audience "never to underestimate the small agency man’s job just because he plays on a small team."

Advantages of working in a small agency, in his opinion, include "the closeness to the account, the fact that an account man doesn’t have to relay to specialists the account problems and advertising objectives, most accounts are local or regional and the executive can sit on the 50-yard line for his campaigns, and the executive and the account enjoy a flexible position."

Major disadvantages are that a man cannot give all of his time and thought to one or a few accounts and he cannot have his problems solved by a specialist, Mr. Runkle said.

Mrs. Marjorie Child Husted, consultant in advertising and consumer relations, Minneapolis, and former head of the Home Service Dept. for General Mills, outlined to agency men "The Women in Your Lives." Suggesting that advertising executives should know women psychologically and sociologically, Mrs. Husted came to several conclusions about them: (1) Women are realists rather than theorists; (2) women’s interests are personal rather than impersonal; (3) women are imaginative, not literal; (4) women are philosophers.

Stressing the concept of service advertising, she said most women who make homemaking a career seek "encouragement and appreciation from those they serve, appreciation and recognition of the work they do, and family appreciation and cooperation." Advertising campaigns directed toward women should be constructed with these in mind, she suggested.

Advertisements that pass this test "prove you advertising men know the women in your lives": (1) Would the ad appeal to more than one age level, several income levels and education levels so that it gets across to the majority of the 40 million women? (2) Does it touch several of the fundamental interests of homemakers? (3) Can women who hear or see the ad apply it to their own lives? (4) Does it offer them a saving of time or money? (5) Does it give them inspiration for homemaking, and thus contribute to better living and happier lives.

The RCA Tube Dept. disclosed the development of multi-purpose test equipment for designers and engineers experimenting with UHF home television receivers. The disclosure was made in technical paper describing the new test equipment, an RCA UHF sweep-marker generator, which was delivered by J. F. Sterner, RCA engineer, at a session of the National Electronics Conference in Chicago.

**ONLY ONE Station DOMINATES This Rich, Growing 15-COUNTY MARKET**

With

1950 NET EFFECTIVE BUYING INCOME OF $771,969,000*

*Sales Management, 1951
Survey of Buying Power

**WCKY COVERS THE SOUTH**

See Centerspread This Issue

ON THE AIR EVERYWHERE 24 HOURS A DAY

50,000 WATTS OF SELLING POWER

**BROADCASTING • Teletcasting**
ROCHESTER, N. Y.
is not just a CITY:

It's a TRADING AREA
with 1,528,700 people...

And WHAM is the
only station that covers it!

*Including almost 500,000
people in areas with poor
fringe TV service or no TV
service at all . . .

ASK YOUR NEAREST HOL-
LINGBERY man about
WHAM's sales potential for
your product.
NBC’S NEW RATE PATTERN FOR RADIO

[For stories on this and other sections of the NBC Economic Report, see page 22.]

SECTION 7: THE NETWORK RATE STRUCTURE

This section presents a formula for reorganizing the NBC radio rate structure on a realistic basis in order to eliminate inequities as among stations and establish a foundation for network rate-making in terms which, however, are applicable factors which will give stability and direction to network rates. As stated in the Foreword, the material which follows deals with basic rate-making principles; the results of the rate plan on individual stations are not dealt with in this summary, and have not been disclosed to the affiliate members of the Economic Study Committee or to SPAC.

With regard to evening rates, the analysis proceeded in two steps: First, "reconstructed" network rates were established which made a clean start in pricing each station at proper levels, before taking into account the effects of television; this first step produced a total network rate substantially higher than the present network rate or the network rate before the 10% reduction. Second, these reconstructed rates were adjusted selectively to reflect television where it is a factor in a station’s particular market.

A parallel approach was used for developing a daytime rate structure which can stand on its own basis, instead of being derived as a percentage of nighttime rates. The daytime base rates require no adjustment for television in the morning, because television does not significantly affect morning radio listening. In the afternoon, they are subject to a television adjustment factor which, however, is different from the factor used in the evening, because television’s effect on listening in the afternoon is less substantial than in the evening.

There follows a step-by-step explanation of how the rate formula was developed.

a. Radio Homes as the Rate-Making Factor

The first question for determination was the standard to be used in establishing stations’ network rates at proper levels, before considering any adjustment for television. Among the possibilities presented were (1) station audience, as measured by BMB once-a-week listening, or 5-4 times a week listening; (2) the station’s net unduplicated contribution to the total network audience; and (3) total radio homes.

If total radio homes were to be used as the standard for establishing the base rates, the next question was determination of the area in which all radio homes should be counted and credited to the station for rate-making purposes. A third question was whether or not the quantitative standard selected should be adjusted to reflect differences in the economic value of the circulation provided by different stations.

After analyzing each of the standards outlined above, it was decided that the most equitable and practical approach would be to base the reconstructed evening rates on total radio homes within each station’s nighttime 50% BMB area, and to weigh these radio home figures by a retail sales index.

The radio homes base was selected because:

1. It takes into account the increase in radio circulation over the past years, and will give full credit for future growth in radio homes.
2. It reflects potential circulation and provides a measurement of the opportunity available to the advertiser to deliver his message. On this basis, it is a fair standard to use for rate-making and has broader values than a standard based on a measurement of listening.
3. It can be brought readily to date whenever new county radio homes figures are released. On the other hand, the use of BMB listening percentages would grow more obsolete each year and would require projections of figures developed in 1949.
4. It provides data directly comparable with the only available figures for television, which are on a television homes basis.

Having established radio homes as the basic element for network ratemaking, it was necessary to fix a consistent and uniform standard for defining the area within which all radio homes would be counted. It was decided that the best uniform standard for this purpose was the station’s nighttime 50% BMB area, with appropriate adjustments to reflect facilities improvements since 1949 which were not taken into account in BMB Study No. 2. The 50% BMB area was selected because:

1. It is a standard for determining a principal servicing area which is more generally accepted by stations, advertisers and agencies than any other single standard.
2. It permits completely consistent treatment of all stations.
3. It provides a solid primary area in which duplication with other NBC affiliates is held to a minimum.

It should be emphasized that the use of this standard does not imply that a station’s service area is limited to its 50% BMB area or that the station has no audience beyond that area. The 50% BMB area was used because it is a convenient and generally accepted standard which can be applied with uniformity to all stations. Although this standard eliminates from base a station’s audience in counties with less than 50% BMB coverage, that consideration is offset by the fact that all radio homes in the area are taken into account, rather than the station’s BMB percentage of those homes.

With these areas fixed for each station, a realistic basis figure for each station’s area, as of January 1, 1951, were developed.

b. Retail Sales Weighting Factor

The figures thus obtained made no distinction among radio families to reflect differences in their value to the advertiser as potential customers. These differences are substantial and they are important to network radio. A number of indices of indices were examined for reflecting the economic value of markets, including total income, food sales, department store sales, bank clearances, total retail sales, and similar factors. Total retail sales was selected as the factor which ties in best with the movement of the basic radio advertised products, and is most significant to the average network advertiser. Another reason for selecting this standard is the availability, from a recognized and authoritative source, Sales Management, of annual estimates of retail sales, county by county.

The method for applying the retail sales index can best be illustrated by the use of the following hypothetical figures. First a per capita retail sales figure for each station was developed by dividing total 1950 retail sales by total population in the counties included in the station’s 50% BMB area, as follows:

- $774,900,000 retail sales = $820,000 population = $945 per capita retail sales for Station X.

This figure was next divided by $921.20, which represents the national average per capita retail sales, in order to obtain the station’s retail sales index, as follows: $945.00 ÷ $921.20 = 102% retail sales index for Station X.

The retail sales index for each station was then applied to the total radio homes in its 50% BMB area to weight the radio homes figures which were used as a base for establishing the station’s reconstructed rate:

- 750 radio homes x 102% = 772,500 radio homes.

This product was then multiplied by the county by county rates for the three counties, as follows:

THE THIRD MAN (in this case Hugh B. Terry, vice president-general manager of KLZ Denver) accepts a signed contract for the new Orson Welles’ series, The Lives of Harry Lime, from officials of Garrett-Bromfield, Denver financial institution. Seated (l to r) are Van Holt Garrett, firm vice president, and Donald Bromfield, company president; standing (l to r) are Holden Bowler, account executive, Harold Walter Clark Agency, Denver, and Mr. Terry.

b. Radio Homes: The Third Man

(Continued on page 56)
The Facts of Life!
Only radio—no other medium—covers the 54 counties of eastern New York and western New England in the Schenectady-Albany-Troy area, a substantial market in size and buying power—call it the "17th State"—where more people live than in 32 other states, where more goods are purchased than in 32 other states.

Choosing Your One and Only!
Only one radio station—WGY—delivers this entire market. With the only regular listening audience in the area's 22 cities, WGY's daily audience is three times that of the next station, is over 1/3 greater than the combined audience of the area's next ten top-rated stations.

Building Personality!
Good, solid programming, power (50,000 watts at 810 kc), and prestige (since 1922, General Electric) have built WGY's tremendous audience. The only NBC station in the area (other network audiences are shared by 4 to 7 stations each), WGY builds almost all NBC programs to a higher rating than the national average.

Dominance Breeds Economy!
One schedule on WGY using exclusive network adjacencies and productive local programming assures you economic dominance of the "17th State," saves you money to bolster other markets where such one-station saturation coverage isn't available.

Use Your Full Strength!
Gain all the advantages of spot radio—complete control of penetration, impressions, impact...complete flexibility...unwasted circulation—on all seven major market stations represented by NBC Spot Sales. Serving only seven key radio stations, your NBC Spot Salesman has the time to devote to your account and the knowledge, organization and research service to show what Spot can deliver for you in the nation's key markets...

via Radio, America's No. 1 mass medium

Authors of the NBC SPOT SALES
Best Media Buy Series
WNBC New York KOA Denver
WMAQ Chicago KNBC San Francisco
WTAM Cleveland WGY Schenectady
WRC Washington

Represented by
NBC SPOT SALES
New York Chicago Cleveland San Francisco Hollywood
NBC's Rate Pattern

(Continued from page 54)

weighted for retail sales, available to the next step was to build a proper rate curve to which these figures could be applied. The following principles were taken into account in constructing the rate curve used:

1. The curve should produce a total network rate, before taking into account the effects of television, which would be higher than the total network rate of 22% before the recent 10% cut. In other words, assuming that television did not exist, there would have been a justification for an increase in the total network rate to the 1950 level, to reflect the continued increase in potential radio circulation. Establishing base rates to reflect this fact avoids the error of pricing rates which would be improperly low as a starting point in making an adjustment for television.

2. The curve should produce a systematic reduction in cost-per-thousand as the circulation scale on the curve increases. This is a principle which is fundamental in circulation rates for the printed media, for radio and for television.

3. However, the curve should also be designed to narrow the present excessive spread in stations' costs-per-thousand, radio homes which, on the basis of present network rates, range from 20c to $0.34, or in the ratio of 1-16. A spread in costs-per-thousand ranging from 1-5 to 1-16 is more normal in the media field.

Upon the basis of these specifications, a curve was developed which produced a total gross hour evening network rate of $31,030, before taking television into effect. This rate is about 11% higher than the network rate of $27,905 before the 10% reduction, and about 29% higher than the present network rate of $25,137. Accordingly, adjustments for television would be made starting from a higher total base than the network rate in effect prior to July 1951.

The curve objectively distributed this total network rate of $31,030 among the stations, in accordance with their radio homes circulation, weighted for retail sales. It produced a progressive reduction in costs-per-thousand, in even descending steps, as the circulation scale increased.

With evening base rates re-established on this basis, the next step was to consider what adjustment should be made to reflect television.

d. Television Adjustment Formula for Evening Rates

The evening rates developed under the foregoing approach require no adjustment for television where there is no television penetration in the station's 50% BMB area. Certain of these stations in non-television areas would have rate increases, while others would have rate reductions. These rate changes would reflect their relative circulation values as measured by weighted radio homes; they would correct present overpricings and underpricings, and have no relation to television.

The base rates were adjusted for television only in those cases where television has penetrated the station's 50% BMB area. After considering a number of alternative methods of adjusting rates for television, it was decided to adopt an approach whereby the percentage of television saturation in the 50% BMB area would be used to determine the percentage reduction of the reconstructed rate, on a sliding scale.

To carry out this method of adjustment for television, the following steps were taken:

1. The counties in each station's 50% BMB area which receive television service, either from a television station within that area or from one outside the area, were determined.

2. The number of television homes in these "television counties" was established on the basis of NBC's forecast of television circulation as of January 1, 1952.

3. The resulting television homes figures were weighted for retail sales so that they could be compared to the radio homes figures which had been so weighted. In this case, however, the per capita retail sales figure was obtained by using retail sales and population within the "television counties" of the station's 50% BMB area.

4. Based on these comparable television and radio homes figures within the same area, the rate adjustment for television was accomplished by use of a special television adjustment curve.

The use of this curve results in a sliding scale of adjustments, whereby as television saturation increases, the percentage reduction in the reconstructed rate also increases, but to a lesser extent, and levels off at a point beyond which no further reduction in the base rate is made.

This method of adjusting for television reflects two related principles: (1) that there is a significant amount of evening radio listening in television homes, so that even under circumstances of 100% television saturation of an area, a radio station can continue to deliver important evening circulation and substantial advertising values, which should be reflected by a proper rate; and (2) that definite levels must be set below which stations' network rates cannot go, regardless of the extent of television circulation in the area, if we are to maintain an economic base within which radio stations and networks may continue to operate.

In giving recognition to these principles, which are important to advertisers as well as broadcasters, the Economic Study Committee rejected the approach used by the

(Continued on page 105)
WHY IS A NEW CAR DEALER?

Washington, D. C. -- "If the new car dealer did not exist, it would be necessary to invent him", said one of our leading economists recently. Why did he say that? Well, for one thing, the experiment of selling automobiles without dealers has been tried -- and found wanting. The selling merely starts a chain of events that in itself answers the question, "Why is a new car dealer?"

How About Maintenance? More than half of the automobiles now on our roads (51.4%, to be exact) average ten years of age. A new car does not stay in like-new condition without care. It needs maintenance. New car dealers use factory-trained mechanics to make sure the cars they service stay in the best of condition, kept so by men who know their makes of cars best.

Who Does the Repair Work? Most car-owning American families prefer to take their automobiles back to "their new car dealers" when they need repairs (not exactly the same thing as maintenance, you know), because they feel that dealer service men know those cars best. A recent national survey revealed that.

If You Have an "Old" Car, is it Safe to Drive? Yes, if it is kept in safe operating condition by service men familiar with it. That's obviously important when you realize that six million children travel over four million miles every day by automotive power, just going back and forth to school. Most important is the new car dealer's service department -- keeping family cars safe to drive -- watching for trouble in advance and correcting it.

How About Trades? Did you know that the new car dealer invented and developed the business of trading old cars, and the business of selling used cars? He had to, because you demanded it -- needing a way of disposing of your used car. Your new car dealer considers used car trading and selling one of his most important functions -- important to our economy, too.

Sell it Yourself? Any car-owner, ready to buy a new car, could dispose of his old car himself -- with a good deal of trouble and detail work. But if everybody did that, the supply of clean, 'safe-operating used cars would soon vanish from the market. It's rehabilitation that counts -- and keeps the used car supply up to the demands of the people who want and must have such used cars.

Why is a New Car Dealer? He's the essential link between the production line and you, the owner of a car that represents a major investment. That investment must be protected by know-how care. The automobile dealer is a neighbor who fills a need you'd be keenly aware of, if he did not exist.

one of a series from the National Automobile Dealers Association—
Any material contained herein may be reproduced without permission.

further information or research material on New Car Dealers write or phone

Editor of Public Relations, N.A.D.A. 1026 17th St. N.W. Washington 6, D. C. Republic 6946

STING • Telescating

November 5, 1951 • Page 57
WCKY COVERS THE SOUTH

LARGEST AUDIENCE
The BMB Map on the opposite page shows Southern counties in which WCKY has 10% or more Families listening 3 to 7 times weekly at night.

CONSISTENT LISTENING
WCKY has the largest consistent listening (3 to 7 times weekly) audience at night of any station covering the South (and larger than some networks) 737,030 Families listening 3 to 7 times weekly.

LOWEST COST
WCKY gives you the lowest cost per thousand BMB Nighttime Families of any station, combination of stations, or networks covering the South. 28c per thousand, compared to $1.92 for one network and an average of 50.4c for the top six 50 kws stations in the South.

BEYOND TV
76% of WCKY’s Families live beyond the influence of TV.

WCKY SELLS THE SOUTH
WCKY counties with 10% or more families listening 3 to 7 times weekly

= 50 mile TV area
**His Day in Court**

IT MAY HAVE taken the U. S. Court of Appeals a couple of years to decide the case which formerly more should keep "preachers of hate" from operating stations. But the result appears to be worth it.

In a little-noticed ruling Oct. 25, a three-judge panel of the District of Columbia court, which hears appeals from FCC decisions, upheld that agency's decision of August 1949 disallowing a license to Rev. J. Harold Smith and his wife of WIBK Knoxville (the station has been on the air since July 1947 under program test authority). The original application had been granted without a hearing in 1946, but the FCC afterward found that Rev. Smith had misrepresented the facts. It was found that he had invested about $100,000 in a Mexican border station, and that he had been in association with Gerald L. Smith and Gerald Winrod and other rabbles-rousers.

Said the court in sustaining the FCC:

> The evidence left no doubt as to misrepresentation and pertinent factual information. It contained information showing not only that the application was false in its writings, sermons and broadcasts but that he was actually in association with and controlled by L. Smith and Gerald Winrod and other rabbles-rousers.

The FCC was guilty of unbridled bungling when it granted the Smith application without a hearing in the first instance. It did try to correct its error and has been sustained.

Rev. Smith kept good on his promise to appeal, first to the lower court and then to the Supreme Court, if necessary.

It's now necessary, though apparently futile, in view of the sweeping decision of the lower court. We hope he does appeal. The highest tribunal then would have an opportunity to read some of Preacher Smith's rantings. On one occasion he referred to the broadcaster (and its associated newspaper) who refused to accept his commercial religion as "gutter rata from the sewers of Hell."

**Burning Bridges**

WE ARE fascinated by a sentence in a statement made to the FCC in favor of reservation of certain channels to religious broadcasters. It was made by Mr. Bridges, executive director of the Broadcast- ing and Film Commission of the National Council of the Churches of Christ.

"Television," said Mr. Bridges, "must be saved from the tragic fate of commercially-dominated AM radio."

This sentence stood alone in Mr. Bridges' brief. Nowhere else in his statement did he attempt to describe the nature of the "tragic fate" of radio that television must be spared. The implication was, of course, that the "tragic fate" of radio is a fact that is unarguable or even worthy of discussion.

As we say, we are fascinated by this sentence because it represents exactly the kind of technique which we feel sure Mr. Bridges would describe, if used against him by another, as a smear.

The formula calls for making a flat accusation that is so positively stated it implies that anyone who sees to contradict it is either a liar or a fool.

At the risk of being called an enemy of the people or of Mr. Bridges, we would like to take issue with him. It's time perspective was injected into a question which has been thoroughly confused by the smears of Mr. Bridges and other sanctimonious intellectuals—the strange assembly of educators and reformed advertising tycoons collected by Sen. William Benton to put the pressure behind his campaign to reorganize broadcasting.

Radio is available to practically everybody in the country and is therefore a mass medium. As such, it cannot concern itself very much with who pays the freight. If Mr. Benton should happen to want to hear Bach fugues and nothing else. Radio can play Bach fugues occasionally, but if they played them too often, most people would turn the damn thing off. It is a fact however, that public interest in good music has been increased enormously by radio.

Radio presents a great deal of drama. Not all of it was written by Chekhov, Shakespeare or other greats. Some of those writers or others cannot count on hearing a presentation of their favorites every time they turn on their sets. They can hear them occasionally, however, and meanwhile if they don't like soap operas, they are free to do something else; read a book, for instance.

Here we come to our point. Radio was never intended to replace books or other basic sources of culture. The educated, cultured man should not expect to be able to satisfy his interests entirely by radio or by any other mass medium. But the public must not be satisfied entirely by a medium which does not entitle him to applaud for appealing to others than himself.

The thoughtful man does not sue the whole crass industry because he couldn't wear Andy's High School tie.

Radio cannot direct its attention exclusively to the sophisticates in our society. It must keep in mind that the majority of the people like "preacher's programs." After all, as the Bentons and the Bridges' frequently point out, the airwaves belong to the people, and if this is so it would be contrary to democratic principles to bar the majority.

We are getting pretty tired of people like Sen. Benton, Raymond Rubicam and Mr. Bridges sounding off about how horrible radio is. If they try to use their radio programs as way to compose their indictments of the medium, we daresay they would find some that even they might like. As for the rest of the material on the air, they can skip it and find their spiritual and intellectual pleasures in books, concerts, art galleries and other cultural institutions which radio cannot and should not try to replace.

**Ira E. Robinson**

WHEN JUDGE Ira E. Robinson, at 82, died in his native Philippi, W. Va., on Oct. 28, the news didn't make many newscasts or hit the front pages. Two decades ago he was the nation's Number 1 figure in radio, as chairman of the Federal Radio Commission.

Actually, he was the first FCC chairman. His immediate predecessor, Admiral W. H. G. Bullard, was appointed in March, 1921, and died in office. Judge Robinson took over in March 1926 and served during four turbulent years, presiding over the radio reallocation of 1928 which set the pattern for broadcasting for the next 30 years. He retired in 1932 to return to his native West Virginia.

Radio jurisprudence was a virgin when Judge Robinson picked up the regulatory gavel. He was responsible for the moulding of a compatible law to accommodate the new form of mass communication that now governs radio. He was usually a militant one-man minority.

In our government of checks and balances, Judge Robinson has distinguished service during those formative years. His was not a particularly happy life. But even his political enemies in those fire and brimstone days admired him as a courageous public servant and a great lawyer.

**Our respects to:**

NORMAN COLEMAN KAL

THE WORD "pioneer" sticks to Norman Coleman Kal, broadcasting executive, as closely as a glove to the hand. His success in these fields wears as well.

To say that Mr. Kal got his start in the advertising business would be an amiss.

Today, the agency is a leader in the area for radio TV billings.

As he did in agency work, Mr. Kal blazed a path in television. He helped establish WAAAM (TV) Baltimore, which celebrated its third anniversary last Thursday. Mr. Kal was the station's first general manager and now is executive vice president.

Mr. Kal has another side, one which further points up his leadership qualities. As a man who enjoys to organize, he has carried the ability as a leader into community life.

This bundle of energy was born July 12, 1900 in the nation's capital. Mr. Kal didn't wait long to select the basket in which he would put all his eggs.

While a student in Washington's old Business High School in 1914, he decided on advertising for his career. After graduation, he moved to Baltimore for night study at Johns Hopkins U. and day work in the advertising department of the Hecht Co., a Baltimore department store.

When World War I broke, Norman Kal left his studies and his advertising endeavor to join the Navy where he served with distinction. The Armistice led him back to the Hecht Co.

Mr. Kal's next associations were in the newspaper advertising field. He was advertising chief for The Washington Post, which was followed by a stint with the Washington Evening Star. In this period Kal also got his community labor, which later was to become a habit, when he handled the first six years of promotion and publicity for the Washington Community Chest.

In his agency work, Mr. Kal's influence has been felt far and wide in the advertising world. He served five terms as president of the Advertising Club of Washington and has also been a member of the board of directors of the Advertising Federation of America.

A member of the Radio Pioneers Club, Mr. (Continued on page 64)

---

Page 60 • November 5, 1951

**BROADCASTING • Telecasting**
Top Programming means Top Listening on

These Loyal Audience Shows Reach All Types of Listeners At An Amazing Low Cost Per Thousand

WAKE UP NEW YORK — with genial, sunny Max Cole, who literally wakes up thousands upon thousands of listeners in a soothing, pleasant, musical way — a program with long years of success.

(6:30 to 9 a.m.)

1280 CLUB with Phil Gordon has been the spear head of WOV's nighttime programming with a loyal "buying" audience for over 12 years.

(7:30 to 9 p.m.)

YOUR BEST GIRL — with Cecelia, clever, scintillating mistress of ceremonies — the male audience loves her — the women are intrigued.

(9 to 10 p.m.)

PRAIRIE STARS — featuring America's unchallenged queen of American Folk, Western and Mountain Music. Elected No. 1 feminine disc jockey in 1950 ... Rosalie Allen.

(10 to 12 p.m.)

THE RALPH COOPER SHOW — studied with guest stars and popular music. Loved and listened to by the insomniacs and the late working shifts.

(12 to 3 a.m.)

ROMA STUDIOS: VIA di PORTA PINCIANA 4 • 730 FIFTH AVE., NEW YORK 19

ENGLISH:

WOV ITALIAN

5000 WATTS

National Representative: John E. Pearson Co.
again...and again...and again

day in...day out...the

Broadcasting Yearbook
is used by the

Stanley Pulver, Lever Brothers

buyers who place

George Kern, Benton & Bowles

time on your station

Charles Wilde, N. W. Ayer
RECEPTION party from WRVA Richmond, Va., was on hand to welcome 18 timebuyers from Chicago advertising agencies as weekend guests. Disembarking from plane are Holly Shively, Ruthrauff & Ryan, and Jack Matthews, Price, Robertson & Frank. Looking on are (l to r) James Clark, WRVA sales manager; Baron Howard, station’s business manager, and Gordon Hayes, CBS Radio Spot Sales. Timebuyers inspected facilities and market of CBS 50 kw outlet and visited colonial Williamsburg in Virginia.

KEYSTONE JUNKET
Diehm, Magee Are Hosts

SOME 25 New York agency timebuyers were guests of WAZL Haslet, WHLM Bloomsburg and WHOL Allentown, Pa., and of Victor C. Diehm and Harry Magee on a visit to the Magee properties near Bloomsburg Oct. 22-24.

The group was flown from New York to Williamsport, Pa., Tuesday afternoon, and then taken by bus to Mr. Magee’s private museum at Bloomsburg for cocktails and a steak dinner with Black Angus steaks from Mr. Magee’s ranch, followed by motion pictures and dancing. After breakfast at the Hotel Magee in Bloomsburg Wednesday morning, they were flown to Allentown for lunch at the Lehigh Valley Club before enplaning the return to New York. Allentown Mayor D. V. Hock spoke at the luncheon.

Mr. Diehm is president and general manager of WAZL and consultant to WHLM and WHOL. Mr. Magee owns WHLM and also the Magee Carpet Co. and other properties.

Among those from New York in the party:
Vera Brennan, Scheiderer, Beck & Werner; Bob Carpenter, MIB; Clyde Clem, NBC; Ben Conway, Robert Meeker Assoc.; Ken Cowan, Broadcasting - Telecasting; MacDonald Dunbar; Ted Bates; Frank Daniel, Lennan & Mitchell; Ed Filling, Robert Meeker Assoc.; Dick Jackson, “Sponsor” George Keet, Ketchum, MacLeod & Grove; John Kirkpatrick, Chevrolet; John Marsch, Kudner; Thomas McDermott, N. W. Ayer; Mary McDonald, “Radio Daily”; Lou Moore, Robert Meeker Assoc.; Al Pelcavage, BBDO; Lillian Bells, Fostie, Cone & Beding; Kay Shanahan, Morey, Humm & Johnstone; Fred Studtland, BBDO; Helen Thomas, Street & Finney, and DeWees Yeager, J. Walter Thompson.

Respects
(Continued from page 60)

Kal has been radio-active throughout the passing years. He is an enthusiastic supporter of radio as a selling, informational and educational medium.

Mr. Kal is uniquely placed in both the selling and buying phases of the broadcast business, “TV will not put radio out of business,” he says. “Advertising placement of radio has not fallen off. Only place where radio has been hurt is in the networks, which unfortunately have been neglecting radio. Radio is being kept on top by aggressive local independents and by AM network stations who are selling the medium.”

As television strengthened in the U. S., Mr. Kal with his Baltimore associates, Ben and Herman Cohen, blueprinted the arrival of WAAM, a TV-only operation.

His work in the television field made him a guiding hand in the future of the station.

Mr. Kal feels that a highpoint in his TV career was WAAM’s sharing a Peabody Citation with DuMont and Johns Hopkins for the origination of DuMont network’s The Johns Hopkins Science Review. WAAM thus takes claim as the first Maryland station honored by Peabody and the first local TV outlet to receive the citation.

For the future, Mr. Kal has a smile and a quick verbal review of WAAM’s past and its present operation. The answer, to wit: “We’ll not be slackening in interest and initiative.

His public record runs like deep water. During World War II, Mr. Kal was director of the public relations office of the Dept. of Civil Defense, for which he says he never did get that “dollar.” He also headed the Third District’s WAC enlistment campaign, spurred National Guard recruiting before Pearl Harbor and organized the auxiliary police force in the capital city for the emergency.

In community interests, Mr. Kal is an elected chairman of the Washington Better Business Bureau’s board of trustees, a member of the Commissioners Traffic Advisory Board, a member of the executive board of directors of the Emergency Hospital and Central Dispensary. He is a former vice president of B’nai B’rith’s Argo lodge and former board member of the Washington Hebrew Organization.

He is married to the former Jean Brown of Washington. They have two children.

For hobbies, he has an advertising agency, for which he supports a TV station to cultivate a wealth of community projects to help flourish.

ROSEY Club of San Diego, Calif., has commented KCBQ San Diego for its new public affairs series Report from the Mayor. Club praised station for its reporting to the public problems facing the local government.
FOR YOUR INFORMATION:

A good reason for Thanksgiving this year is that, although turkey, "fixin's" and other holiday essentials have increased in price, one still can drive home to "see the folks" more quickly, in greater comfort and at less expense for gasoline than would have been possible a quarter century ago.

Dramatic tests just completed on the New Jersey Turnpike, America's newest super-highway, prove that two gallons of today's gasoline actually do the work that three gallons did back in 1925. They show that present gasoline is worth 50 per cent more by every recognized standard of automobile performance and economy. Even more remarkable is the fact that today's higher quality fuel costs about the same as gasoline did 25 years ago despite the soaring cost of living. Only the taxes on it are higher!

This enormous gain in value has been the direct result of constant competition, not only in every branch of the oil business but among automobile manufacturers and among the engineers and skilled workmen who have constructed America's magnificent highway network with the aid of petroleum-powered earth-moving equipment and vast quantities of petroleum asphalt.

Oil research, costing many millions of dollars every year, has concentrated on making better gasoline. Since 1925, octane numbers, which indicate anti-knock qualities, have crept up from 55 to around 84, motor method, (91 research method) before the recent slight reduction required by the federal government because of the shortage of tetraethyl lead. (The October average in high traffic areas was 82.)

Automobile makers have built higher-compression engines to consume the better gasolines more efficiently. (Sometimes, of course, this sequence of events has been reversed.) Motor compression ratios have been increased from around 4.5-to-1 in 1925 to around 8.0-to-1 in some of today's cars, while acceleration, hill-climbing ability, speed and comfort of those cars have improved proportionately.

During the same period, highway engineers have toiled to lift American motorists out of the ruts of dirt or gravel "shunpikes" onto paved roads (88% of all state highway mileage is surfaced, approximately half of it with asphalt). They have increased total rural surfacing from a little more than half a million to approximately one and three-quarter million miles and the mileage of multiple lane turnpikes has grown from practically none to 38,000 miles.

All of these factors, combined in a way which is only possible in a progressive, competitive enterprise economy such as ours, go a long way toward explaining why Americans, with their more than 50 million motor vehicles, have a freedom of movement not equalled anywhere else in the world.

If you would like further information about the oil business and its impact on our American way of living, please write to me.

H. B. Miller, Executive Director
Oil Industry Information Committee
American Petroleum Institute
50 West 50th Street, New York 20, N. Y.
EDWARD E. HALL, CBS Television Division, named sales service manager for CBS Radio, effective today (Monday). He succeeds THOMAS MAGUIRE, who resigned to become business manager of Maxon Inc.'s radio and TV department. Mr. Hall joined CBS Radio in 1934 and has served as manager of financial statistics division of Accounting Dept., Eastern Div. manager of CBS Radio station relations, and, since August, as Eastern Div. manager of relations for CBS Television.

ALAN AXTELL, account executive CBS Radio Spot Sales, Chicago, to KNX Hollywood-Columbia Pacific, as assistant general sales manager effective Nov. 9. In new post he will assist EDWIN W. BUCKALEW, and be in charge of national sales for KNX and Columbia Pacific.

ROLAND R. BLAIR and D. THOMAS MILLER, Morris F. Swaney Agency, Chicago, and sales service department ABC, respectively, named to Chicago sales staff of CBS Television Network, with Mr. Miller serving as Chicago manager of sales service. Prior to his association with the Swaney Agency, Mr. Blair was account executive and vice president in charge of radio, Rogers & Smith Adv., Chicago. Before that he was vice president and part owner for six years of KMBC Kansas City.

JOHN H. WHITE, Kate Agency, N. Y., appointed account executive CBS Television Spot Sales, N. Y. He replaces ROY HALL, now sales manager WCCO Minneapolis.

JAMES DANDELAKE, president WORZ Orlando, resigned. MARGARET BRIGHT DANDELAKE, second vice president WORZ, resigned. Both Mr. and Mrs. Dandlake have sold their stock to Central Florida Broadcasting Co., WORZ owners.

JOHN BRADLEY, account executive KHJ-TV Los Angeles, named sales manager. He replaces KEVIN SWEENEY, now with BAB [BVT, Oct. 29].

JORY NODLAND, sales staff WNMP Evanston, III., appointed sales manager.

JOHN E. PEARSON Co., N. Y., appointed representative for KVOE Santa Ana, Calif.

FREEMAN W. CARDWELL, chief accountant WBAL-AM-TV Baltimore, appointed business manager.

GEORGE P. ADAIR, Washington consulting engineer and former FCC chief engineer (1944-47), has left to do a communication survey in French Indo-China. He is accompanied by Mrs. Adair, and they will return in about a month.

MURRAY LLOYD GOLDSBOROUGH Jr., promotion manager WNOW York, Pa., appointed manager WGET Gettysburg, Pa. He succeeds EARL C. FACE, resigned to Join Westinghouse Co.

DONALD H. HARTFORD named sales manager CFAC Calgary.


ROBERT H. SALK, sales staff CBS Radio, and BERNARD H. PELZER Jr., account executive NBC-TV, to television sales staff Katz Agency, N. Y.

JIM McINTOSH, account executive WGRG Louisville, Ky., to WKRC Cincinnati, as account executive.


DOUG CAPLETTE, manager KREO Indio, Calif., and MARC HANAN, KSYC Yreka, Calif., appointed account representatives KKO El Centro, Calif.

CECIL WOODLAND, president Community Service Broadcasting Corp. (WCSS Amsterdam, N. Y.), and general manager of WCSS, appointed general manager WQAN-AM-FM Scranton, Pa. Mr. Woodland succeeds JOHN P. MCGOLDRICK, general manager and chief engineer. Mr. McGoldrick will continue as chief engineer.


MARTIN J. McGEEHAN, Chicago manager of Ra-Tel station representatives, to LBS, as director of the Chicago office and midwest sales manager.

TRACY AXTON Jr., media department Young & Rubicam, N. Y., and MILTON E. KRAEMER, Olin Products Corp., same city, to sales staff of WPIX (TV) New York, under direction of JOHN F. NOONE, sales director of station.

JOHN MINCO, sales staff WDKO Cleveland, to WJW Cleveland, in same capacity.

JERRY GLYNN, vice president of Chicago Walker Co., appointed director of Chicago of AM Radio Sales Co.

KEN STRONG appointed commercial manager WVOM Boston. He was with WCRB Waltham.

SAMUEL F. JACKSON, sales staff WPX (TV) New York, to Avery-Knodel Inc., N. Y., in same capacity.

PERSONALS

ROGER R. HUNT, general manager KUBA Yuba City, Calif., elected president Marysville Kiwanis Club. . . DON IOSET, vice president and general manager WPIT Pittsburgh, appointed member of board of directors of Pittsburgh Radio and Television Club. . . GENEROSO POPE Jr., former executive vice president and general manager of WHOM, New York foreign-language independent, and former publisher of IL Progresso, Italian-American newspaper which owns the station, and PATRICIA McNAMAS, both of New York, married Oct. 27 at St. Thomas More Roman Catholic Church, same city. They will live in Washington, where Mr. Pope is on confidential assignment with U. S. Government.

LESLIE C. JOHNSON, vice president and general manager Rock Island Broadcasting Co. (WHBF-AM-TV Rock Island), elected vice president of Illinois Chamber of Commerce. . . LOWELL CHRISTISON, assistant manager WVIM Wicklburg, Miss., father of boy Gregory Thomas. Mrs. Christison is former traffic director of WRFW Eau Claire, Wis. . . TOM HENRY, co-op sales manager, MBS Chicago, and Barbara Ann Beach, married Oct. 27.
Again! WWDC is

in total share of Washington audience!

Four straight months of Pulse surveys show WWDC second in total share of audience. The second two months of these surveys showed WWDC still further ahead of the third station in the highly competitive Washington market. This is positive proof that at WWDC's low rates, it's really first — on a results-producing basis. It means that in Washington, your best advertising buy is WWDC. Just ask your John Blair man for the whole WWDC story.

*Pulse: May through August, 1951—6 A.M. to Midnight
At the present time KWK is serving over 100 Local Advertisers! Local Advertisers have an almost daily check on their radio advertising, and they know KWK DOES SELL merchandise! This accounts for the overwhelming advantage KWK enjoys in the local advertising field!

And that's one of the big reasons more and more smart National Advertisers are using KWK year-after-year!

Globe-Democrat Tower Bldg. Saint Louis

Page 58 * November 5, 1951

When (selling) in St. Louis...

DO AS St. Louisans DO!

Use KWK

Representative

The Katz Agency

Cash from Mississippi's bumper cotton crop is now in circulation throughout the State. WJDX's loyal listeners are more willing and able to buy than ever before. Get your share of this big, prosperous market now.
The Low-Cost, Sure-Fire Way
to get Cookbooks
into
New England Homes

Month after month, for years, participating sponsors have told us of the effectiveness of Mildred Carlson's "WBZ Home Forum" in reaching New England housewives.

Here's one of the latest comments, quoted from a letter written by United Utilities and Specialty Corporation:

"With only two spot announcements, we received requests for 1,800 cookbooks, which enabled us to do an outstanding job!"

That's typical of the results you can expect with WBZ... the best-known, most-heard voice in New England! For details, check WBZ or Free & Peters.
Robert Richardson, Advertising, Film and TV Dept. Westinghouse Electric Corp., to New York sales staff of Jerry Fairbanks Inc.

Robert S. Keller Inc., N. Y., appointed sales promotion representative for WCMW Canton, Ohio.

Richard H. Gedney, midwestern representative United Artists, to United Television Programs, Chicago, as sales representative. He will handle midwest and southwest television markets and advertising agencies for UTP.

Frances O'Brien, free lance writer, to Phil Davis Musical Enterprises Inc., N. Y., as writer and to handle sales promotion for firm.

William F. Reilly, midwestern manager RCA Recorded Program Services, father of daughter, Mary Kathleen, Oct. 21.

Arthur C. Nielsen, president of the Chicago market research firm of the same name, was one of four persons to win the Paul D. Converse national marketing award at U. of Ill. Awards are given by Central Illinois chapter, American Marketing Assn.

Equipment . . .


Kenneth B. Booth, chief engineer and technical supervisor United Nations Sound & Recording Dept., appointed manager Instrumentation Div. of Audio & Video Products Corp., N. Y. Mr. Booth will supervise sales and service of special magnetic tape equipment and supplies designed for tele-metering and data recording.

Computer Research Corp., Hawthorne, Calif., announces new miniature magnetic head, Model HA 102, to provide higher component density in magnetic memory storage systems.

For further information write Computer Research Corp., 3348 W. El Segundo Blvd., Hawthorne, Calif.

S. O. S. Cinema Supply, N. Y., has issued new 41 page supplement to their Catalog Sturelab 8A. Catalog lists and describes equipment for cameraman, studio and laboratory.


William W. Cone, vice president in charge of sales Kirch-New Jersey Inc., RCA distributor, appointed vice president in charge of sales Motorola, New York, factory subsidiary of Motorola Inc., Chicago.

Charles P. Johnson, manager of western publicity division for Westinghouse Electric Corp., S. F., transfers to company's New York office, as manager of eastern division.


F. E. Gibson, district credit manager of KBIG Avalon, scheduled to go on air in early spring.

James M. Ballew, chief engineer and technical operations supervisor for WOR-TV, resigns to go into TV consulting engineering at Toronto.

San Margolin, chief engineer KFMY (FM) Hollywood and Pacific Regional Network, to John Poole Broadcasting Co. as engineer in charge of Hollywood and Mr. Wilson operations of XBG Avalon, scheduled to go on air in early spring.

W. E. Clark, chief engineer WOR-TV New York, father of girl, Susan Marie.

AVCO Manufacturing Co., Cincinnati, last week declared quarterly dividend of 18 cents per share on common stock, payable Dec. 20, 1951, to stockholders of record Nov. 28.

President Carl Haverlin and Glenn Dolberg of BMI capped a clinic session for the Maine Broadcasters Assn. in August with a weekend fishing trip into the Maine woods. Their hosts—Carleton D. Brown, president of WTVL Water-ville, Me., and Murray Carpenter, WABI Bangor and MBA president—found it hard to convince their New York friends that bear steak was really on the menu. To prove it the deck hand left the dining room and returned momentarily with a 125-pound female black bear. Mr. Dolberg snapped this picture of the still warm carcass flanked by (l to r) Mr. Brown; Bert Paddock Jr., who shot the bear; Messrs. Carpenter and Haverlin, and Bertram Paddock Sr., camp owner. Maine pays $15 bounty for every bear killed because of their destructiveness to property.

Ernest O. Swan, chief engineer CKEX Toronto, resigns to go into TV consulting engineering at Toronto.

John J. Morocco, engineering staff WOR-TV New York, father of girl, Susan Marie.
The choice of Collins
FOR THEIR 35 KW H-F TRANSMITTERS

Used in the "Voice of America" Service of the U. S. Department of State—

Federal's

F-8C25
POWER TRIODE

In the operation of the world-wide "Voice of America" service, an important part will be played by the 207B-1, a 35 kilowatt high frequency broadcast transmitter manufactured by Collins Radio Company, of Cedar Rapids, Iowa.

In the view on the right are shown the five similar side-by-side units of the 207B-1, bolted together to form the full AM equipment.

When the time came to select a modulator tube for the 207B-1 the choice of Collins was the Federal F-8C25—a forced air-cooled triode rated at 5 kilowatts anode dissipation. The F-8C25 has a thoriated tungsten filamentary cathode, requiring lower power and providing longer service life.

Federal Telephone and Radio Corporation takes pride in having worked with Collins Radio Company to assure the ruggedness, efficiency and stability required by one of history's most important applications of radio broadcasting.

"Federal Always Has Made Better Tubes"

Federal Telephone and Radio Corporation
Strictly Business
(Continued from page 12)

17% of the budget will be added to this amount, placing 39% of the total advertising expenditure in the broadcast media.

Headquarters for this vast activity is a 14th floor suite in the Standard Oil Bldg. in San Francisco. Here, surrounded by charts and graphs and certificates of award and guided by a simple set of rules and a simple philosophy of advertising, Tony Mattes manipulates his large budget to bring his company the highest possible return on the advertising dollar.

His philosophy recognizes advertising as an integral part of the job of selling a product, not the whole job.

"Advertising," he says, "can inform, convince and stimulate a prospect to buy, but it takes personal selling to close an order."

His guide rules to good advertising are these:

"Advertise truthfully and in good taste. Advertise to the right people. Reach the greatest number of people consistently. Use the most effective message. Do it in the shortest period of time. Invest the least amount of money. Merchandise your advertising-sales promotion story effectively. Make it pay off at point of sale."

These thumbnail rules and his philosophy are the result of more than two decades of varied training and experience in the advertising business.

Born in New York

Tony Mattes (M. Anthony Mattes, formally) was born in New York City 46 years ago. He moved to San Francisco with his family at the age of six.

From high school days he was interested in advertising as a career and after graduation he returned to New York for his early training. He went to Columbia U., where he majored in economics, business administration and journalism. His graduation from Columbia and entrance into professional life just preceded the crash of '29.

But the resulting depression had little effect on his accumulation of experience. He was "broken in" with such diversified accounts as transportation, food, drug and petroleum products. He served as advertising manager for a leading New York department store, worked as an account executive for Benton & Bowles in New York and for Blackett-Sample-Hummert in New York and Chicago.

When World War II came, he went with the Office of War Information as a regional director. Returning to professional life in 1944, he moved back to San Francisco as Standard Oil's advertising manager, a job that ever since has been both his vocation and avocation, drawing fully on his wide and varied background and adding considerably to it.

Mr. Mattes' guide rules of advertising preclude leaving any part of a campaign to chance. The dictum to "make it pay off in the shortest period of time for the least amount of money" demands a close accounting and this is the reason for the numerous charts and graphs in his office.

He knows where the company's advertising money is going and what results are being produced. Nothing is left to theory.

The company believes in surveys to accumulate this information, but in its own surveys only. It is happy to see its weekly mystery show, Let George Do It, carried on 64 stations of the Mutual-Don Lee and Inter-Mountain networks, consistently receive a top rating in the various radio popularity surveys. But it doesn't depend on these surveys in determining results.

"In these surveys," Mr. Mattes says, "a strong rating in one town can overshadow a weak rating in a nearby town without showing in the final results of the survey."

Separate Market Studies

Standard Oil, in its own surveys and those conducted for it by private research organizations, covers each individual market area as an entity. The surveys are conducted according to whether the area is served by a one, two, three, four or more station town and whether or not the area is a primary or secondary TV area.

From such detailed surveys come the analysis charts and "opportunity" charts which show, to Mr. Mattes and the company's satisfaction, just what results they are receiving in each area for each dollar expended in each media. Using an arbitrary cost figure of $100 per rating point, it is then easy to compare returns from various campaigns in various areas in ratio to the cost of the campaign.

Standard Oil's oldest radio program, and said to be the oldest hour of music on radio, is The Standard Hour (which celebrated its 26th anniversary on November 24, 1954), a classical music show which holds a special place in the company's advertising program.

The Standard Hour, on which no advertising message has ever been broadcast, is, in fact, not even considered an advertising venture. It is a public relations activity and is not subject to the cost rating measurement of other productions.

But the goodwill it buys for the company has never been questioned. The Standard School Broadcast, which is the company's most widely broadcast program (80 stations this year), is on a similar level.

But all other activities meet the strict cost rating measurement Mr. Mattes' requires for his approval. In addition to standard time, the radio programs meeting these requirements are Standard News-time broadcasts on stations in the area.

But Mattes has not limited his involvement to radio alone. The company's entrance into television next year comes only after thorough research and TV's proven ability to pass the cost rating test. The type of program that measures up best in Mr. Mattes' analysis is a dramatic show; and that's what Standard Oil will have on the screens next year, in all six of the TV areas in Standard's marketing area.

Away from his office, Mr. Mattes spends his time quietly in a San Francisco home with his wife and 7-year-old boy, and occasionally going fishing or sailing. But his mind is never far away from the problems of cost rating, budgets and campaigns that complicate the hobby by which he lives.

Boosts Competitor

WNA'T Natchez, Miss., Oct. 24 suggested that listeners tune to WMIS Natchez to hear The Big Story honoring Ned Smith, the former head of the Natchez Democrat. Eddie Phelan of WNAT commented, "Perhaps I'd best add the fact, let this plug not be solicited by any organization or individual . . . we merely did what we considered in the best interest of the radio audience here."
"Put your X there!"

"Ever have nightmares?"

"I don't, often. But I sure had one last night! Wasn't my usual one, being chased by a lion and falling off a cliff. In this dream it was Election Day. I was at the polls, kidding with some of the boys I knew... but they weren't kidding back. They looked sort of worried or scared or something.

"Anyway, I got my ballot, stepped into the voting booth and pulled the curtain. I wet the end of the pencil... to make my X's big and black. Then the nightmare part began.

"A tough-looking soldier stepped into the booth. He put his finger on the ballot and said, 'Put your X THERE! And THERE... and THERE...'. None of the names I'd picked, either. He had a big black gun pointing right at me.

"That last night. Today, all day, I've been thinking about it. I'd known that was how some elections got settled in other places. But it never occurred to me before how lucky I was to be a citizen of this country. Here I vote according to my conscience, not a gun. And I do other things the way I please... like going to church, or picking out my own kind of job down at the Republic plant. Try that where there's no freedom!

"That's it... Freedom! We've got all the Freedom in the world. But, honestly now, do we really appreciate it? Do you? I admit I've done my share of griping... probably never will get over that habit.

"But, with Freedom-grabbers at work here as well as abroad, I want to be sure on Election Day that we're all alone in that voting booth. With nobody to tell us, 'Put your X THERE!' No sir!"

REPUBLIC STEEL

Republic became strong in a strong and free America. Republic can remain strong only in an America that remains strong and free... an America whose many thriving industries have brought the world's highest living standards to her people... and in serving Industry, Republic also serves America. Take, for example, the Food Processing Industry. Here untold millions pounds of food are processed, refrigerated, packed, canned and frozen for the American table. And here Republic's gleaming Enduro Stainless Steel can be found on the job... in vats, cookers, sterilizers, mixers, coolers, in name but a very few... guarding faithfully the food your family eats.

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

AN OPEN LETTER TO AMERICAN RADIO STATIONS FROM
Gordon B. McLendon, President
Liberty Broadcasting System

"NBC this week went to work on its plan to expand its scope of network coverage, to embrace additional stations in small supplementary markets, which may range up to 150 or so. . . . Chief aim is to penetrate towns of from 30,000 to 50,000 population presently without NBC affiliation, thus adding a potential one million 'Bonus' Listeners to network advertisers. The stations will receive no pay for carrying sponsored shows. . . . It's understood that the formula calls for adding about 50 independent stations to the network roster; about 25 currently affiliated with the Liberty Network, and the remainder recruited from current ABC and Mutual affiliates."

—VARIETY, Wednesday, October 10, 1951

"To the primary and consolidated supplement group will be added a third category of what the web calls 'Premium' stations (The equivalent of CBS' 'Bonus' outlets). The network hopes to add approximately 100 such premium outlets in a reasonably short time. Advertisers will get these stations strictly for free. The network will pay such stations nothing for carrying shows, the accepted theory being that such outlets get their value out of the deal by having top programming made available to them. . . . Some stations in the present 63 television markets will actually have their rates adjusted upward."

—THE BILLBOARD, Saturday, October 13, 1951

First of all, let me say that I am not writing this letter because I am worried about losing any of our Liberty affiliates to NBC. By this statement I mean that even should NBC succeed in hoodwinking all or any part of the twenty-five Liberty affiliates it allegedly wants, the loss of twenty-five of our more than 400 stations is hardly going to be a serious blow. I do not like to lose any affiliates because if we do we have the job of going out and replacing them but I will repeat that the loss of any or all of them is not the thing that has me concerned enough to write this letter.

I AM WRITING BECAUSE, AS THE OSTRICH SAID 
WHEN HE STUCK HIS HEAD IN THE SAND, 
"THE END IS IN SIGHT."

Radio networks no longer compete in how much they can sell but in how much they can give away. For a long time now, the Mutual Broadcasting System has been offering literally hundreds of affiliates as a free bonus to any advertiser who would buy another list of Mutual stations. Both ABC and CBS have to lesser extent also been guilty of the "Bonus Baby" evil.

Now NBC, the oldest network in the radio business, has deliberately joined this game of Russian Roulette which Mutual first popularized.

I am astonished that the radio industry, in which I have a sizable stake, should sit by so complacently while NBC is making out the industry's death papers.

These days, the advertiser doesn’t ask how many stations he is buying but rather how many stations he is getting free. In this situation, even the most short-sighted station operator should recognize extreme peril. Any person to whom you give something free comes to expect more and more. What is more important, he loses respect for you.

Many of America’s leading advertising agencies, who place the great bulk of network time, are in direct parallel. They are coming to expect more and more and more for free and they are willing to pay for less and less. Any network time salesman will tell you that. He will also tell you that, as might be expected, these agencies are losing respect for radio.

The situation was serious enough a year ago. Now the nation’s oldest and most respected network, NBC, has joined this giant game of seeing how much blood you can let without dying.

As a station operator, do you see any danger to your station? Even should you be one of NBC’s Primary Stations, you should recognize

(Continued on next page)
the fact that this contest to see which network can give the most away will eventually hit even your station. And in radio’s Armageddon, we may see that day when, in order to get a given account or program, the victorious network is the one which has agreed to give everything free.

**TAKE A GOOD LOOK AROUND AND YOU CAN TELL YOUR GRANDCHILDREN HOW YOU SAW RADIO DIE ONE DAY.**

The battle between television and radio right now is strangely similar to the cold war between Russia and the United States. Economically, Russia might win the war without firing a shot. Likewise, television will never kill radio; radio is going to commit suicide.

I am not even concerned about rate-cutting. It is more serious than that. Whatever the NBC plans for tandem, one-shot and minute man selling, these are merely competitive, if lamentable. However, we cannot continue to give radio away. We must stop.

As a result of this NBC move, it would not be surprising at some time in the future for CBS suddenly to realign its own network setup. Your station might suddenly become a free station, along with scores of other CBS stations. Perhaps then Mutual will respond with a realignment of its own, offering one hundred stations as a basic sale with four hundred free. To defend, ABC retaliates with an increased number of free stations. Then, NBC is forced to respond again. During all of this, your advertising agency stands gleefully and blamelessly alongside, urging everybody on. The end of such a war can only be disaster for everyone. The disrespect can be expected to extend immediately into local advertising.

Liberty operates on the theory that while some stations should command a larger price than others, every station which delivers an audience deserves compensation in direct proportion to the amount of the audience delivered. No station should ever be offered to an advertiser free.

I have been discussing NBC’s “Suicide First” plan as it concerns the future of the radio broadcasting industry in general.

**LET ME NOW LOOK AT HOW THE NBC PLAN WILL AFFECT YOUR STATION SPECIFICALLY.**

I have already said that I had no fear for Liberty’s future even should NBC be able to deceive all or one of the twenty-five Liberty stations they have reportedly earmarked for destruction. Indeed, I expect to lose a few Liberty affiliates to NBC under this new NBC plan, affiliates who will be lured into the quicksand by those historic call letters that used to represent the greatest network on earth. To expect that none of our Liberty affiliates will succumb to the glamour and the prestige of the letters NBC is expecting a little too much of human nature.

If you are now or do become a bonus station to any network, particularly NBC under its new plan, you have struck a blow against your own industry but more important than that you will discover that you have made a serious mistake.

Any station joining this new plan is a sucker.

**Why?**

For years and years, smaller market network and independent stations have struggled and strangled under the garroting pressure of the high-powered city stations. All of us who have operated small-market stations have bemoaned the fact that national advertisers refused to recognize the fact that, for instance, the people in Tyler, Texas, by and large listened to the Tyler station and not to the fifty-thousand watter in Dallas. Yet we suffered through the years when these national advertisers would not even let us get in their doors, when their only thought was the power station.

Now, just within the last two years, national advertisers have recognized what you and I always knew: That the local station had the listeners. And, ever alert to any fact over ten years old, NBC has also now recognized this situation. It has further recognized the fact that its power stations, most of them in television markets, are not as salable as they used to be. Much of the national advertiser’s attention, for the first time, is being diverted to the smaller markets.

All credit to NBC for its reaction. I never knew any network could have such unmitigated nerve.

NBC is calling on the smaller market station to save the big stations which have so long fought to kill the small stations with their Clear-Channel lobby and other such devices. For example, NBC may call on the station in Tyler, Texas, who has been so long snubbed, and ask him if he will not help to raise the rate for the big Dallas station by allowing himself to be given away. At the moment when the small station is becoming valuable for the first time, he is asked to give himself away to protect the big stations against attack. I believe this to be the greatest irony in the history of radio.

That’s the picture. NBC is having trouble selling its power stations because advertisers are finally taking cognizance of the audience long held by smaller surrounding markets. So, NBC attempts to make a lemon into lemonade. It decides that it will simply absorb the smaller markets—not only for free, but to use these suckers to get a boost in rate for the suffering power station. Now the advertiser can be told once again that he need not take any notice of the small markets. Forget them again. We have the problem solved. We can give them to you free as a bonus to the power stations. I can’t help but think that the NBC time salesman who presents this story simply must have a smile on his face when he does so. Here for years the small city station struggles for recognition and national advertising dollars and when he is about to get them, NBC suddenly sucks him into giving it all up and becoming a gratuitous servant for the power station which has ridiculed him for so many summers.

And what does the small city station receive for being a sucker? Well, he is now a “Premium” station. That’s a fancy word for a bonus station—one which gives up everything and takes nothing. He is entitled to tell everybody now that he is being offered as a free bonus to his big city neighbor and that by NBC’s own admission he does not deliver a sufficiently valuable audience to justify a network rate. But this is not all the advantage he gets. He also receives the right to option almost every minute of his salable time to NBC. But don’t go away. You haven’t heard half of it. He is going to be given the right to give away approximately _four hours a day_ free to NBC. But there’s still another benefit. He’s going to get some spot announcements from NBC to sell with the agreement that he pay NBC for each announcement sold.

**AND NOW FOR THE PAYOFF.**

Naturally, nobody could be expected to give away as much as NBC is giving away without expecting some compensation. So, just to top it all off, NBC asks an affiliation fee of its premium stations.

Now that you have heard the proposition, boys, the line forms to the right.

Come on and sign, suckers.

Yours sincerely,

_Gordon B. McLendon_

President

Liberty Broadcasting System
Told ACA by Schwerin

'PARADOXES' Shown in Iowa Study

ASSUMPTION that there is a direct relationship between the number of program types offered and the expressed preference of listeners for certain programming fare is discounted in a survey of 'listener likes' conducted at the U. of Iowa.

D. Glenn Starlin, now radio director at the U. of Oregon, who made the study last year, came up with these findings on the basis of a study of radio fare in Iowa from November 1943 to February 1949:

- The more you listen to a certain type of program, the less likely you are to choose it as a best-liked program type.
- The less you listen, the more likely you are to choose it as the best-liked program type.
- "Listeners would not learn to like 'educational' programs better if commercial broadcasters offered more programs of this nature."

The large number of serial or "soap opera" dramas on the air has not "trained" people to like them.

Purpose of Mr. Starlin's study was to determine the interrelation of radio fare with listeners' preferences. He said he interviewed over 68,000 listeners and tabulated over 217,500 listener-hours of programs of Iowa and adjoining stations during the base period. Only in rare instances of program types, he said, did program offerings catch up with listener preferences.

Mr. Starlin said his data stemmed from tabulated program offerings properly weighted in terms of station share-of-audience for "program heard" ratings. Latter yearly ratings were then compared with "program preference" ratings reported in Iowa radio audience surveys in an attempt to evaluate the influence on listeners' preferences.
IN THIS ISSUE:

Predictions For End of Station Freeze
Page 79

Construction Outlook
By NPA's Morris
Page 79

Latest Set Count
By Markets
Page 86

---

WHAT'S THE STORY?
--let Billboard tell it!

"As competition for National Broadcasting Company's Berle and Columbia Broadcasting System's Sinatra, Du Mont has pulled a very smart switch, via two of the most literate programs on TV today—'What's the Story', a newspaperman panel show, followed by 'Keep Posted', interview show."

—BILLBOARD, Oct. 27, 1951

What's The Story? is the exciting, new television program based on the news that made the headlines yesterday—and today. A fascinating game which pits the wits and memories of four members of the working press against the viewer's challenge of What's The Story?, suggested in the clues supplied by moderator Walter Kiernan or dramatized before the cameras—

What's The Story is presented each Tuesday at 8 P.M. (EST) on the DU MONT Television Network

A DIVISION OF ALLEN B. DU MONT LABORATORIES, INC. • 515 MADISON AVENUE • NEW YORK 22, N. Y. • MURRAY HILL 8-2600
Lawyers, judges hand down big sales decision in MIAMI!

RUFFE JAL-O-SEE, INC.

Ruffy Jal-O-See, Inc., manufacturers of aluminum jalousies, recently renewed 26-week contract for "Law of the Land", 15-minute panel show, Wednesday nights. Panel is composed of prominent local lawyers and judges who give opinions on legal questions sent in by viewers.

C. E. Grentner, Jr., sales manager, reports that "Law of the Land" has increased the percentage of people familiar with the product from approximately 30% to 75%, that it has doubled the number of sales leads received on the day after the telecast, and that each television dollar produces greater returns than any other dollar in the advertising budget.

OLIN'S, INCORPORATED

Olin's, Incorporated, used car dealers, sponsored one routine Friday night boxing match, 10 to 10:45 p.m. Customers started arriving at 7 a.m. the following morning - two hours before regular opening. Sales for Saturday and Sunday came to 49 cars, as compared with 24 on average weekend with normal promotion. Will continue telecasts.

Yes, Spot Television Sells Goods! For Further Facts, Ask:

FREE & PETERS, INC.
Pioneer Station Representatives
Since 1932

NEW YORK CHICAGO DETROIT

ATLANTA FT. WORTH HOLLYWOOD SAN FRANCISCO

REPRESENTING TELEVISION STATIONS:

DAVENPORT WOC-TV* (Central Broadcasting Co.—WHO-WOC)
FORT WORTH-DALLAS WBAP-TV* (STAR-TELEGRAM)
LOUISVILLE WAVE-TV* (WAVE, Inc.)
MIAMI WTVJ (Wometco Theaters)
MINNEAPOLIS-ST. PAUL WTCH-TV (DISPATCH-PIONEER PRESS)
NEW YORK WPXI (THE NEWS)
ST. LOUIS KSD-TV* (POST-DISPATCH)
SAN FRANCISCO KRON-TV* (THE CHRONICLE)

*Primary NBC Affiliates
THAW DUE IN FEBRUARY

By EARL B. ABRAMS

STRONG indications that the FCC is modifying its approach to overall TV allocations and will use a portion of the 18 "flexibility channels" heretofore held in reserve to accommodate more stations in more major markets, were given last week.

In a series of developments and public statements by FCC officials, these clear trends were discerned: 1. The freeze is due to be thawed between Nov. 1 and March 1. 2. There may be 50 to 80 new construction permits authorized by mid-July. 3. The multiple ownership "ceiling" of five stations to a single licensee may be boosted to include perhaps two or three UHF assignments.

FCC Chairman Wayne Coy made the earlier prediction in a speech to NARTB District 5 members in St. Petersburg, Fla. (see story page 27). Comr. George Sterling said "in February or early in March" in a speech to members of the Armed Forces Communications Assn. in New York (see story page 85).

When grants will begin to be made again—there have not been any since Sept. 30, 1948—seems more certain.

Both Comrs. Coy and Sterling, and Broadcast Chief Curtis B. Plummer mentioned April 1 as the date when grants could begin to be made again. Mr. Plummer made his prediction in a panel discussion before the Transmitter Division of the Radio-Television Manufacturers Assn. in Washington.

500 More Expected

That would seem to make sense. If the freeze is ended in February, the Commission has promised "a reasonable time" for new applications to be filed—some 500 are expected to be added to the 450 on hand, according to Mr. Plummer. Allowing 60 days for this purpose—a majority of applications already on file will have to be amended too—that would fix April 1 as the time when the FCC can start issuing grants.

Chairman Coy modestly stated that only "a handful of new TV stations [might be] on the air in 1953," and ventured that there would be "not too many in 1953."

Sombre note was the warning sounded by E. T. Morris, chief of the top level Electronics Production Board and director of the National Production Authority Electronics Products Division.

Mr. Morris, former Westinghouse executive, didn't see any stations starting on the air until the first quarter of 1953, with about 30 new stations by the middle of that year, he told engineers and guests at the same RTMA meeting at which Mr. Plummer spoke. He warned that 80 new stations would mean a heavy drain on construction materials as well as on critical steel, copper and aluminum for station transmitters and associated equipment.

Just how far TV station operators would get with the 25 tons of steel, 2,000 pounds of copper and 1,000 pounds of aluminum they are now able to "self-authorize" [8 x T, Oct. 29] is conjectural.

Air of quiet optimism pervading members of the FCC staff working on TV allocations seems to bear out predictions on when the freeze is going to be lifted.

Cheery outlook is compounded of a number of developments—not the least of which being the work of the 15-man task force of attorneys, engineers and economists working on the more than 1,300 filings in the "paper" allocations.

As one of them said the other day, "There are more days recently when I feel pretty confident about getting out from under this load than days I don't."

According to the best information, the more arduous work is due to be completed Nov. 12, when the last of the rebuttal pleadings are filed. Filings after Nov. 12—Nov. 26 is the deadline for all pleadings—will mainly concern a small legal staff, since they will deal solely with such matters as motions, exceptions, etc.

Smooth Functioning

Another reason for the subdued jubilation among task force members is that almost with exception the Commission has been in general agreement deciding various policy problems during the past few weeks. What has impressed Commissioners and staff workers alike is that no controversy among Commissioners has arisen thus far.

It is no secret that facets of the allocations proceedings have been presented to the Commission and discussed by them for the last month or more. It is believed that if this practice is continued, the final decision by the Commission should not take longer.

A final indication that the optimism at staff level may not be misplaced is the fact that processing of applications has been going on right along—they have not been thrown into the pending file willy-nilly. Though far from the regular investigation of applications, the processing has given the staff the feeling that its head is above water.

At the moment the processing of applications has ceased, since most of the experts are pore over the allocations filings. But when staff members are freed from their current allocations job, processing will be resumed.

Some idea of how the FCC hopes to get TV service going again (Continued on page 88)

NEW TV STARTS IN '53

By J. R. C. MURPHY

Says NPA's Morris

and actual operation of a TV station, he said there will be "very few, if any" new stations on the air by Jan. 1, 1953. While the manufacturing cycle for transmission equipment is six to nine months, manufacturers may be able to beat this time since some equipment is already in stock and other is being manufactured in anticipation of the freeze lifting.

Mr. Plummer said there are 1,302 pleadings in the FCC's current TV "paper hearing," which ends about Dec. 1. A lot of people are reading these pleadings, he said. Another 60 days will be needed to amend applications, with processing to start April 1. He called this schedule "optimistic."

Some 450 TV applications are now on file for about 150 markets, with 500 more likely to be filed in the three months after next April 1. In about a third of cases there are fewer applicants than available channels, he said.

Shortage of engineers and hearers

(Continued on page 94)
Multiple Problems Muddled

ENCOURAGED by the success of the fledgling venture into closed circuit theatre TV, federal officials are making plans for a second demonstration of civil defense training techniques.

So effective was the first showing in four eastern cities last month (B+T, Sept. 24, 10) that the Federal Civil Defense Administration hopes to conduct a similar project in the New England area in December, with cities and theatres yet to be selected.

The results of the initial effort and the economy of using theatre TV as a mass instruction weapon have prompted a speedup in plans which envision a blanketing of all U.S. cities equipped—earmarked—for theatre television.

Inherent in the blueprint for mass instruction is a comparatively short time that a closed circuit network of theatres and cities. Civil defense volunteers could in time be trained on a coast-to-coast basis, it is felt.

Movie houses are donating their theatres without charge. It is estimated that the entire project could be completed for as little as $5,000. It is understood that AT&T is supplying coaxial cable facilities at a minimum of 15 cents per mile.

The New England showing probably will originate in Boston, though this month's event is set for the last week. Providence and other cities (perhaps New Haven or Hartford, Conn.) are expected to participate in the project.

New England demonstrations will be both “live” and film with stress on civil defense welfare services and training techniques. Results and reactions of volunteers will be catalogued by the FCDA during and after the one-hour show.

The first closed circuit theatre video effort was held Sept. 15 in Washington, Baltimore, Philadephia and New York.

All questions and answers sessions are planned with questionnaires distributed for the New England project. Grass roots approach, with local instructions in each theatre to anticipate or have notice in advance of the type of program that is forthcoming in time to protect them or others from it by avoiding a particular program.

An example of voluntary adherence to principles of the TV code developed last week when WWJ-TV Detroit banned lyrics of two popular songs and blacked out a network program. WWJ-TV interrupted the playing of “Sweet Violets” during the Wayne King show Oct. 25, showing a placard that read: “This program was not selected “in the interest of good taste.” “Harry Bannister, WWJ-AM-FM-TV general manager, said the ban was imposed at the station’s own request, adopted in 1947. Another song, “I Get Ideas,” also was barred by the station.

Much Legal Concern

Radio attorneys are greatly concerned over the NARTB’s television code as now written, according to a check made last week.

Because of the lack of protection in the revised code, some attorneys believe a station would be better off not to sign the code. It could then do a creditable public service job without running danger of having its property confiscated, in effect, by a tribunal of telecasters not familiar with principles of fair trials.

In fact, that a station was cited for a code violation might lead to license revocation proceedings at the FCC, it was suggested, with FCC perhaps subpoenaing NARTB records and files.

Extremely harsh criticism was voiced to the FCC for the procedure outlined in the code. Among

(Continued on page 11B)
here's a fellow with more than fantasy...

...and you can put him to work right now

Jack Gould called the Kuklapolitans "a most charming and heart-warming excursion into pure make-believe." But beyond that, Kukla Fran and Ollie can serve you with coldly realistic selling which will warm the cockles of your treasurer's heart. To wit...

big family audience
... seen by over 4 million viewers daily, over half of them adult.

long station line-up
... over 40 cream TV market areas representing 72% of all TV homes

low program cost
... less than one-third the cost of an average evening half-hour show

low cost-per-thousand
... as low as $1.28 per commercial minute

Write, wire, or phone your nearest NBC-TV representative today for full information on availabilities.
### Comperative Network Showsheet

**SUNDAY**

<table>
<thead>
<tr>
<th>Time</th>
<th>ABC</th>
<th>CBS</th>
<th>DuMont</th>
<th>NBC</th>
</tr>
</thead>
<tbody>
<tr>
<td>6:00 PM</td>
<td>Gen. Mills</td>
<td>Out There</td>
<td>General Foods</td>
<td>Host of Family F</td>
</tr>
<tr>
<td>6:15</td>
<td>(alt. wks.)</td>
<td>Ted Mack Family Hour</td>
<td></td>
<td></td>
</tr>
<tr>
<td>6:45</td>
<td>L</td>
<td>Looney Tunes of Family History</td>
<td></td>
<td></td>
</tr>
<tr>
<td>7:00</td>
<td>Goodyear Star of Family History</td>
<td>Wrigley by Navy Show</td>
<td></td>
<td></td>
</tr>
<tr>
<td>7:30</td>
<td>American Tobacco</td>
<td>The King of Comedy</td>
<td></td>
<td></td>
</tr>
<tr>
<td>7:45</td>
<td>TBA</td>
<td>American Tobacco</td>
<td></td>
<td></td>
</tr>
<tr>
<td>8:00</td>
<td>Film</td>
<td>Admission Free</td>
<td></td>
<td></td>
</tr>
<tr>
<td>8:15</td>
<td>Film</td>
<td>Lycase</td>
<td></td>
<td></td>
</tr>
<tr>
<td>8:30</td>
<td>Film</td>
<td>Lycase</td>
<td></td>
<td></td>
</tr>
<tr>
<td>8:45</td>
<td>Film</td>
<td>Lycase</td>
<td></td>
<td></td>
</tr>
<tr>
<td>9:00</td>
<td>Film</td>
<td>Lycase</td>
<td></td>
<td></td>
</tr>
<tr>
<td>9:15</td>
<td>Film</td>
<td>Lycase</td>
<td></td>
<td></td>
</tr>
<tr>
<td>9:30</td>
<td>Film</td>
<td>Lycase</td>
<td></td>
<td></td>
</tr>
<tr>
<td>9:45</td>
<td>Film</td>
<td>Lycase</td>
<td></td>
<td></td>
</tr>
<tr>
<td>10:00</td>
<td>B. Graham Everman</td>
<td>Good News Hour</td>
<td></td>
<td></td>
</tr>
<tr>
<td>10:15</td>
<td>B. Graham Everman</td>
<td>Good News Hour</td>
<td></td>
<td></td>
</tr>
<tr>
<td>10:30</td>
<td>B. Graham Everman</td>
<td>Good News Hour</td>
<td></td>
<td></td>
</tr>
<tr>
<td>11:00</td>
<td>B. Graham Everman</td>
<td>Good News Hour</td>
<td></td>
<td></td>
</tr>
<tr>
<td>11:15</td>
<td>B. Graham Everman</td>
<td>Good News Hour</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**MONDAY**

<table>
<thead>
<tr>
<th>Time</th>
<th>ABC</th>
<th>CBS</th>
<th>DuMont</th>
<th>NBC</th>
</tr>
</thead>
<tbody>
<tr>
<td>12:00 PM</td>
<td>ABC</td>
<td>CBS</td>
<td>DuMont</td>
<td>NBC</td>
</tr>
<tr>
<td>1:15 PM</td>
<td>Ralph McNeil</td>
<td>I'm Telling You</td>
<td></td>
<td></td>
</tr>
<tr>
<td>1:30 PM</td>
<td>Ralph McNeil</td>
<td>I'm Telling You</td>
<td></td>
<td></td>
</tr>
<tr>
<td>1:45 PM</td>
<td>Ralph McNeil</td>
<td>I'm Telling You</td>
<td></td>
<td></td>
</tr>
<tr>
<td>2:00 PM</td>
<td>Ralph McNeil</td>
<td>I'm Telling You</td>
<td></td>
<td></td>
</tr>
<tr>
<td>2:15 PM</td>
<td>Ralph McNeil</td>
<td>I'm Telling You</td>
<td></td>
<td></td>
</tr>
<tr>
<td>2:30 PM</td>
<td>Ralph McNeil</td>
<td>I'm Telling You</td>
<td></td>
<td></td>
</tr>
<tr>
<td>2:45 PM</td>
<td>Ralph McNeil</td>
<td>I'm Telling You</td>
<td></td>
<td></td>
</tr>
<tr>
<td>3:00 PM</td>
<td>Ralph McNeil</td>
<td>I'm Telling You</td>
<td></td>
<td></td>
</tr>
<tr>
<td>3:15 PM</td>
<td>Ralph McNeil</td>
<td>I'm Telling You</td>
<td></td>
<td></td>
</tr>
<tr>
<td>3:30 PM</td>
<td>Ralph McNeil</td>
<td>I'm Telling You</td>
<td></td>
<td></td>
</tr>
<tr>
<td>3:45 PM</td>
<td>Ralph McNeil</td>
<td>I'm Telling You</td>
<td></td>
<td></td>
</tr>
<tr>
<td>4:00 PM</td>
<td>Ralph McNeil</td>
<td>I'm Telling You</td>
<td></td>
<td></td>
</tr>
<tr>
<td>4:15 PM</td>
<td>Ralph McNeil</td>
<td>I'm Telling You</td>
<td></td>
<td></td>
</tr>
<tr>
<td>4:30 PM</td>
<td>Ralph McNeil</td>
<td>I'm Telling You</td>
<td></td>
<td></td>
</tr>
<tr>
<td>4:45 PM</td>
<td>Ralph McNeil</td>
<td>I'm Telling You</td>
<td></td>
<td></td>
</tr>
<tr>
<td>5:00 PM</td>
<td>Ralph McNeil</td>
<td>I'm Telling You</td>
<td></td>
<td></td>
</tr>
<tr>
<td>5:15 PM</td>
<td>Ralph McNeil</td>
<td>I'm Telling You</td>
<td></td>
<td></td>
</tr>
<tr>
<td>5:30 PM</td>
<td>Ralph McNeil</td>
<td>I'm Telling You</td>
<td></td>
<td></td>
</tr>
<tr>
<td>5:45 PM</td>
<td>Ralph McNeil</td>
<td>I'm Telling You</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Explanation:** Programs in italics, sustaining. Time, EDT; L, live; F, film; K, kinescope recording; E, Eastern network; M, Midwestern; N, non-interconnected stations.

**ABC**

12-1 p.m., Frances Langford-Domino Show sponsored by WRCA, 12-15-1 p.m. by WOR, 5:30-6:30 p.m., by WOR. Tues. & Thurs., 10-15-1 p.m. by WCBS. Thurs., 5:30-6:30 p.m., by WABC. Thurs., 5:30-6:30 p.m., by WOR. Tues, & Thurs., 10-15-1 p.m. by WOR.

**CBS**

2:45-3:30 p.m., Th, Bride & Groom; Hudson Paper Co. 3:30-4:30 p.m., Sun, 11/11 only; United Nations Film & Live

**NBC**

5:15-5:30 p.m., Quaker Oats, M-F; Peter Paul, Th; Gabby Hayes. 5:30-6 p.m., M-F, Frum listed sponsor Howdy Doody in 15 min. segments.

**BROADCASTING**

The Newsletter of Radio and Television

**November 5, 1951 Copyright 1951**
the audience always returns...

...to the scene of the crime

...when it's solved by

WILLIAM GARGAN

"America's No. 1 Detective"

In the time you take to read this advertisement,

private-eye Gargan can be selling your products to a combined

NBC-TV and RADIO audience of more than 12 million mystery

fans—for less than one-tenth of a cent per prospect!

You can swing the whole deal, radio and tv, on a quarterly

budget of $150,000 by sharing the cost with two other sponsors.

Or, you can buy the radio and tv half-hours separately.

Any way you case it, you'll have a sure-fire sales-hit on

your hands. Better ask to see a presentation today.

NBC television  •  30 Rockefeller Plaza, N. Y.

A Service of Radio Corporation of America
RELAXATION of the five-TV-stations-to-a-customer rule was broached officially for the first time last week by FCC Comr. George E. Sterling, in a speech before a joint meeting of the Armed Forces Communications Assn. and the Atlantic Section of the Institute of Navigation in New York.

In order to ease the congestion of UHF, Comr. Sterling suggested that the Commission might amend its rules to permit networks to own "two or three" UHF stations "widely distributed in top markets."

Reason for this softening of the five-per-entity rule was explained by Comr. Sterling thusly:

"It is well recognised that a UHF station is at a serious competitive disadvantage getting started unless there is some way of developing a market for receivers. The sooner the networks get into UHF either by ownership or affiliation of stations, the sooner the market will be developed for receivers and converters. Since the Commission has adopted a philosophy of intermixure of VHF and UHF channels in a community then it would seem that intermixure of ownership of stations by networks would insure the future of the UHF band."

The Commission also limits AM stations to one per entity. AM is limited to six to the UHF ownership. There is also a proposal permitting more than the limit for AM-FM-TV stations dependent on degrees of ownership.

TV freeze will be ended "some time in late February or the early part of March 1953," Mr. Sterling said. He held out no hope for quick action in granting applications due to the number of hearings that will be necessary and the limited number of examiners and staff to handle them.

Referring to the "hundreds more" applications expected to come into the Commission as soon as the freeze is lifted, Mr. Sterling aptly declared: "The applications will come in a flood but the output will become but a trickle."

Criticizes Delayers

The Maine Commissioner did not hesitate to cite TV laggards.

"For TV and FM to go into the war there was ample opportunity in which applicants in many cities could have obtained a VHF channel. Nevertheless in some cases the clamor for TV and FM set owners was made in cities where TV channels were assigned but no one dared to risk the capital. Some holders of construction permits even lost the privilege altogether when they found that a TV station costs approximately a quarter of a million dollars and that stations on the air were losing money hand over fist and so turned in their authorizations."

A pat on the back for the pioneers

followed by Comr. Sterling:

"The public in those areas that have a TV service today should be grateful to those daring entreprenuers who were willing to risk their capital in this new industry. Once they were up to their necks in red ink, today they are in many cases, in 'blue chips.' So while the 'have nots' are singing the blues, those that are in, are picking up the chips."

As a feature of the CBS field sequential color TV, the former FCC chief engineer doesn't believe it can be counted out entirely by Defense Mobilizer Wilson's edict forbidding the manufacture of color receivers and CBS's comonishment of colorcasting [B*T, Oct. 29, 22].

"I believe that unless CBS throws in the towel," Mr. Sterling said, "the showdown in color will come when the compatible proponents demonstrate their system side-by-side with the CBS system on direct view large-size trichromatic tubes."

Referring to the 14,000,000 black-and-white sets already in use, and the fact that manufacturers can continue to make and sell them, Mr. Sterling declared that the task of making the right decision after another color hearing "will be far greater than that which confronted the Commission when it was faced with a decision in 1950 because of the advancements that will take place in the art during the interim while color broadcasting and mass production of color TV receivers take a holiday."

Color Dissenter

Comr. Sterling, with Comr. Hennoch, dissented from the now historic FCC decision authorizing the 12-24 month class, 23% in the system in 1960 [B*T, Oct. 16, 1950]. He thought then that the action was premature.

In other portions of his extensive report on TV, Mr. Sterling renewed the idea of satellite TV stations in order to bring TV service to communities unable to afford a regular station. This was first officially recommended by former FCC Chairman Charles R. Denny Jr. in a speech to the NAB convention in Atlantic City in 1947.

Mr. Sterling also called for more UHF research, cited the discovery of 10 unlicensed TV channels during the past year, and applauded the TV Code adopted by the NARTB in Chicago last month [B*T, Oct. 22, et seq.].

W. D. ROGERS Jr. (f), former vice president-general manager of KEYL (TV) San Antonio, meets with George Sterrer Sr., president of Fort Industry Co. and new owner of the station. Mr. Rogers will remain as vice president. Sale was consummated Oct. 25 in San Antonio.

TV SET OWNERS

'Good Housekeeping' Surveys

WHAT HAPPENS when a family owns a TV set?

To find the answers, Good Housekeeping magazine conducted one of its consumer panel surveys and came up last week with these answers, among others:

First, of the 3,400 persons who responded out of the survey group of 1,915 (in a total of 22 TV areas) 57% said they own TV sets.

In every 100 television homes, 14 are estimated to have a TV during the morning; 45 adults and 98 children during the afternoon, and 239 adults and 101 children during the evening.

An effect on both in-home and out-of-home entertainment activities, including radio listening (though no attempt was made to measure the degree of effect except in terms of "less" and "more" or "same.")

The number of TV set owners who do not watch TV at all during the evening or afternoon far exceeds the number who do, and non-watchers during the evening range from 16% to 24%, depending on what day it is — a finding which gave little support to those who contend that a TV home is, in effect, a non-radio home.

Some 64% of TV owners said they pay "more attention" to radio as compared to radio commercials (5% pay less, 28% the same, and 3% did not answer).

A total of 27% of the set owners watch TV commercials "regularly" by 69% "occasionally," while 8% "never" do. The percentage of "regular" watchers of commercials would seem to increase with length of set ownership—23% of those with sets less than six months put themselves into the "regular" category, while the percentage ranged higher in the older groups (28% in the 6-12 month group, 24% in the 24-36 month category, and 30% in the over-36 month group).

Some 22% spend less time reading magazine advertising. Asked whether that engaged more, less, or the same in specific entertainment activities since the advent of the TV set in the home, three TV owners responded as follows:

Movies—More 0%; less 70%; same 25%; no answer 5%.

Magazines—More 1%; less 35%; same 60%; no answer 4%.

Newspapers—More 5%; less 9%; same 83%; no answer 6%.

Radio listening—More, less than 1%; less 82%; same 12%; no answer 6%.

Theatre & concerts—More, less than 1%; less 42%; same 48%; no answer 10%.

Attending sports events—More 2%; less 35%; same 50%; no answer 13%.

Entertaining at home—More 21%; less 9%; same 64%; no answer 6%.

Listening to phonograph records—More 3%; less 50%; same 35%; no answer 12%.

Books—More 1%; less 47%; same 47%; no answer 5%.

Going out—More 1%; less 47%; same 47%; no answer 5%.

Playing cards—More 1%; less 40%; same 50%; no answer 9%.

Surveying TV's effects on readership of particular sections of magazines, Good Housekeeping got these answers:

Service material (food, children, homemaking, styles, beauty and health) is read more by 5% of the set owners; less by 8%; the same by 79% (8% did not answer).

Articles—More 3%; less 16%; same 69%; no answer 12%.

Features (music, movies, etc.)—More 3%; less 27%; same 57%; no answer 13%.

Fiction—More 1%; less 23%; same 55%; no answer 21%.

Advertising—More 4%; less 22%; same 82%; no answer 12%.

Among those who "never" or "occasionally" look at the commercials, conversation appears to be the most popular way of passing the interlude: 55% said they talk while the commercial is on; 36% leave the room; 11% read; 9% "stretch and walk around the room"; 5% use the time to "perform a task or chore"; while 6% "prepare and/or refreshments"; 5% "sew, knit, crochet"; 1% "change stations" at this point. Several obviously do more than one thing since the percentages add beyond 100%.

Among those who "never" watch commercials, as distinguished from those who "occasionally" do, none said they change station, relax and close their eyes, or serve refreshments during this period. More of them go out of the room (46%) (Continued on page 98)

November 5, 1951 • Page 85
telestatus

N. C. RORABAUGH Co. last week issued the first of its quarterly reports on television advertising, covering the period of July, August and September.

Survey results show that 5,807 sponsors placed 6,041 spot schedules on 101 video stations in 61 markets.

Network spot schedules totaled 242, with NBC's 98 taking the lead in that category. CBS was second with 74, followed by ABC with 53 and DuMont with 17.

The number of national regional spots reached 1,372, with local retail spots amounting to 4,427.

Four cities were listed as having more than 200 accounts. They were New York, Los Angeles, Chicago, 260, and Philadelphia, 214.

In the product classification breakdown, foods and food chain stores led, accounting for 45 network users and 390 spot users. The classification for beer and wine was second and for that reason placed third (see table).

PRODUCT CLASSIFICATION BREAKDOWN
THIRD QUARTER 1951

<table>
<thead>
<tr>
<th>Classification</th>
<th>Number of Sponsors</th>
<th>Networks Spot Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Agricultural &amp; Pet Foods</td>
<td>4</td>
<td>27 31</td>
</tr>
<tr>
<td>Automotive (cars, tires, access.)</td>
<td>12</td>
<td>28 40</td>
</tr>
<tr>
<td>Beer &amp; Wine</td>
<td>8</td>
<td>147 155</td>
</tr>
<tr>
<td>Beverages (non-alcoholic)</td>
<td>12</td>
<td>64 96</td>
</tr>
<tr>
<td>Clothing &amp; Access.</td>
<td>14</td>
<td>43 57</td>
</tr>
<tr>
<td>Confections</td>
<td>10</td>
<td>37 49</td>
</tr>
</tbody>
</table>

Classification

Dairy & Margarine Products: 16 64 70
Drugs: 14 48 62
Furniture: 4 24 26
Food & Food Chain Drugs: 45 390 435
Household (appliances, furnishing, supplies): 29 102 131
Jewelry, Arts, Cameras, etc.: 5 29 34
Laundry Soaps, Cleansers: 8 18 26
Pharmacies: 57 267 50
Miscellaneous: 15 78 24
Public Utilities: 4 9 13
Radio, TV Sets, Phonographs & Access.: 13 97 13
Tobacco, Cigarettes & Access.: 21 32 53
Toilet Requirements: 35 172 157
Transportation: 22 136 28

**WBKB Converts Garrison Theatre**

FIRST show to originate in Chicago's Garrison Theatre, which is being converted to a TV studio by WBKB (TV), will be a half-hour weekly drama marking the centennial anniversary of Marshall Field & Co., department store. Show is slated to follow the institutional pattern set by the Field news magazine, PACE, which has been incorporated as paid matter into newspapers. The program will take the air Jan. 10.

The Garrison is a 1,300-seat movie house which has been closed for more than a year. It is being re-modeled by Balaban & Katz, theatre chain which owns WBKB and the Garrison, for origination of television shows as well as movies.

**RCA to Show TV Microscopy**

"TELEVISION in Medicine and Biology," a demonstration lecture slated for presentation by Dr. V. K. Zworykin and Leslie Flory of the RCA David Sarnoff Research Center, Princeton, N. J., will be among most major features of the Fourth Annual Conference of American Institute of Electrical Engineers on Electronic Instrumentation & Nucleonics in Medicine, to be held Jan. 7-9 at the Hotel Commodore, N. Y.

At the demonstration, the audience will see microscopic life—heretofore seen only through the lens of a microscope—transmitted to a television receiver screen, in addition to being shown how ultraviolet rays are used to advantage.

**Sign 'Quiz Kids'**

SIGNING of Quiz Kids to long-term, exclusive contract with CBS Television, was announced last week by Hubbell Robinson Jr., vice president in charge of network programs, CBS Television Division. Show was formerly on NBC-TV.

**Weekly Television Summary**

---

Rorabaugh Report
For July-Aug.-Sept.
(Report 188)

---

**NOW there are 140,808 Television Homes in KRLD-TV's Effective Coverage Area.**

The CBS Station for Dallas and Fort Worth this is why KRLD.

AM-FM-TV Channel 4 is your best buy

The TIMES HERALD National Representatives
THE BRANHAM COMPANY

---

**Page 86 • November 5, 1951**

---

**BROADCASTING • Telecasting** 

---

**Total Markets on Air 64* **

---

**Total Stations on Air 109**

---

**Estimated Sets in Use 14,153,000**

---

* Includes XELD-TV Matamoros, Mexico.
Thousands of brand new eyes can see your product on WSB-TV

This report is directed to time buyers and others responsible for producing sales. A vast and entirely new audience in the South has been opened up by WSB-TV. On September 30 WSB-TV began telecasting over Channel 2 with 50 kw. radiated power from the 1062-foot tower. Response was immediate—and terrific. From the Carolinas, Alabama, Florida, Tennessee and deep South Georgia excited reception reports are being verified. Distributors are shipping thousands of sets. Since all characteristics of these powerful facilities are not yet known we temper our enthusiasm. Suffice to say at this time—WSB-TV today offers you the biggest dollar's worth in Southern television history.
Thaw in February
(Continued from page 79)

after the long hiatus—originally
imposed because of tropospheric
interference—has been called out of
the tightly guarded deliberations.
Among them are:

(1) Use of UHF flexibility chan-
nels in instances where the addi-
tion of a channel or two may obvi-
ously be a benefit.

Originally, the 18 flexibility chan-
nels (782-890 mc) were to be held
in reserve for those communities
not assigned a frequency in the
allocation plan.

Not all flexibility channels
will be used, but a substantial number
judiciously distributed in the
crowded northeastern areas of the
U. S. could relieve a number of
tight spots.

(2) High interest in VHF will
be acknowledged by the FCC in
two ways, it was learned on
good authority.

Where VHF channels can be
squeezed in without radically up-
sizing the VHF locations, or where
a good case is made, another one or
two such channels may be allocated to
particular cities.

But, on the best of information,
mighty few cities will get more than
a single, extra VHF channel.

(3) Substantial number of the
186 metropolitan areas as listed
by the FCC for allocation before
April 1960 can be granted TV sta-
tions without hearings right after
the freeze is lifted and the 60-day
grace period following new ap-
lications is passed.

Factors Involved

This is predicated on a number of
assumptions, among them that—

• The FCC continues its policy
of lumping all applicants for each
city together.

• There will be no differentiation
between VHF and UHF applica-
tions.

• The acknowledged substantial
number of new applications
for these areas is not so great as
is compensated by the number of
presently pending applications sure
to be withdrawn when the chips
are down.

A BROADCASTING • TELECASTING
study of the number of applications
pending Oct. 31 in each of the 186
FCC Bureau metropolitan areas
compares with the number of av-
ailable channels in those areas
(see table) indicates that 73 met-
ropolitan areas have more fre-
cuencies available than applicants
on file. 38 are equal as between
available channels and applications
and 67 already have more applica-
tions than there are available
VHF-UHF channels.

What should not be overlooked
is the fact that in most of the cities
listed above, the addition of just
one or two applications means a
hearing.

And hearings in TV—with the
stake applicants will have in
fighting for a grant—may well be
lengthy.

This is particularly true due to
the paucity of hearing examiners.
Only five of the seven FCC ex-
aminers are broadcast experts.
Both Comrs. Coy and Sterling
and Mr. Summer decried the lack of
examiners in their speeches last
week. It was stated that the FCC
would $100,000 more in its budget
for additional examiners plus clerical
help.

How long would it take for a
station to get on the air if it has
to go through a hearing?

Under optimistic conditions,
according to the most reliable in-
formation, this is how the timetable
would run:

First called Feb. 1, 1952.
Then 60 days for the filing of
new applications and the amending
of those already on file.
That would be April 1, 1952 and
hearings could be designated.

Another 30 days must elapse be-
fore hearings could begin—that's
an FCC regulation. That would be
May 1, 1952.

From the start of a hearing to
initial decision by the hearing ex-
aminer usually takes six months.
That would make it Nov. 1, 1952.

TV franchises being as valuable
as they are, there will be excep-
tions to the initial decision and oral
argument before the Commission
on band. That would add another
six months—or May 1, 1953 when
the final decision could be handed
down by the FCC.

Aug. 1, 1953 Possible

Assuming no one goes to court
and that the successful applica-
tions will have made some moves toward
getting equipment, arranging for
studio and transmitter space, the first
grant might begin operating some
90 days thereafter—on Aug. 1,
1953.

Whether a grant is made with-
out a hearing or after a hearing,
there is one unknown—Korea.
What happens in that "police
action" in Asia in the next 18
months will have a lot to do with
the availability of materials.

Another matter which the FCC
is going to have to resolve soon is
the suggestion—made by outsiders
—that the radio formula be
used whereby only those appli-
cants applying for the same chan-
nels go to hearings. This would per-
mit, the reasoning goes, immediate
grants to those applicants who have
no competition for the frequencies
they request. If that is done, many
more stations could get going sooner
than is anticipated now.

Past policy has been to lump all
applicants for the same city into
one pot. So far as can be learned,
no change in this policy is under
consideration at this time.

Another suggestion that the
Commission split applicants into
two groups—those applying for
VHF channels and those appli-
cating for UHF channels. This
would permit, it is believed, many
UHF grants immediately after the
freeze is lifted.

It is understood that no decision
has been made on that recommenda-
tion, although it is admitted that
some thinking is being done on it.

TABLE OF PROPOSED VHF-UHF ALLOCATIONS

<table>
<thead>
<tr>
<th>Commercial</th>
<th>Educational</th>
<th>Commercial</th>
<th>Educational</th>
<th>Commercial</th>
<th>Educational</th>
</tr>
</thead>
<tbody>
<tr>
<td>Channels in Use</td>
<td>Applications</td>
<td>Channels in Use</td>
<td>Applications</td>
<td>Channels in Use</td>
<td>Applications</td>
</tr>
<tr>
<td>1. New York</td>
<td>56. Jacksonville</td>
<td>2. New York</td>
<td>1</td>
<td>2</td>
<td>1</td>
</tr>
<tr>
<td>2. New Jersey</td>
<td>7</td>
<td>1</td>
<td>2</td>
<td>1</td>
<td>2</td>
</tr>
<tr>
<td>3. Los Angeles</td>
<td>7</td>
<td>1</td>
<td>2</td>
<td>1</td>
<td>2</td>
</tr>
<tr>
<td>4. Chicago</td>
<td>7</td>
<td>1</td>
<td>2</td>
<td>1</td>
<td>2</td>
</tr>
<tr>
<td>5. Houston</td>
<td>3</td>
<td>1</td>
<td>2</td>
<td>1</td>
<td>2</td>
</tr>
<tr>
<td>6. Los Angeles</td>
<td>3</td>
<td>1</td>
<td>2</td>
<td>1</td>
<td>2</td>
</tr>
<tr>
<td>7. San Francisco</td>
<td>3</td>
<td>1</td>
<td>2</td>
<td>1</td>
<td>2</td>
</tr>
<tr>
<td>8. Pittsburg</td>
<td>3</td>
<td>1</td>
<td>2</td>
<td>1</td>
<td>2</td>
</tr>
<tr>
<td>9. St. Louis</td>
<td>3</td>
<td>1</td>
<td>2</td>
<td>1</td>
<td>2</td>
</tr>
<tr>
<td>10. Washington</td>
<td>3</td>
<td>1</td>
<td>2</td>
<td>1</td>
<td>2</td>
</tr>
<tr>
<td>11. Cleveland</td>
<td>3</td>
<td>1</td>
<td>2</td>
<td>1</td>
<td>2</td>
</tr>
<tr>
<td>12. Baltimore</td>
<td>3</td>
<td>1</td>
<td>2</td>
<td>1</td>
<td>2</td>
</tr>
<tr>
<td>13. Minneapolis</td>
<td>3</td>
<td>1</td>
<td>2</td>
<td>1</td>
<td>2</td>
</tr>
<tr>
<td>14. Buffalo</td>
<td>3</td>
<td>1</td>
<td>2</td>
<td>1</td>
<td>2</td>
</tr>
<tr>
<td>15. Detroit</td>
<td>3</td>
<td>1</td>
<td>2</td>
<td>1</td>
<td>2</td>
</tr>
<tr>
<td>16. Milwaukee</td>
<td>3</td>
<td>1</td>
<td>2</td>
<td>1</td>
<td>2</td>
</tr>
<tr>
<td>17. Kansas City</td>
<td>3</td>
<td>1</td>
<td>2</td>
<td>1</td>
<td>2</td>
</tr>
<tr>
<td>18. Houston</td>
<td>3</td>
<td>1</td>
<td>2</td>
<td>1</td>
<td>2</td>
</tr>
<tr>
<td>19. Providence</td>
<td>3</td>
<td>1</td>
<td>2</td>
<td>1</td>
<td>2</td>
</tr>
<tr>
<td>20. Seattle</td>
<td>3</td>
<td>1</td>
<td>2</td>
<td>1</td>
<td>2</td>
</tr>
<tr>
<td>21. Freeport, Ore.</td>
<td>3</td>
<td>1</td>
<td>2</td>
<td>1</td>
<td>2</td>
</tr>
<tr>
<td>22. New Orleans</td>
<td>3</td>
<td>1</td>
<td>2</td>
<td>1</td>
<td>2</td>
</tr>
<tr>
<td>23. Atlanta</td>
<td>3</td>
<td>1</td>
<td>2</td>
<td>1</td>
<td>2</td>
</tr>
<tr>
<td>24. Dallas</td>
<td>3</td>
<td>1</td>
<td>2</td>
<td>1</td>
<td>2</td>
</tr>
<tr>
<td>25. Louisville</td>
<td>3</td>
<td>1</td>
<td>2</td>
<td>1</td>
<td>2</td>
</tr>
<tr>
<td>26. Denver</td>
<td>3</td>
<td>1</td>
<td>2</td>
<td>1</td>
<td>2</td>
</tr>
<tr>
<td>27. Birmingham</td>
<td>3</td>
<td>1</td>
<td>2</td>
<td>1</td>
<td>2</td>
</tr>
<tr>
<td>28. Indianapolis</td>
<td>3</td>
<td>1</td>
<td>2</td>
<td>1</td>
<td>2</td>
</tr>
<tr>
<td>29. Youngstown</td>
<td>3</td>
<td>1</td>
<td>2</td>
<td>1</td>
<td>2</td>
</tr>
<tr>
<td>30. Richmond</td>
<td>3</td>
<td>1</td>
<td>2</td>
<td>1</td>
<td>2</td>
</tr>
<tr>
<td>31. Youngstown - 2-1</td>
<td>3</td>
<td>1</td>
<td>2</td>
<td>1</td>
<td>2</td>
</tr>
<tr>
<td>32. New Orleans - 2-1</td>
<td>3</td>
<td>1</td>
<td>2</td>
<td>1</td>
<td>2</td>
</tr>
<tr>
<td>33. San Antonio - 2-1</td>
<td>3</td>
<td>1</td>
<td>2</td>
<td>1</td>
<td>2</td>
</tr>
<tr>
<td>34. Rochester - 2-1</td>
<td>3</td>
<td>1</td>
<td>2</td>
<td>1</td>
<td>2</td>
</tr>
<tr>
<td>35. Rochester - 2-1</td>
<td>3</td>
<td>1</td>
<td>2</td>
<td>1</td>
<td>2</td>
</tr>
<tr>
<td>36. Memphis - 2-1</td>
<td>3</td>
<td>1</td>
<td>2</td>
<td>1</td>
<td>2</td>
</tr>
<tr>
<td>37. Allentown - 2-1</td>
<td>3</td>
<td>1</td>
<td>2</td>
<td>1</td>
<td>2</td>
</tr>
<tr>
<td>38. Norfolk - 2-1</td>
<td>3</td>
<td>1</td>
<td>2</td>
<td>1</td>
<td>2</td>
</tr>
<tr>
<td>39. Akron - 2-1</td>
<td>3</td>
<td>1</td>
<td>2</td>
<td>1</td>
<td>2</td>
</tr>
<tr>
<td>40. Akron - 2-1</td>
<td>3</td>
<td>1</td>
<td>2</td>
<td>1</td>
<td>2</td>
</tr>
<tr>
<td>41. St. Petersburg</td>
<td>3</td>
<td>1</td>
<td>2</td>
<td>1</td>
<td>2</td>
</tr>
<tr>
<td>42. Wilkes-Barre - 2-1</td>
<td>3</td>
<td>1</td>
<td>2</td>
<td>1</td>
<td>2</td>
</tr>
<tr>
<td>43. Fort Worth - 2-1</td>
<td>3</td>
<td>1</td>
<td>2</td>
<td>1</td>
<td>2</td>
</tr>
<tr>
<td>44. Wheaton - 2-1</td>
<td>3</td>
<td>1</td>
<td>2</td>
<td>1</td>
<td>2</td>
</tr>
<tr>
<td>45. Syracuse - 2-1</td>
<td>3</td>
<td>1</td>
<td>2</td>
<td>1</td>
<td>2</td>
</tr>
<tr>
<td>46. Phoenix - 2-1</td>
<td>3</td>
<td>1</td>
<td>2</td>
<td>1</td>
<td>2</td>
</tr>
<tr>
<td>47. Oklahoma City - 2-1</td>
<td>3</td>
<td>1</td>
<td>2</td>
<td>1</td>
<td>2</td>
</tr>
<tr>
<td>48. Nashville - 2-1</td>
<td>3</td>
<td>1</td>
<td>2</td>
<td>1</td>
<td>2</td>
</tr>
<tr>
<td>49. Phoenix - 2-1</td>
<td>3</td>
<td>1</td>
<td>2</td>
<td>1</td>
<td>2</td>
</tr>
<tr>
<td>50. Nashville - 2-1</td>
<td>3</td>
<td>1</td>
<td>2</td>
<td>1</td>
<td>2</td>
</tr>
<tr>
<td>51. Johnstown - 2-1</td>
<td>3</td>
<td>1</td>
<td>2</td>
<td>1</td>
<td>2</td>
</tr>
<tr>
<td>52. Johnstown - 2-1</td>
<td>3</td>
<td>1</td>
<td>2</td>
<td>1</td>
<td>2</td>
</tr>
<tr>
<td>53. Nashville - 2-1</td>
<td>3</td>
<td>1</td>
<td>2</td>
<td>1</td>
<td>2</td>
</tr>
<tr>
<td>54. Johnstown - 2-1</td>
<td>3</td>
<td>1</td>
<td>2</td>
<td>1</td>
<td>2</td>
</tr>
<tr>
<td>55. Johnstown - 2-1</td>
<td>3</td>
<td>1</td>
<td>2</td>
<td>1</td>
<td>2</td>
</tr>
</tbody>
</table>

*Includes one UHF application, except for Scranton which has two UHF applications.

**Chains reserved for Thomas S. Lee Enterprises, although this may become a matter for litigation.
PUTTING YOUR SHOW ON THE ROAD

Building the pathways for television takes time, toil and money. Every one of the more than 23,500 existing channel miles was a new challenge to the imagination and skill of Bell engineers. Take, for example, television transmission between New York and St. Louis.

From New York to Chicago, engineers plotted, scouted and tested possible Radio-Relay routes to find the one that would span forests, mountains and cities—and would carry microwaves around reflective surfaces of lakes and plains. Radio-Relay stations were then built about every twenty-five miles—some 200 feet high.

At Chicago, video signals are switched to a coaxial cable and go underground through the hard limestone bottom of the Kankakee River, the sticky blue clay of the Kaskaskia . . . across the Mississippi . . . under the city of St. Louis for 20 miles to the broadcasting station.

Planning, building and maintaining television pathways for the nation is costly and complex, calling for continued investment of money, special equipment and trained personnel. The present value of this network, provided by the Long Lines Department of the American Telephone and Telegraph Company is nearly $85,000,000.

Yet the cost of this service is low. The Telephone Company's total network facility charges average about 10 cents a mile for a half hour of program time, including both audio and video channels.
SPEAKERS at TV production session sizing up latest advertising news at the AAAA Eastern Council annual conference held last week at the Roosevelt Hotel in New York are (1 to r): Garth N. Montgomery, Kenyon & Eckhardt; Sidney M. Weiss, Lewin, Williams & Saylor; Rodney Erickson, Young & Rubicam; Adrian Samish, Dancer-Fitzgerald-Sample; Robert Montgomery, NBC-TV producer, and Wallace S. Jordan, William Morris Agency.

NBCA IN '52

Furey Addresses REC

HOPE that the National Collegiate Athletic Association's executive committee can come up with concrete recommendations regarding future college football telecasts by mid-January was voiced last Thursday by one of the football-tie chairmen, Ralph Furey, director of athletics for Columbia U.

Addressing a luncheon meeting of the Radio Executives Club of New York, he said he was not at all optimistic that the conference could compile and evaluate the results of this year's experimental schedule of limited telecasting in time to meet that date's mid-January convention of NCAA—but he did feel it would be least possible by that time to indicate trends.

"The agency's future in the creative side of television programming—our business—is being decided right now," Adrian Samish, vice president and director of radio and TV for Dancer-Fitzgerald-Sample, said, "in the amount of TV time that we have to pay for as costs with the agency controlling policy as well as quality.

Noting that 15.4% of TV shows produced by agencies, Mr. Erickson also anticipated a decline in the use of the medium by each sponsor—with most advertisers sponsoring shows on a frequency of less than once a week, Furey stated.

"Like speakers in several other sessions, he urged the industry to establish an accepted basis for its ratings and reminded his audience that the responsibility for good taste and higher-level programming is an industry-wide obligation.

"The production of TV shows produced by agencies continued at a level dropped 17% this year, he attributed the shift to still-overwhelming costs with a half-hour weekly network show now requiring about a $2 million annual budget. Explaining the cost breakdown, he cited panel shows, which can be produced for a low $5,000 per week, as a bad buy because their evening time slots are so expensive that the panel, which cannot compete with a full-production program at the same hour does not pay off in terms of cost-per-thousand rating.

"The problem, he said, is that TV is a 'professional' medium, not a consumer medium, and the costs of production are so high that they are not justified in terms of the audience they are trying to reach.

"The medium is in a period of transition, just as the motion picture industry was a decade ago, and we must be prepared to face the challenges that lie ahead.

"We must be willing to invest in the new technologies that are emerging, such as cable television and satellite broadcasting, in order to keep pace with the changing needs of our audience.

"We must also be willing to take risks, to experiment and to learn from our mistakes, in order to stay ahead of the competition.

"But we must also be careful not to lose sight of our core values, such as integrity, honesty and fairness, as we move forward into the future.
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.
Ad Volume Up

(Continued from page 90)

milion sets in 42 million homes, Mr. Karol said. Proving the size and extent of those audiences has required research, programs and methods, but has shown that radio network programs produce an even lower cost-per-thousand in big TV cities than they do national network shows. But ads also develop new shows to match today's tastes and have devised sales concepts—such as one-time and alternate week sponsorship—to make the medium more readily accessible to advertisers.

Speaking for spot radio, Lewis H. Avery of Avery-Knolke Inc., said that radio never learned to advertise itself as such action buyer or seller—broadcasters had been too busy throwing Hoopers at each other until the advent of TV, (Continued from page 10)

To sell time in two cycles of 17 weeks and one of 18 weeks, with one program in every five preempted for educational purposes. He emphasized that he quarrels with the solutions—not the criticism—offered by Sen. Benton. Highlights of other sessions included a discussion of copy and art by leading columnists from advertising in general.

Television entered the meetings on marketing and merchandising when the question of the day turned out to be, "Is TV, 'Does Your Father Live on TV?'" aware of the market being essentially a buyers' market, stressed the need for fuller training for the TV people and most important in distribution in order to fulfill their still-paramount job: To move goods.

La Rosa Buys Heavy

LA ROSA & Sons Inc., Brooklyn (major in spaghetti and egg noodles) is launching what was described as one of the largest single television campaigns by a local sponsor with a $100,000 budget. Beginning today (Monday) company will sponsor La Rosa Movie Matinees, 3:30-4:30 p.m. EST, Monday through Friday. In addition—effective Nov. 24, 2:3-3 p.m., Saturdays—La Rosa will sponsor a show said to be the first all-Italian TV program, first half-hour of which will be live, followed by hour-long Italian films. Agency: Kieswetter Assn., New York.

BROCKWAY TALK

At a "town meeting" open to all delegates, Louis N. Brockway, of Young Rubicam as chairman of the AAAA board, spoke on "Advertising and America's Progress" to trace the last 100 years of American business history.

"One of the keys to our success is that our goals are not the same," he said, "they are the effects... freedom is the cause."

Warning agency personnel not to abuse their liberty, Mr. Brockway asserted that the goals would result in loss of freedom—especially in the bill proposed by Sen. William Benton (D-Conn.) for a National Citizens Advisory Board on Radio and TV (see story, page 100).

He conceded that the bill makes two important criticisms: That programs for both radio and TV are a bad quality and that there is no plan for providing educational programming or public service time.

The first problem can be solved, he said, if industry members meet the moral standards taught in homes, schools and churches and if the industry, as its own agent, immediately sets up its own regulatory authority.

To answer the second Benton criticism, he proposed his own plan for public service programming:

NAME COUNSEL

For Feb. Theatre Hearings

ALL-STAR cast is going to perform before the FCC Feb. 25 when theatre-TV hearings are scheduled to begin. Announcement of the appointment of James F. Fly and Vincent B. Welch as counsel for the Motion Picture Assn. of America last week means that two former FCC chairmen as well as the former Secretary of the Army will be trying to persuade the Commission to grant exclusive frequencies for theatre TV.

In addition to Mr. Fly, who was FCC chairman 1933-1935 and Paul A. Porter will represent Paramount Pictures. Mr. Porter was FCC chairman 1944-46. Kenneth C. Royall, Secretary of the Army from 1943 stations will represent 20th Century-Fox.

Mr. Fly's firm is Fly, Shubebeck & Blume. Mr. Porter's is Arnold, Fortas & Porter. Mr. Royall's is Dunn, Royall, Harris, Koegel & Caskey. Mr. Welch's is Welch, Mott & Morgan.

In addition the following law firms are scheduled to participate: Cohn & Marks, Theatre Owners of America and National Exhibitors Theatre Television Committee; Hogan & Hanson, United Paramount Theatres; Bingham, Porter, Colby & Mott; Dickens, Mott & Schilz, Allied States Assn. of Motion Picture Exhibitors.

ALLOCATIONS

KFAB Challenges Reservations

A NEW and unique challenge to the FCC's authority to reserve TV frequencies for noncommercial, educational programming was started last week. There were only 82 filings last week, the fewest since the TV "paper" allocation proceeding started Sept. 4. Total as of end of last week was 1,303 documents.

FCC is without authority to reserve channels for educational telecasters, said KFAB Omaha, because the band was specified for "general purposes," not educational. Reservation for education "imposes a restriction upon Channel 7 as would preclude the use of the said channel in Omaha for any purpose other than the telecasting of noncommercial programs by educational institutions," KFAB said.

This constitutes discrimination against Omaha, the station added, since Channel 7 is being used commercially in 10 cities.

In a reference to the noncommercial, educational FM reservations, KFAB noted that these were set aside in a block of 500,000 miles and there was no intermingling of commercial and noncommercial channels in specific cities.

Meanwhile FCC denied the petition of the State of New Jersey for oral hearing on the grounds that nothing had been shown that would indicate the Commission would arrive at a decision from the paper filings. This is the second such denial within the past two weeks. The other was the Commission's turndown of the same plea by Cornell U. (WHCU), for the same reasons [B&T, Oct. 29].

Still awaiting a Commission decision on their request for oral hearing, the ROVE-TVers (Calif.; Daily News Television Corp. (WIBG and Philadelphia Daily News) and DuMont—which last week asked that it be permitted to orally argue its master plan of allocations. Still concentrating on the economics of TV, as it did in its original document [B&T, Aug. 20], DuMont again pleaded for a "competitive TV network industry." This could be attained, DuMont said, by allocating at least four VHF channels to at least the top 25 markets.

In answer to contentions that its plan was too small, the 1,900 miles co-channel and 70 miles adjacent channel city-to-city VHF separation established by the FCC in its proposed rules, DuMont maintained that with five exceptions its plan meets the transmitter-to-transmitter minimums (170 miles co-channel and 60 miles adjacent channel). The transmitter-to-transmitter separations are more realistic, DuMont averred.

TV Set Ownership

(Continued from page 85)

than talk (41%). The incidence of sewing, knitting, or crocheting is down. Housework seems to have fallen among those who "never" watch (14%) than among those who "occasionally" watch (5%).

In the breakdown of TV viewing by sex, however, the report showed the average number of hours of morning viewing was .05 each on Monday, Tuesday, and Wednesday; .07 on Thursday and also on Friday; .02 on Saturday and .11 on Sunday. For afternoon viewing, the daily average was .05 hours on Monday through Friday; .17 on Saturday, and .12 on Sunday.

For evenings, the average was 2.4 hours on Monday and also Tuesday; 2.2 on Wednesday and also Thursday; 2.3 on Friday, 2.6 on Saturday, and 2.8 on Sunday.

These averages were figured on a base which included all TV homes—those in which no viewing was done as well as those where sets were in use.

At least 55% of the panel members who do not own TV sets indicated they do TV programs—15% at least six hours a week. Another 5% said they watch less than 30 minutes a week; 9% for an hour; 10% for two hours; 7% for three, 4% for four, 3% for five, 2% for six, and 7% for an "indefinite" number of hours a week.

Fortsy-seven percent said they never watch. One percent did not answer the question.

LYFDOR NAMED

To DuMont Post

APPOINTMENT of Elmore B. Lyford of NBC-TV as director of station relations for the DuMont Television Network, effective Nov. 19, was announced last week by DuMont Network Director and General Manager Chris J. Kretz. Mr. Lyford, who has been supervisor of TV station relations for NBC-TV, succeeds Norman W. Drescher, who has been assigned to other administrative duties in the DuMont organization.

It was pointed out that Mr. Lyford has had 17 years' experience in radio and TV.

Cites High TV Cost

"TELEVISION'S cost is still too great, and its pull not strong enough for most retailers," Edward Carroll, sales promotion manager for the Hess Bros. Dept. Store, Altoona, Pa., stated at the opening session of the 10-day conference of the eastern regional clinic of the National Newspaper Promotion Assn. He said newspaper space is a "cheaper, more effective medium for direct merchandise advertising for the retail store.

Page 92 • November 5, 1951
For the new station, for the expanding station, GPL's champion team of Video Switcher and Master Monitor affords a new high in quality, in field flexibility, in rehearsal and programming control. Both units are packaged for easy portability, with self-contained power supplies. Either can be integrated into your present installation, can accommodate your particular operating conditions.

The Switcher and Monitor team is another example of GPL's unique achievement in the production of high quality, high utility equipment for TV stations — another reason why GPL is THE INDUSTRY'S LEADING LINE — IN QUALITY, IN DESIGN.

WRITE, WIRE or PHONE FOR DETAILS TODAY
BRINGING the excitement of the jungle and circus to television, Comodore Productions, Hollywood, is planning the production of 26 half-hour television films featuring Clyde Beatty, to be called the Clyde Beatty Show. Series goes before camera Dec. 1 and is expected to be completely filmed. Both jungle and circus adventures will be included. Walter White, president, Comodore, will supervise production.

Morton Television Productions planning 15-minute historical-drama television films entitled This Is The Story, showing highlights in the fields of science, art, and industry that changed the course of history. Series is being patterned after the transcribed radio programs of that name produced by firm's parent company, Morton Radio Productions.

Twenty-six films have been completed in the series so far, with a total of 78 more planned. Each quarter-hour film contains two complete stories, which together will form a series. More than 1,000 transcriptions of the radio series are available, with plans to film many of them. Morton Jacobson, president, Morton Radio & TV Productions, will supervise production of the film series. Ed Prentice is featured narrator.

Distribution and sales will be handled by Snader Sales, Inc. Series will become available Dec. 15.

WABD SPONSORS

DuMont Gross Increases

CONTRACTS representing more than a half-million dollars in billings—31 contracts in all—have been signed by DuMont's WABD (TV) New York within the past 10 days, Chris J. Witting, director and general manager of the DuMont TV network, announced Tuesday. At the same time he noted that the network's gross time sales have risen from $435,000 in January to $654,000 in June and $730,000 in September.

New contracts for use of WABD (TV) include Coca-Cola's purchase of the Monday through Friday 6:30-7 p.m. spot for the Bob Dixon Show effective Nov. 5 for 52 weeks, through William Eddy Co., New York; Best Foods' sponsorship of Sunday Matinees from 4:6 p.m. Sunday for 39 weeks, through Benton & Bowles, New York; Procter & Gamble's sponsorship of Men's Matinees for 150 specials, including 390 participations for Shasta Shampoo in and between WABD programs, through Dancer-Fitzgerald-Sample, New York, and Old Gold-Chesterfield's promotion of the WABD identification announcements for Old Dutch Coffee, through Elliott Nonas Adv., New York.

film report . . .
**SARRA INC., Chicago, has completed four feature films for Grove Labs.** Bromo-Quinine cold tablets, showing television, has a head-ache feels with use of special photographic effects. Four 60-second and four 20-second spots, produced in cooperation with Gardner Advertising, St. Louis, will be inserted. A second series, Live Like a Millionaire, sponsored on CBS-TV Fridays. Agency supervisors were Charles E. Cleggett, vice president and account executive, and William D. Fisher, director of the radio-TV department.

---

**Dick Derso, recently resigned vice president, United Television Productions, has been appointed executive in charge of sale and lease of two-year rights in Los Angeles area and to KTTV (TV) there (B&T, Oct. 29).**

---


---

**FOUR scientists from the David Sarnoff Research Center, RCA Labs Div., examine five of the tri-color TV picture tubes developed at the company's laboratories at Princeton, N. J., and Lancaster, Pa. They are (1 to r) E. W. Herold, Dr. E. W. Engstrom, vice president in charge of RCA Labs Div.; H. B. Law, and Dr. V. K. Zwyarkin, vice president and technical consultant of the division.**

---

**NEW KLAC-SUIT Filed by Berns, Barron KLAC-TV Los Angeles last week became the object of its second plagiarism suit within a few months as Seymour Berns and Tom Barron filed suit for $100,000 in Los Angeles Superior Court. Mr. Berns, producer, and Mr. Barron, writer, charged the station and three others with appropriating their "Willy Wonderful" program idea. Besides KLAC-TV, also named in the suit are Bracken Productions, which produced the Willy Wonderful puppet TV film series; Scott-DuMont & Lowman, distributor of the package, and Martin Gordon, who has been writing credit on the series. The suit also asked that the program be off KLAC-TV. Pair claim that they created and wrote the hand-puppet program, The Adventures of Willy Wonderful, last year and submitted it to Mr. Gordon, then an account executive with Factor- Breyer Inc., Los Angeles, for sale to a sponsor. This deal fell through, they claim, and about Sept. 1 of this year the program appeared on KLAC-TV listing Mr. Gordon as writer. Kopald, Stolfof & Mark, Beverly Hills, are attorneys for the plaintiffs. KLAC-TV, owned by Mrs. Dorothy Schiff, recently paid $50,000 in settlement of a similar million dollar suit by the producers of the radio and television show Bride and Groom (B&T, Aug. 20). In this case it was found that KLAC-TV's Wedding Bella was patterned after Bride and Groom. Former program has been taken off the air, in accordance with the settlement.**

---

**BROADCASTING • Telecasting**

---

**ADMIRAL Corp., Chicago, reported last week an operating loss of $4,782,123, or $3 per share, for the quarter as well as nine months ending Sept. 30 compared with the same periods of 1950, in which the company earned $2,500,000 and $9 per share. Sales for the 1951 period were $318,881,352, compared with $296,263,000 in 1950. The nine-month income in 1951 was $4,500,156 equal to $8.50 per share, compared with $18,176,417 or $6.83 per share last year.**

---

**NCAA PLAN Discussed by Willett TELEVISION is the biggest problem and the biggest headache facing the National Collegiate Athletic Assn. today, NCAA President Dr. Hugh Willett declared last week. But, he said, the NCAA TV test plan is working successfully and the association "has no doubts about its regulatory limiting telecasts of college football." Dr. Willett, a professor at the U. of Southern California, re- viewed NCAA TV plans in a talk to the Stanislaus Quarter- back Club in Modesto, Calif., last Monday. He said he was making his re- marks "in a frank attempt to condition public opinion" on the problems. He told the meeting that NCAA did not vote to limit live telecasts of football games until forced to do something about falling gate receipts. Football, he explained, supports almost all other collegiate sports and a shortage of returns from this one sport could cripple a school's entire athletic program. "The plan [limiting TV] is well underway now," he said, "and is highly successful. The object of our survey by National Opinion Research Corp. of the U. of Chicago is to find how much television is possible without hurting the game." He gave no indication of how results on which the survey might be shaping the NCAA's official atti- tude toward TV, whether any letup or tightening of the TV restric- tion was being suggested or whether any other changes in the present plan are being discussed.**

---

**RADIO and TV STATIONS Profit Depend on Efficient Personnel**

---

**SCHOOL OF RADIO TECHNIQUE** 316 West 57 St., N.Y. N.Y. Plaza 7-2122 November 5, 1951 • Page 95
Radio Resurgence Told

无线电的 comeback after losing initial ground to television was described by John K. Herbert, NBC vice-president in charge of network sales, at a meeting Oct. 26 of the Sales Executive Club in Winston-Salem.

After early TV encroachment into clients' advertising budgets, radio found itself without salesmen. Mr. Herbert, said, to the point where radio sales are 10% greater than in 1950. Radio sets are outselling television sets by about two to one.

Mr. Herbert said that one of radio's weak points had been in the field of advertising. "Over the years," he explained, "the heads of national advertising agencies, the Madison Avenue boys, had become our sales force—they were doing our work for us."

Then the video bombshell exploded on the market, he noted, and the radio networks suddenly found themselves without salesmen of their own. Furthermore, Mr. Herbert continued, advertising rates had been kept at the same level for 10 or 12 years, despite a vast increase in the listening audience.

"All of a sudden we were forced into the position of having to reduce rates that were too low to start with," the NBC executive said. He noted that magazine and newspaper rates were rising.

The answer came with the realization, Mr. Herbert said, that we were "dealing with the best advertising medium of all, the persuasiveness and power of the human voice. We could offer flexibility, including the possibility of last-minute program or commercial changes.

"Furthermore," added Mr. Herbert, "we had comparisons with other selling values. We were selling circles, which still showed network radio to be tremendously cheaper than the other mediums with which we were competing."

Also visiting Winston-Salem was Joseph H. McConnell, NBC president, who said that television has helped put radio on a "firm, sounder foundation."

Radio is having to do a harder job to get the same petition of television, Mr. McConnell said. "It takes more people to operate radio now."

But," he added, "I have never been more thoroughly impressed with the future possibilities of radio than I am now."

Mr. McConnell complimented WJJS Winston-Salem, stating that this NBC affiliate rated among the top four or five stations in the nation in "audience appeal and in relationship to the market it serves."

ERNEST H. SCOTT

Founded Set Firm

ERNEST H. SCOTT, founder of E. H. Scott Labs., Chicago, and a pioneer in custom-built radio set manufacture, died in Vancouver, B. C., Oct. 27. He made his home there the last two years.

Mr. Scott sold his interest in the firm in 1944 after manufacturing custom radio sets since 1923. He returned to Australia and served three years with the Australian army in France during World War I. During World War II he employed sponsored the Anzac Hospitality Center for servicemen in Chicago.

MARS Expansion

EXPANSION of the Military Amateur Radio System (MARS) to include novices and technical or experimental amateurs has been announced by the Army Signal Office and Air Force communications. Any novice or technician class radio amateur may, under Part 12 of amended FCC Rules & Regulations apply for MARS membership. Applicant must be member of the armed forces or reserves, or civilian over age 21 who has necessary equipment to operate on 3497.5 mc. He must agree to operate, while on the military frequency, at such designated times and in such manner as prescribed by the MARS command director. Requirements were set forth at the American Radio Relay League convention, French Lick, Ind., Oct. 20.
ENEMY TAKES RADIO FIRST

Research of Seoul Occupation Disclosed

AS INVAADING communist armies roll up ground, they take im-
mediate possession of radio sta-
tions and confiscate all radio re-
CEIVERS in the area.

While this is a generally known
fact, it is detailed in a newly-pub-
lished book, "The Reds Take a
City," by Dr. John W. Riley Jr.,
chairman of the Rutgers U. Dept.
of Sociology, and Dean Wilber
Schramm of the U. of Illinois.
The book was published 10 days ago
by the Rutgers U. Press.

Salient factor in today's battle
action, as taken down in a report
by the authors while spending
three months in South Korea as
members of a U. S. Air Force re-
search team, is the use of radio to
disorganize or panic the invaded
people.

North Korean occupation troops'
first concrete action was seizure of
Radio Seoul, a 35 kw station cover-
ing all of Korea. Broadcasts were
dropped and it was reported the gov-
ernment had fled and the People's
Republic was in control. The com-
munists said everyone should re-
turn to work and all would be for-
ced to work.

The authors say good military
policy would "have dictated . . .
destruction" of the station before
it fell into enemy hands. If the
reason was not the lack of an ade-
quate demolition plan, the authors
believe the station was kept intact
up to the last minute in order to
get off a fighting message to the
people as a cover of government
departure. A possibility was an
existence of a fifth column in the
station.

Brought Own Staff

The North Koreans brought with
them men from their own radio
system to handle jobs, including a
chief engineer trained in Moscow,
with less-important personnel kept
in their jobs.

By placing engineers, writers and
announcers, the occupation govern-
ment controlled program content, but work putting it on the
air was carried on by the usual
South Korean personnel.

In the meantime, the Reds con-
fiscated receivers in order to pre-
vent listening to UN broadcasts.
Reason given was that sets were
needed for the military.

Next came the closing down of
all newspapers and all news media
sent to stations and re-opened
newspapers via the Public Infor-
mation Office. Political propaganda
was placed in broadcasts, in the
newspapers and in movies.

Dr. Riley and Dean Schramm
observe: "This obviously was the
government's attempt to get the cost of entertainment on the
radio . . . There was no charm in
press and radio. It was me-
chanical propaganda." By their
monopoly of all media, the Reds
removed any need of competing
for an audience.

Seoul citizens were forced to
listen to shortwave news broad-
casts from Japan or the Voice of
America over hidden radio sets, the
authors report.

Col. Ben C. Limb, Korean Re-
public representative to the UN,
will present the book to the UN
General Assembly in Paris this
month as evidence of communist
plans for conquest and enslave-
ment.

Defense Orders

AN OUTLAY of $7.8 billion was
let out in orders to electronics and
other "hard goods" manufacturers
during the period July-September,
according to a summary of pro-
curement obligations released last
Monday. In addition to electronics,
the category comprises aircraft,
ships, tanks, weapons, ammunition,
production equipment and other
items. About $161 million of the
$7.8 billion sum was set aside for
Mutual Defense Assistance Pro-
gram procurement, the Defense
Dept. added. New totals brought
hard goods procurement to $37.3
billion for the 15 months since start
of the Korean war.

CBC DEFICIT

Shown in Commons Report

A DEFICIT of $1,271,874 in the
fiscal year ending March 31, 1951,
is reported by Canadian Broad-
casting Corp. in its annual report
tabled in Canadian House of Com-
mons at Ottawa Oct. 25. The re-
port shows revenues from re-
ceiver licenses, transmitter licenses,
commercial programs and other
sources at $8,501,579 for the year,
with expenditures of $9,773,255.

The deficit this year compares
with a deficit of $243,746 in fiscal
year 1949-50. In the 1950-51 year
CBC was uncertain of its financial
future because of the investigation
by the Massey Commission on
Arts, Letters and Sciences, which
has since recommended that CBC
deficits be paid by a grant from
the government. The CBC is a
government corporation.

Expand Schedule

WBEN-FM Buffalo, and WBNF-
TV, began early daytime opera-
tions last Monday. WBEN-TV,
operating on Channel 4 (66-72
me) with 10.2 kw aural and 16.2
kw visual, now signs on at 9 a.m.
daily Monday through Friday.
WBEN-FM, operating on 106.5 mc
with 6 kw, now goes on the air
at 5:30 a.m. Monday through
Saturday and at 9 a.m. Sunday.

KOW takes the cake...

right to your best customers
— people who want and
need your product. Reach
them the low-cost way —
through WKOW's powerful,
concentrated coverage.
Bossy's "MOO-LA" — half
a billion dollars' worth spent
every year — will buy a lot!
Represented by Needler-Reed Company

Use WKOW-CBS

1070 kc.

WISCONSIN'S MOST POWERFUL
RADIO STATION

No station in the state gives you
greater coverage than WKOW,
blanketing the capital and the
prosperous counties in central
and southern Wisconsin. That's
why WKOW-CBS is Wisconsin's
biggest advertising buy!

November 5, 1951 • Page 97
DIRECT appeal to Sen. William Benton (D-Conn.) to withdraw his legislation calling for creation of a radio-TV advisory council was made Tuesday by Texas broadcasters, meeting at the Shamrock Hotel, Houston.

Winding up a two-day session of NARTB District 13 members, delegates signed a telegram explaining they had unanimously adopted a resolution opposing the Benton legislation and arranged to send Sen. Benton a copy.

In the meantime, however, the broadcasters wired Sen. Benton to this effect:

"We solicit your consideration of a proposal to withdraw this proposed legislation. American radio has grown in three decades to such proportions that it commands a larger and more attentive audience than any other in any nation in the world.

"This growth has been accomplished in the American way according to the honest competitive principles of free enterprise. American radio is proud to stand upon its record of contribution to this nation's welfare. No less can be expected of the nation's television broadcasters who already have demonstrated their good faith with the American people by endorsing a code of principles for guidance.

"These free media do not require nor has their performance indicated the need for more government regulation such as your proposed legislation would impose. This is National Radio & Television Week, Sen. Benton, during which time we are observing three decades of American broadcasting.

"As one of the pioneers who launched its development as an advertising man, perhaps you might look back through the years as many of us are doing and reflect upon the magnificence of this medium's performance today against the background of its humble beginnings. We could hope that such reflection might deter you in your effort to add yet another regulatory body in a field of free communication."

Other resolutions adopted at the Houston meeting voiced confidence in work of BMI and its president, Carl Haverlin; asked the U. S. Government not to act on TV channel interchange with Mexico without full hearing; favored full support of civil defense agencies; thanked Texas stations for their part in Oct. 28 statewide broadcast during National Radio & Television Week; lauded administration of Kenyon Brown, KWFT Wichita Falls, district director; expressed approval of NARTB President Harold Fellows and his headquarters staff; thanked Col. John J. Kelly and Lt. Robert B. Mackall for talks on armed forces place in radio and TV; thanked Oliver Gramling, vice president for radio, Associated Press, for illustrated talk on radio news; commended formation of new state association and urged district to help strengthen NARTB.

Resolutions Committee Members

Members of the Resolutions Committee were Roy Herndon, KTRV Houston; chairman; Gene L. Cagle, KFJZ Fort Worth; C. B. Locke, KFDM Beaumont; J. H. Speck, KCNC Fort Worth; Byron W. Ogle, KRGV Weslaco.

Mr. Brown presided at the meetings as district director. Opening speaker Monday was Mr. Haverlin. Robert K. Richards, NARTB public affairs director, outlined operation of the association headquarters staff. Jack Hardesty, NARTB station relations director, discussed advantages of local news.

During the afternoon meeting Mr. Fellows answered a series of questions about NARTB, following his address. Joining the discussion were Art Greene, KLIJ Longview; Vann M. Kennedy, KSIX Corpus Christi; Tom Kritzer, KGNC Amarillo; Gordon Baxter, KPAC Port Arthur; Frank O. Myers, KCMC

TEXARKANA: Fred Nahas, KXYZ Houston.

W. D. Rogers Jr., KEYL-TV San Antonio, presided at a television clinic. Mr. Rogers is a member of the NARTB TV board. Others participating were Clyde Rembert, KRLD-TV Dallas; Jack Harris, KPRC-TV Houston; Ralph W. Minnons, WFAP-TV Dallas. Richard P. Doherty, NARTB employ-employer relations director, took part in discussion of operating costs.

He said a small station needs $1,750,000 income a year to get by, citing 10 small stations averaging $168,000 gross. He estimated it may be possible some day to operate with $125,000 gross, depending on the economic.

Mr. Rogers advised those planning new TV stations to learn shortcuts and operating tricks of the trade by visiting video operations. He urged new TV managers to use care in selecting consultants having thorough radio-TV background. He warned that operation of the film department can make or break a station.

Need for Good Personnel

Mr. Rembert emphasized the importance of good personnel in the TV operation. Get a good consulting engineer and lawyer, and then start training men, he advised those planning to enter TV. A good broadcaster makes the best TV man, he said.

Mr. Harris stressed the importance of promotion by TV stations.
BROADCASTING

Cornwell, B:IXL; he mentioned radio's ionization, said.

Leonard Reinsch, WSB Atlanta, particularly in new clinics.

Harris; Reinsch told McCullick, WINN Louisville, called for intelligent use of all types of music. He explained music can be both interesting to the listener and profitable to the sponsor. It can offset network programming to a considerable extent, he added.

L. Patricelli, WTIC Hartford urged full cooperation of management and sales departments with the program department. "Experiment in new programming techniques," he advised, "but rehearse the shows until you think they are right for listener acceptance."

Other clinic speakers included: Dobbs; McCullick, WINN Louisville, for intelligent use of all types of music. He explained music can be both interesting to the listener and profitable to the sponsor. It can offset network programming to a considerable extent, he added.

L. Patricelli, WTIC Hartford urged full cooperation of management and sales departments with the program department. "Experiment in new programming techniques," he advised, "but rehearse the shows until you think they are right for listener acceptance."

Major speakers have been lined up for the next three Broadcast Music Inc. clinics sponsored in cooperation with state broadcasters' associations. Appearing today (Monday) at the meeting in Billings, Mont., are Glenn Snyder, general manager, WLS Chicago, speaking on "The Importance of Local News"; George Kendall, program director, WJLB Detroit, "Music Unlimited," and Daniel C. Park, general sales manager, WIRE Indianapolis, "Selling Local Radio and Merchandising in Today's Market."

Mr. Kendall and Mr. Park also will speak at the Nov. 7 session in Aberdeen, S. D., and Nov. 9 at St. Paul, when Charles Caley, vice president and general manager of WMBD Peoria, Ill., will replace Mr. Snyder.

The St. Paul-Minneapolis meeting also will have speakers George Higgins, managing director of KMBB Kansas City, "Program Sales and Management in Today's Market Work Together"; Carl Vandegrift, program director, WOWO Ft. Wayne, Ind., "Smooth Production"; Bill Holm, general and commercial manager, WLPO LaSalle, Ill., "Importance of Local News," and Bruce Wallace, manager, WTJAM-TV Milwaukee, "Seeking the Right Type of Public Promotion Broadcasts."
BENTON PLAN

Debated In 'Saturday Review'

THE NOV. 3 ISSUE of The Saturday Review of Literature presented a "debate" on the Benton plan for government-sponsored citizens' supervision of radio and TV programming, but with the panel seemingly cast in reverse roles.

Supporting Sen. William Benton's (D-Conn.) widely discussed plan was Raymond Rubicam, who as former president and board chairman of Young & Rubicam, advertising agency, helped bring the commercial system of broadcasting to its present estate.

On the other side of the fence, presenting the commercial broadcasters' viewpoint, was Maurice B. Mitchell who, in hewing to the commercial-broadcasting line he has consistently followed, was opposing the views of his boss.

Mr. Mitchell is vice president and general manager of Associated Program Service. Sen. Benton is board chairman of the Musak Corp., one of whose divisions is Associated Program Service. Mr. Mitchell said his boss has created such a furor with his plan that broadcasters "are actually at the point of boycotting" the Senator's business.

In his bill for a Citizens Advisory Board to advise Congress, FCC and the public on how radio and TV are behaving, Mr. Rubicam declared in his portion of the written "debate," Sen. Benton "is certainly on as sane and reasonable a ground as anyone who is at all in the broadcasters' opinion, Mr. Mitchell retorted. And the broadcaster 'will fight to the bitter end,' he predicted, adding: 'So will I.'

The main platforms of Mr. Rubicam's arguments which were disclosed by Sen. Benton in advance in a speech on the Senate floor:

- Radio isn't serving the public as it should, largely because it is "dominated" by the advertiser; this "monopoly" by the advertiser reduces the public's choice of programs to a matter more of theory than of fact; from the public's standpoint, radio-TV programming ends where it should begin; printed media do not suffer from radio's restrictions.
- The broadcast industry is concerned, because, among other reasons, "advertisers in newspapers and magazines do not select or control the editorial contents of these publications, whereas we are going to have more and more influence: pay-as-you-see systems of home box-office television; therefore, can contribute mightily to solving problems of the program because they will permit the offering of a wide range of programs appealing to much smaller groups of people than the advertiser would find possible," while at the same time providing the funds necessary for production of such programs [BT, Oct. 29].

However high his feeling about subscription TV, this was only "secondary" to his faith in TV operations by educational institutions.

"Television, made free to serve the full range of public interest, and not confined to the narrow range of advertiser interest, is the best way I know of to help us meet the strain which modern complexity puts on the process of self-government in a free society," Mr. Rubicam said. "Apart from television's power to entertain, its power to inform is far beyond anything we have known, and far beyond what we now see." Regardless of what the Voice of America tells the people abroad, he said, "the kind of a people we are in action at home will speak much louder and in greater volume. No medium like television has ever before extended its influence and enlarged our character and actions now, and to help mold them for the future. Except for the military defense, what question is there before the country which is half as important today as the question of the uses that will be made of television?"

In his response, entitled "It's Still a Business," Mr. Mitchell reminded readers that broadcasting is conducted by people with "millions" invested in "a pioneer development, an investment that in every case required courage and faith." These investors think Sen. Benton's bill "threatens their investment," he pointed out, continuing: "Consider the problem of the broadcast and TV station operator. He has a bear by the tail. He operates the most potent communications force that civilization has ever known. Under our system of business life, he has to operate this force as a solvent business. No profit—no radio, no TV. And it often seems to him that every obstacle ever conceived to plague and harass a businessman is put across his path. He thinks this new proposal will make his burden intolerable."

Mr. Mitchell asserted that "certainly nobody can accuse Sen. Benton of self-interest in this project," and also cites the Senator's "life-long record of... militant defenses of free speech and a vigorous fight against censorship." Nevertheless, in Mr. Mitchell's view, Sen. Benton and the other supporters of his plan "should take a long look at the nature and extent of the broadcasters' opposition."

Mr. Mitchell cited broadcasters' fear of FCC censorship, and their faith in the "on-off" knob on a radio or TV set as the true device by which the public registers its opinion of programming. FCC's "Blue Book" on programming "is history," but Sen. Benton's bill "has reopened the whole question," he declared.

"The broadcasters think that the kind of radio and TV that would result from this proposed legislation would not be profitable to operate as private enterprise," he said. "It would have a smaller audience and there would be fewer advertisers. The investment in dollars and skill and faith of hundreds of small businessmen, the station owners, would be threatened and quite possibly wiped out."

Broadcasters don't think the Benton Bill will be enacted, he said, because they are convinced it would "destroy the American system of radio as it exists today"—and they "know" the public does not want that to happen. Speaking of the broadcasters, he continued:

"They are sure they can prove this. For years now they've spent millions of dollars more than any other medium—more than the newspapers combined—trying to prove what people want to hear... and see.

"The facts gathered by this research prove to them, year after year, that the public does not look to radio for more of the kinds of programs its critics say it should feature. The facts show that people don't want them. They won't listen to them. They won't watch them."

"And the broadcaster knows that if he tries to force his audience to listen to programs they don't want, there will soon be no audience, and maybe no radio..."

Radio, Mr. Mitchell conceded, may not be all that people want it to be, but it is still "a communications force so vital to the nation that anything that would tend to weaken it seems to the radio industry only to be classed as sabotage."

He wrote: "I have often heard radio men remark that our enemies can do no more effective piece of damage to this nation's readiness and alertness than to jam our radio stations—not electronically from outside—but culturally, from within, by simply loading its program schedule with 'helpful educational talks and discussions,' material that they are persuaded would surely reduce its effectiveness in quickly reaching masses of the people."

Mr. Mitchell concluded:

"In the short three decades of commercial radio, station operators have seen a tremendous growth in the national literacy rate..." he believed that, without retaining a key to contact for the job and indeed without having consciously tried to achieve the effect, radio has been primarily responsible for this acceleration in public awareness."

REASON WHY

People in Kansas and adjoining states depend on farming for a living. That's why we've programmed to their needs for 24 years. And it's why they buy WIBW-advertised goods.

BROADCASTING • Televising
GROWTH TRENDS

GROWTH trends in the last two decades have leveled off to a marked degree the economic differences among regions of the United States, according to an analysis released Thursday by the Dept. of Commerce.

Most comprehensive survey of regional economic trends published in recent years, the study is entitled "Regional Trends Among Decades - GROWTH INCOME," also was released recently by the department's Office of Business Economics [B+T, Oct. 5].

The new study offers "an extremely valuable guide to business organizations in the planning of sound marketing programs," according to the department, providing a basis for understanding past economic developments and for evaluating probable future trends.

Copies of the regional document may be obtained at $1 each through field offices of the Dept. of Commerce or from Superintendent of Documents, U. S. Government Printing Office, Washington 25, D. C.

On Regional Basis

Data are analyzed on a regional basis in the new study, presenting the differences among the seven major areas in per capita income and rate of income growth. Detailed explorations cover influences bearing upon income relationships, including raw materials, industrial composition of the labor force, agricultural output and movements of the population. There are chapters covering population, production, investment and retail sales.

New England and Middle East regions, long heading the country's economic growth, have continued their normal growth trends, but the Far West, Southwest and Southeast have grown much faster, thus accounting for much larger relative shares of many national economic activities than was the case a generation ago.

The Central region, standing between the industrial East and the growing South and West, has progressed at about the same rate as the nation as a whole.

Flow of income into the Far West rose 227% between 1929 and 1949 compared to the national average of 139%.

Varying rate of economic growth in the several regions was made possible to an important extent by the extremely mobility of American population and of investment capital, the study shows. Developments of transport and the large stock of private autos made it easy for individuals and families to move around in search of jobs, a new climate or other economic-social stimulus.

Pattern Shifts

Pattern of production, investment and retail trade shifted during the two decades. The Central region is more than ever the center of commodity output, accounting for a third of the total. It also has the largest stock of fixed capital.

Retail sales, on the other hand, are highest on a per capita basis in the Far West—$1,024 in 1948 compared to the national average of $990—in accordance with the region's high per capita income.

Three main factors were cited in accounting for regional variations in the rates of growth of per capita income: Uneven geographic distribution among the seven regions of industries with fast-rising and slow-rising incomes; regional variations in the rates of flow of new capital, and regional differences in the rates at which property income rose.

Income of all individuals rose 140%, from $83 billion to $198 billion, in the 1929-49 period. Due to the depression of the '30s, all of the increase was concentrated in the second decade.

The increase of population in the Far West—74%—was associated with the 227% growth of income in the two decades, largest for any region. Population growth was unusually rapid in most of the Southwest, where aggregate income registered the second highest relative gain.

HIGGINS TO CBS

As Market Research Counsel

HUGH M. P. HIGGINS, former director of Broadcast Advertising Bureau, has been named market research counsel for CBS Radio succeeding Edward Shurick, who transferred from that post to CBS Television as an account executive [B+T, Oct. 22].

Mr. Higgins' appointment is being announced by John Karol, CBS Radio vice president in charge of sales. It is effective immediately.

Joined BAB in 1950

Widely known in the broadcasting field, Mr. Higgins became BAB director in September 1950 and from 1948 until that time had been part owner, vice president and general manager of WMOA Marietta, Ohio.

Before his entry into the station ownership-management field, he was assistant director of the broadcast advertising dept. of NAB from 1946-48. During World War II he served in the Army Air Corps, reaching the rank of lieutenant colonel. Before the war, he was with NBC in Washington as sales and program promotion manager for the network's owned-and-operated stations in that area. He was born in Chicago in 1906 and graduated from Creighton U., Omaha.

RADIO ONLY

Sorry, No TV!

That's right! Television is still a "thing-to-come" in these markets ... So — here, you've got Radio Listeners—who listen to—

KFTX
Fort Smith
ARKANSAS

KBR S
Springdale
ARKANSAS

KHOB
Omaha
OMAHA

Great Locally!

Represented Nationally by
JOHN E. PEARSON CO.

November 5, 1951 • Page 101

A PRACTICAL guide to television writing, directing, and producing, the book is divided into four parts. Part I covers TV programs, how they differ from other media, types of formats, and fundamental units in camera-work terms. Parts II and III explain TV writing with chapters on self-regulation codes, general continuity, the semi-scripted show, fully scripted shows, avenues of approaching a script, transitional devices, and ways to carry exposition. Part IV explains what a director and producer are required to do and how they do it, from organizing rehearsals to getting the show "on the air." Volume is well stocked with photographs, diagrams, and sample scripts, many of which are reproductions of working scripts, complete with pencilled notes in the margins. Photos of actual camera shots, superimposed upon directorial notations, show the final result of a cue.

Authors are men experienced in both television and education. Mr. Stasheff is supervisor of television for New York City Board of Education, and a former assistant program manager for WPX New York. He served as Educational Consultant to CBS-TV from 1945-47 and teaches radio and TV at Columbia and the U. of Mich. Mr. Bretz is a TV consultant, former writer-director for CBS-TV and production manager for WPX New York. He has taught television for over five years at schools including the City College of New York and Theatre Wing Professional Training Program. The book is a detailed, yet readable explanation of what goes into the television camera—and how.

OPERA FOR THE PEOPLE. Herbert Graf. U. of Minnesota Press, Minneapolis 14, Minn. 280 pages. $3.

FULL discussion is given telecasting of opera in this book which is primarily about the production and staging of the musical work. A chapter is devoted to "Opera in Television" by the author, Herbert Graf, who is stage director of the Metropolitan Opera.

The author says: "Whatever its troubles with concert music, television comes into its own as a medium for transmitting all forms of musical-dramatic art: Vaudeville, musical comedy, ballet, light opera and grand opera.

Noting the peculiarities of camera work in telecasting opera, Mr. Graf stresses TV's ability to give opera a popular appeal . . . it's a "natural." However, he says, the very nature of television technique demands production methods which emphasize quality rather than quantity . . . television can be the most decisive medium for forcing opera to take off its top hat and enter the American home.

* * *

NEWTEN state radio group is Texas Assn. of Broadcasters, formed Oct. 18 in Fort Worth (B-T, Oct. 29). Officers are (standing, 1 to 3): Willard Deason, KVET Austin, secretary-treasurer; J. M. McDonald, KCBS Midland, president; Gillis Conoley, KTAE Taylor, vice-president. Directors (seated): Tom Kritzer, KGNC Amarillo; Lloyd Hawkins, KLTV Longview; Melbadean Wells, KULP El Campo; Boyd Kelley, KTRN Wichita Falls; Garfield Keil, KWED Seguin.

vaudevill, radio and now television.

Mr. Tedwell makes his point: Comedy now is a big business and attempts to do the very difficult—make people laugh. Mr. Tedwell has spent 20 years writing comedy for newspapers, magazines, radio and TV. He weaves many of his gags through the pages of his book. Mostly, the book deals with the great names of show business.

EDUCATION DISCS

Offered in Salt Lake City

SERIES of educational program transcriptions is being made available to radio stations, music libraries and educational groups at cost by the Salt Lake Junior League. Series is titled When the World Was Young and is designed for children.

The 13-week series was prepared in cooperation with the radio-drama department of the U. of Utah. Director is Mrs. Louise Hill Bews of KSL Salt Lake City. Programs are offered by the league as a non-profit, public enterprise feature. Further information may be obtained by writing Mrs. Dean Speer, 3550 Oakwood Ave, Salt Lake City.
Salute to Jack Benny, marking his 20th anniversary in radio, will be broadcast Friday, Nov. 9, 9-9:30 p.m. EST over CBS radio, originating in New York, and rebroadcast 11:30 p.m.-midnight. Programs will take place during testimonial dinner given for Fr. Benny by the Friars, New York theatrical fraternity, during which CBS Board Chairman William S. Paley and Eighth Army Commander Gen. James A. Van Fleet will appear with others in anutes to the veteran radio star.

---

KIRO Seattle and its general manager, Lorgen Stone, both celebrated a milestone last Oct. 15. For the first time, it was his 10th anniversary with KIRO. It also was 16 years ago, on that day, that the station adopted its present call letters, 710 KIRO, and boosted its power to 50,000 watts. KIRO now operates with 50 kW on 710 kHz as a CBS affiliate.

---

Special program saluting Mildred Carlson on her 21st anniversary as conductor of Home Forum was aired by WBZ Boston and WBZA Springfield. Oct. 26. Immediately after regular broadcast, WBZ Manager W. C. Swartley and other station executives joined in salute. Program reviewed Miss Carlson's background in radio and as a dietitian in a noted hospital, as well as her talents in home economics, art and interior decoration. Miss Carlson has received numerous awards and citations for public service broadcasts.

---

Harlem Amateur Hour, heard weekly over WMCA New York, 11 p.m. midnight, said to be the oldest continuous program of its kind in radio—has begun its 20th year of broadcasting. Carried by WMCA from the stage of the Apollo Theatre in Harlem since the fall of 1932, the show has been responsible for the debuts of such Negro artists as Ella Fitzgerald, Sarah Vaughan, Billy Eckstine and Thelma Carpenter. In earlier years, Amateur Hour was the only radio outlet for Negro bands. Hence WMC's audiences were first to hear such notables as Duke Ellington, Count Basie, Chick Webb, Jimmy Lunceford and Cab Calloway.

---

C. T. Lacy, general manager of WRVA Richmond, Va., was given a surprise party by station personnel Oct. 8 to celebrate his 60th birthday.

---

Charles J. (Chuck) Lanphier, president and general manager of WFOX Milwaukee, Wis., Nov. 2 celebrated his 21st year in radio, 15th in Milwaukee and his 41st birthday anniversary.

---

The Student Radio Club, aired Sunday over WCOP-AM-FM Bos- ton, celebrated two birthdays last month. Program completed 16 years of broadcasting and its first full year under General Foods sponsorship. Among those on hand were Hank Lundquist, WCOP program manager; A. N. Armstrong Jr., WCOP national sales manager; Ellie Dierdorff, WCOP chief announcement; Mrs. Virginia Lyons, program producer, and George Rader, Northeast district manager for General Foods.

---

WKBH La Crosse, Wis., climax a multiple-media campaign calling attention to its 25th anniversary with a special program last month. For a month previous, all station breaks included an anniversary tagline. Three-15 minute weekly broadcasts built up interest by tracing origins of major local shows now on the air. Among shows saluted was the Erickson Bakery Kiddie Hour, sponsored continuously by the same company since 1926.

---

ABC was lauded by Secretary of Defense Robert Lovett for its "generous contribution" of public interest time as part of second anniversary broadcast Time for Defense Oct. 22. ABC President Robert Kintner said his network was proud to air public affairs program. Comedian Sid Caesar and Screen Actor Ray Milland appeared on anniversary show, transcribed in Washington Oct. 17. Mr. Milland delivered message on Armed Forces Blood donor campaign in which broadcast industry is cooperating. Program is heard Monday, 9:30-10 p.m. EST.

---

SDBA SESSION

BMM, TV Headline Agenda

BMM program clinic and the future of television in South Dakota will headline the fourth annual conference of the South Dakota Broadcasters Assn. at Aberdeen this week. Other topics at the meeting, to be held at the Hotel Alonzo Ward, comprise newspaper-owned stations and network rate cuts.

The BMM clinic will begin the Wednesday morning session under the chairmanship of Carl Haverlin, BMM president. Session was arranged by Glenn Dobwey, BMM stations relations director, and Al Marlin, field representative.

Featured speakers are Orville Burda, general manager, KDKX Dickinson, N. D., on "Promotion of Local Audience;" Robert R. Tincher, vice president and general manager, WYAX Yankton, S. D., "Programming Begins in the Front Office;" Ray V. Eppel, general manager, KORN Mitchell, S. D., "Operating on a Limited Budget;" and Orlin Melton, news director, KSCO Sioux Falls, S. D., "Cost-of-News-Makes-Money;" and Sense." A BMM luncheon, afternoon session, Associated Press meeting, refreshments and banquet round out the Wednesday program. Robert J. Dean, SDBA president, will give the welcoming address at that evening.

---

Roy McElhiney, manager of KSDN Aberdeen will speak on "Newspaper-Owned Radio Stations" at the opening Thursday morning session. Other topics and speakers: "Affiliate Stations: Network Cut in Rate," Don Salli- van, WNAV commercial manager; "Will Television Come to South Dakota?" Robert Mulhall, operations director, WOF (Iowa State College), and "Audience Surveys and the Forgotten Listener," Mr. Dean, also manager of KOTA Rapid City, S. D.

Mr. Dean will give a demonstration on selling, programming and promotion of KOTA and KOZY (FM) Kansas City, Mo., during breaks in the two-day convention. An afternoon panel, with Mr. Dean presiding, will be conducted on political rates and question of free time to opposing political parties. North Dakota Radio Broadcasters will be guests.

WTAM Cleveland, for the fourth straight year, has raised more than $10,000 for the Society for Crippled Children in Cleveland. In less than two weeks station had collected donations from some 86 counties in three states.

November 5, 1951 * Page 103
"MOVIE TIME USA"

WHHM Memphis, Tenn., and WBRD Fort Lauderdale, Fla., reported last week on their "Movie-time USA" promotion. WHHM landed 10 of the stars, who are making appearances around the country, on its famed 1:10 Club for interviews. WBRD featured special events from its fraternal theater where Barbara Payton, one of the stars on the nation-wide tour, congratulated winner of local "Miss Southern Belle" contest.

COVERAGE REPORT
WPMY (TV) Greenboro, N. C., has prepared and distributed coverage report on reception for by advertisers and their agencies. New report gives reviewers' comments on new power increase and its effect on their reception. Piece also contains information on market figures for 60 mile area.

CRUSADE FOR 'CRUSADE'
WPIL Philadelphia, used mobile unit to tour city seeking enrollment for Crusade for Freedom and to gather contributions for fund. Dinah Washington, noted record- mentor, joined station announcer Shelby Gross, on tour. Singer Bill Lawrence, of Arthur Godfrey fame, also appeared during rally.

POLITICAL SHOW
KFWB Hollywood, Nov. 5, starts thrice weekly public service program Let's Talk Politics, Mon., Wed., Fri., 9:30-9:45 p.m. with Leslie Claypool, political editor of Los Angeles Daily News, as commentator and handling interviews of political figures. Air time will be provided impartially to all 1962 political candidates and both sides of controversial questions presented. There will be no commercial sponsor. Program is not for sale.

LATE EVENING OPERA
KIEW (FM) Seattle, FM Concert Hall, Sun. through Sat., 8 p.m. until sign-off, sponsored by The Record Shop, Seattle, and RCA Victor. Two-hour record show features different operas nightly.

YOU N PROMOTION
PROMOTING sponsor Kroger Company's 62nd Anniversary and the Alan Young Show on WSAT-TV, station recently mailed salt and pepper shakers to all "Youngs" in the Huntington and Charleston, West Virginia telephone directory. Accompanying note promoted Kroger's " Tender A" beef and the "Alan Young Show for "seasoned" entertainment.

KIDS GIVE VIEWS
KFJZ Fort Worth, Texas, in cooperation with Junior League of Fort Worth, presenting Young America Thinks, featuring fourth, and sixth grade student viewers giving their views on world problems. Porter Randall, stationouncer, interviews youngsters on all types of international subjects. Pricing and the show going on air Mr. Randall broadcasts one of his daily newscasts from school.

CHURCH TELECASTS
KTV (TV) Los Angeles, Great Churches of the Golden West, Sun., 11 a.m.-noon (PST). Telecasting of services from various churches all over city to acquaint viewers with different religious denominations as well as providing services for those unable to attend church. Weekly services also include the history of each particular church where services are emanating from; history of the denomination of the church and explanations of the various rituals and their difference from other faiths. Rev. Clifton Moore, pastor of First Presbyterian Church of Holly- wood, is narrator. Program is being presented as a public service by Ingleside Park Cemetery Assn., L. A.

CHILDREN'S SHOW
KPX San Francisco promoting its children's adventure series, Captain Fortune, with handsome sepa- colored folder sent to trade. Folder carries series of pictures of show's star, Pete Abembaum, surrounded by juvenile guests in scenes from the production. Text describes program as exciting half hour for the "little people" full of adventures for all and, specifically, "Sales Adventures for You." Extends invitation to "join our satisfied list of sponsors for top sales results on one of Bay Area's outstanding tele- shows."

FRENCH PROMOTION
M-M-M stands for moola—is in the red, white, and blue folder CBS-TV spot sales has put out to advertise its Holiday in Paris series. Catchy cut shows three people standing around a kitchen, red, white and blue signs done in the French manner. Copy explains: "C'est bon...13 musicals of authentic night life filmed in Paris; C'est magnifique, with continental entertainers like Edith Piaf and Charles Trenet against such backdrops as Montmartre and the champagne Elyx champart... the leading lady, that is, whose name is Dolores Gray and who was identified unanimously by critics as a 'stunning new star' of Broadway when she opened in the current musical hit, Two on the Aisle; C'est profitable... the show means beaucoup TV viewers for quick-selling advertiser... and beaucoup moola."

EDUCATIONAL TV
NEW YORK City Board of Edu- cation has again granted permis- sion to four cities in the New York metropolitan area—Jersey City, Newark and Bayonne, N. J., and Great Neck, L. I.—to cooperate in the television series, The Living Blackboard, produced jointly by Board of Education and WPIX (TV) New York. Board of education officials in four areas are now making television classes an official part of their program for homebound students.

NETWORK SHOW
WNAT Natchez, Miss., broadcast first network show ever to originate from city. Station carried commentaries of Pauline Frederick, ABC commentator, doing her morning show. Announcer Eddie Phelan and Manager Paul Schilling arranged for broadcast and festivities upon arrival of Miss Frederick. Local sponsors of show and station per- sonnel entertained her with several parties and trips about Natchez during her brief stay. Upon he departure station presented her with "Rebel" cravat and Confederate flag.

STUDENT REMOTE SHOW
WKBZ-AM/FM Muskegon, Mich. turned over FM facilities to stu- dents of local high school for re- mote broadcast of high school foot- ball game. Students handled play- by-play description, sleeping, entert-ainment at half-time and engineer- ing both remote and at studio. Sta- tion has made entire facilities available to radio students during school year.

COMMUNITY REPORT
KEYL (TV) San Antonio, Community Reporter, Sun., 7-7:15 p.m. started Oct. 17, public service pro- gram featuring national personal- ities speaking on national prob- lems. Miss Gerry Fisher acts as interviewer on show. Program also features discussions of many hap- penings in San Antonio area.

INSIDE SLANT
WTCN-TV Minneapolis, Around the Town, interviewed president of Two Cities Radio Club Co. Sam Madsen. One day as program was aired "How Mobsters Grabbed a City's Trolley Line" appeared in Colliers Maga- zine. John Ford, station new- caster, interviewed president of article. The president announced plans to sue publishers of Colliers on show.

'DESK BOOK'
HALL & McCREEARY Co., Chicago music publishers, sending station music directors small blue and white "Music Directors' Denes's Book." Book gives list of holidays church days, calendars, informa- tion on circus and many other use- ful items.

AIRBORNE PROMOTION
KLRA Little Rock, Ark., in co- operation with Steg Beer used huge blimp for promotion high above city. Blimp featured large Steg Beer sign painted on side along with KLRA news flashes. Station also sent staff members on flights above city to broadcast impres- sions of ride in lighter-than-air- ship.

GALA EVENT TELECAST
KSD-TV St. Louis, telecast the an- nual "Veiled Prophet Ball," held recently in city. The event, held each fall in celebration of the end of the harvest, is huge event top with brightly lit parade. Station carried telecast of new queen being crowned. KSD reports that favor- able comments poured into station praising its coverage of event.

Further ideas or samples of the promotion items mentioned on this page are available by writing to the individual companies.
N.B.C.'s Rate Pattern
(Continued from page 56)

N.A. Under the latter approach, he existence of a television set in the same city, however, resulted in a radio home is regarded as removing that home completely from evening radio circulation. This assumption leads to the conclusion that when all radio families in a station's area are equipped with television, the station's rate should be zero! Such an assumption flies in the face of fact, and the conclusion to which it leads is unsound and unrealistic. The fact is that no such a conclusion would be opposed to the interests of advertisers themselves, because it would lead to the destruction of a medium which they need and can continue to use to great advantage.

The formula for revising evening rates produced no substantial changes in the present total network rate. However, it resulted in varying changes, upwards and downwards, in rates for individual stations. It was recognized that a basically correct approach was designed to eliminate all inequities and establish the network rate structure on sound lines must under many years of history; and that as a practical matter, such an approach could not be effected in any one step. Accordingly, it was suggested that in taking rate action within the framework of the new formula, N.B.C. should establish an appropriate floor and ceiling on the percentage change to be effected in an individual station's rate, and should not propose changes below this floor or above this ceiling at any one time.

e. Daytime Base Rates

The method used in developing daytime rates was parallel in principle to the method described above for the new nighttime rate structure. In this case, however, the radio homes used as a base were those within the station's daytime area. In N.B.C. area and these radio homes were weighted for retail sales on the basis of population and retail sales within that area.

The curve to which these weighted radio homes figures were applied was similar to the curve used to establish evening base rates. The number of listeners per 1,000 homes in the daytime averages 46% of the number of evening listeners per 1,000 homes in the evening. For this reason, the daytime base rates were fixed on the curve so that they would produce costs-per-thousand which would be 46% of the costs-per-thousand produced by the reconstructed evening rates. Since this percentage relationship was between costs per thousand of the base rates, before adjustments for television, it naturally produces a ratio of 45 to 100 in the actual daytime and evening rates, after adjustment for television.

f. Television Adjustment Formula for Daytime Rates

So far as the morning was concerned, it was not necessary to adjust the daytime base rates for television, because television does not significantly affect audience listening in the morning; and any such effect that may develop in the future is speculative. However, so far as the afternoon was concerned, the daytime base rates were adjusted for television where it is a factor in a station's area.

The adjustment formula for the afternoon was significantly different from the adjustment formula used for the evening, because of the differences in television's effect as between afternoon and evening.

Accordingly, the television adjustment formula for the afternoon provides for a 25% reduction in the new daytime base rate when television saturation in the station's area reaches 100%, and for no reductions in the daytime base rate when there is no television in the area. Between these two points the indicated reductions are on a sliding scale.

The result of this selective approach, stations in non-television markets would have the same rate afternoon and morning; while stations in television markets would have a morning rate which would be somewhat higher than the afternoon rate. The effects on the stations individually showed many variations upward and downward, so that it appeared advisable for N.B.C. to establish an appropriate floor and ceiling on the amount of change in afternoon and morning rates it might propose for individual stations at any one time. However, the effect on the total network rate was a slight increase for the morning and no substantial change for the afternoon.

g. Advantages of Rate Formula and Proposed Procedure

The new rate structure described in the preceding pages involves a fundamental change in network radio rate-making. For the first time, it establishes radio homes, weighted by retail sales index, as the basic factor in the construction of network rates.

By applying this circulation factor consistently to all stations, it eliminates inequities and discrepancies in the rate structure as it has developed over the years, and provides a sound starting point for adjustments to reflect television.

It takes television into account selectively by markets, so that the new base rates are adjusted in accordance with the degree of television saturation in markets where it is available and are not adjusted for television where it is not a factor.

It also takes the diversified effects of television into account by applying one type of television adjustment formula in the evening, a different type in the afternoon, with no adjustment for television in the morning. Accordingly, some stations which have evening rate reductions indicated because of the effects of television, also have morning increases indicated, to accord with the realities of their circulation values.

The formula provides a basis for rate adjustments, which can be made in terms of measurable factors and will conform to the changing values of network radio. For example, if the impact of television continues to be concentrated in the evening, with lesser effects in the afternoon and negligible effects in the morning, this rate formula can conceivably lead to a situation where, over the years, morning rates in television markets will continue to increase until they overtake evening rates.

Under this approach, stations can count on being credited with all future increases in radio families in their area, resulting from population growth and increasing radio saturation of the population, even though television families in their area also increase. Advertisers will have the assurance that the network rate structure will continue to reflect circulation values of the medium and will maintain the value of an N.B.C. franchise. By use of a systematic, known formula, stability will be introduced in the network rate structure, and existing uncertainties about its future development will be eliminated.

The formula results in a total network rate which is substantially equal to the present rate for the network, with minor variations for morning and evening network rates. Accordingly, any change to be made in the network rates of individual stations would not be made for the purpose of bringing about a change in the total network rate. Such revisions would be made only to eliminate existing overpricings and underpricings, to take television into account scientifically, and to establish proper relationships among individual station's rates, within the framework of the present overall network rate level.

The Economic Study Committee agreed unanimously that the rate formula described above was sound in principle and represented the

(Continued on page 106)
NBC’s Rate Pattern
(Continued from page 105)

best approach which could be de-vised for establishing the network rate structure on a systematic and stable basis. The affiliate members of the Committee recommended that the formula be presented to SPAC for its information, and this was done at the SPAC meetings of October 24. As stated in the Fore-word, SPAC was not asked to take a position on the rate formula, be-cause this might imply its approval of changes in individual station’s network rates resulting from the formula.

Accordingly, putting the rate formula into effect is a matter for NBC to carry forward. This will involve discussions with stations individually, which NBC will begin in the near future.

LAKE ERIE DATA

FCC Issues Allen Report
STUDY of the Lake Erie region, made by FCC Chief Engineer E. W. Allen from last March to September, has been issued by FCC. Although it bears the relatively simple title of “A Service Study in the Lake Erie Region” and consists of mere page-and-a-quarter of text plus eight charts, its importance is considered by some en-

engineers far to exceed its modest size.

The report shows measurements of TV service on Channels 2 and 7 in the congested Lake Erie region “in order to evaluate the type of service that can be expected under typical congested silocation conditions.”

The result showed, Mr. Allen said, that the service area for a TV station with multiple interfering signals may be considered the same in size as for a service area of TV MAST-antenna, or only a single interfering signal.

The reason is that the multiple interference study took into ac-count, Mr. Allen terms “more nearly [the] present situation”—a directional receiving antenna with a 6 db front-to-back ratio.

The method of estimating single station interfering signal areas does not take into account directional receiving antennas.

Most TV receiving antennas con-sist of a dipole and a reflector, Mr. Allen said.

Document is T.R.R. Report No. 5.32, Mimeo 68490. It is available from the Technology Research Division, Office of the Chief En-gineer.

PLOUTH INC., Memphis (St. Joseph Aspirin) reports estimated net sales for first nine months of 1961 were $12,266,000 as compared to $11,810,000 for the same period last year.

RADIO and TV STATION CONSULTANTS

BROADCASTING • Telecasting

COMMERICAL RADIO MONITORING COMPANY
PERSONNEL AND FREQUENCY ASSIGNMENTS

Engineer on duty all night every night

JACKSON 303

230 P. O. Box 7037
Kansas City, Mo.

SERVICE DIRECTORY
CONSULTING RADIO & TELEVISION ENGINEERS

JANSKY & BAILEY
Executive Offices
National Press Building
Offices and Laboratories
3330 Wisconsin Ave., N. W.
Washington, D. C.
Member AFCCE*

James C. McNary
Consulting Engineer
National Press Bldg., Wash., D. C.
Member AFCCE*

A. D. RING & CO.
26 Years’ Experience in Radio Engineering
MUNSEY BLDG. REPUBLIC 2347
WASHINGTON 4, D. C.
Member AFCCE*

GEORGE C. DAVIS

Wynona Bldg.—Sterling 0111
Washington 4, 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*

C. B. Ritter
CONSULTING RADIO ENGINEER
1700 Wayne St.
TOLEDO 9, OHIO
Telephone—Kingswood 7631

Craven, Lohnes & Culver
MUNSEY BUILDING DISTRICT 8215
WASHINGTON 4, D. C.
Member AFCCE*

William L. Foss
Formerly Colton & Foss, Inc.
927 15th St., N. W., Republic 3883
WASHINGTON, D. C.
Member AFCCE*

Lynne C. Smeby
“Registered Professional Engineer”
1311 G St., N. W.
EX. 8073
Washington 5, D. C.

John C. Creutz
319 BOND BLDG. REPUBLIC 2151
WASHINGTON, D. C.
Member AFCCE*

G. A. Ritter
CONSULTING RADIO ENGINEER
1700 Wayne St.
TOLEDO 9, OHIO
Telephone—Kingswood 7631

October 31 Decisions . . .
BY THE COMMISSION EN BANC
Renewal of Licenses
Following stations granted renewal of licenses for regular period:
WINA Charlottesville, Va.; WAVY
New Haven, Conn.; KFBE Great Falls, Mont.; KFBB Seattle, Wash.; WAOC
Akron, Ohio; WACM Camden, N. J.; WCGB Greenboro, N. C.; WIRE Cleve-
l
land; WJAG Pittsburgh, Pa.; WNNJ
Bristol, Tenn.; WJHJ Nashville, Tenn.; WJIL Norfolk, Va.; WJRT Kansas City, Mo.; WJZ
Miami, Fla.; WJKN Atlantic City, N. J.; WJGF FlomESTER, Tex.—To change antenna from
360 kw to 1.0 kw (Nov. 19, 1951).

WACG Greenboro, N. C.; WRTB Cleve-
l

JAMES C. MCNARY
Consulting Engineer
National Press Bldg., Wash. 4, D. C.
Telephone District 1205
Washington 4, D. C.
Member AFCCE*

A 15-year background
—Established 1936—

Paul Godley Co.
Upper Montclair, N. J.
Member AFCCE*

There is no substitute for engineering
Glen D. Gillett
AND ASSOCIATES
982 NATL. PRESS BLDG., NA. 3373
WASHINGTON, D. C.
Member AFCCE*

Russell E. May
1224 F St., N. W.
Kellogg Bldg.
Washington, D. C.
Member AFCCE*

Kear & Kennedy
1302 18TH ST., N. W.
Hudson 9000
WASHINGTON 6, D. C.
Member AFCCE*

Guy C. Hucheson
P. O. Box 32
AR 4-8721
1101 W. Abrom
Arlington, Texas

Walter F. Kean
AM-TV BROADCAST ALLOCATION, FCC & REL. ENGINEERING
1 Riverside Road—Riverside 7-2153
Riverside, Ill.
(A Chicago suburb)

Special Authority
WIOD-FM, Miami, Fla.—Granted special experimental authority to operate station by remote control from studio control room with licensed operator in attendance at WIOD-FM transmitter, for period ending April 30, 1952; cond.

WBDK-FM Huntsville, Ala.—Granted special experimental authority to operate station by remote control from transmitter of WBRB (AM) without licensed operator in attendance at WBDK-FM transmitter, for period ending April 30, 1952; cond.

Following stations granted changes in existing facilities as shown:

WNBC-FM New York, N. Y.—To change antenna from 1440 to 1445 kHz; cond.

WSVY-FM Clarendon, N. Y.—To change ERP from 3.5 kw to 4.8 kw, ant. from 590 to 1,000 ft.; cond.

WOLP-FM Hartford, Conn.—To change antenna from 250 ft. to minut 52 ft. subject to conditions that applicant will take whatever steps necessary to prevent re-radiation of WOLP signal from FM antenna structure.

WLCR-FM Baltes, La.—To change EIRP from 590 to 690 w. ant. from 380 to 450 ft., cond. and subject to power of WLCR being determined by indirect method during installation of FM antenna, etc.

(Continued on page 112)

November 5, 1951—Page 107
Help Wanted

North midwestern station needs following positions: Announcer-engineers ($300-$400) per month. Progress report required ($560). Salesmen (15%). State all particulars in first class mail to advertising division. All replies answered. Box 246L, BROADCASTING.

Help Wanted

Commercial manager with proven sales experience and background of sales management. Want a man with ability to station promotion and sales ideas that will develop into sales. Position will pay well with salary, percentage and override to right man. Position is at port. Excellent future for energetic man. Send complete personal letter, experience, past earnings, salary expected, references and present position. Hab. required. If you want to live in the Pacific northwest, send the qualifications. Write Box 361L, BROADCASTING.

Commercial manager who can sell and direct salesmen. Must be experienced, dynamic, live wire with excellent working relationship with successful network station since California. Salary and override. Box 361L, BROADCASTING.

Commercial manager wanted for network southern California station. Starting salary is $4000. Growth opportunity. Must be a first class operator with car for traveling. Must have three hundred a month more experience. Box 235L, BROADCASTING.

Wanted: General sales manager of experience and ability on contract which would yield $7,000 to $10,000 annually. 250 watt power. 76,000 population. South. Address reply Box 401L, BROADCASTING.

Salesman

Salem, Oregon. Wanting salesmen with experience of 1 year. All replies answered. Box 122L, BROADCASTING.

Salesman, selling advertising with 10% commission, desired for Omaha. Good salary and other benefits. Box 201L, BROADCASTING.

Salesman, selling advertising with 15% commission. Good pay. Reply to Box 199L, BROADCASTING.

Help Wanted

De impersonations famous stars. Crosby, Bozey, Bugs Bunny, along with comedy. Must be in top. Light. Write today Box 313L, BROADCASTING.

Full experienced, all-around announcer, who knows production, operates board, studio and remote broadcasts, with some Michigan network kilowatt. Good, sound, and excellent opportunity for qualifying announcer. Send all details and audition to Box 362L, BROADCASTING. No beginners, please.

Wanted: Experienced announcer-salesman-copywriter or announcer-copywriter. Address ABF, Minneapolis Minnesota town. Send disc or tape first. Also send resume. First future. Start sixty-five. Box 346L, BROADCASTING.

Wanted—announcer with good hard punchin commercial voice. Large midwestern station desires announcer to handle disc and all details first letter. Box 367L, BROADCASTING.

Wanted: Announcer wanted for AM-TV station in midwest city. Population of over 100,000. Must work in all phases, with emphasis on commercials, at least 3 years experience. Language must be fluent. Address Box 414L, BROADCASTING.

Upper Michigan station desires staff announcer. Offer disc, send letter and disc or tape. Box 418L, BROADCASTING.

Wanted: Announcer-engineer with first class equipment. Must work independent. Good salary, commission on sales and overrides. Box 423L, BROADCASTING.

Wanted: Experienced announcer wanted. Local metropolitan New York station. Box 428L, BROADCASTING.

Wanted: Announcer, experienced, although exceptional ability may compensate for experience lack, single, interested in exceptional opportunity with rapidly expanding organization. Send experiences, work samples, photos and disc, and appointment, immediately. Box 432L, BROADCASTING.

Good announcer-copywriter wanted immediately for all phases of local and network assignments. Must be experienced salesman. Send all details, resume and personal letter with disc or tape for KBPF, Great Falls, Montana.

Wanted: Experienced salesmen whose base of experience affords capable salesman. Salary $26-$40 hours, excellent working conditions, excellent housing available. Send photo, references, etc., first letter. Address: tape or disc for audition. Charles Price, KMLJ, Monroe, Louisiana.

Wanted: Work at KBOP, Butte, Montana. Contact Ed Cooney.

Combination announcer-engineer. Emphasis of announcements and local network assignments. Must have experience with salesmanship. Box 482L, BROADCASTING.

Wanted immediately, opening for announcer-engineer on large west station. Must have $75.00 for forty hours. Contact T. Wheeler, WEAR, Pensacola, Florida.

Combination announcer-engineer for morning shift. Accent on engineering. Experience unnecessary. Salary $75.00-$100.00. WKY, Dallas, Texas.

Wanted: Staff DX, some news. Send disc, photo, WGCM, Meadville, Pennsylvania.

Wanted: Engineer for 1000 watt directional AM station in large city. Must have a minimum of five years engineering experience. Salary and other benefits. Contact M. Kelly, Manager, WJBF, Augusta, Georgia.

Help Wanted

WOFW, 5000 watt station Dohall, Alabama. Excellent opportunity for engineer. Will pay first class operator. Ninety dollars per week for daytime work. Your announcing must be above average.

Columbia station needs two announcers for morning and board. Excellent manager to announce some. Good working conditions. WPAD, Paducah, Kentucky.

Combination man for morning shift. Accent on copywriting. $95.00, WVOP, Telephi 2721, Vidalia, Ga.

Announcer-engineer, first phone WWGS, Tifton, Ga. Phone 921.

Technical

First class engineer. No experience required. Virginia network station. Box 225L, BROADCASTING.

Engineer or combination for 250 watt near N. Y. Box 365L, BROADCASTING.

Wanted—Transmitter operator with car for AM and FM station. Experience not necessary. Salary $65.00 for forty hours plus tips and one-half for overtime. Box 259L, BROADCASTING.

Engineer, salesman, engineer, first phone. Small affiliate needs capable people. First class equipment. First class network, unlimited local. Consistent income, immediate opening. Box 386L, BROADCASTING.

Wanted: Experienced announcer at 250 watt east central network affiliate. Announcing experience desirable but not essential. Box 398L, BROADCASTING.

Engineer—First phone, no experience necessary. Good future. Box 399L, BROADCASTING.

Wanted: Experienced engineering and sales. Group of stations in midwest area. Experience unnecessary. N. Y. Box 403L, BROADCASTING.

Just out of school! Well here’s an opportunity to join a good network affiliate western station. Immediate opening for engineer-anouncer. Must have portable typewriter. Address particulars to Box 411L, BROADCASTING.

First class transmitter engineer. No experience necessary. One man in large Virginia University city. $50.00 week for 40 hours. Box 431L, BROADCASTING.

Wanted: Experienced engineer who has ability to supervise entire radio plant. Must know how to delegate work and teach subordinates. Good working conditions. Midwest station adequately equipped. Good opportunity. Box 434L, BROADCASTING.

Engineers and combo men needed net and local stations augment staffs. 40-hour week and talent. Will train. Air Program Engineer, Box 867, Morgantown, W. Va.

Engineer-announcer, young man to fit into small staff. Sales commission if desired. Deep in the heart of the pine forest where hunting and fishing is excellent. Contact Chief Engineer, H. D. Fleet, Owner, Manager, KAGH, Cross, Texas.


Opening for 1st class transmitter operator. Contact Chief Engineer, WAYS, Waynesboro, Va.

Wanted: Experienced manager with credentials for local radio station. Contact Allen B. Jones, Radio Station WGN, Wilmington, N. C.

Production-Programming, Others

Where ‘n Sam Hill are all the copywriters?! Send your copy to a good radio station. Good deal for good man. Don’t come on, fellows. Send good samples. Background data. Set up appointments. This is for a man who wants to get ahead in the world of radio.

Wanted: Farmer progressive Iowa station Rush photo, disc, full information first letter. Good opportunity. Box 458L, BROADCASTING.

Good opportunity for copywriter. Knowledgeable. Contact Chief Engineer, WVOT, Wilson, N. C.

Help Wanted (Cont’d)

NBC affiliate of 11 years standing will represent networks in New York City, public service communities. Needs capable engineer for combination control and Transmitting. Lots of recording and network work involved. Knowledge of production and transmission sense is essential. Kilowatt direction and equipment. Aircraft or automobile required unless you are really good. Pleasant working conditions, good salary, good benefits. Apply to: Atwood Aeronautical, where ability is rewarded. Rapidly expanding agricultural community with fine year-round and sunny climate. KYUM, Yuma, Arizona.

Engineer for 1000 watt directional IR station, New York City. Must have a minimum of five years engineering experience. Salary and other benefits. Contact Harold White, WXYT, La Crosse, Wisconsin.

Wanted: Engineers, having desire to do work. Pay $55 or more while you learn. Write WMPT, Florence, Alabama.

Engineer with advertising abilities, but not necessarily radio and other benefits. Send qualifications immediately. Box 485L, BROADCASTING.


Immediate opening for 1st class operator $45, $54 for 45 hours per week Wire or phone. Apply: Peters, Chief Engineer, WOTI, Owensboro, Kentucky.

Immediate opening for engineer with first phone. Not necessarily experience necessary. Forward complete data including phone with application for opportunities to learn. Also opportunity to do voice announcing. Address application to: Opening, Radio Station WBZ, W. New York, New York.

First class phone transmitter operator. Experience not necessary. WSSY, Petersburg, Virginia.

First class Engineer. Immediate opening, Radio Station WCVC, Cherry Valley Network, WVCC, Cherry Valley, New York.

Wanted, engineer with first class license. $50.00 for 40 hours, time and one-half overtime. Contact Radio Station WVOT, Wilson, N. C.

Television

Salem

TV radio contact man national organization. Must be interested in personal contact between 30 and 40 to contact stations. Limited travel required, New York City. Excellent opportunity for a person who can handle public relations, sales, engineering, management of an independent radio station, network experience not essential. Send resumes. Box 123L, TELECASTING.
Technical

Television engineer, capable of working into any position from camera to transmitter. License and TV schooling desired. Must be willing to do any kind of station work. Write Chief Engineer, KOTV, Tulsa, Oklahoma.

Situations Wanted

Managerial

Attention owners! Is your station making the dollar out of the station or is it a money loser? Written report, covering station operations and management, can analyze your station. Also will analyze station finances. Write Tony, Box 41GL, BROADCASTING.

General and commercial manager available. Has over 10 years experience in management of small and medium size radio station. Has strong on sales and programming and promotion. Successful business background. Married, family, college graduate. Will go anywhere, salary, commission. Reply Box 434L, BROADCASTING.

Salesmen

Commercial man, no flair! No fancy dress! Consider central states. Box 41L, BROADCASTING.

Announcers

Announcer-program director desires position in northeast. Ten year background. Box 35L, BROADCASTING.

Sketches Program director desires position with profit opportunity available for small and medium market stations. Good all around station management and sales, will travel, salary and commissi- on. Will hire veteran, college grad. Box 325L, BROADCASTING.

Commercial manager desires similar position or general manager. Excellent sales record. Experienced in operation major metropolitan market. Will relocate. Box 40L, BROADCASTING.

Commercial advertiser who gets out and sells. Not high pressure. Sincere worker for your interests. Must have a light personality. Know and prefer southern single station market. Box 43L, BROADCASTING.

Situations Wanted

Technical

Toplight announcer just released from Airline job. Thorough background includes voice talent, sales, and all aspects of broadcasting. Reputation for industry and sobriety. Will accept any position at any time. Write Box 41GL, BROADCASTING.

Presently employed announcer, experienced 10 years. Has job in Pacific Coast PD/announcing position with future. Male and female. Box 40L, BROADCASTING.

Staff announcer, 1 year experience on medium size station. Seeking position with station where one can put his work into practice, settle and learn and grow. Vet, current college grad. Box 486L, BROADCASTING.

Announcer with good farm background, college grad. Excellent work in curriculums and radio and television promotion. Seeking position with station that will advance. Will work here for request. Box 469L, BROADCASTING.

Announcer-Desk Jockey. 2 years experience. 27, draft exempt. Prefer Midwest, but will accept reasonable offer elsewhere. Tape and photo available. Box 481L, BROADCASTING.


Topwatch newscaster seeks station that has or wants to have, a topnotch news situation. Will work in any capacity and will execute all duties to be carried out or in the news department. Box 471L, BROADCASTING.

Announcer, employed upper midwest. Has good experience. Will work with top security. Box 48L, BROAD- CASTING.

Experienced announcer, formerly news editor 1900 watt independent, plenty of experience. Currently desires position in east. Emphasis on TV. Box 4-8725, Box 48L, BROAD- CASTING.

I can't talk at people, but I can talk to things, single. Since college grad, desires beginning position in station, and family desires a new prima donna. Announce, DJ, write. Box 444L, BROADCASTING.

Announcer, employed upper mid- west. Will handle air experience. Prefer Midwest. Will write. Box 486L, BROADCASTING.

Announcer: Two years experience, market, and sports can write. Single, vet, easterner, available immediately. Box 486L, BROADCASTING.

Sportscaster, radio or TV, tops in both basketball, boxing, wrestling. Presently employed with top station. Has highest references, major league offici- als, former pro and college players. Employers. Check my record. College degree, married 15 years, salary $50 weekly requirement will be the right job. Write Box 438L, BROADCASTING.

Announcer, commentator, news writer, and sports. Has college degree and production, straight announcing, news, personality shows. Shows music, pop, jazz, classical. Ambitious but not im- patient, wants to do $70 weekly. Pacific northwest or Florida. Box 34L, BROADCASTING.

Newscaster, 3% years experience, including 2 years 5000 watt CBS affiliate, currently concentrating on morning newscast. Seeks return to broadcasting. Box 35L, BROADCASTING.

Hold 4 in. Experienced, ambitious an- nouncer AM-TV. Strong commercials, voice, radio, TV. Holds AM-TV license, 5 kw NBC AM-TV. Desire change. Ex- perienced, reliable, excellent copy on request. Thanks for reading. Box 353L, BROADCASTING.

Announcer-anneu-rel, excellent. Two years experience all phases, married. Tape, disc. Box 351L, BROADCASTING.

Announcer-programmer first phone, de- sires position. Will work as announcer with Liberty affiliate in city with possible later management. Would consider any additional operation. Experienced on 1 kw West- erly Electric directional AM and 1 kw WFTM FM, both college, Graduate of N.A.O.B. Washing- ton, D. C. Box 358L, BROADCASTING.

Available November 28. Box 295L, BROADCASTING.

Announcer. Experienced, single. Pre- fer Florida, Georgia, or New Eng- land disc. Box 296L, BROADCASTING.

Situations Wanted

Managerial


Announcer, married, draft exempt. Will move. Strong on news, DJ commercials. Also has experience in announcing. Write Ed Sheaffer, Box 635, Benesville, Ill.

Sportscaster, five years experience in college, highschool, and minor leagues. Also special events and news. Desire position with professional station. Box 470L, N. Y. 470L, Wartown Ave, Chicago 12, Ill. or write to Burlington West Virginia 1 and 5 p.m.

Combination chief engineer-announcer, accomplished in both fields. Now em- ployed, but will accept change to a better- paid, southerner, Alabama or Mississippi station. Only will answer to personal interview and audition. $400.00 monthly. Box 365L, BROADCASTING.

Engineer, 15 years experience including construction and directional operation. Recent employer, but desire with pro- gressive company in midwest or west coast. Box 255L, BROADCASTING.

Combination chief engineer-announcer, formerly news director, now seeking a position where I can curb expenses, increase earnings, and do all work needed. Box 489L, BROADCASTING.

Announcer seeks position in entertainment equipment. Sincere, mature, long experience, pleasing personality. Know and prefer southern single station market. Box 352L, BROADCASTING.

Topwatch newscaster seeks station that has or wants to have, a topnotch news situation. Will work in any capacity and will execute all duties to be carried out or in the news department. Box 471L, BROADCASTING.

Announcer, employed upper mid- west. Has good experience. Will work with top security. Box 48L, BROAD- CASTING.

Desire position as chief engineer re- gionally. Has been employed during past eleven years experience all phases construction, maintenance and operation including 50 kw. More than 15 years with pres- ent employer, but desire change. Box 45L, BROADCASTING.

Engineer, first phone since 1929. 5 kw military radio, presently completing years of service. Ideal for Army broadcaster, experienced trans- mitter, conductor, construction, maintenance, college, married, family. Box 77L, BROADCASTING.

Situations Wanted

Production-Programming, Others


ABC--Means always better copy, yes. You need better. Has five years experience, wants station with change for top. Box 376L, BROADCASTING.

Experienced copywriter, college grad- uate, male. Writes copy that sells. Looking for a position with a station that will tell my story. Box 40GL, BROAD- CASTING.

Program Director, announcer, desires California station, five years background, now living in So. California. Box 284L, BROAD- CASTING.

Build sales. Add listeners, Woman's director, will increase your station's audience and help make your station a better known station. Box 305L, BROADCASTING.

Talent pooling--wanted very much for any position in the radio industry. Brush job guaranteed. References. Box 363L, BROADCASTING.

Tower painting wanted--very reasonable. Excellent job guaranteed. Box 405L, BROADCASTING.

Announce your station make-up and delivery woman's features, shopping and fashion remotes, etc. For sale: 100 watt unlimited station in Texas. Box 441L, BROADCASTING.

For sale: One 150 ft. Windemere used. Box 450L, BROADCASTING.

For sale: Complete library of original material plus a new teleprompter and theatrical and home field rights. $6500. Also requests such equipment as amplifier, microphone, etc. Made by N.A.O.B., 420A National Bank Building, San Antonio, Texas.

For sale--broadcasting stations. Leonard Carroll, 2235 Green St., Champaign, Ill. Phone 9094.

Equipment etc.


For sale: Magicedge PTF-A radio enhancer with PTF-1 amplifier. Both in port- able cases and good condition. $400.00. Box 401L, BROAD- CASTING.

Truscon H-20, 295 foot tower, 1 kw GE AM/TV Transmitter. Also Magnetics PFT-A and PFT-B, W. E. arms and reproducers, Collins remote control unit, remote control panel, E. G. program and prep board. Also make-up board. Reasonable offer required. Box 40L, BROAD- CASTING.

Latest model RCA 16-1 television camera, alone and complete, 4290. Box 435L, BROAD- CASTING.

For sale--Boardmaster schedule and program board. Box 45L, BROADCASTING.

For sale: Woman's director, 3800 California street, San Francisco, 6, Calif. $20.00.

TOWER 352L, BROADCASTING.

For sale--Woman's director, 3800 California street, San Francisco, 6, Calif. $20.00.

Wanted to Buy

Situations Wanted

Station wanted--Small market station in California, preferably in northern California. The station must have strong potential. Network or ind- ependent considered. Box 332L, BROAD- CASTING.

Station wanted. Regional network sta- tion, preferably in the north. Standouts but others considered. Your reply confidential. Box 440L, BROAD- CASTING.

(Continued on next page)
**Announcement**

November 1, 1951

the following classified rates will be in force:

**Situations Wanted**

Managerial

**Station Manager**

20 years experience

Not a swivel chair manager but one who is a leg-man always pounding the pavements for sales. Excellent references. Widely known among national radio buyers. Been employed by only two people in twenty years. Write Box 361L, BROADCASTING.

**For Sale (Cont’d)**

**Equipment, etc.**

FOR SALE

Western Electric 50H-3 three for FM multiband-crystal for 90.5 MC.

Cabinet tower used with crystals.

Western Receiver 5A FM frequency and modulation monitor-crystal for 88.5 MC.

This equipment in use slightly over 3 years, and is in good operating condition.

Also special transmitting diode scopes for FM 450-495 MHz by Western Amateur. One is a Model 1002-A, the other a Model 1002-B. Both are in excellent condition.

Send money orders or special delivery for cash. Box 239L, BROADCASTING.

**Wanted to Buy**

**Stations**

We have immediate buyers for New England and eastern seaboard stations.

call or write

R. C. Crisler

1109 Union Trust Bldg.

Phone Cincinnati, Ohio Dunbar 7775

**CBC AUDIENCE**

New Study Issues

AUDIENCE STUDIES of large sections of Canada than possible with the coincidental telephone method have been made by the Canadian Broadcasting Corp. through the radio panel and the Puckeridge Internationals.

Surveys, Montreal, and Grunen Research Ltd., Toronto. The result of the surveys, which in some case show decided differences with the urban telephone surveys, have been released to Canadian and American advertising agencies and sponsors.

The survey was made under the direction of E. A. Weil, trade commercial manager of CBC who is still in charge of the project. In his letter accompanying the report he states that "no claim is made that these results are necessarily conclusive but we believe that they are very strongly indicative and merit the very careful attention of advertisers, agencies and stations. With television, etc., in the offing in Canada, it is also increasingly important that the full impact and comprehensive coverage of radio should be appreciated."

Major reason for the survey was to find a more all-embracing means of measuring radio audiences, especially for the large rural and semi-rural coverage of several of the CBC stations. These were placed in a peculiarly disadvantageous position with respect to the conventional quantitative measurement of radio audiences. A sample was prepared for the study by the government's Dominion Bureau of Statistics, covering all sections of Ontario, after preliminary studies had been made on a national basis.

**Radio Management Consultants**

 Agencies and Others

confidential nation-wide service placing qualified, experienced managers, commercial managers, program directors, chief engineers and disc jockeys. Inquiries invited from applicants and employers.

Howard S. Fales

TV & Radio Management Consultants

735 Bond Bldg., Washington, D. C.

**Executive Placement Service**

**Wanted**

**COMBO MAN**

Must be strong on announcing. Must be qualified to serve as one. Chief Engineer. Send tape or platter and state salary expected. Orth Bell, General Manager. KLMR, Lamar, Cola.

**WOOF**

5000 watt station dothan, alabama

NEEDS

two combination men at ninety dollars per week for daytime work. Your announcing must be above average.

**For Sale**

**Stations**

Must sell at once

Emergency forces us to offer at sacrifice price, good 250 watt fulltime station in growing east coast city. Excellent potential.

BOX 366L, BROADCASTING

**Rocky Mountain Area**

Fulltime 250 Watt Station

$70,000.00

Located in one of the most attractive western medium size cities having outstanding climate, educational and business advantages. County retail sales are in excess of $60,000,000 and gross factor is good.

This well established facility is operating profitably and future prospects are excellent. Very important real estate and more than $20,000.00 in net quick assets included in this sale of 100% of the stock.

**Appraisals • Negotiations • Financing**

BLACKBURN-HAMILTON COMPANY

RANO STATION AND NEWSPAPER BROKERS

WASHINGTON, D. C. CHICAGO SAN FRANCISCO

James W. Blackburn Washington Bldg.

Sterling 431-3

Ray V. Hamilton

Harold Murphy

Tribune Tower

115 Montgomery St.

Lester M. Smith

223 Montgomery St.

San Francisco 4, Calif.
NABET PACT
Signed with ABC, NBC
TV and radio engineers, as represented by the National Asso. of Broadcast Engineers & Technicians (CIO), received general wage increases from NBC and ABC in a new union contract agreed upon late Wednesday evening.

Agreement was announced by J. R. Mandelbaum of the Federal Mediation and Conciliation Service. He said the contract would run for 27 months—or until Feb. 1, 1964—with provision for a wage reopener at the end of 15 months—or after Feb. 1, 1963. The union could invoke its right to strike if no new agreement were reached with the networks, it was understood.

The contract became effective Nov. 1 and was subject to approval by some 1,200 union members, 1,250 employed by NBC and 550 by ABC—at a meeting scheduled for last Friday at New York's Shelton Hotel.

Joseph McDonald, ABC vice president and legal representative, described the wage increases as fairly substantial for some 11 different groups. Full details of the contract were withheld pending the union's ratification and actual signing of the pact.

WIBK Appeal
APPEAL to the Supreme Court is planned by the Rev. J. Harold Smith, who lost a U. S. Court of Appeals decision two weeks ago when the FCC was upheld in denying him a license for WIBK Knoxville [B+T, Oct. 29].

NEW YORK timeers enjoy KYW Philadelphia's weekend party Oct. 27, feature of which was the Penn-Navy football game. L to r: John McCorkle, Suky Starnes, Dave Bowell & Boys; Murray Reiffis, Mason Inc.; Jean Carroll, SSC&B; R. R. Sommerville, Free & Peters; Mary McKenna, Benton & Bowles; Robert H. Teter, KYW; Frances Velthuys, Compton Agency; Helen Hartwig, Kenyon & Eckhardt; Edwin Jameson, F&P; Jerome Fansinger, Cunningham & Wolsch.

GROUP at the KYW party join in festivities. L to r: Penelope Simmons, Federal Agency; Russell Woodward, Free & Peters; Edna Cathcart, J. M. Mathes Inc.; John Moogher, KYW; Mary Dunlavey, Harry B. Cohen Adv.; Helen Thomas, Street & Finny; Thomas J. Lynch, Young & Rubicom; Charlotte Corbet, Cecil & Proshrey.

ROYAL TOUR
Radio-TV Accord Full Coverage
NETWORK coverage of Princess Elizabeth's Washington visit gave the public both radio and TV shows at varying time slots.

ABC, which along with NBC telecast the royal couple's visit to Windsor, Ontario, on Oct. 15, again scheduled wide coverage with their arrival at Washington's National Airport carried on ABC-TV from 4:30 p.m. EST Wednesday and the press, radio, TV reception from 5:45-6:15 p.m. later the same day.

Television operations from Washington were handled as a panel through the facilities of NBC-TV.

Bryson Bash, ABC's Washington news correspondent described the airport greeting by President Truman and his family, while Paul Vocel, chairman of the Joint Committee of Correspondents, reported the Statler Hotel welcome and news reception.

ABC Radio broadcast the Princess' arrival and reply to official greetings from 5-5:16 p.m. Wednesday and carried a special program, Princess Elizabeth Special Report from 10:30-10:45 p.m. Thursday, with recorded highlights of royal visits to Mount Vernon and the British and Canadian embassies. Another broadcast was planned for 12:30-12:45 r.m. Friday (excluding ABC's New York outlet, WJZ) to describe ceremonies in the White House. ABC's WTOP-TV in Washington presented a tour of the White House.

NBC Radio broadcast events of the day on tape and live programming from the news reception at 5:45-6 p.m. Wednesday and schedul

duPONT AWARDS
TRANSFERED to W & L
TRANSFER of the Alfred I. duPont radio and TV awards to Washington & Lee U. will take place Nov. 12 at Lexington, Va., with industry leaders participating. The university henceforth will handle administration of the awards with O. W. Riegel, director of the W & L Lee Memorial Journalism Foundation as curator.

The duPont awards have been granted for public service in radio and TV since 1942. W & L is credited with founding the first institution to offer journalistic instruction at the college level, starting during the presidency of Gen. Robert E. Lee. It was chosen to supervise additional duPont awards, according to the foundation, because of its "traditionally sound and universally recognized principles of education."

Scholarships in Communications
Three Scholarship awards will be included in the project, with winning radio and TV stations and commentators permitted to use the $1,000 to set up scholarships or fellowships for communications. Winners may select the student and university. In some instances the scholarship's value can be increased to cover tuition and other expenses from one to four years.

Members of the foundation committee of award include Dr. Frank, P. W. & L president, chairman; Mrs. Jesse Ball duPont, widow of the American scientist and founder of the awards; Mrs. Hiram C. Houghton, president, General Federation of Women's Clubs; Ben M. McKeil, author, Washington Star and Dr. Hadley Cantril, director of Princeton Office of Public Opinion Research.
New Dockets...

**FCC Roundup**

New Grants, Transfers, Applications

**Box Score**

Summary of Authorizations, Stations on the Air, Applications

| Class | On Air | Licensed CPs | Condl. Appl. | In Grants Pending Being
<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>AM Stations</td>
<td>2,302</td>
<td>2,287</td>
<td>121</td>
<td>129</td>
</tr>
<tr>
<td>FM Stations</td>
<td>363</td>
<td>366</td>
<td>121</td>
<td>151</td>
</tr>
<tr>
<td>TV Stations</td>
<td>108</td>
<td>109</td>
<td>3</td>
<td>171</td>
</tr>
</tbody>
</table>

**on the air**

Crestwood Best, Co., for new AM station Wazz, has denied interconnection of antenna for daytime power increase from 1.2 kw to 2.5 kw, 135 kw for nighttime.

**FCC Actions**

(Continued from page 107)

November 1 Applications

**ACCEPTED FOR FILING**

- Modification of CP
  - WELK Elkin, N. C.--Mod. CP new AM station Wazz to change antenna system, etc.
  - KPFA Berkeley, Calif.--Mod. CP 1B, which replaced expired CP for new FM station WEZV, for authorizing power increase, etc.

- License for CP
  - WINS New York City, for CP as mod. of new FM station WINS-FM.

- License for FM
  - WGLI-FM Lancaster, Pa.--License for CP as mod. authorizing new FM station WAWL.

- License for AM
  - WILN Lenior City, Mo.--Mod. license to increase power from 580 kw to 1 kw.

- Modification of AM CP
  - WIZV Best, Co., for new AM station Wazz, has denied interconnection of antenna for daytime power increase from 1.2 kw to 2.5 kw, 135 kw for nighttime.

**OPINIONS AND ORDERS**

- Crestwood Best, Co., for new AM station Wazz, has denied interconnection of antenna for daytime power increase from 1.2 kw to 2.5 kw, 135 kw for nighttime.

- Crestwood Best, Co., for new AM station Wazz, has denied interconnection of antenna for daytime power increase from 1.2 kw to 2.5 kw, 135 kw for nighttime.

- Crestwood Best, Co., for new AM station Wazz, has denied interconnection of antenna for daytime power increase from 1.2 kw to 2.5 kw, 135 kw for nighttime.

- Crestwood Best, Co., for new AM station Wazz, has denied interconnection of antenna for daytime power increase from 1.2 kw to 2.5 kw, 135 kw for nighttime.

- Crestwood Best, Co., for new AM station Wazz, has denied interconnection of antenna for daytime power increase from 1.2 kw to 2.5 kw, 135 kw for nighttime.

- Crestwood Best, Co., for new AM station Wazz, has denied interconnection of antenna for daytime power increase from 1.2 kw to 2.5 kw, 135 kw for nighttime.

- Crestwood Best, Co., for new AM station Wazz, has denied interconnection of antenna for daytime power increase from 1.2 kw to 2.5 kw, 135 kw for nighttime.

- Crestwood Best, Co., for new AM station Wazz, has denied interconnection of antenna for daytime power increase from 1.2 kw to 2.5 kw, 135 kw for nighttime.

- Crestwood Best, Co., for new AM station Wazz, has denied interconnection of antenna for daytime power increase from 1.2 kw to 2.5 kw, 135 kw for nighttime.

- Crestwood Best, Co., for new AM station Wazz, has denied interconnection of antenna for daytime power increase from 1.2 kw to 2.5 kw, 135 kw for nighttime.

- Crestwood Best, Co., for new AM station Wazz, has denied interconnection of antenna for daytime power increase from 1.2 kw to 2.5 kw, 135 kw for nighttime.

- Crestwood Best, Co., for new AM station Wazz, has denied interconnection of antenna for daytime power increase from 1.2 kw to 2.5 kw, 135 kw for nighttime.

- Crestwood Best, Co., for new AM station Wazz, has denied interconnection of antenna for daytime power increase from 1.2 kw to 2.5 kw, 135 kw for nighttime.

- Crestwood Best, Co., for new AM station Wazz, has denied interconnection of antenna for daytime power increase from 1.2 kw to 2.5 kw, 135 kw for nighttime.
Rewrite Code?

Basic safeguards thrown up by American courts to protect property are precise rules governing evidence, witnesses, procedure and findings.

Several disturbed attorneys want the code to supply answers to the following questions before they advise their clients to subscribe to the NARTB code.

Will hearings be transcribed?
Will complaints be listed in detail?
Will rules be made to disqualify board members who might have a competitive interest in a decision?
What rules will cover subpoenas and depositions?
What is the status of the attorney who represented them on the last appeal?
Will a defendant have the right to be represented by counsel?
Will rules be made for acting as an agent for calling and operating a station for acts committed before subscribing to the code?

All these questions, and many others, are important to all the rights of any person or business.

In Victoria. Filed Oct. 29.
WHUM Reading, Pa. — Transfer of control Eastern Radio Corp., licensee, from Jessie F. Greig and Humboldt J. Greig to Humboldt J. Greig. Although 1,280 shares will be transferred to Mr. Greig, there is no monetary consideration.

Transfers...

KARK, Ogdensberg, Calif. — Assignment of license from N. H. Bowman, licensee, to John H. Thacher for $1,200. Mr. Thacher is chief engineer for KARK a 75,000-watt station.


It is pointed out by attorneys, if the code fails to provide all such rights in specific language, they say, a station might run a serious risk of signing its own death warrant by subscribing to the code.

It will be an easy manner to cite a station for violations when the defendant station may feel, on competent advice, that it is fully adhering to the code, some of whose critics contend.

A number of attorneys feel that when the criticism of the professional, political and prejudiced groups has died down, the industry will find it has taken a panicky course only to be saddled with a set of impractical standards difficult to enforce.

Severe objections are made to the code on the ground that it flirts with the anti-trust laws. The NARTB TV board is understood to have studied this angle carefully, deciding it was a calculated risk.

The mere fact that a group of stations decided to get together and enforce a set of practices is said to involve danger of being charged with conspiracy to restrain trade and commerce.

Getting down to details, attorneys point to the paragraph against liquor advertising, for example, and the danger of inviting suit from a liquor firm desiring to advertise on television. Or suppose a laxative wants on the air and is denied the right, they suggest. An agrieved advertiser might feel he has an anti-trust case. Some actions invoke triple damages.

Emphasis is placed on the fact that FCC application forms contain a question covering conviction of violating the law.

Feeling still exists that broadcasters should subscribe to a series of high ethical principles without shackling their creative talents. Adherence would be voluntary and stimulated by an educational campaign.

The NARTB Standards of Practice for radio, it is argued by one attorney, consists of a watered-down version of a formerly strong code. These standards are not generally followed, he contends, proposing a strong educational drive.

Another attorney said he would rather submit his television client's stations to FCC decision than the ruling of a group of industry "dictators."

He contended honest telecasters will be at a disadvantage in subscribing to a code with minimum standards all good operators must live down to or suffer competitive hardships. He said he wanted to be sure the NARTB board would not have the right to deny the seal to a station desiring to subscribe.

"Maybe our house isn't so dirty that it needs cleaning," he suggested.

WCKY COVERS THE SOUTH
See Centerspread This Issue ON THE AIR EVERYWHERE 24 HOURS A DAY 50,000 WATTS OF SELLING POWER WCKY November 5, 1951 Page 113
NARTB DISTRICT HITS CENSORSHIP MEASURES

NARTB District 5, closing two-day meeting in St. Petersburg, Fla., Friday (early story page 27), joined 12 other districts in denouncing Benton legislation to set up federal censorship board.

Other resolutions condemned efforts to undermine industry's economic strength by rate-cutting practices; commended NARTB administration of President Harold Fellows; thanked FCC Chairman Wayne Coy for participating; lauded work of Broadcast Advertising Bureau under President William B. Ryan; pledged support to BMI and praised Thad Holt, WAPI Birmingham, for his services as District 5 director; commended directorship of A. D. Willard Jr., WGAC Augusta, representing medium stations; endorsed BMI.

Members of Resolutions Committee were Spencer Mitchell, WDAE Tampa, chairman; James Woodruff, WYBL Columbus, Ga.; Bert Banks, WTBC Tuscaloosa, Ala.; Hugh Smith, WCVQ Montgomery, Ala., and John M. Outler Jr., WSB Atlanta.

Speakers at two-day meeting, besides NARTB staff, included Oliver Gramling, Associated Press, and Col. Charles Wall, for BMI. Joe Kehley, WTPS St. Petersburg, was thanked in resolution for setting up meeting arrangements.

Sixty-seven were registered at meeting. TV panel discussion was led by Messrs. Butler and Holt. Richard P. Doherty, NARTB employee relations director, and President Fellows joined panel. On BAB panel Friday afternoon were Mr. Butler as chairman; Mr. Mitchell; Frank King, WMBR Jacksonville: Mr. Banks; Dewey Long, WABB Mobile and Ed Mullinax, WLAC LaGrange. Mr. Ryan and Lee Hart, of BAB Chicago office, were speakers.

Florida Assn. of Broadcasters opened two-day meeting Friday night with S. O. Ward, WLAK Lakeland, Fla., presiding as FAB president. Mr. Ryan was to speak Friday with Mr. Fellows on Saturday agenda.

DECCA BUYS INTO UNIVERSAL

COMPLETION of arrangements to acquire substantial interest in Universal Pictures Co. by Decca Records announced in statement being released today (Monday), with implications of extensive activities in television. Milton R. Rackmill, Decca president, announcing Decca's acquisition of 271,900 shares of common stock and 32,500 warrants of Universal, noted that companies "have kindred interests in the entertainment business that can be developed for our mutual benefit." Transaction, he said, "indicates that our respective companies have in the future of the motion picture and allied industries." 

C&W TRIAL DATE

FACED with 17 counts of mail fraud, Harold Cowan and Ralph Whitmore, partners in Hollywood mail order agency, scheduled to appear before Federal Judge Leon R. Yankwic today (Monday) for trial date setting. Pair last year allegedly reaped fortune in pre-Christmas tree operations, "disputch," was seized by FBI, radio, television and in newspapers [B+T, May 28]. The recently filed bankruptcy petitions in Los Angeles [B+T, Oct. 1].

RTMA FREEZE STUDY


Dr. Baker said he asked group to forecast number of new TV transmitters to be started in 1952 and first half of 1953, and effect on demand for new TV sets. He noted industry concern that delay in lifting freeze might bring unemployment despite military contracts.

Business Briefly (Continued from page 5)

Welch Grape Juice Co. New unit to be in operation by next June.

DIAMOND SPOTS • Diamond Match Co., N. Y., planning spot announcement radio campaign in about 20 major markets, starting mid-November. Agency, Benton & Bowles, N. Y.

HOLIDAY SINGLE • A. O. Smith Co., Kan-kakee, Ill. (Permiglass water heater), has bought Lionel Barrymore in Christmas Carol on 537-station Mutual network Sun., Dec. 23, 3:30 p.m. (CST). Agency, Henri, Hurst & McDonald, Chicago.

LEVER SCHEDULE • Lever Brothers Co., N. Y. (Silver Dust), placing radio spot sched- ule in about 20 markets Nov. 12-Dec. 11. Agency, Sullivan, Slueffer, Colwell & Bayen, N. Y.

BIRDSYE LOOKING • General Foods Corp., N. Y. (Birdseye frozen foods), looking for availability for women's participation shows in radio to start in January. Agency, Young & Rubicam, N. Y.

Glimpses into Future

NEW program series, Horizons, exploring future of contemporary life and thought, will be produced by ABC-TV every Sunday 4:30 p.m. EST, in cooperation with Communications Materials Center of Columbia U. Series starts later this month.

Leading faculty members and Columbia students will participate in telecasts which, with aid of illustrative material, will consider future of cities, western Europe, psychiatry, academic freedom, children and other topics. Supervisors will be John W. Pacey, ABC public af- fairs director, and Erik Barnouw, editor of Columbia's Communications Materials Center.

With exception of brief initial presenta- tion by faculty members, programs will be spontaneous. Series will originate from ABC Television Center, New York.

People...

KEETON ARNETT named to new post of general assistant to president of Allen B. DuMont Labs., Clifton, N. J., Dr. DuMont announced today (Monday). Mr. Arnett, who assumed new duties last week, recently re- signed as senior vice president of Fred E. Eldredge Organization, where he directed establishment of public relations program for oil industry. As general assistant to Dr. DuMont, he will handle administrative problems on behalf of president, including overall responsibility of DuMont public relations.

SYLVESTER L. (Pat) WEAVER Jr., NBC vice president in charge of television, elected to NBC board of directors at board's monthly meeting Friday, Board Chairman Niles Trammell announced in statement released today (Monday).

R. J. CUNNINGHAM, manager of film operations at Foote, Cone & Belding, Chicago, named to new position of manager of broadcast operations. He will coordinate work of radio-TV production director, timebuyer and business manager in radio-television department.

PAUL M. SEGAL, Washington attorney, in Rose Memorial Hospital, Denver, recovering from pneumonia, contracted shortly after addressing Colorado Bar Assn. at Colorado Springs fortnight ago.

BERNARD I. PAULSON, an ABC-TV film program editor for past two years, named to new post of program operations manager for ABC-owned WJZ-TV-New York.

ALBERT W. GASS and W. SCOTT LEONARD, account supervisors at Young & Rubicam, Chicago, named vice presidents of agency.

WILLIAM A. WHITEHOUSE, news editor of ABC radio since July 1945, has been named manager of special events for radio for the network.

Bankruptcy PetitionFiled by BCA

PETITION to reorganize under Federal Bank- ruptcy Act was filed in Los Angeles last week by Broadcasting Corp. of America (KPR) Riverside, KREO Indio, KRR Blythe, KRO' Brawley, KPR Imperial, and WNOE Escondido, Calif., who filed order restraining foreclosures in Imperial and River- side counties until action on reorganization petition, due to be heard this week in San Bernardino.

According to published reports, reorganization was forced by pending sheriff's sale of KROP equipment and furniture. Foreclosure actions brought by Mrs. Fred L. Wahl of Escondido, Calif., who claimed $8, 120.41 due on a $10,000 promissory note signed in 1946 by W. L. Gleeson, president of Broadcast- ing Corp. of America. Reports indicated that Wahl had another $10,000 note or which $7,378.05 is due.

Assets of Gleeson-owned company were reported $650,874.12, liabilities $244,554.93. Result of Wahl's action was expenses attendant on prosecution of its TV grant, made in 1946 but later withdrawn when Channel 1 was deleted from TV bands, according to company's petition to Los Angeles Federal Court.

Broadcasting Corp. of America is TV applicant for Riverside and San Jose, Calif.

Company applied for an RFC loan, but was denied, its petition said, by an RFC rule prohibiting it from making loans to radio stations, newspapers, magazines.

Broadcasting • Telecasting
Wholehearted

On The Air — or In Person!

Program organization and the wide coverage of The KMBC-KFRM Team provides an important daily link between the trade capital, Kansas City, and thousands of rural homes in Kansas, Missouri, and portions of the surrounding states which comprise Kansas City's Primary Trade Area.

Just as important, however, is the wholehearted personal link between the Team personalities and the listeners. During the Missouri State Fair, the Kansas State Fair, and the American Royal, thousands of folks met and visited with Phil Evans—with Hiram Higbsby and other KMBC-KFRM personalities. Similarly, every Saturday night hundreds more attend the "Brush Creek Follies" and during the course of the year, countless contacts are made through the sports, news and special events departments.

Evidence of the success of this "on-the-air or in-person" technique is that it is in part responsible for the fact that in urban, rural and metropolitan areas alike, The Team is on top by a margin of 3 to 2.

This advantage of more loyal listeners means more impacts for the advertiser, less cost per thousand and more product or service sales. Write, wire or phone KMBC-KFRM or your nearest Free & Peters Colonel.

To put it simply, to sell the Whole Heart of America, Wholeheartedly, use . . .
That's a remarkable record for any TV station in any market. In Detroit,

**WWJ-TV** has it!

According to Pulse, Inc. July-August ratings—seven out of the top ten multi-weekly shows are on *WWJ-TV*

Five** of these seven originate with *WWJ-TV* and its staff.

Two° are NBC shows.

This teaming of talents and reliability of production have consistently enabled *WWJ-TV* to provide its advertisers with the largest and most responsive audience in the great and prosperous Detroit Market—where family income is the highest of all major cities in the U.S.A.