Got a product that’s selling—or should be selling—in grocery stores in the New York area? You’ll find that WCBS SUPERMARKETING will sell more of it—faster!

**MAKES SALES PILE UP**

WCBS SUPERMARKETING delivers New York’s largest audience,* then gives you (at no extra charge) the most effective point-of-sale merchandising you can get in your #1 market.

Want your sales to pile up? Call or wire . . .

* WCBS leads all N.Y. stations in delivered audience (Pulse average 14-year rating, 7 days).

**CBS Owned**

New York's #1 Station

Represented by CBS Radio Spot Sales
COFFEE CALL... Kentuckiana's only food merchandising show

Now entering its 4th YEAR

3 Years entertaining and selling Kentuckiana

- **RATING**... No other morning radio program on any other Louisville station can top "Coffee Call's" rating.

- **AUDIENCE**... More than 63,000 people have watched "Coffee Call" since June, 1949.

- **MERCHANDISING**... Extensive store merchandising for "Coffee Call" advertisers by WHAS.

- **CONTESTS**... Audience participation for valuable prizes... monthly contests for listeners.

50,000 WATTS ★ 1A CLEAR CHANNEL ★ 840 KILOCYCLES

The only radio station serving and selling all of the rich Kentuckiana Market

WHAS INCORPORATED • ESTABLISHED 1927

Louisville & Kentucky

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

REPRESENTED NATIONALLY BY EDWARD PETRY AND CO. • ASSOCIATED WITH THE COURIER-JOURNAL & LOUISVILLE TIMES
STRIPADL*
NORTH TEXAS TELEVISION and SERVICE DEALERS

RATE KRLD-TV
(Channel 4, DALLAS)
The First Station IN NORTH TEXAS

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

HERE’S WHAT THE MEN WHO SELL AND SERVICE THEM SAY...

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

FIRST:

<table>
<thead>
<tr>
<th>Station</th>
<th>KRLD-TV</th>
<th>Station B</th>
<th>Station C</th>
</tr>
</thead>
<tbody>
<tr>
<td>133 or 67.9%</td>
<td>62 or 31.6%</td>
<td>1 or 0.5%</td>
<td></td>
</tr>
</tbody>
</table>

Combined FIRST and SECOND:

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

this is why

KRLD-TV

is your best buy—

Channel 4

VIDEO 27,300 WATTS  AUDIO 13,600 WATTS

TEXAS' MOST POWERFUL TELEVISION STATION.

Exclusive CBS Station for DALLAS-FORT WORTH
PERMIT FOR TV LINK WITH TORONTO GRANTED

GRANT for construction of U. S. end of first international TV link between Buffalo and Toronto—issued to AT&T Long Lines Dept. last week by FCC, with start of service scheduled to coincide with opening of Toronto's first TV station in 1962. Plans call for addition of microwave relay to present RCA-transmitter wave station to beam TV programs 53 miles northwest to microwave station at Fonthill, Ont., from which they would be relayed 41 miles across western end of Lake Ontario to Toronto. Radio relay link between Toronto and Montreal now under construction by Bell Telephone Co. of Canada, with Montreal to be added to Canadian TV Network in 1963. Bell Telephone of Canada has five-year contract for relay, to transmit images to Toronto and Montreal.

SEEMAN, TONI ALTERNATE

SEEMAN BROTHERS Air-Wick (household deodorizer) will sponsor Nora Drake 2:30-4:30 p.m. on CBS Radio effective Nov. 19 on weekly schedule, alternating with Toni permanent. During first week and every other week Thanksgiving Day game between Detroit Lions and Green Bay Packers, starting at noon (EST), through Warwick & Legler, N. Y. Motorola Inc., Chicago (TV sets), to sponsor annual Shrine East-West Game Dec. 29 from San Francisco, through Ruthrauff & Ryan, Chicago.

MGM Talent Slated for New MBS Array

PLANS for Metro-Goldwyn-Mayer's provision of six hours of "star entertainment" for Mutual each week completed Friday, to assure what was called "the strongest array of evening entertainment in history."

Adding "more than 100 of Hollywood's biggest name stars to MBS' 1962 schedule," programs under MBS-MGM plan will start week of Dec. 31 instead of Nov. 19 as originally expected. MBS will reach 12 of its current programs—avoid MGM shows, to provide "solid block of high-rating entertainment from 8-10 p.m., six nights a week."

Of MGB-produced shows, four half-hours from 8:30-9 p.m. Mondays, Tuesdays, Thursdays, and Fridays, and hour-long Saturday evening show will be offered for local sale by MBS affiliates. Other five shows will be featured for national sponsorships on "multi-message" basis comparable to NBC's "Tandem" plan and ABC's "Pyramid."

MGM programs and time segments:

Mondays—8-9:30 p.m. Women of the Year with Bette Davis; 8:30-9 p.m., Crime Does Not Pay, Tuesday—8-9:30 p.m., Black Museum, mystery, with Orson Welles; 8:30-9 p.m., Story of Dr. Kildare, with Lew Ayres and Lionel Barrymore.

Wednesdays—8-9 p.m., MGM Muscles Comedy Theatre of the Air.

Thursdays—8-9:30 p.m., Modern Adventures of Casanova, with Errol Flynn; 8:30-9 p.m., Gracie Fields Show.

Fridays—8-9:30 p.m., Adventures of Maisie, with Ann Blyth; 8:30-9:30 p.m., The Danny Kaye Show.

Saturday—8-9:30 p.m., MGM Theatre of the Air, with guest stars.

Mutual President Frank White signed for MBS. Extensive on-the-air advertising and special promotion planned. Charles C. Moskowitz, MGM secretary-treasurer, signed for MGB.
In this Issue—

Affiliates Committee says networks ought to mind their own business and quit fussing with formulas that are upsetting radio's basic structure. Page 24.

Morning time sales in radio are booming, and TV morning periods are being opened to accommodate new business. Page 25.


BROADCASTING • TELECASTING surveys the surveyors to see whether experts think that comparable media research is attainable and if so, how. Page 28.

Harold Fellows writes advertising's obit. It's a joke, son, but it could be awfully serious. Page 29.


There's reason to predict that the FCC won't reserve as many channels for educational, non-commercial TV as it once thought it would. Page 29.

Wayne Coy says educators will have to act if they hope to saw up educational television channels. Page 74.

Big league baseball made more than 10% of its total 1950 revenue from sale of broadcasting rights. Page 40.

A federal judge orders KSFO San Francisco to air a political broadcast for a Communist candidate. Page 32.

General Foods is biggest buyer of network television. Page 73.

Protests over National Collegiate Athletic Ass'n's cold war against television lead to crash Michigan-Notre Dame game telecast. Page 76.

Government puts clamp on machine tool deliveries, which can mean few new model changes in radio-TV receivers after February, 1956. Page 82.

The Signal Corps is working out ways to use high-speed facsimile, like Ultrafax, for military purposes. Page 95.

National Ass'n of Radio News Directors begins annual convention today with a "how to do it" agenda. Page 97.

CBS Inc. makes a net income of $3.5 million on a gross of $119.7 million in first three quarters of 1951. Page 27.

Upcoming

Nov. 12-13: NARTB District 3 meeting, William Penn Hotel, Pittsburgh.

Nov. 12-14: National Ass'n of Radio News Directors Convention, Sherman Hotel, Chicago.

Nov. 13-14: RTNDA industry conference, Conrad Hilton Hotel, Chicago.

Nov. 15-16: NARTB District 1 meeting, Hotel Somerset, Boston.

Nov. 16-18: American Women in Radio and Television, New York State Chapter annual conference, Ten Eyck Hotel, Albany N. Y.

(Other Upcomings, page 34)
The successful WCFL "Sports-Music-News" Formula—now brought to fullest realization! Here is proved and constantly improved 3-Power Programming that captures, holds, and builds potent listenership. It makes this independent station a major factor in your Chicago Market strategy.

**SPORTS** that command the DOMINANT audience!

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

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

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

**MUSIC**—the Common Denominator of every listening mood!

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

WE PLANNED IT THAT WAY—to achieve ever-greater

**WCFL LISTENER-PULL!**

PUT the pull of "Dominant-Three" programming effectiveness to work for you! Call Art Harre, General Manager of WCFL, or contact your Bolling Company Representative.

Now affiliated with the Liberty Broadcasting System.

50,000 watts + 1000 on the dial
The Voice of Labor
666 Lake Shore Drive, Chicago, Ill.
Represented by the Bolling Company, Inc.
WGST is the high powered weapon to use for bagging big game in the Atlanta Market, so don’t scatter your sales shot in the bushes. Take a tip from the local hunters who know where the covey’s are—more local advertisers buy more time on WGST than any other Atlanta station. You score a bullseye everyday with the top ABC and local shows and the complete merchandising support offered by WGST.
Do Some Independent Thinking About Radio Today

People who care about their money are doing some hard thinking about radio today...some independent thinking. In fact, many national advertisers who formerly bought network radio are finding they get better results when they use the leading independent radio stations. Don't take our word for it—make us prove it. Write to any AIMS station listed below for all the facts.

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

<table>
<thead>
<tr>
<th>Station</th>
<th>City</th>
<th>State</th>
</tr>
</thead>
<tbody>
<tr>
<td>WCUE</td>
<td>Akron, Ohio</td>
<td>Ohio</td>
</tr>
<tr>
<td>WBMD</td>
<td>Baltimore, Maryland</td>
<td>Maryland</td>
</tr>
<tr>
<td>WBNY</td>
<td>Buffalo, New York</td>
<td>New York</td>
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<tr>
<td>WJMO</td>
<td>Cleveland, Ohio</td>
<td>Ohio</td>
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<tr>
<td>WVKO</td>
<td>Columbus, Ohio</td>
<td>Ohio</td>
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<tr>
<td>KMYR</td>
<td>Denver, Colorado</td>
<td>Colorado</td>
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<tr>
<td>KCCC</td>
<td>Des Moines, Iowa</td>
<td>Iowa</td>
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<tr>
<td>WIKY</td>
<td>Evansville, Indiana</td>
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<td>KLMS</td>
<td>Lincoln, Nebraska</td>
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<tr>
<td>WKYV</td>
<td>Louisville, Kentucky</td>
<td>Kentucky</td>
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<tr>
<td>WMIE</td>
<td>Miami, Florida</td>
<td>Florida</td>
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<tr>
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<tr>
<td>WBOK</td>
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<td>WVSW</td>
<td>Pittsburgh, Pennsylvania</td>
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<td>KXL</td>
<td>Portland, Oregon</td>
<td>Oregon</td>
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<tr>
<td>WXGI</td>
<td>Richmond, Virginia</td>
<td>Virginia</td>
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<tr>
<td>KSTL</td>
<td>St. Louis, Missouri</td>
<td>Missouri</td>
</tr>
<tr>
<td>WMIN</td>
<td>Minneapolis-St. Paul</td>
<td>Minnesota</td>
</tr>
<tr>
<td>KNAK</td>
<td>Salt Lake City, Utah</td>
<td>Utah</td>
</tr>
<tr>
<td>KITE</td>
<td>San Antonio, Texas</td>
<td>Texas</td>
</tr>
<tr>
<td>KSON</td>
<td>San Diego, California</td>
<td>California</td>
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<tr>
<td>KYA</td>
<td>San Francisco, California</td>
<td>California</td>
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<tr>
<td>KING</td>
<td>Seattle, Washington</td>
<td>Washington</td>
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<td>KREM</td>
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<td>WACE</td>
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<tr>
<td>KFMJ</td>
<td>Tulsa, Oklahoma</td>
<td>Oklahoma</td>
</tr>
<tr>
<td>WNEB</td>
<td>Worcester, Massachusetts</td>
<td>Massachusetts</td>
</tr>
<tr>
<td>WBBW</td>
<td>Youngstown, Ohio</td>
<td>Ohio</td>
</tr>
</tbody>
</table>

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

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

**JUST READ WHAT THESE INDEPENDENT THINKERS SAY:**

"Last November we introduced to Portland our battery improver Duble-Power with a small schedule of spot announcements on your station. In a brief space of time we have established 356 retail outlets for our product and are enjoying a splendid reorder business."

From Duble-Power Chemical Co., to Radio Station KXL, Portland, Oregon

"Blondin Radio Company sold more Westinghouse Laundromats...than any other independent dealer in New England. I must attribute our wonderful sales record with Westinghouse Laundromats to the steady, smart selling job you have done."

CAROLINA POWER & LIGHT Co., Raleigh, N. C., has purchased Frederie W. Ziv Co.'s Bright Star, transcribed radio series co-starring Irene Dunne and Fred MacMurray, for broadcast in 19 North and South Carolina markets. All contracts are for 22 weeks.

TEXAS Co., N. Y., to sponsor five-minute news broadcast, Texaco Star Reporter, three times daily in four Florida markets, starting Dec. 10 for 13 weeks. Agency: Erwin, Wasey & Co., N. Y.

Dr. A. W. CHASE MEDICINE Co. Ltd., Oakville, Ont., (proprietary) starts daily one-minute spot announcement campaign on number of Canadian stations. Agency: F. H. Hayhurst Co. Ltd., Toronto.

TEMPLETON'S Ltd., Toronto (proprietary) starts wide variety of newscasts, five-minute program segments and spot announcements on large number of Canadian stations. Agency: Associated Broadcasting Co., Toronto.

MAPLE LEAF MILLING Co., Toronto (Teabisk), and ST. LAWRENCE STARCH Co. Ltd., Port Credit, Ont. (Beehive corn syrup), Nov. 15 and 16 to air in joint promotion Monarch Money Men on 18 Canadian stations and singing commercials on 28 stations. This is believed largest joint radio campaign staged in Canada. Agencies are Cockfield, Brown & Co., Toronto (Maple Leaf Milling) and McConnell, Eastman & Co., Toronto (St. Lawrence Starch).

Network . . .

HOMECRAFT, N. Y. (publishers of Jacques Fray Piano Book), sponsored for one time only, special educational program, How to Play the Piano, from 9:45-10 p.m., on ABC Radio, last Thursday. Agency: Huber Hoge & Sons, N. Y.

SWIFT & Co., Chicago (Jewel shortening and salad oil), renews Red Foley show on NBC's regional radio network of 43 stations from Nov. 26 to 52 weeks. Show is aired Mon. through Fri. from 9:30 to 9:45 a.m. CT and originates in Nashville. Agency: J. Walter Thompson Co., Chicago.

GOOD YEAR TIRE & RUBBER Co., has renewed sponsorship of the Paul Whiteman Goodyear Revue, Sun., 7:30 p.m. on ABC-TV. Agency: Young & Rubicam, N. Y.

Agency Appointments . . .


AMERICAN SAVINGS & LOAN Assn., Detroit, appoints W. B. Doner & Co., Detroit, to handle advertising. Radio will be used.


ALLIED FLORISTS, Phila., appoint Adrian Baurer Adv., Phila., to handle advertising. Spot radio will be used.

RUSSELL MILLER MILLING Co., Minneapolis (American Beauty Flour), appoints Olinsted & Foley, Minneapolis, to handle advertising.

CORONET INSTRUCTIONAL FILMS, Chicago, appoints Schwimmer & Scott, Chicago, to handle advertising. Radio and TV will be used.

PINELAWN MEMORIAL PARK, N. Y., appoints William von Zeche & Co., N. Y., to handle advertising. Radio will be used.

GRIPPO CONE & PRETZEL Co., Cincinnati, appoints Robert Acorn Inc., Cincinnati, to handle advertising. Radio and TV will be used.

BROADCASTING • Telecasting
YEs – that's right – you pay no more – actually, you pay 10.1% less per thousand listeners, compared to 1946 – and according to the 1950 Census you reach more people, get more coverage, make more sales . . . than ever before.

According to the latest available figures of the 1950 census, the rich 76 county Memphis Market shows a definite population increase. This increase means thousands of potential customers. It is your

WREC BONUS MARKET

which you now receive in addition to the long established WREC coverage . . . and you pay less per thousand than you did in 1946.
The "St. Louis Ballroom" is promotion! Bigger, better than ever! 24 sheets, exterior bus and streetcar cards, interior bus and streetcar announcements on Transit Radio, newspaper display ads, special mail promotions and personal appearances, promotion announcements on KXOK are scoring a wide plus for "St. Louis Ballroom" advertisers. Get details from your John Blair man or from KXOK today.

The PLUS of the "St. Louis Ballroom" sold these advertisers

ST. LOUIS' ABC STATION 10TH & DELMAR • CHESTNUT 3700 6000-5000 WATTS • FULL TIME

Represented by John Blair & Co.

JOSEPH R. JOYCE and LEE HARWOOD, account executives with Robert W. Orr & Assoc., N. Y., elected vice presidents of agency. They will continue their duties as account executives.

W. SCOTT LEONARD and ALBERT W. GASS, account supervisors in Chicago office of Young & Rubicam, elected vice presidents of firm.

FREDERICK J. WACHTER, associate copy director Erwin, Wasey & Co., Chicago, elected vice president.


W. SCOTT LEONARD and ALBERT W. GASS

ANSON C. LOWITZ, vice president J. Walter Thompson Co., N. Y., to Foote, Cone & Belding, same city, in executive capacity.

RICHARD DOWNEY, head of Downey Co., S. F. merchandising consultants, to Dancer, Fitzgerald & McDougall, S. F., as merchandising manager. Mr. Downey will be succeeded by EDWARD A. FARGO JR.

TOO MUCH success in the business he was in made H. Dorr Walsh, vice president, radio and television director, Hixson & Jorgensen Inc., Los Angeles, turn to advertising.

Mr. Walsh met with this overwhelming success operating a bridge club in Los Angeles and San Diego in the early thirties. Current zeal for the game kept him playing at this former hobby 14 to 18 hours a day. After three years of more bridge than sleep, he was moved to throw in his hand permanently; this point he decided to pursue a field which had appealed to him since high school days and joined the then Hixson-O'Donnell advertising agency in 1934.

Mr. Walsh apparently still turns in a pretty good hand. During his 17 years with the agency, one of the most successful and highly thought of on the West Coast, he has progressed from account and general handy man to vice president and part-owner. In addition to directing radio and television activities of the agency, which expends approximately 50% of its total billing in those two media, he is also account man on some of the firm's accounts.

Among those for which he helps supervise radio and television are the Richfield Oil Co., which expends approximately $75,000 annually on radio and this year almost reached that figure in television. In addition to being in its 21st year with the Richfield Reporter, one of the pioneer sponsored programs on the West Coast, now on NBC, the firm has just renewed for its second year KTTV (TV) Los Angeles Success Story, one of the most ambitious local TV programs. Besides this program, Richfield sponsors on TV special events and sports programs. This year it wrote the Douglas MacArthur arrival in San Francisco and Japanese Peace Treaty activities in the same city on the 11 California stations via the microwave relay.

Also under his aegis comes Day & Night Division, Affiliated Gas Equipment (water heaters) currently spending about $75,000 a year in radio and television spots in the Southwest and South, from California across to Florida; Voit Rubber Co. (rubber-covered athletic equipment); Kierulf & Co. (Motorola radio & TV sets distributors); General Controls (gas appliances). Citizens' National Trust & Savings.

(Continued on page 52)

BROADCASTING • Telecasting

RICHARD W. BYRNE, operator of agency under his name, to Campbell-Ewald Co., S. F.

JOSEPH R. WARNER, vice president and director Marfree Adv. Corp., N. Y., resigns. His future plans will be announced shortly.

HAL JAMES, director of radio and TV Ellington & Co., N. Y., named vice president. Mr. James has been with firm since 1944 and has been responsible for such shows as City Service Band of America, Dick Tracy, Date With Judy, Cevanese Theatre, etc. Prior to his association with Ellington & Co., he was with H. W. Kastor & Sons and before that with Compton Adv.

WALTER N. STUCKSLAGER, promotion director Henri, Hurst & McDonald, Chicago, resigns to organize his own company to handle merchandising, selling and advertising of home furnishings nationally.

TOM FRY, national account executive for Lincoln-Mercury Dealer Assns., Kenyon & Eckhardt, N. Y., named vice president of agency. Before joining K & E last January, he was national director of network sales with ABC.


MILDRED DUDLEY, radio-TV department Tatham-Laird, Chicago, resigned.

WILFRED CHARLAND appointed vice president and director McKim Adv. Ltd., Montreal, Mr. Charland, a nationally known radio producer, was president of Whitehall Broadcasting Ltd. Whitehall Broadcasting's activities are now merged into McKim's radio and television department.


JOHN T. KAVANAGH appointed to copy department Byer & Bowman Adv., Columbus, Ohio. He was with Charles Merrill Co., Columbus. JOHN D. METZGER named to copy staff in radio and television department.

Mr. Charland

Mr. Metzger was with WLWC (TV) Columbus.

CHRIS CROSS, to Kenyon & Eckhardt, N. Y., as assistant publicity director. He was chief of U. S. Radio and TV for United Nations.


EVERETT PIERCE, San Francisco Examiner, to copy and contacts department L. C. Cole Co., S. F.

EVANS F. HOUGHTON, public relations manager, National Sales Executives, Inc., to Benton & Bowles, N. Y., in publicity department.


FRED SPENCE, executive of international offices of Grant Adv. Inc., in India, England, South Africa and Brazil, appointed president of Grant (Continued on page 68)
Let the South's Greatest Salesman Fill 'em up with YOUR Brand!

EXTRAS FOR ADVERTISERS

WWL pushes your product with strong, effective, sales-stimulating promotions. Store displays, 24-sheet posters, streetcar and bus dash signs, personal calls on distributors and jobbers, newspaper ads—all adding greater impact to your advertising.
WWL Sells to More Southerners THAN ANY OTHER MEDIUM!

WHY?
Because WWL reaches more Southerners — 50,000 watts, clear channel coverage dominating 4 states. Last year the powerful influence of WWL helped move millions of dollars of merchandise for national and local advertisers.

HOW?
Because WWL sells Southerners with excellent programing. For more than 25 years WWL has enjoyed a consistently high habitual listenership — the lion’s share of Southern audience — verified by highest ratings.

STATE COVERAGE
in an area rich with new industry and still unquestionably radio dominated makes WWL unchallenged champion with time-buyers.

WWL
NEW ORLEANS
50,000 WATTS
CLEAR CHANNEL
CBS AFFILIATE
A DEPARTMENT OF LOYOLA UNIVERSITY
REPRESENTED NATIONALLY BY THE KATZ AGENCY

LET WWL the South’s Greatest Salesman SELL THE SOUTH FOR YOU!
On the Map

EDITOR:
I have gotten a great deal of use out of your national map listing markets and their radio stations.

Bill Lawrence
BBDO
New York

Blue Chip Pay-Off

EDITOR:
Again congratulations on the series of success stories on local radio.

"Blue Chips on Local Radio: Spelled Success for This Miami Lumber Yard" [B••T, Oct. 29] was the sales clincher for a half hour Sunday show for a local lumber yard. Needless to say the first show will buy several years' subscriptions to BROADCASTING • TELECASTING dollarwise.

This is the kind of hard-hitting ammunition radio sales crews need.

Jan A. Elliot
Manager
KRJF Miles City, Mont.

**

EDITOR:
In the Oct. 29 issue of your fine magazine you carried an article on the success of a Miami lumber yard in using radio. The article was titled "Blue Chips on Local Radio..."

May I make the suggestion that you continue to give us articles of this type and further suggest that you make tear sheets of these articles available to radio stations at a nominal fee for mailing in their own trading areas... Material of this sort from radio's finest journals is of tremendous value.

Louis H. Murray
Manager
WPAM-AM-FM Pottsville, Pa.

[EDITOR'S NOTE: Such articles will continue to appear regularly, and, as usual, reprints will be available at cost.]

**

Seeing's Not Believing

EDITOR:
In all the words which have been written and spoken about television and radio nothing has been said about the overlooked but potent factor of "Audiovision."

Audiovision concerns that wonderful picture which the mind's eye can create when it is stimulated by the ear.

If proof be needed one may recall the radio personalities who have been "one shot" movie stars. To put it bluntly, they didn't look like the way they had sounded when they appeared on the screen. The mind's eye had created a clearer, better picture of what they should have looked like.

Television is a sales agency, not an advertising medium.

The viewer has an easy chance to "turn down" the merchandise shown on the screen; when that happens, the actual salesmen then never get a chance to sell him. In radio, interest and curiosity are aroused, but the final decision will be made in person where a trained sales person can sell the deal!

Audiovision (the modern word for radio) gets the job done!

Gustav K. Brandborg
KYVO Tulsa

Tsk, Tsk

EDITOR:
In reading your write-up "Royal Tour"... Nov. 5, I noticed some discrepancies—tsk, tsk.

The facilities of CBS-WTOP-TV in Washington were used to cover the event at the National Airport with Walter Cronkite describing the activities. It was a pool feed to all networks with CBS-TV doing the pick-up. Charles Collingwood, CBS White House correspondent, carried the ball on the CBS Radio Network.

NBC-TV did pick up and feed the reception at the Statler Hotel immediately following... Rod Frank
Special Events
CBS, Washington

Rebuttal

EDITOR:
As one who has enjoyed and learned much from your well-edited publication, I do not cavil at your editorial judgment when in the Oct. 29 issue you found only 13 words worth quoting from a brief containing some 5,000. In such matters the editor is the boss. However, I was surprised by the editorial "Burning Bridges" (Nov. 5) in which you state that the sentence stood alone and unexplained in the brief.

Since your readers have not had a view of the contents of the brief, let me explain the sentence, "Television must be saved from the...

(Continued on page 108)
is the cable a fable?

There's been a lot of romancing about the new relay stations which in effect extend the cable to the Coast and make possible "live" coast-to-coast television. Certainly, it's a tremendous technical achievement. But all it means to national advertisers is that with these new facilities they can add just four TV markets "live"—and these for only a restricted group of network programs.

The new facilities can accommodate only one network program at a time. And that program must be aired at a time when it will not be plagued by that time difference of three hours (or four "Daylight" hours) between New York and the Coast.

For all other network programs, kinescopes are still the order of the day—with this change, thanks to science: kines can now be taken off the tube in Los Angeles instead of being shipped from New York, and vice-versa. But they're still kinescopes!

Life is much happier for the Spot Program advertiser. His program is either "live" or on film—a lot easier for the audience to take than kine. His television time is planned market by market. And he uses only the markets he needs and wants. No "must" stations or minimum group requirements in Spot Program advertising.

There's a cost advantage, too, for Spot Program advertisers. Spot rates are generally lower than network rates for the same time period, on the same station. The difference is enough to cover the extra film prints required, their handling, distribution and other costs.

If you're thinking about television for 1952, you owe it to your marketing plans to get the full story on Spot Program advertising. You can get it from any Katz representative. It shows, in very realistic terms, that when it comes to television advertising . . .

You can do better with Spot. Much better.
feature of the week

RADIO-TV is assuming its traditional role again as public servant in time of emergency. With blood bank reserves depleted and the U. S. putting out a special call for donors, the broadcast media responded by joining in the national drive.

Conspicuous among the reports received by Broadcasting • Telecasting were the following:

ENBC San Francisco weekly has been turning its Studio A into a mobile blood bank for the American Red Cross, with listeners urged to visit the studio during broadcasts. Typical day saw 181 pints of blood donated.

To show how pointless the donation of blood can be, Bernie Bracher, of WAVE-TV Louisville's Sports Slants, conducted his program while giving a pint.

WFIL-TV Philadelphia staffers, Neil Harvey, m.c.; Chief Halftown, station personality, and John Corcoran, news commentator, contributed heavily to the success of a mid-city rally held by the local Junior Chamber of Commerce for the benefit of the emergency blood collection program of the American Red Cross.

WKY-TV Oklahoma City staged an all-day Red Cross blood collection campaign telecast Oct. 31. The station switchboard was deluged with about 2,200 phone calls;

PREPARING to donate a pint of blood splice to the Southwest Blood Bank to meet the current blood shortage, Lynn Cole (l), singer on KPRC-AM-TV Houston, and Francis Sullivan (r), production manager at KPRC, get briefing from nurse on blood need. Messrs Cole and Sullivan were just two of the 100 KPRC staffers who pledged a donation. Station used recorded interviews during National Radio and Television Week to promote campaign.

187 volunteers were processed through the mobile blood center set up in a TV studio and 166 pints of blood were collected. Many donors said they otherwise would have been afraid if television hadn't shown them how easy it was. P. A. Sugg, WKY-AM-TV manager, was

(Continued on page 98)

strictly business

And after nearly six decades of life in a democracy, he naturally believes with utmost sincerity that it is the finest type of government.

Putting these two together, "Chet" Ruth wields one of the most potent weapons on behalf of freedom—an advertising campaign promoting the democratic way of life. He does this job in his role as advertising director of Republic Steel Co., headquartered in Cleveland.

He is convinced every company has a responsibility to promote the system that makes possible the existence of every business now operating. "If they don't defend it, who will?" he asks.

Republic holds classes in basic economics, with cooperation of the U. of Chicago, for its 6,000 administrative people. It operates a speakers bureau and maintains other promotional and advertising services with one objective—to alert the general public and other companies on the need to protect

(Continued on page 10)
Paper Money...

...income from manufactured paper products exceeds
308 million dollars annually in the two Carolinas.
Whether you write, wrap, box or smoke, chances are
you contribute to the income of WBT's 3,000,000
listeners—the largest group of your prospects
you can reach through any single advertising
medium in the two Carolinas.
TELEVISION'S ONLY 2 KW VHF TRANSMITTER

IT'S ALL AIR COOLED
For 2 to 20 kilowatts ERP*

If you plan to start TV station operations with a modest equipment investment... and still be sure you get adequate signal coverage... this new "2 kw" is a logical, economical solution to your problem. Initial equipment expense is lower than that of most TV stations on the air today. And tube costs are low—because all the tubes are standard types.

Used with RCA's popular and inexpensive high-gain 3-section Super Turnstile Antenna, this transmitter produces 5 kilowatts ERP—at the lowest cost per radiated kilowatt in TV history. Used with RCA TV antennas of higher gain, this transmitter provides up to 20 kw ERP!

Why not ask your RCA Broadcast Sales Specialist to help you with your planning. He can tell you precisely what you'll need to go on the air—and how to do it at lowest cost. Make use of his "know-how." Call him today.

ANNOUNCING—a 64-page book on RCA’s new line of TV broadcast equipment for all channels, 2 to 83! An indispensable reference for station planning. Available only from your RCA Broadcast Sales Specialist.

*Effective radiated power

For any TV power to 200 KW—go RCA!

The heart of the "2 kw"—the forced-air-cooled triode, RCA-5762

This service-proved triode features sturdy internal construction—and a very efficient plate radiator. The tube takes less than half the air flow previously needed for a tube having the same power-handling capability. And it's available through any RCA Tube Distributor!

RADIO CORPORATION of AMERICA
ENGINEERING PRODUCTS DEPARTMENT
CAMDEN, N.J.
Who isn’t, these days? But you want a real bargain—one that really gives you more for your money. That’s the kind of advertising buy you get at W-I-T-H—a real, honest-to-goodness BARGAIN.

Here’s why—W-I-T-H regularly delivers more listeners-per-dollar than any other radio or TV station in Baltimore. It delivers this vast, buying audience at low, low cost. That’s what makes W-I-T-H the station that delivers low-cost results, the real bargain buy in Baltimore.

Just ask your Headley-Reed man for the whole W-I-T-H story.

The results station
Baltimore, Md. WITH

TOM TINSLEY, PRESIDENT—REPRESENTED BY HEADLEY-REED
All-Industry Group Hits 'Expenditure'

By FLORENCE SMALL

WITH morning time sales in radio rising to an all-time high, national advertisers, reawakened to the selling potential of the early-hour periods, are beginning to spill over into the morning television to sell their products.

Late last week both NBC-TV and CBS-TV were understood to be on the verge of completing negotiations for sale of substantial morning segments on television. CBS-TV was expected to sign two separate clients for the 10:30-4:30 a.m. period and the following 10:45-11 a.m. quarter-hour slot, five times weekly, to start in January; while NBC-TV was slated to counter with a sale of half the newly-signed Ralph Edwards.

NBC-TV contracted Mr. Edwards for $5,650,000 for his exclusive radio and TV services during the next five years. He is scheduled to appear on a daily half-hour TV show, coast to coast, starting the first week of January (12:30-1 p.m. EST) in the network's effort to build mass morning audiences. NBC-TV also is preparing a five-minute kinescope on a 7 to 9 a.m. show, slated to start Jan. 7, for agency and advertisers' perusal.

Meanwhile, CBS-TV already has signed Lever Brothers' Rinso for sponsorship of Arthur Godfrey on the 10:15-3:30 a.m. time, five times weekly, effective early in January.

Radio, still unchallenged as the dominant morning medium, traces the resurgent popularity of its early-time periods to the coincident use in spot consciousness of the national advertiser. It is a trend that has been building for two years now and has recently reached its highest development with such diverse advertisers as Life Magazine, Shulton Toiletries for men (Old Spice Shaving Cream), and U. S. Tobacco's Snuff placing spot announcement schedules in the early morning time periods on stations across the country.

Cold Remedies Considered

The cold remedy manufacturers such as Vick Chemical, Save-The-Baby Cough Syrup, Pertussin and others expressed their faith in early radio time with heavy schedules at the beginning of the fall season.

Breakfast food clients such as Chase & Sanborn (coffee), H-O Oats, Jelke Margarine, etc., are also attempting to capture the early morning radio audience with spot schedules.

And among the first to recognize the value of early morning radio listenership were the oil companies: Standard Oil, Conoco Oil, and Magnolia Petroleum.

In a sense it has taken radio at least 15 years to sell early morning radio to national advertisers, with this year reliably predicted to be the most successful in the medium's history for these hours. Actually, the lead in selling morning time had long since been taken by the individual stations, with local automobile dealers, clothing stores, tractor distributors and local drug chains carrying the burden of that pioneering. Their success has been the real spur to the current radio action of national advertisers.

The radio success of national advertisers in turn has been responsible in part for alerting advertising agencies to the prospect of comparable results in television. The daytime TV market is beginning to figure with increasing importance in their plans. This week, in fact, one agency, Grey Advertising, New York, specifically addressed (Continued on page 108)

Clients Line Up

All-Industry Group Hits 'Expenditure'

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ABC SHIFTS

PHILLIPSON, OTHERS ARE PROMOTED

TO STRENGTHEN executive responsibility, William Phillipson, ABC assistant director of TV programming and operations, New York, has been transferred to Hollywood as Western Division director of radio and television operations [CLOSED CIRCUIT, Nov. 5].

Robert E. Kintner, ABC president, in Hollywood for the realignment of duties, also revealed last Tuesday that Gayle Grubb, general manager of KGO-AM-TV San Francisco, has been elected a vice president of the company.

Don B. Tatum continues as director of ABC Western Division TV, with Fran Conrad manager of Western Division radio network, both working directly with Mr. Phillipson.

Under the new setup, Amos Baron, former sales manager of KECA Hollywood and Western Division radio network, becomes manager of KECA. Philip G. Hoff- man, general manager, KOB Albuquerque, becomes manager, KECA-TV Hollywood. Matt Barr, account executive, succeeds Mr. Baron as KECA sales manager.

DUTIES OUTLINED

Mr. Phillipson will serve as division head until merger of ABC and United Paramount Theatres is finalized. He will then resume his New York duties and be succeeded on the West Coast by an UPT executive with title of vice president.

Ernest Felix, assistant treasurer, has been Western Division acting manager since June, taking over those duties shortly after Frank Samuels resigned as vice president to join William Morris Agency as West Coast head of radio and television.

In keeping with the new ABC policy of taking its owned stations out of network supervision, KECA and KGO will be operated as separate entities. Managers will report direct to Mr. Phillipson.

CASH LEAVES NBC

TO JOIN CROSLEY CORP.

NORMAN CASH resigns, effective Nov. 19, as director of station relations for NBC to join the Crosley Broadcasting Corp. as assistant general sales manager for radio, it was announced last Tuesday.

Mr. Cash had been with NBC for the past 12 years. During that period he was associated with production, sales, radio and station relations. In World War II he served with Army Corps of Engineers in the Italian Campaign and was awarded the Purple Heart and the Bronze Star.

NBC had not named a successor to Mr. Cash as of last Friday.

SIMMEL TO NBC

LUDWIG W. SIMMEL, manager of radio co-op program sales department for ABC, has been appointed to newly created position as manager of "minute man" and co-op program activities for NBC. Carlston D. South, vice president of station relations, announced Wednesday. Mr. Simmel, who previously was manager of Blue network sales service department, will assume his NBC post Nov. 16.

BALL APPOINTED

NAMED CBS RADIO EDITOR

DON BALL, program director and editor of directing for WCBS New York and editing director for WCBS-TV, last week was named director of editing for CBS Radio, effective immediately.

The appointment, announced by CBS Radio Administrative Vice President James M. Seward, was made as part of the division of CBS Radio and Television into separate operating entities. James Shattuck, who formerly was editing director in both Radio and TV holds the post in the TV division, under the divestiture. Mr. Ball has been with CBS since 1939 except for a brief period with Neff-Rogow agency in 1946.

REYNOLD KRAFT

DIES IN CHICAGO NOV. 5

FUNERAL services were to be conducted in Chicago Saturday afternoon for Reynolds (Ren) Rudolph Kraft, 56, manager of the radio department of the Fort Industry Co. in Chicago. Mr. Kraft, who opened the office in July, died suddenly Monday after a heart attack in his office. His doctor reportedly found him in "excellent condition" the previous week.

A radio and television sales executive since 1937, Mr. Kraft joined NBC New York that year as a network radio salesman. In 1945 he began selling network television and soon became television sales manager. He left NBC in 1959 to work as vice president and television director of the Paul H. Raymer Co., station representative firm, in New York and then joined Fort Industry Co.

Mr. Kraft was born March 29, 1885, in Menomonee, Wis., and attended high school in Oak Park, Ill., a Chicago suburb. In 1916 he was graduated from the U. of Illinois where he was an All-American football star and a member of Beta Theta Pi. He received a mining degree after majoring in metallurgy. For several years he worked as an engineer. His first sales job was for Collier's magazine from 1894 until 1927.

Mr. Kraft, his wife, Grace, lived on Chicago's South Side. He also is survived by a son, Reynold R. Jr., and two grandsons.

GILL LEAVES MCGILLVRA

HELEN GILL has resigned as vice president of Joseph HERSHEY McGUIVRA, INC., station representative firm. She is a former time buyer with Kenyon & Eckhardt.
STANDARD MEASUREMENTS

THE LONG-TIME goal of America's top research experts—a common yardstick for the measurement of all media is to find a method of research which will be amenable to approaching if it is not actually on the horizon.

This summary of the combined opinions of many research operators and media buyers is based on statements made to BROADCASTING • TELECASTING last week.

The statements were made in response to Mr. Brockway's article on the plea by Louis N. Brockway, executive vice president of Young & Rubicam, for a "common denominator for all media" [B•T, Oct. 29].

Two major operators of research services—Arthur C. Nielsen and C. E. Hooper—are convinced the goal is attainable through use of special techniques on which their services are based.

Others generally agree the objective is laudable and they would welcome some such statistical method. But, the other side argues, they don't concede the solution is at hand for immediate application, or at least won't be committed to any service at this time.

Four network research officials are in favor of a common yardstick, with one contending it must come from a non-media source while the other two, calling for realistic qualitative research. The matter of cost, too, is a factor that can't be ignored, it was pointed out.

Mr. Brockway drew nationwide attention when he told the Audit Bureau of Calculations members there is "not one really authenticated fact" about the actual effect of television on media values.

Besides his high post at Young & Rubicam, Mr. Brockway is also chairman of the American Assn. of Advertising Agencies. He told the publication group there should be standards on telephone, radio, television, magazines and newspapers, and he agreed completely with most of what he said.

Specific comments are as follows:

"1. Radio-TV audience research, as conducted by A. C. Nielsen Co., differs from ABC magazine and newspaper audits in two important respects:

(a) Our radio-TV research measures the audience to individual programs (which are somewhat analogous to individual advertisements in magazines and newspapers).

(b) Our radio-TV research provides certain important diagnostic or analytical tools which are very useful in gaining increased audiences and improving the sales effectiveness of the radio-TV advertising. I refer here to information such as minute-by-minute audience, cumulative audience, flow of audiences, etc.

"Without intending any criticism whatever of the work done by ABC, which is useful and essential, it seems safe to say that audience research in the radio-TV fields is substantially more comprehensive and useful than the corresponding research generally done in the magazine field," Mr. Nielsen said.

He continued: "...who may bark at a study by Raymond A. Kemper Assocs. in Louisville [B•T, Oct. 1] and story on Mr. Kemper's talk to District 7, page 28 this issue] Is such an objective attainable on a national scale? Here's a summary of expert answers to that question. The experts don't agree on methods of getting there, but they believe the objective can be won—if the advertising industry is willing to stand the cost.

COMPARABLE RESEARCH that would enable the advertiser to apply a common measuring tape to radio, television, newspapers and magazines is the pot of gold that so far has eluded media research men. Some strides toward it have already been taken, but a local basis.

"Impact," a study by Raymond A. Kemper Assocs. in Louisville [B•T, Oct. 1] and story on Mr. Kemper's talk to District 7, page 28 this issue]. Is such an objective attainable on a national scale? Here's a summary of expert answers to that question. The experts don't agree on methods of getting there, but they believe the objective can be won—if the advertising industry is willing to stand the cost.

FREE TIME & P.I.'s

The company offers "a wonderful Christmas combination offer" consisting in all of a 224-page Bible with pictures and gold gilt edges. The offer is nationwide, 154 Christmas seals and mailing tags "all for just $1."

"As I am not using an agency," wrote Marie I. Strauss, advertising manager, "I can afford to pay $0.40 net to the station."

Then comes the kicker: "In addition we both know that the local announcer—on either break or make a deal. Therefore I will pay another $0.05 per order to the announcer, because I feel the additional volume will compensate me."

"A very ethical, conservative" drug house using full-color pages in TV, Saturday Evening Post is marketing an acne ointment for teen-agers through Robert Holley & Co., New York agency, according to a letter sent stations over the signature of Charles J. Cullar, vice president. The stations are asked if they have a program "on which merchandise is offered on a per inquiry or per sale basis." The product is being advertised in

How to Rate All Media?

List Still Grows

BROADCASTING • Telecasting

November 12, 1951 • Page 25
PHONES were ringing, buzzers buzzing and memos flying out of over-worked typewriters around the 40-store Cussins & Fearn chain.

This Ohio organization, doing a vast business in hardware, auto supplies, household articles and all sorts of hard goods, had a problem — an inventory problem that grew out of a clerical mistake.

In any multi-million dollar business, occasional errors in ordering and billings are inevitable.

But there was a new kind of mistake, and Cussins & Fearn found its big Columbus warehouse bulging with garden hose. A blanket order had been sent to a manufacturer for the season's supply of this garden merchandise, stating Cussins & Fearn's estimated needs for the season.

Later, the actual order itself, giving the specific needs, was sent to the manufacturer.

What happened? Well, the delighted manufacturer not only filled the large order necessary to supply Cussins & Fearn's garden-minded clientele all over Ohio but the factory went even farther — it filled the advance estimated order, too.

Quite a crisis in the life of a hardware chain!

But Cussins & Fearn figured a way out. For three years the chain had been using dawn to dusk radio newscasts on WHKC Columbus. Out of the rush of memos, conferences and phone calls came the decision — turn the hose over to the radio department.

THE catastrophe turned into a bonanza. But let Mr. Wunderlich, Cussins & Fearn president, tell in a few words how easily it was done:

"With our warehouse full of hose, we decided it was time for action. We turned to radio and radio saved our necks. For 10 days, half of the spots on our newscasts were devoted to sale of garden hose.

"The result? We sold out.

"We could have sold as much more if we had known a summer drought was coming."

Cussins & Fearn blankets an area radiating over 100 miles out of Columbus, with stores located mainly in smaller cities ranging from 4,000 to 40,000.

Seventy-five percent of sales are to the rural and suburban population, according to Mr. Wunderlich.

"You city folks are passing over a tremendous market," he likes to say as he listens to advertising shop talk in metropolitan-minded groups.

Cussins & Fearn started 58 years ago as a little mail order house in Columbus. The business grew and the firm reached 500,000 circulation with its monthly catalogs.

The mail order business continues but the number of catalogs has been cut down to five a year because of radio's sales impact, Mr. Wunderlich declared.

"We hit the rural folks with our news from the time they get up until they go to bed," he said. "Rural and small-city people like to keep up with the news."

Coordinating the radio promotion with the Cussins & Fearn advertising and promotion activity is Robert Neer, radio director.

Originally Cussins & Fearn used radio as a "plus — something extra" added to its newspaper and catalog advertising, according to Mr. Wunderlich. Now radio has a very definite place in the company's sales promotion scheme, he added.

"Radio stands so squarely on its own feet," Mr. Wunderlich said, "that radio advertising and merchandising do not go through our advertising office. One man handles radio merchandising exclusively. It is his responsibility to select items for promotion and to inform all 40 store managers around the state what the items will be, well in advance of the time they are on the air."

THE items are selected three weeks ahead of broadcast time, he continued. Cussins & Fearn insists that merchandise must be "our best in the sense of competitive quality, customer demand, timeliness and price." Mr. Wunderlich explained. The items must be in good supply at all stores so no customer will be disappointed because an article is sold out.

"If you don't have good merchandise at the right price you are wasting the money you spend on radio advertising," he said. "Our stores all over Ohio choose a station that gives complete coverage of our market. We use radio as the 'blanket medium' and let local newspapers do the job of localizing the sales message from each individual store.

"To reach the complete audience of the station we use 10 newscasts each day, five days a week, 5 a.m. to 6:30 p.m., a total of 1½ hours of news daily. Some of these newscasts are 15 minutes, some 10, some 'capsule reports' of five minutes."

"We pick three items each week for radio advertising. Using two or three announcements on each newscast adds up to over 100 spots per week on just these three items."

"There is variety in the way...

(Continued on page 36)
NARND MEETS TODAY

THREE-DAY annual convention of the National Assn. of Radio News Directors, which opens in Chicago today (Monday), will feature a "how to do it" approach to general news editing.

Jim Bormann of WCCO Minneapolis has planned an agenda of work sessions on wire service coverage, crime reporting, coverage of political conventions, news of atomic energy, television news, access to stories generally, documentary programs and the salability of news show programs.

Although all of the invited guest speakers were not definitely committed late last week it was apparent the program would include several top government and news executives. Sen. Richard Russell (D-Ga.), chairman of the Senate Armed Forces Committee, will give a wire service report.

The meeting opens this morning at the Hotel Sherman with registration at 9 a.m. and a business session at 10 a.m. President Ben Chatfield, WMAZ Macon, Ga., will give his annual report and the nominating committee will present its slate.

Nominations for three-year positions as three-year directors include Mr. Bormann; Jim Byron, WGBP Fort Worth; John Heywood, WTOP Washington; John L. Klazmar, WPIC Pittsburgh; Robert Van Dyke, KRTV Des Moines; Brooks Watson, WMBD Peoria, Ill.; Ken Miller, KVOO Tulsa, and Paul Wagner, KSOU, Ohio State U., Columbus.

The nominating committee has recommended that Bill Ray, NBC Chicago, and Orrin Melton, KSOS Sioux Falls, fill unexpired director terms. Mr. Ray for two years and Mr. Melton for one. Committee members are Jack Krueger, WTMJ Milwaukee; Tom Finley, WTAI Chicago; George Gwos, KANS Wichita; Dave Kessler, WHAM Rochester; Godfrey E. Hudson, CFCQ Saskatoon; Cass Kell, NBC Washington.

Members of NARND will be guests at several luncheons, dinners and cocktail parties planned by private business concerns and wire services. On opening day, after a wire service committee report and discussion in the morning, Malcolm Johnson of International News Service will lead discussion on crime reporting. Ken Frye of the National Democratic committee and Ed Ingle of the Republican Committee will report plans for the nominating conventions in Chicago next year.

Coverage of the Korean war will be outlined at the opening session Tuesday morning by Phil Newman of United Press, after which the Television Committee, headed by Sig Mickelson of CBS and Frank McCall of NBC, will make its report. Sen. Russell has been scheduled as the Tuesday luncheon speaker.

A two-hour afternoon session will feature the NARND annual awards, during which representatives of winning stations will explain their operating methods.

The meeting, which has its site conference in helping gain equal access to the news for all media, followed by a report on freedom of information made by Bill Bissell, executive editor of the Minneapolis Star and Tribune and a member of the ASNE executive committee. News room policies and operations will be described by Bill Henry of Mutual.

Newspaper-owned station men and Canadian news directors will meet Wednesday morning. To head the program will be John D. McMurray, publisher of the Asbury Park Press. (Continued on page 8)

RADIO NEWSMEN

Named to Assist Schools

VETERAN newsmen from stations in Canada and all sections of the United States have been named to the journalism school speakers bureau of the National Assn. of Radio News Directors.

James Bormann, NARND president, who started the bureau at the request of a group of journalism professors, said that the newsmen appointed will be asked to assist colleges and universities in their areas in teaching fundamentals of radio and TV news gathering and preparation.

Named to the bureau were: Canadian stations: WACV Alberta; D.C. Cannings, CKWX Vancouver; L. D. McArthur, CBC Toronto; A. S. Breedy, CJON Winnipeg; Rocky Mountains: Paul Sullivan, Intermountain Network, Salt Lake City; Midwest: Charlie McCall, WCFL Chicago; William Ray, WTMJ Milwaukee; Sheldon Peterson, KLZ Denver; Mid-Atlantic: Frank Gow, KPRC Houston; Thomas Knell, WTOP Washington; William R. Day, KOMA Denver; Southwest: R. J. Rowley, WEXL Cleveland; Charles Wilder, WTAL Charlotte; Melton Linder, WTAN Cleveland; Jack Beck and Max Roby, KNRW Hollywood; William Nielson, KNBC San Francisco; Tal Trapp, KQK Spokane.


East: Dexter McMullen, WEAN Providence; Tom Bentley, WAVV New York; Mack Jones, WTOP Washington; Tom Eaton, WTOP Hartford; Mr. Bormann.

South: James A. Bridges, WSB-TV Atlanta; Fred Wilson, KCMO Kansas City; Ralph A. Renick, WTVY TV (WTVY), Decatur, Ga.; R. G. McCall, WSB-TV Atlanta; Vic Kirby, WPTF Raleigh; John Eure, WDOM Roanoke; Ben Chatfield, WEA Knoxville; and Cass Kell, NBC Washington.

West: Jim Byron, WGBP Fort Worth; Pat Flaherty, KPRC Houston; Jim L. Davidson, WCOS Oklahoma City; Pat Knell, WBT Baltimore.

BROADCASTING • Teletesting

How to Do's Theme

'NARND meets today'

39-Week Report Shows Growth

CBS INC. and its domestic subsidiaries had a gross income of $119,731,379 for the first 39 weeks of 1951, compared to $60,658,187 for the same period in 1950, net income (after provision for federal income taxes) totaled $3,632,666 as against $2,670,783 for the first 39 weeks of 1950.

These figures, with the 39-week totals for the 1951 period including the first 30 weeks of the Hytron Radio & Electronics Co. and CBS-Columbia Inc., since their acquisition by CBS on June 15, were reported today in a consolidated income statement for the nine months which ended Sept. 29.

The CBS board of directors announced at the same time a dividend of 40 cents per share on class A and Class B stock, payable Dec. 7 to stockholders of record at the close of business Nov. 23.

Net income less discounts, commissions and returns amounted to $6,221,163 for 1951's first 39 weeks compared to $6,685,187 for the same period of 1950. Operating expenses and costs of goods sold totaled $58,936,070 this year as compared to $59,016,096; selling, general and administrative expenses were $17,929,400, against $13,840,241; provision for depreciation, etc., $1,374,330, against $1,118,479, while "miscellaneous" income (less deductions) was $100,812 against $17,414. Income before federal income taxes amounted to $8,785,656 for the first 39 weeks this year, compared to $8,300,783 for the comparable period of 1950.

NINE MONTHS ENDING NOVEMBER 29, 1951 (39 WEEKS) SEPTEMBER 29, 1950 (39 WEEKS)

GROSS INCOME $119,931,379 $85,946,982
Less—Discounts, commissions and returns 35,510,216 25,398,709
$84,421,163 $60,548,273

DEDUCT: Operating expenses and costs of goods sold $58,056,079 $39,616,096
Selling, general and administrative expenses 17,228,409 13,640,241
Provision for depreciation, etc. 1,374,830 1,118,479
74,625,328 63,974,816

Miscellaneous income, less miscellaneous deductions $8,881,956 $6,883,369

Income before federal taxes $7,999,987 $7,234,447

Provision for federal income taxes: $ 5,175,000 $3,200,000
Excess profits tax 100,000 350,000
$5,250,000 $3,550,000

NET INCOME FOR PERIOD $2,749,987 $3,684,447
Earnings per share $1.81 $1.36

Notes:

The figures for the first 39 weeks of 1951 include the operations of the Hytron group (Hytron Radio & Electronics Co. and CBS-Columbia Inc.) since June 15, the date of acquisition. Earnings per share for the 1950 period have been calculated upon the 1,717,355 shares of stock outstanding during and as of the last day of the 39-week period and for the 1951 period have been calculated upon 1,903,001 shares of stock, being the average number outstanding for the 39 weeks ended Sept. 29, 1951. The actual number of common shares outstanding for the first 39 weeks of 1951 has not been calculated in accordance with the Revenue Act of 1951. The 1951 figures reported here are on a pro forma basis of 1,903,001 shares outstanding after giving effect to special credits available under the Revenue Act of 1951 to corporations engaged in television broadcasting prior to January 1, 1951, but are subject to revision when the detailed computations required by law are made.

The provision for federal taxes on income for the first 39 weeks of 1950 as originally reported has been adjusted to reflect a proportionate part of the excess profits and war profits tax on income for the first 39 weeks of 1950. The 1951 results are subject to year end adjustments and to year end audit by Lybrand, Ross Bros. & Montgomery.

November 7, 1951.

ABC PARK CASE

NARND Offers Copies

CONVENTIONEERS at the National Annual Convention meet, starting today in Chicago, can get copies of the Asbury Park decision, NARND President, Ben Chatfield, WMAZ Macon, Ga., has announced.

The decision, handed down by Superior Court Judge C. Thomas Chettitano, ordered the Asbury Park, N.J., city council to permit WJIP Asbury Park, N.J., to broadcast a public hearing (B&T, Oct. 1). Copies of the decision were printed by NARND as part of its executive secretary's information, headed by William Ray, director of news and special events, NBC Central Div., Chicago. They also will be distributed to wire service editors all over the country, Mr. Chatfield said.

The decision was a major advance in the campaign for freedom of information for radio and TV stations," Mr. Chatfield said. News editors can get copies at the convention or can write to Mr. Ray for copies.

The decision turned on the executive secretary, Soren Munkhof, Hotel Sherman, Chicago.
Harold Fellows' Frightening Fantasy

TO THOSE WHO DENOUNCE ADVERTISING and deem it a parasitic and price-boosting aspect of the American Economy, Harold E. Fellows, NARTB president, has an answer—an effective answer. Suppose all advertising were stopped under official edict. What would happen? The holocaust would reduce to triviality the fantastic events of the famous Man From Mars drama that shocked the populace a decade ago. Tragedy would stalk the nation—and then the world, Mr. Fellows believed. He laid it out, on a cold slab, this forecast of the economic and human events that would follow advertising's death in a speech delivered Friday to the Advertising Club of Louisville. Following his fictional delineation, Mr. Fellows recited the basic facts of advertising's role in today's world and called on all advertising people to re dedicate the profession "to the good cause of America's free economy."

There are long faces in the Treasury Department—where Defense Bond officials read quickly the handwriting on the wall. Defense Bond sales would drop to a trickle, and inflation would run apace. Department of Defense officials speedily made plans for manpower drafts, for they could expect every few recruits in the absence of selling assistance from the crippled media of the nation. The Red Cross, long thwarted in its attempts—even under ideal conditions—to bring blood banks up to minimum requirements, has given up the fight completely.

Tax Returns Dwindle

The Bureau of Internal Revenue anticipates only a small percentage of the taxes which be required to meet the growing demands of emergency operation of the nation.

In Korea, where news of the disaster reached men at the fighting front by radio, there is complete bewilderment. And in Russia, there is a man with an enigmatic smile.

Something had happened in America that reduced that nation to a shambles faster—oh, so very much faster—than could have a thousand atom bombs and a million lives expended.

NEWS SOURCES

NARTB Dist. 7 Hears KBA Plan

KENTUCKY broadcasters plan to counterattack against those who would strip newspaper of the right to protect their news sources. That was brought out last Thursday at the opening of the NARTB District 7 meeting in Louisville. Charles Warren, WCMJ-AM-FM Ashland, president of the Kentucky Broadcasters Assn., told of the association's joint effort with the Kentucky Press Assn. which will result in introduction at the January 1952 session of the State Legislature of legislation to guarantee broadcasters the same privilege currently enjoyed by newspapers.

KBA also had begun work on a bill for control of the sale of narcotics. Mr. Warren stated.

District 7 also heard a fire-eating speech by Raymond A. Kemper, Louisville researcher whose survey of radio circulation in that city has gained nationwide coverage [E*T, Oct. 1], charging that "Ratings are Rotten Research."

Dr. Kemper said the broadcasters "had strung a strangely intense strain of institutional edifice" by "doing your damndest to beat yourselves to death with a blunt instrument of your devising—program rating" as a circulation criterion. Program rating research, even at its most precise development, "will always place the broadcaster in an unfavorable and unfair competition in relation to competing media," he said. "Does the publisher sell his circulation story on the basis of any 'page readership rating' or more to the point, 'section-of-page rating'?" Dr. Kemper asked. "No, of course he doesn't. The publishers do not tell the advertiser that he has printed and distributed so many newspapers. He doesn't become involved in any mundane discussion about who reads what page, and how often. The same idea holds for the magazine publisher."

Cites 'Actual Audience'

Radio's competitors "pitch their sales in terms of 'potential audience'" while radiomen pitch theirs in terms of "actual audience," he said. He pointed out that his celebrated study for WAVE Louisville was undertaken to obtain compara tive research. "We tried," he said, "to do something about the need for a more adequate measurement of radio circulation."

In addition, District 7 heard reports from Roy Livesay, WLBH AM-FM Mattoon, president of the Illinois Broadcasters Assn.; and Robert W. Ferguson, WTRF AM-FM Bellaire, president of the Ohio Broadcasters Assn.

Mr. Livesay said that his group had adopted a resolution opposing use by the U. of Illinois of tax money to install television and radio broadcast equipment and against possible reservation of channels for educational broadcasting. His association, Mr. Livesay said, favored use of tax money to produce educational programs which would be seen over existing commercial facilities.

Mr. Ferguson declared that in Ohio broadcasters had attacked what he termed "discriminatory" action. Notable, Mr. Ferguson said, was a ruling by the Ohio tax commissioner that transcriptions and records are state sales tax. By action of the broadcasters, Mr. Ferguson added, this had been upset.

All three associations reported progress in campaigns against the charging of fees for broadcasts

(Continued on page 38)
THE WRITER'S LAMENT

IS MANAGEMENT short-changing itself when it keeps continuity budgets pared to the bone? The author of this article believes it is. Cheap help isn't apt to create memorable or productive advertising copy, particularly when the help regards itself as abused and misunderstood. Here are one man's suggestions for improving the morale of the staff writer and, of interest to management, making radio pay off in bigger sales.

By BRUCE F. ANDERSON

THE TERM, continuity writer, is therapeutic—titular Ugontene to soothe the irritated ego of radio's lowest paid talent. But when you plough off the epiphema, a continuity writer emerges as a single woman, usually in her early twenties, who writes advertising for a radio station. She is the one to whom announcers, salesmen, station managers, sponsors, and listeners unconsciously refer when they suffer through a distressing commercial, pivot on their hunkers and groan: "Who writes that stuff anyway?"

Radio salesmen live in a solvent world of their own, where nothing disturbs the tranquility but the rustle of contracts and the capping of Parker 51s; newsmen wear loosely-knotted ties and vaunt easily from Washington to Tokyo on confident "meanwhilites"; announcers are always your announcers; and promotion men are born with silver hyperboles in their mouths, the better to spread themselves. The continuity writer has nothing—neither prestige, nor commissions, nor a faithful listener in Grandy Center. And many times she is no more guilty of the atrocities she commits than a chef is guilty of poor cooking, who must make his omelet with aged eggs.

Yet the very fact that she is the focus of outrage, and not the announcer who read the spot, or the salesmen who sold it, proves that her work is important. It also suggests that good writing is important, which is not the same thing as formula writing—symptom of a highly contagious mental disease. Some light was shed on the nature of this disease in a recent study by BAB. The study said: "We find that young people who have no established writing habits or styles of their own are very good prospects." These "copy trainees" are then carefully infected with the writing habits of the incurable, until their imaginations calcify.

Not mentioned is the freakish aspect of the disease, causing capons to beget capons so that now all of radio is swarming with the little beggars, who of course look upon anyone with a plastic imagination as a thoroughly idiotic, senior grade.

This article will take up the cudgel for idiots, may even try to explain them. More than that, we'll try to define good writing, or at least give some indication of its character.

Who is she, this writer of continuity? In many cases she is a primitive with a powerful yen to scrawl her pictures on the dark wall of the cave. In short, she's fundamentally an artist. Her job as a continuity writer is only temporary, until such time as Scribner's beckons with succulent royalties. This is the secret she hides in her bosom, the religion that saves her from the contamination of her work. In many other cases, she is a craftsman with no literary illusions whatever. In either case, when she turns on the creative spigot, seldom does she direct the full blast into the chainbreaks and minute spots. Why? Maybe an answer will suggest itself when we dissect her job.

Writer vs. Sponsor

She writes advertising. That means that she works in an office five and a half days a week, committing to paper ideas that are supposed to stimulate commerce. These are rarely her own ideas. Most of them were laid by tired businessmen. The writer's job is to reduce these ideas to a consistency suitable for broadcast without damaging the content. Most of the time that's all that's required of her. Most of the time it's not important that she use her imagination, that she communicate with the listener, or even that she sell the product. The important thing is to keep the sponsor happy, period. The accepted way of doing this is to serve him his own ideas, garnished with his own pet phrases; and—make no mistake about it—a great deal of continuity is written with this objective in mind. Because radio is enormously effective, merchandise is often sold in spite of it. Often, however, when the copy is bad the merchandise doesn't sell, but that doesn't matter either. It's still possible to keep the sponsor happy by plying him with double shots of that old hokum derivative—"the important thing is to keep your name in front of the public."

Radio executives will argue that there are many enlightened sponsors who love to sell merchandise and welcome new ideas. True, and we should cleave unto them steadfastly. But the radio writer is still prevented from unleashing her talent by a number of further considerations; not the least of which is herself. She's human. She works for approval as well as for salary and gets precious little of either. When she knocks herself out on a commercial or a series of commercials, and they're fresh, interesting and effective, she may get a perfunctory pat on the head if she's lucky. Verily the writers of books, plays and newspaper columns have their reward in the sweetest of all bouquets, the by-line. The writer of a radio program is mentioned hastily—if at all—just before the system cue and in a manner that

(Continued on page 66)
TELEVISION proved to be the big wheel last week in Chicago discussions among GOP and Democratic party leaders on choice of a convention site for the 1962 national conventions.

Won over by the persuasion of industry representatives -- and to the evident displeasure of printed media -- party chairmen selected the International Amphitheatre in Chicago for next summer's political parleys.

The amphitheatre, located on Chicago's South Side, will be used for both conventions -- the Republican, beginning July 7 and the Democratic July 21.

Thus, broadcasters were assured of substantially larger facilities than they would have enjoyed had both parties returned to the Chicago Stadium, the scene of earlier conventions.

The selection was jointly announced Thursday by Frank E. McKinney and Guy Gabrielson, Democratic and GOP national committee chairmen, respectively, following conferences with representatives of CBS and NBC.

The amphitheatre has spacious "suites" and numerous rooms to accommodate radio and television facilities. Requirements of each network were submitted to the Radio-TV Joint Convention committee, headed by Bill Henry of Mutual, and placed before the national committees.

Over 2,000 radio and 100-plus video stations throughout the country are expected to cover the national conclaves. Costs for radio-TV installations have been estimated at roughly $500,000 [B&T, Oct. 29]. Estimates on individual network costs are placed at about $2 million, covering reimbursements for program cancellations.

Broadcasters Recommend
It was understood that originally the International Amphitheatre was acceptable to the Democrats despite the disapproval of the G.O.P. Both Messrs. McKinney and Gabrielson said in Chicago, however, that the former was "strongly recommended" by broadcast representatives.

Use of the Chicago Stadium would have entailed the construction of an additional building wing to house equipment, at an estimated cost of between $50,000 and $60,000, they were advised.

Economy was also a factor in the party leaders' choice. The amphitheatre will be made available to each party at $5,600 per day on a "package" deal, it was said. That includes air-conditioning, lighting and other services. Building seats 16,000 compared to over 19,000 at the stadium, but an estimated 50 million people are expected to view proceedings on TV. Best bid of the stadium interests, operated by Ar- thur Wirtz, was $5,600, plus added expenditures.

Among those conferring with national committee leaders were Sig Mickelson, CBS public affairs and news director, and Penelope Wangel, NBC technical affairs director.

Standards Not Set
Still to be set are standards governing radio-TV sponsorship of convention events. A code proposed by network representatives is still pending before both national committees. The Democrats planned to discuss possible modifications with Chairman McKinney when he returned from Chicago last weekend. Mr. Gabrielson reportedly has not seen a revised draft.

It was understood that both committees are in substantial agreement on the code, with minor differences in view. Once the committees clear it with their respective chairmen, representatives will be apprised of changes, perhaps by mail. The standards probably will be released within the next fortnight.

Radio-TV and publicity chiefs of both groups met last week to iron out a tentative draft. Attending were Kenneth Fry and Fred Devander for the Democrats and Ed Ingle and William Mylander for the GOP.

The standards are expected to conform substantially to recommendations laid down for the telecasting of Congressional committee hearings. Generally, both parties favor the widest possible coverage on a sustained basis and good programming and technical techniques. The latter principle was a weighty factor in choice of the amphitheatre.

Conditions of radio-TV sponsorship touch on a multitude of problems, including type of sponsor, extent of coverage, exclusivity of sponsor rights, etc.

Non-Political Shows
While there is no confirmation from any official, there have been reports that beer or publication advertising will be used, however, there is a tendency to look far afield for an advertiser completely removed from the political arena.

At least one organization -- the New York State Women's Christian Temperance Union -- has publicized opposition to brewery sponsorship. Then, too, there is a political element involved in the so-called "dry" vote.

ELECTIONS

Radio-TV Lead Coverage

WNBC, independent station, and WNYC, Municipal Broadcasting outlet, followed results closely and continuously throughout the evening, with programming for the night all but given over to New York voting. WOR, member station of MBS, also went into election reports extensively and continuously throughout the evening, with featured reports directly from principal election headquarters.

The New York Times' station, WQXR, which specializes in classical music, continued its scheduled broadcasts although bulletins were broadcast at frequent intervals. The station gave full reports on its usual news periods. WMGM also gave listenersballoting news as it became known.

Nearby stations -- such as WPAT, Paterson, N. J. -- broadcast New York returns to local listeners. Because local elections returns in Nassau county, Long Island, were not complete until after its sign-off, WMGM's taped results at local party headquarters were aired them the following morning on Its Commuters Time.

The Halley-Sharkey campaign brought in the famed "Richards Caper" so heatedly argued before FCC.

The late G. A. (Dick) Richards, owner of KMPC Los Angeles, WJR Detroit and WGAR Cleveland, had
The 1951 Iowa Radio Audience Survey reveals increased listening for every quarter hour, 5 a.m. to 12 noon, 1951 over 1949! The increases range from 4.1% (10:45 to 11 a.m.) to 73.9% (6:45 to 7 a.m.), with an average quarter-hour increase of 22.2%.

This remarkable, almost exact comparison is possible because the 1951 Survey asked the same questions about listening habits at these hours, and at approximately the same week of the year as in 1949.

For the twelve-hour period 8 a.m. to 6 p.m. the Survey found an average increase in adult listening of 14.4%. Yet all increases must also be weighed against the fact that Iowa now has more families, more homes, more car radios, and more multiple-set homes than in 1949! It all adds up to an even greater amount of listening, making your Iowa dollar a better value than ever.

With its 50,000-watt, Clear Channel voice, WHO of course continues to be your best radio buy in Iowa. You can prove this to your own satisfaction by spending a few minutes with the 1951 Iowa Radio Audience Survey. Write for your complimentary copy today!
MACHINE TOOLS

(See earlier conservation story, page 87)

INDUSTRY trend away from new model changes in radio-TV receivers, occasioned by material shortages, was implemented with a virtual government ban on machine tool shipments for civilian goods last week.

The "lid" on shipments becomes effective next Feb. 1, but industry officials feel it would have little practical effect on electronics production of radio, television and other appliances.

After Feb. 1, manufacturers of these so-called Class B products may not receive machine tools for effecting changes in receiver models for the general public. They will be able, however, to obtain replace-

MONITORS ASKED

FCC Would Ease Rule

OPERATION of a broadcast station—AM-FM-TV—without monitors or indicating instruments for 45 days without the necessity of getting FCC approval was proposed by the FCC last week.

Measure is one of a series of administrative actions which the Commission's Broadcast Bureau is working on to cut down on its routine workload and red tape.

In its notice of proposed rulemaking, the FCC proposed to amend Parts 1 and 3 of the Rules and Standards, as well as Engineering Sections 13, 9 and 10 for AM, FM and TV respectively to accomplish this purpose.

At present, all broadcast stations must get immediate FCC approval to continue operating under material shortages, modulation and frequency monitors or indicating instruments. This involves paper work by FCC engineers and clerical help that occupies too much time, according to the FCC staff, particularly in view of the enormous and reduced personnel ceiling Congress imposed during the last session [B&T, Aug. 20].

Proposal also aims to permit field engineers to authorize such continued operation after the 60-day period when necessary.

Comments on the proposal (FCC Docket No. 10082) are requested by Dec. 8; reply briefs by Dec. 18.

NPA Order Means Few Model Shifts

The trend has been to simplify the line of present standard models in recent months and we don't feel our industry will be hamstrung as perhaps the automobile people," James Secrest, general manager, Radio-Television Mfrs. Asso., told Broadcasting • Teletesting in commenting on the new regulation.

That was the opinion, too, of Swan Bergstrom, director of the Metals Division, National Production Authority, which issued the new directive.

Relaxed Seen Later

"While auto producers, and similar groups, will be handicapped by these orders, we do not believe they will be severely hurt," he said. "Machine tools may still be ordered for necessary replacement. Present production models can be continued. As soon as needs of the mobilization program are met, prompt consideration will be given to relaxation of the order."

NPA took this action "as a necessary step in the government's efforts to get the mobilization program tooted up." Output must be doubled in 1942. Hence, production of unrated or non-priority orders must be channeled toward defense and supporting projects.

These items will be affected: Radio and TV receivers, radio-television and AM-FM combinations, radio-TV phonograph cabinets, portable sets, record players and phonographs, television transmitters, TV antennas, AM-FM studio broadcast equipment and many component products. Manufacturers have been required to file applications to obtain materials for these products under the government's controlled materials plan.

Only companies operating at a government-authorized production rate higher than they were in the period of January-March 1941 are eligible for priority ratings to purchase the tools. The regulation imposes the regulation at the level of the machine tool producer.

NPA was busy on other fronts last month. The agency: (1) Reopened a breakdown on percentages of grants and denials of construction projects for radio-TV and other services. (2) Warned that civilian production will slump unless the scrap metal drive is intensified on behalf of mills and foundries.

(3) Designated a list of materials (copper, steel, nickel, tungsten, tin, silver, cadmium, carbon electrodes) as "scarce" and thereby subject to anti-trust provisions of the Defense Production Act.

STATION EXCHANGE

Involves KTOK And WEEK

CONTRATS were signed last week for the exchange of K-L (Ted) Taylor's KTOK Oklahoma City for the San Antonio Kerr-Dean McGee group's WEEK Peoria, which Mr. Taylor now would sell to Fred L. Vance for about $250,000.

The proposed transfers are subject to the customary FCC approval, applications for which are now being prepared.

The KTOK-for-WEEK exchange was described as a "straight trade," involving no consideration other than the physical assets of the respective stations. Although giving up WEEK, the Kerr-McGee group will retain a 30% interest in a separate corporation which is applying for a TV station for WEEK. Mr. Taylor will retain 15% in the same company. Mr. Vance as new owner of WEEK also will hold control of the applicant for WEEK-TV with 55%.

Mr. Vance, a native of Peoria, currently is manager of the Dallas office of Mr. Taylor's O. L. Taylor Co., station representative firm. He was schooled in Peoria and at the U of Illinois, and entered radio on the station he now is buying. He subsequently served as national sales manager of KRTS San Antonio during its ownership by Mr. Taylor, and later was in charge of sales for WOA-TV San Antonio before joining the Taylor representative firm last January. Now 33, Mr. Vance during World War II entered the Navy as an ensign and emerged as a Lieutenant-Com

KFMV STUDIOS

KBIG Avalon to Use

WITH PRICE at "around $40,000," John H. Poole has acquired the former studios of KFMV (FM) at 6540 Sunset Blvd. as Hollywood studios for the general offices for KBIG Avalon, Calif., new 10 kw daytime station on 740 kc, directional, now under construction and scheduled to start operating in March 1942.

Constructed in 1948 at cost of more than $120,000, KFMV's Hollywood studios were acquired by Mr. Poole from Harry Maitlisch, president and general manager of KFWB there, who purchased them along with KFMV from Union Broadcasting Corp. of California subject to FCC approval [B&T, Sept. 24].

Mr. Poole sold his Pasadena station, KALI to Consolidated Broadcasting Corp. to comply with FCC duopoly regulations [see FCC Roundup, page 108]. He also operates experimental UHF television station KMXAZ Long Beach, now being moved to Mt. Wilson, overlooking Pasadena. Mr. Poole also is former owner of KSLA Santa Maria, Calif.

The KBIG transmitter will be located on Santa Catalina Island. Programs will be microwaved from Hollywood to the transmitter, supplementing broadcasting originating at Avalon.

Sunset Blvd. studios have not been used by KFMV since last April.

Mr. Taylor

Mr. Vance

mander. He is in the process of forming a new corporation to operate WEEK. He will own controlling shares, with minority interests to be held by his father; his sister, Harriet; his brother Parkhurst, and his brother, Charles Vance of Chicago.

The transactions reduce Mr. Taylor's radio ownership to two outlets: KRGV Weslaco, Tex., and KANS Wichita, both licensed to Taylor Radio & Television Corp.

The Kerr-McGee group also owns KRMG Tulsa. They are applicants for TV in Tulsa, and plan to apply for TV in Oklahoma City, via KTOK.

WEEK is a 1-kw NBC affiliate on 1580 kc. KTOK, an ABC affiliate, operates on 1000 kc with 5 kw day and 1 kw night.
KJBS
SAN FRANCISCO
"The West's Leading Independent"

joins the growing family of H-R stations by announcing

the appointment of

H-R REPRESENTATIVES, INC.

NEW YORK  CHICAGO  LOS ANGELES  SAN FRANCISCO

as Exclusive National Representatives effective January 1.

KJBS—the West's Leading Independent—is happy to be represented by these five H-R owner-salesmen, backed up by their competent sales staffs and two outstanding West Coast managers, all of whom will be serving you—and us—beginning January 1.

Dwight Reed, Carlin French, Frank Pellegrin, Paul Weeks, Frank Headley

Harold Lindley
Los Angeles

James Alspaugh
San Francisco
CAPEHART PLAN

IN AN obvious maneuver to allay further criticism from industry, the government's price stabilizers have announced plans to treat the controversial Capehart cost formula.

In simultaneous actions, the Office of Price Stabilization:

- Granted manufacturers the option of having their ceiling prices based on the basis of advertising, selling, research and other "overhead" costs since the advent of the Korean war, in addition to computing costs under present regulations.
- Set a mandatory effective date of Dec. 19 on new price regulations affecting manufacturers.

Thus, OPS Ceiling Take Regulation 22—which has been issued last April as an interim measure—goes into effect on a compulsory basis. Increases are permitted to be calculated on the formula basis if manufacturers have filed applications with the agency. The way was left open, however, for review.

The "retreat" accomplished by the office is implied in the explanation that manufacturers “who are eligible for adjustments but who do not wish to re-calculate their ceilings [under the new OPS formula] immediately may elect to use the Capehart plan option at a later time.”

It also was pointed out that the supplementary regulations “will involve complex calculations by manufacturers choosing to use them.” For all practical purposes, if not technically, manufacturers have no OPS Ceiling Take Regulation 22—which would permit manufacturers seeking adjustment under the Capehart plan option at a later time.

Covers 70,000 Firms

The administration's objective was to impose formula for costs across the board for each industry and relieve the agency of ministering to individual applicants.

The new directive covers some 70,000 manufacturers, including makers of radios, TV receivers and other consumer durables. The set-producers have sought a tailored price regulation for their own industry, particularly to reflect the decline in demand and growth of TV, contending that CPR is generally unsuitable [B.T., Oct. 22].

Whether a specific regulation still would be issued for these firms was not disclosed. However, that these manufacturers remain subject to CPR 22, it was felt the majority of them would not choose to exercise the Capehart option. Bulging inventories, coupled with slackened consumer demand might dissuade them to formalize an appeal until such time as the market warrants price increases. Industry has been operating at a slim profit level.

Manufacturers may obtain adjustments by filing a Public Form 100, to be made available shortly at OPS regional and district offices.

The Capehart formula is the work of Sen. Homer Capehart (R-Ind.). A substitute version subsequently was prepared by administration forces, only to be bottled up in the House and later approved. During the interim, OPS sat out petitions for adjustments pending action on Capitol Hill [B.T., Oct. 15, 8].

Sets Cutoff Date

The so-called cutoff date on the new supplementary directive is July 26, 1951. One condition imposed by OPS is that requiring manufacturers to reflect cost decreases, if any, before that date.

Price stabilizers also revealed they would issue shortly another order which would permit manufacturers seeking adjustment under the Capehart plan option at a later time.

POLITICAL TIME

Judge Orders KSFO To Air Show

A FEDERAL District judge in San Francisco has ordered a radio station to air a political program. The order was issued by the U.S. District Court for the Northern District of California, and was granted in a case involving KSFO San Francisco and Oleta O'Connor Yates, one of the West Coast Communist leaders recently jailed on conspiracy charges in Los Angeles. Mrs. Yates was a candidate for the San Francisco Board of Supervisors.

Mrs. Yates had sought to publicize her campaign on KSFO and, according to testimony offered by her husband, Allan T. Yauk, KSFO accepted $500 for the time—a 15-minute period Nov. 2. But prior to the scheduled time, KSFO announced it would not allow the program on the air “in the best interests of the public.”

Mrs. Yates, who still is in jail and unable to raise $500,000 bail pending her conspiracy trial, protested the cancellation in court. Just weeks before this favor was accorded and issued an order directing KSFO to grant her equal opportunity with other candidates to present her platform to the voters. Her request was granted just minutes before the program was to go on the air as scheduled.

Attorney for Mrs. Yates argued that the cancellation of the station was “an obvious attempt by the station at censorship.”

In his findings for Mrs. Yates, Judge Carter said: “The station has not the right to enforce censorship. It was a mistake made before the agency of modifying their plan to allow for the possibility of adjusting their prices in the case of KSFO, and the station would have had to adjust its prices accordingly. This would provide a more reasonable method for adjusting maximum prices. Another order governing radio, household and auto appliances also is under the mill.

The government's action was explained by Price Stabilizer Michael DiSalvo at a news conference last Thursday. Doubtless, it will serve to allay fears that the administration seeks to curtail advertising budgets and even exercise indirect control over broadcast and printed media.

The problem of that concern arose over the language of price regulations allowing for increases in overhead costs, except those considered "unreasonably" high as determined by the President. This has been interpreted in OPS quarters as meaning relief would be denied unless a company is losing money on its products.

Mr. DiSalvo said Thursday this provision was the only one based on an individual basis within the agency if it should consider a review of applications after new ceilings go into effect. Apparently, any change made, at least, is the plan for uniform cost formulas for each industry. These presumably would have encompassed an allowance for overhead expenses incurred in advertising, selling, research and administration. Labor costs already were included under CPR 22.

Provisions Compared

Here is a comparison of provisions under CPR 22 with those of the supplementary regulation:

(1) CPR 22—(Base Period), of the four quarters between July 1, 1949 and June 30, 1950 may be used by manufacturers for determining pre-Korean prices and costs.

(2) CPR 22—(Alternative method). Provisions for the period after the base quarter selected by manufacturers.

(3) CPR 22—(Labor costs). Provides increases in labor costs up to March 15, 1951 and boosts in most cases to March 15, 1952, or (March 15, 1951, depending upon material involved.)

(Continued on page 84)
"At this ratio, we could carry
38 minutes of commercials per hour."

Yes, if radio worked on the same basis as many newspapers,
64% of air time would be commercials!

Maybe that's another reason why people spend 66% more time
with radio than with newspapers in the WAVE area!

WAVE, however, works on about a 10% ratio, and still
gives you 1000 one-minute, Class-A impressions for only 37c!

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

WAVE
5000 WATTS • NBC • LOUISVILLE

Free & Peters, Inc., Exclusive National Representatives
they are presented but highlights and selling points of the items are repeated. We keep hammering away at the fact that we have the items, that they are good and that they are values at the price offered. We prefer short, punchy copy and we like announcers who know how to emphasize the sales points."

Now, the key question: "Does radio sell merchandise?"

It certainly does, according to Mr. Wunderlich.

"Storm doors were more plentiful this year," he said. "During the first week in September we used two spots on each newscast—10 times each day. We told the customers Cusins & Fearn was well stocked with storm doors and windows.

"We did this in early September when it was warm and sunny whereas last year we had our sale in October.

"With radio this year our gain in sales was 35% over last year. We had to re-order storm doors and windows 30 days before the season for this merchandise in order to meet normal demands during the time people are more aware of winter's coming."

"Two weeks ago radio did another outstanding job. We had a 60-day inventory of roofing material, a regular stock in anticipation of normal demand. We advertised on the air at the regular price, without promoting the item as a sale.

"We sold so much roofing that we have ordered four more carloads for our Columbus stores alone. We're going to repeat these spots because we're confident they will sell still more for us."

"I would sum it up with this advice to anyone curious about the best buy in radio. Whatever radio time you buy, spots or programs, buy enough. Be sure your requirements are covered. Blanket your area and your audience if you want results in a very competitive market.

"If you have many outlets, as we do, let radio offer only merchandise available in quantity in all of them. Advertise only good merchandise at a good price. Push and display that merchandise in the store to take full advantage of the repetition of your sales message on the air.

"Radio will not supplant your other advertising media but works with them. If you use radio the right way, it carries its own weight. The results it gives you are worth the price you pay. Let radio build your store's reputation—by repetition."

Buckeye Bucks
(Continued from page 28)

PALMER HOYT
Editor and Publisher
The Denver Post

"...KLZ's editorial round-up rates a banner-line salute!"

"Ep" Hoyt, one of America's leaders in journalism and editor and publisher of The Denver Post, says "KLZ's editorial round-up rates a banner-line salute."

Hoyt was referring to the weekly digest of state-wide editorial opinion, "Colorado Speaks." One of the many KLZ creations in the public interest, the program is now in its 11th year on the air.

Mitchell-Rowles

MAURICE B. MITCHELL, vice president and general manager of Associated Program Service, and Mary Virginia Rowles, daughter of Mr. and Mrs. Clark H. Pool, of Scarsdale, N. Y., were married Nov. 3 in Scarsdale.

NATIONAL NIELSEN RATINGS
TOP RADIO PROGRAMS
(Total U. S. Area, Including Small-Town, Farm and Urban Homes, Telephone and Non-Telephone Homes)

EXTRA WEEK
SEPTEMBER 26-OCTOBER 2, 1951

Current Rating Homes

<table>
<thead>
<tr>
<th>Rank</th>
<th>Program</th>
<th>%</th>
<th>Homes</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Jack Benny (CBS)</td>
<td>12.4</td>
<td>410,000</td>
</tr>
<tr>
<td>2</td>
<td>Lux Radio Theatre (CBS)</td>
<td>12.7</td>
<td>393,000</td>
</tr>
<tr>
<td>3</td>
<td>Walter Winchell (ABC)</td>
<td>13.4</td>
<td>391,000</td>
</tr>
<tr>
<td>4</td>
<td>Amos 'n Andy (CBS)</td>
<td>11.9</td>
<td>385,000</td>
</tr>
<tr>
<td>5</td>
<td>You Bet Your Life (NBC)</td>
<td>11.3</td>
<td>380,000</td>
</tr>
<tr>
<td>6</td>
<td>Mr. &amp; Mrs. North (CBS)</td>
<td>10.9</td>
<td>374,000</td>
</tr>
<tr>
<td>7</td>
<td>Gunsmoke (CBS)</td>
<td>10.5</td>
<td>369,000</td>
</tr>
<tr>
<td>8</td>
<td>Godfrey's Talent Scouts (CBS)</td>
<td>10.5</td>
<td>368,000</td>
</tr>
<tr>
<td>9</td>
<td>Bing Crosby Show (CBS)</td>
<td>9.9</td>
<td>364,000</td>
</tr>
<tr>
<td>10</td>
<td>Dondie &amp; Fearn</td>
<td>9.7</td>
<td>362,000</td>
</tr>
</tbody>
</table>

NOTE: Number of homes is obtained by applying the "NIELSEN-RATING" (%) to 410,000—the 1951 estimate of Total United States Radio Homes.

Copyright 1951 by A. C. Nielsen Co.

WKOW HEARING
Ordered by FCC Jan. 21

HEARING on license renewal of WKOW Madison, Wis., was set by the FCC last week for Jan. 21, 1952, in order to obtain full information regarding the station's arrangements with Atlass Amuse-ment Co. [B*T, May 21].

Station, which is headed by Stewart Watson, contracted in June 1950 for the Atlass company to take over management [B*T, June 5, 1950]. Leslie Atlass Jr., son of the CBS Central Division vice president, Leslie Sr., is presi-dent of the management company.

Shortly after the station was taken under the wing of the Atlass management, it switched from an MB8 to a CBS affiliation. The FCC has set one of the issues in the hearing a full disclosure of all parties to the affiliation agreement with CBS.


FUR ADV. GUIDE

Hearing Set Dec. 4

HEARINGS have been set by the Federal Trade Commission for Dec. 4 on a proposed Fur Products Name Guide, to be used by adver-tisers after Aug. 9, 1952, when the new Fur Products Labeling Act becomes effective.

Only those names listed in the guide, slated for issuance by next February, may be used by firms under provisions of the new act governing the advertising, labeling and invoicing of fur and fur products. The public hearings will be held at the FTC Bldg. in Washington at 10 a.m.

Fur dealers have not been among the largest users of either TV or radio network or spot time. Most of the billing is centered at the local community level in Chicago, New York and other large cities.
The facts about radio in California's $660 Million

FRESNO MARKET

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

Note that in each of the 4 counties — and in the market as a whole — KMJ leads in total weekly audience, both daytime and nighttime. In 6 or 7 days or nights audience, KMJ also leads everywhere from 57% to 231% over the next station!

AND IN THE CITY OF FRESNO, KMJ is the top station, too — Latest Hooper (Oct. 1950 through Feb. 1951) shows KMJ has highest rating during all 4 segments. KMJ also leads in 5 out of the 7 individual evenings rated. And of the 115 quarter and half hours rated (morning, afternoon and evening, throughout whole week) KMJ rates highest in 69. That's a 76% lead over next closest station!


NUMBER 1 STATION IN THE $660 MILLION FRESNO MARKET

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

AFFILIATED WITH THE FRESNO BEE
NARND Meets Today
(Continued from page 27)
Healep of the Atomic Energy Commission also will appear that
morning.
In the afternoon, Fred Friendly of CBS will outline building of
documentaries and Oliver Gramling of Associated Press will show a
strip film on the salability of news. Winners of the NARND awards
competition will be presented at the closing banquet.
The NARND board met Sunday before the convention opening and
will convene again Wednesday morning. Present officers, in addition
to President Chatfield, are Mr. Bornmann, first vice president; Tom
Eaton, WTIC Hartford, second vice president; Soren Munkhof, WOW-TV
Omaha, executive secretary, and Sheldon Peterson, KLZ
Deaver, treasurer.
Agenda for the three days is as follows:

Sunday, November 11
2:30 p.m., Meeting of Board of Directors (House on the Roof).
Monday, November 12
9:30 a.m., Registration; 10:00 a.m., Report by President and following com-
mitees: Resolutions, Nominations, Education, Standards, Constitution, and
News Room Operations; 11:30 a.m., Wire Service Committee report and
discussion; 1:15 p.m., Luncheon and Speaker (Sen. Richard Russell), (Scars
Host); 1:30 p.m., Crime Reporting (Malcolm Johnson of INS); 3:30 p.m., Ken
Fry—Ed Inghe (Democratic and GOP Convention
太湖). The high school asso-
ciation had advised each school that
it could control its own fees, but
had recommended that none be
charged. In the state basketball
tournament, he said, the charge
had been cut to a straight $25 for
each station. This he called a
nominal fee to control the number of
broadcasters.
Mr. Livesay said that in Illinois
rights were given upon payment of
a sliding scale based on distance from
the tournament site and the
number of tournament games car-
ried.
Mr. Warren said that in Kentuc-
ty action had been taken and in
some cases no fees were charged.
At a question period following
an address by President Harold
Fellows of NARTB, Victor Sholl,
WHAS Louisville, urged that trade
associations give greater attention to
industry-wide problems on an
industry-wide basis.
Mentioning the All-Industry TV
Per Program Committee, he said
that since whatever agreement was
finally recommended by that com-
mitee and became standard for
television he felt would eventually
apply to all radio. Thus, he said,
radio should join and the "splinter
committee" should be brought into
a united support. Mr. Sholl was
particularly worried over the pres-
ent plan of payment to ASCAP on
the basis of spot announcement ad-
acencies where the spot did not
carry ASCAP music.
There was considerable discus-
sion of station responsibility in re-
gard to political broadcasting, as
well. Robert C. Fehlan, WHBC
Canton, Ohio, brought the matter
up after Recht Lackey, WSON
Henderson, Ky., had asked if
NARTB had any plan for libel in-
surance.
Mr. Fellows had replied to Mr.
Lackey that libel insurance was
awaiting completion of present
plans for health and life group in-
surance as well as tower insur-
ance. The libel action against
KBI Seattle was cited, where the
station had been held liable for
words used by a network com-
mentator.
Mr. Fellows said that the "due
cautions" clause in most libel laws
should protect stations used for
network programs. Mr. Fehlan asked
what would be the responsi-
bility of stations on a state-wide
political hook-up or where one sta-
tion fed several others. Ralph
Hardy, director, NARTB Govern-
ment Relations Dept., said the
Hoffman Bill for which he urged
support by broadcasters should be
of help in this regard. This bill, he
said, would establish that a broad-
caster was not liable on poli-
tical program utterances, nor
could he censor them.
In response to a question by
Vernor Nolte, WHIZ Zanesville,
Ohio, Mr. Fellows said that several
stations at this election had an-
nounced that the station as an en-
tity was supporting certain can-
didates. He said he felt that there
was no objection to such a course
by the FCC as long as equivalent
time was given to the opposition.
Mr. Livesay pointed out that un-
der Kentucky law at least no time
could be given to a candidate under
any interpretation of the law and
that some stations had been called
by the FCC when they gave such
time to candidates for rebuttal.

News Sources
(Continued from page 28)

high school athletic contests.
Mr. Ferguson reported that in
Ohio the state high school asso-
ciation had advised each school that
it could control its own fees, but
had recommended that none be
charged. In the state basketball
tournament, he said, the charge
had been cut to a straight $25 for
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KBI Seattle was cited, where the
station had been held liable for
words used by a network com-
mentator.
KPRC Delivers

the lowest cost per-thousand

in the fabulous Houston market

- Network station B’s cost-per-thousand is 52% HIGHER than KPRC*

- Network station C’s cost-per-thousand is 142% HIGHER than KPRC*

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

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

NBC and TQN on the Gulf Coast
JACK HARRIS, General Manager
Represented Nationally by EDWARD PETRY & CO.

November 12, 1951 * Page 39
do as over 600 local advertisers do to get their share of retail dollars!

sell your product over Flint's FIRST STATION

910 Kilocycles

Represented by the Katz Agency

Strictly Business
(Continued from page 18)

free enterprise and free government. Chet Ruth was born in Kimball, S.D., in 1892. The family moved in his childhood to Mitchell, S.D. There he reported for the local paper while attending high school and Dakota Wesleyan U., learning to set type in the process. Eager to move along in journalism, he went to Cleveland in 1916 and got a job on the Leader. With the United States becoming actively involved in World War I he and his brother joined the Marines because they wanted action quickly, and lots of it. Four months later they were in France where they had two years of action.

Just before enlisting he had married. After the war he moved over to the Cleveland News, spending evenings taking the Cleveland Ad Club's night course. First advertising connection was at a Canton, Ohio, agency. Paul Moffett Co. Newspaperdom called again and he got a job on the Canton Daily News, but this time it was on the advertising side. Later he became advertising manager at a local department store and in 1926 joined United Alloy Steel Co.

A few years later Republic Steel Co. was formed with United as one of its units. Mr. Ruth was installed in the organization's advertising department as assistant advertising manager and in 1939 became director of advertising.

Republic is not presently very active in radio or television, but Mr. Ruth likes both media and recalls a highly successful radio series in 1947, Songs America Sings. Up the line at Republic there is opposition to radio and TV but the administrative officials feel those media can't be ignored by a company that wants to maintain good relations with its 70,000 employees and 60,000 stockholders. Mr. Ruth is a past president of the Cleveland Ad Club and director of Assn. of National Advertisers. He was vice president for one year of Advertising Federation of America. His faith is Presbyterian. Principal hobby is fishing in remote Canadian lakes. He has one son, an eye surgeon.

Canadian Music

CANADIAN broadcasters predict a battle with the Composers, Authors and Publishers Assn. of Canada (CAPAC), the Canadian ASCAP, on 1923 copyright fees. Preparations within the broadcasting industry are being made for a possible long fight. CAPAC is understood to be asking for about 2 1/2% of station gross revenue plus a half-cent per person in each station's area. This will bring the annual fee far in excess of the present 7 cents per licensed receiver now paid to CAPAC by independent stations and a similar amount by CBC. Hearings before the Canadian Copyright Board take place annually in November.

NBC Buys Land
For West Coast Center
PAYING $120,487, NBC exercised its option last Tuesday on nine acres of Burbank, Calif., city-owned land, which will be part of proposed 49-acre, $25 million West Coast Radio-Television Center. Three extensions of time on theoption became centered on the network [B.T., Sept. 24].

Located on Alameda Ave., between St. Joseph Hospital and Warner Bros. studio property, the site of the NBC project consists of 19 acres of Burbank City park land and 50 acres acquired from movie company. Total purchase price for Burbank for its 19 acres was $283,287. Warner Bros. reportedly received $750,000 from NBC for 30 acres. Included in the Warner Bros. deal is a working agreement for NBC's use of sound stages and other studio facilities, it was said. Construction of the contemplated NBC Radio-Television Center will not get under way until sometime in 1953, it was understood. Although repeatedly denied, NBC will sell its present Western Division headquarters site at Sunset Blvd. and Vine St., when the new project is completed.

Industrial Goods
Are Shown in Chicago
FOURTH annual showing of industrial electronics equipment was sponsored in Chicago Nov. 2 by Newark Electric Co. with more than 40 major manufacturers represented. Test equipment, tubes, components and small parts were exhibited and demonstrated at a private showing before dinner in the Conrad Hilton Hotel.


McDowell to Law Firm
JAMES C. McDOwELL has joined the law firm of Arthur W. Scharfeld in Washington, D.C. Born in Auburndale, Fla., Jan. 4, 1922, Mr. McDowell received his bachelor of arts degree from the U. of Florida in 1945, his LL.B. from Harvard Law School last June. He was an announcer at WRUF Gainesville (U. of Florida). He was in the Navy during World War II with three months' combat duty in the Okinawa campaign. Mr. McDowell was combination announcer-radio operator at WSPD Sarasota, Fla., and WLAK Lakeland, Fla. He is a member of the bar, District of Columbia, member of the Pancake Club, Powell Club, and of the board of directors, Harvard Law School Forum.

The greatest General Motors plant city in the world ... that's bustling, booming Flint. Saturating this whole area with their sales messages is Flint's first station, WDFD.

Record earnings ($6134 per family, per year; $1613 above the national average), record sales (over $238,000,000 retail dollars this year!), increase local merchants' reliance on WDFD to put across their sales message. You, too, can rely on WDFD!

* See your Hooper

910 Kilocycles

Represented by the Katz Agency

BASIC AMERICAN BROADCASTING COMPANY

One of America's Pioneer Stations—now in our 10th year. Associated with WOOD and WOOD TV Grand Rapids—WFMB and WFMB TV Indianapolis—WEOA Evansville.
HIT THE JACKPOT
With ONE OPERATION!

★ The BILLION-DOLLAR MARKET of
EASTERN OKLAHOMA'S MAGIC EMPIRE—
Plus THE RICH FORT SMITH TRADE AREA—
SHOPPING CENTER of WESTERN ARKANSAS.

KTUL - KFPW
*Tulsa
*Fort Smith

John Esau—Vice President, General Manager
Avery-Knodel, Inc., Nat'l Representative

AFFILIATED WITH KOMA, OKLAHOMA CITY
ARMED FORCES
Radio-TV Time Set

RADIO-TV is again marshalling its forces on behalf of a vital national campaign, this time to spur enlistment of women for the armed services.

President Truman was slated to lead the way with a tape-recorded and filmed address scheduled on all major radio and television networks yesterday (Sunday).

An ambitious series of public service programs have been lined up by the Office of Public Information, Dept. of Defense, which is launching the drive in all media under the direction of Charles Dillon, OPI’s radio-TV chief. Purpose is to recruit 75,000 women for the armed forces by next June.

The campaign ties in with the recently appointed Defense Advisory Committee on Women in the Services comprising broadcasters and other noted persons. The Advertising Council also is participating, though it has not yet announced allocations.

Aside from radio-television network commitments, tape recording and films are being made available to local stations.

The Chief Executive’s five-minute talk was to have blanketed the radio-TV airwaves at various times yesterday, there being no live coverage. For radio, it was ABC, CBS, LBS, MBS and NBC; for TV, it was ABC, NBC, CBS and DuMont.

Some programs already have been carried by the networks. These include You and the World on CBS Radio; the Tex and Jane Show on NBC-TV: Church of the Air on CBS Radio; and a special program featuring Hazel Markel on MBS. Plans for women recruiting, interviews and appearances of celebrities typified the broadcasts. Miss Markel is a member of the advisory group.

Commitments this week are:

**AMATEUR CHANNELS
Set for Civil Defense**

AMATEUR radio channels allocation plan, effected by Northeastern States Civil Defense Amateur Radio Alliance, was approved last week by the New York State Civil Defense Commission.

Plan places radio bands available for civil defense emergencies in series of quadrants so that the least possible interference results from the use of comparable bands in adjoining states. System is based on a 10-state agreement among New York, Connecticut, Delaware, Maine, Massachusetts, New Hampshire, New Jersey, Pennsylvania, Rhode Island and Vermont.

In addition, a “Metropolitan Plan” for emergency communications in the New York City area has allocated more than 100 VHF channels to 12 different county and borough civil defense organizations. The New York plan will be used as basis for similar arrangements in other heavily populated areas of the ten-state group.

**SCBA Presentation**

ROBERT J. McANDREWS, managing director of Southern California Broadcasters Assn., who recently completed demonstration of the new SCBA presentation, “Mass Medium of the New Mass Market: Southern California Radio,” in various eastern cities, this month plans to show the presentation to buyers and prospects in San Francisco. Continuing series of presentations to Southern California advertisers and agencies also is scheduled by the SCBA Sales Promotion Committee. Stan Spero, salesman, KFAC Los Angeles, is committee chairman. Tom Franksen, KMPC, Los Angeles, is assistant chairman.

**WTMV PROTEST**

Asks FCC Hearing

COLLUSION was imputed between a former CP-holder and a new applicant in a petition filed with the FCC last week by WTMV East St. Louis, Ill.

Former CP-holder referred to the program "Mrs. Democratic". The new applicant is Franklin County Broadcasting Co. Latter is applicant for 1260 kc with 500 w daytime only, in Washington, Mo.

The East St. Louis station, which last year lost its attempt to change from 1440 kc with 250 w to 1260 kc with 250 w directional, filed a petition to “reinstate, reconsider and grant” its bid in October [B & T, Oct. 8]. The petition alleged that the Belleville newspaper, the successful applicant last year, never made any attempt to construct the station and failed to keep the FCC informed of its decision to build.

This contention was opposed by the Chief of the FCC Broadcast Bureau as “too vague and conjectural” and also as “unfavorable”—citing the fact that it emulates such legal moves only up to 20 days after a final decision.

54 Miles From Belleville

Referring to the fact that Washington, Mo., is 54 miles from Belleville and Franklin County application is for the same frequency for which the Belleville newspaper held a CP until last August, the petition stated:

"The . . . 250 kw station plan to show the applicant’s consulting engineers executed an engineering statement (presented on Aug. 24, 1951—two days after counsel for Belleville, who are also named in the Washington, Mo., application) which cease to count as a new application by Franklin County Broadcasting Co., surrendered the said construction permit. . . ." (Therefore) a reasonable presumption arises that the two parties engaged in manipulation of the public’s radio broadcasting facilities solely for their private benefit.

Under these alleged circumstances, WTMV called for an investigation of a hearing “to determine the good faith of the Belleville News-Democrat” and “to determine whether there has been collusion between Belleville, Ill., and Washington, Mo., applicants . . .”

In addition to citing cases to show that the Commission is not bound by its 20-day rule, WTMV asked the Commission to amend its original petition to make the Commission’s action subject to its decision on the application of Hawthorn Broadcasting Co., seeking 1250 kc with 250 w in St. Louis. Overlap of WTMV’s proposed 25 mw contour with that of Hawthorn’s proposed 25 mw contour may be involved in the petition stated.

KAYE-HALBERT Corp., L.A., announces sales and earnings for first nine months of 1951. Earnings were $363,605.39, as compared to $212,783.02 reported last year.

Page 42 • November 12, 1951
“King”-Size Value
for advertisers!

ED AND WENDY KING'S
Party Line
ON KDKA

The midnight hour is a mighty busy hour for thousands of listeners tuned to KDKA's "PARTY LINE" program (11:30 PM - 1:00 AM Monday through Saturday).

From Pennsylvania, Ohio, West Virginia... even from Utah, Colorado, Florida, and still other states... listeners keep telephoning questions to Ed and Wendy King. In turn, Ed and Wendy get other listeners to help with the answers. Here's audience participation at its best... and, in view of moderate time cost, it's advertising value at its best!

Participations are available at very attractive across-the-board rates. Any way you look at it, "PARTY LINE" is a buy. For rates and for detailed information about the surprisingly big audience, check George Tons at KDKA or Free & Peters.

Pittsburgh
50,000 WATTS
NBC AFFILIATE

KDKA

WESTINGHOUSE RADIO STATIONS Inc
WBZ - WBZA - WOWO - KEX - KYW - KDKA - WBZ-TV
National Representatives, Free & Peters, except for WBZ-TV; for WBZ-TV, NBC Spot Sales
Radio — America's Great Advertising Medium
Well...it's the latest issue of BROADCASTING Yearbook, naturally. But the thing that's caught his attention could be any one of the dozens of special features appearing exclusively in BROADCASTING Yearbook.

It could be...

- latest figures on different categories of 1951 advertising expenditures at which Mary Dunlavey (Harry B. Cohen) is looking.
- the new personnel lists at the reorganized networks. Charles Wild (N. W. Ayer) is referring to that listing.
- significant analyses and program trends during 1951. George Kern (Benton & Bowles) is looking at this feature.
- facts about the economic status of radio despite TV's phenomenal progress. These catch the attention of Beth Black (Joseph Katz).
figures on how much a competitor spent during the past year. Frank Coulter (Young & Rubicam) checks this important item.

Stanley Pulver, Lever Brothers, takes a good look at a Yearbook ad.

OR... (you know what?)

IT COULD BE YOUR ADVERTISEMENT

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

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

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

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

THE FACTS ARE FEW:

<table>
<thead>
<tr>
<th>RATES</th>
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The ONLY fully authoritative source of facts about radio and radio advertising.
WOV SOLD OUT
Manager Weil Reports

SPECIALIZED programming and adaptation to new markets has paid off for WOV, New York bilingual independent, General Manager Ralph N. Weil said Wednesday. He announced that for the first time in the station's history, WOV has sold all its commercial time from dawn until midnight and has a waiting list of advertisers.

The station's post-midnight programming—a remote pickup from a Harlem nightclub from midnight to 3 A.M.—is well booked, he added, and all programs, as rated by Pulse surveys, have climbed from their last year highs.

"AM radio is not only here to stay, but there's room for growth," Mr. Weil said a year and a half ago when the station instituted an increased advertising campaign. Asserting then that "the big swing is to independents," Mr. Weil took a firm stand against the then-prevalent rate cutting and the station threatened increases if any change at all were to be made. WOV management continues to stress that "radio's low cost per thousand cannot be beat if you go after the right thousands."

With a long record in foreign language broadcasting, WOV currently broadcasts a daily 10 hours in Italian, including taped shows from its Rome studios. It recently altered programming to include three shows directed to the Negro market, with the late-night show rating third in a city-wide Pulse survey after being on the air for only six months.

SCHWIMMER SUIT
To File Particulars by Nov. 20

ATTORNEYS for Walter Schwimmer Productions, Chicago package firm, will file particulars and a sworn list of documents with the Superior Court before Nov. 20 in answer to a request from Monitor Productions, same city, which is being sued for $150,000 by the Schwimmer concern.

Mr. Schwimmer's lawyers are also seeking an injunction restraining Monitor from making further sales of "Relay Quiz" [B+T, Oct. 26], charging "plagiarism and pirating." Monitor has 20 days after Nov. 20 to file an answering brief.

It is represented by Moses, Bachrach and Kennedy, which last week released a statement saying "we are satisfied that the pending suit was brought entirely without justification and will be dismissed by the court after it is made familiar with the true facts."

Schwimmer attorney is Louis Swidler of Lifelvet and Swidler.

MORE WORK
WCCM Scores News Beat

PROMOTING a city's industrial welfare by public service programs is a worthy objective in itself, but the effort provided a news beat as well for one New England station.

WCCM Lawrence, Mass., located in a textile area, initially launched a Greater Lawrence at Work series under sponsorship of local businessmen. But orders for the basic industry were slow in materializing.

News Director Bill Mitten, hard faced with maintaining optimism over the "more work" theme of the program, made a searching study of various group activities—the Chamber of Commerce, real estate brokers and others. He learned that Western Electric Co. was considering a plant at Lawrence and wrapped up all the facts.

When the deal went through, Mr. Mitten broke the happy tidings on Greater Lawrence at Work. He reported to job seekers that WE was moving in and planned to hire 1,000 at the start and perhaps up to 4,000 within a few years. WCCM and local employment offices were flooded with job applications within an hour. Mr. Mitten interviewed the man on the street and obtained tape recorded interviews with chamber, WE and city government officials.

DUANE JONES VIEW
Wants Court, Not Press, Trial

DUANE JONES, president of Duane Jones Co., agrees that his proposed million dollar suit against certain of his former employers should be tried in the courts and not in the press.

Mr. Jones said Nov. 2 that he is in agreement with a portion of a statement made earlier by Joseph Scheidler, president of Scheidler, Beck & Warner and a former employee of the Duane Jones Co. [B+T, Nov. 1].

Mr. Jones said that after talking with 62 advertising agencies, attorneys, 12 national advertisers, more than a score of publishers and radio-TV people, he is even more convinced he has an " unbeatable case." He said the reason for the delay in the suit is that each week gives him additional evidence. However, he added that any further statements made by the other parties will elicit no press statements from him.

India Visitor

RAMCHANDRA VAISH, deputy director general of the Indian Posts and Telegraphs Directorate, spent last week with FCC executives and will leave this week for a tour of radio, TV, telephone, telegraph and manufacturing installations in this country. Mr. Vaish is in the United States on a United Nations fellowship to study communication economics.
WHEN SAFETY-TRIP-WIRE (white arrow above) touches man in the way of this fast-moving, giant open-hearth charging machine, wire stops machine within 2 feet.

LOOK! NO HANDS: Hoist automatically frees chains from a load of red-hot steel billets. This is typical of the hundreds of safety inventions which 2 generations of safety engineering have produced in more than 200 companies which make up the American steel industry.

MOST IMPORTANT is the "built-in" understanding, knowledge and skill that keep a man safe on his job. Through continuous education, people who work in steel mills actually are safer at work than at home. The world's most important safety device is the human mind.

Get facts on safety methods used in protecting the lives of more than 600,000 people who work in steel mills. Steel making is one of the safest industries. This record wasn't easy to achieve; steel workers must handle material that is heavy and hot. The story of how it was done makes interesting reading. For factual material, write American Iron and Steel Institute, 350 Fifth Avenue, New York 1, New York, and ask for reprint from Steelways Magazine, "Putting Safety First."

QUIZ: Which Picture Shows World's Most Important Safety Device?

Can you guess which of these pictures shows the safety method that has been most successful in making the steel industry one of the safest for workers?
HALFF ESTATE Leaves Funds to Charity

PROBATE of the will of the late G. A. C. Halff [B&T, Sept. 18, 1950] showed that he owned 1,920 shares of common stock in Southland Industries, which owns and operates WOA1-AM-TV San Antonio. The stock was valued at $1,577,274.

Mr. Halff, who at his death was chairman of the Board of Southland, left the largest of a number of bequests to his nephew, Hugh A. L. Halff, president and treasurer of the radio corporation. The market value of the bequest was set by the probate court at $1,663,643. Other sums were left to relatives and friends.

A foundation will be chartered to administer a $1,362,967 fund bequested to Texas charity by Mr. Halff. A sum equal to the special Texas fund was left to the National Jewish hospital at Denver, designated in memory of Solomon Halff, father of the WOA1 founder.

Gross estate was $9,162,837. Total net estate after deductions was $7,990,161. Appraisal was filed by Hugh Halff as trustee of the estate.

The G. A. C. Halff fund for Texas charities, Mr. Halff specified, is to be known as the G. A. C. Halff Fund in memory of Fannie L. Halff, mother of the pioneer broadcaster.

Total bequest may be for hospitalization, promotion of health, relief of the afflicted and other medical aid, relief of poverty, advancement of education or governmental or municipal purposes. Expenditure of the fund may be at any time within 15 years of the trusteeship.

The late Mr. Halff also had considerable business interests in oil, real estate and ranching properties.

Radio Still Dominates THIS RICH MARKET

No other signal covers the South Bend market like WSBT. Radio sets in use are up to an all-time high of 32.8! WSBT's share of audience at 66.6 is way above the national average. And here television is insignificant because no consistently satisfactory TV signal reaches South Bend. Don't sell this rich market short. Wrap it up with WSBT radio.

Charles H. Crutchfield, vice president and general manager, WBT-AM-FM and WBTV (TV) Charlotte, N. C., is shown arriving with Mrs. Crutchfield at New York's International Airport Oct. 27. Mr. Crutchfield on behalf of the State Dept. has been in Greece where he advised Greek Radio executives in their reorganization of Greek broadcasting.

30 Years on the Air

WSBT SOUTH BEND

5000 WATTS • 960 KC • CBS

Paul H. Raymer Company • National Representative

FCC Policy

Giveaway Idea Copied

WHGB: When is an FCC policy not an FCC policy?

That is the question raised by WHGB Harrisburg, Pa., in a petition for rehearing filed fortuitously against an FCC decision in October granting WCMB Lemoyne, Pa., a change of facilities and denying WHGB's request to change.

The Commission granted WCMB permission to change from 960 kc with 1 kw daytime only to 1460 kc with 5 kw, directional antenna, full-time. At the same time, it denied WHGB's request to change from 1460 kc with 250 w to 1460 kc with 5 kw, directional [FCC ROUNDUP, Oct. 15].

Petition stated that the grant to WCMB was made because the Lemoyne station promised to remain an independent, non-affiliated station, with 36% of its time devoted to local live programs. WHGB, an ABC affiliate, was denied, the petition stated, because it proposed only 6.01% of its time for local live programs.

Ten days after the Lemoyne grant the Commission granted KFYO Lubbock, Tex., authority to change from 1340 kc with 250 w to 790 kc with 5 kw day, 1 kw night with directional antenna, the Harrisburg station pointed out, at the same time denying new applicant Lubbock County Broadcasting Co. [B&T, Oct. 22].

KFYO's Position

Since KFYO is also an ABC affiliate and its position vis-a-vis Lubbock County was similar to the position of WHGB vis-a-vis WCMB, the unsuccessful Harrisburg station felt that the two decisions "are not merely inconsistent. They are so far irreconcilable as to constitute arbitrary and capricious action by the Commission. If network and non-network program proposals are difficult of comparison at Lubbock, they are equally difficult of comparison at Harrisburg. If the percentage of program time devoted to local live talent is deemed controlling at Harrisburg, it ought also to be controlling at Lubbock."

Petition noted that the Lemoyne grant was made by Comrs. Wayne Coy, George E. Sterling, Robert F. Jones and Paul A. Walker, with Frieda B. Hennock, Edward M. Webster and Rosel H. Hyde not participating. It also noted that the Lubbock decision was made by Comrs. Sterling, Jones, Webster and Hyde, with Coy, Walker and Hennock not participating.

In view of this, WHGB asked that the Lemoyne-Harrisburg decision be reconsidered by all seven Commissioners.

Transportation Department has been established by CBS Hollywood, according to a recent announcement by George McLaughlin, director of operations, for CBS Hollywood.
THE GEORGIA PURCHASE

only

a

combination

of

stations

can

cover

georgia's

major

markets

THE

GEORGIA

TRIO

ATLANTA

WAGA

5000w

CBS

590kc

MACON

WMAZ

10,000w

CBS

940kc

SAVANNAH

WTOC

5000w

CBS

1290kc

the TRIO offers advertisers at one low cost:

- concentrated coverage
- merchandising assistance
- listener loyalty built by local programming
- dealer loyalties

... IN THREE MAJOR MARKETS

represented
individually and
as a group by

THE KATZ AGENCY, INC.

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

BROADCASTING • Telecasting

November 12, 1951 • Page 49
NRDGA AWARDS

1951 Contest Rules Set

CONTEST to determine the year's best radio programs, newspaper ads, and displays—as produced by retail stores — was announced Wednesday by Howard P. Abrams, manager of sales promotion and visual merchandising for National Retail Dry Goods Assn., sponsors of the annual competition.

Entries in the retail radio program group are limited to NRDGA stores who have sponsored a regularly scheduled, local program for broadcast in 1951 prior to Dec. 1. Syndicated shows and special programs are not eligible.

One transcription, three scripts, and any other coordinated media that has been used by the store are to be submitted to NRDGA, 100 West 31st St., New York 1, N. Y., by Dec. 10. Each program submitted should be on a separate disc, accompanied by the program name and address from which it originated, time of broadcast (hour as well as day), type of program, date of first broadcast, program objectives and results achieved, sponsoring store name and address, and name and title of person submitting entry.

Awards will be made in three classifications, according to store volume: under $5 million, between $5-$15 million, and over $15 million. Programs should also be entered. Mr. Abrams advised, according to the audience toward whom they have been directed: children, general family, teen agers, farm groups, men or women, or as saturation spot campaigns.

The judges are yet to be announced. Winning stores will be awarded certificates, and the one store judged to have made the outstanding contribution to retail advertising will receive a special trophy.

NEW YORK

From where I sit

by Joe Marsh

"Fair and Square"

We've had an all-out political campaign with everything in it from a torchlight parade to a neck-and-neck ballot box race.

Rusty Robinson, with no campaign funds, planned his Election Eve speech for the Town Square. Slim McCormick, who owns the Palace movie house, was finishing up his campaign in Pioneer Hall.

Then it began to rain. Rusty's political career was slowly fizzling out in the damp when Slim showed up to say that Robinson people could meet in his theatre—for nothing. "I want to beat Rusty," Slim said, "but certainly not with rain!"

From where I sit, you've got to give Slim credit for acting on his belief that everyone has a right to be heard—just as everyone has a right to his own opinions and tastes. Maybe you like hot coffee, for instance, when you "take a break." Well, my vote goes for a refreshing glass of beer. After all, we're lucky to be living in a free country where we can have our own preferences.

DREWRY EDITS

New Journalism Report

A NEW BOOK, Journalism Enters a New Half-Century, edited by Dean John E. Drewry, U. of Georgia's Henry W. Grady School of Journalism, is being released simultaneously with the meeting at the Grady School of the fifth annual session of the Industrial Editors Institute.


BOARD of directors of Mid-Hudson Broadcasters Inc. (WOEX), Poughkeepsie, N. Y., have declared an eight percent dividend on both common and preferred stock to all stockholders of record as of Sept. 1.

Tribute by WOR

WOR New York sidestepped the press of current national problems last week when it took full-page ad in the New York Herald Tribune to promote the simpler aspects of America. Topped with a landscape painting by Louis Eliahemius, the ad's main caption read: "This is America. In a world of anxiety and doubt, WOR, one of America's great stations, brings you what it hopes is an interpretation of a country it loves." Blank verse described the sensory pleasures of life and attested, "There will always be an America like this; a land that will live and be more whatever matter where you are or what you do."

N. Y. WOMEN

To Hold Radio-TV Meeting

EMPHASIS will be on broadcast operations and public service at the annual conference of the New York State Chapter of the American Women in Radio and Television scheduled for Nov. 16-18 in Albany, N. Y. Nearly 100 women in the industry are expected to attend sessions at the Ten Eyck Hotel.

Morning panel, Saturday, will be "Teamwork for Successful Operation"; the afternoon discussion, "Is It Public Service or Free Time?" Morning panel will feature Gertrude Grover, WHCU Ithaca, moderator; Al Zink, WRGB Schenectady program supervisor, speaking on "How Radio and TV Can Live Together and Like It," Sally Work, WBEN Buffalo; Betty Boklage, WHAM-AM-TV Rochester; Anita Monsees, WHCU Ithaca; John Sutphen, WTRY Troy. The afternoon session will feature Doris Cornitch, NBC, moderator; Michael Hanna, WHCU manager, speaking on "How Public Service Can Be Profitable for the Station as Well as for the Public." Thomas McNenney, of National Foundation for Infantile Paralysis; Neal L. Moylan, State Radio-TV-Film Bureau, Commerce Dept.; Betty Stuart Smith, J. Walter Thompson; Eleanor Sanger, WOR New York.

Gov. Thomas E. Dewey is slated to be guest of honor at the Saturday luncheon. During that afternoon WGY WRGB (TV) Schenectady; WXXW WPTR WROW Albany; wn and WTRY Troy, will be hosts at a cocktail party. That night, General Electric will present its House of Magic show for the guests in the WGY studies. Sunday morning breakfast will be followed by a business meeting.

Conference Committee comprises Jane Barton, program director, State Radio-TV-Film Bureau, chairman; Elaine Drooz, WROW, Beth Lee, formerly of WPTR, and Betty Parry of WXXW, all Albany.
Truscon micro-precision typified in this new microwave tower

Stretching more than halfway across the country, from Houston to New York City, runs the service of the Transcontinental Gas Pipe Line Co., Houston, Texas.

The Truscon tower at their relay station KEB-810, Linden, N. J., is a type H-30 Self-Supporting Tower, 175 feet high, designed and built to support microwave disks.

Truscon experience in radio tower engineering is world wide . . . meeting all types of topographical and meteorological conditions . . . and supplying many different tower types—guyed or self-supporting . . . tapered or uniform in cross-section . . . for microwave, AM, FM, or TV transmission.

Your phone call or letter to any convenient Truscon district office, or to our home office in Youngstown, will bring you immediate, capable engineering assistance. Call or write today.

TRUSCON® STEEL COMPANY
Subsidiary of Republic Steel Corporation
YOUNGSTOWN 1, OHIO
On All Accounts
(Continued from page 18)

Los Angeles, on which Mr. Walsh is account man, will follow up last and this year’s television ventures with a new television program in 1952.

Derr Walsh recalls that one of these accounts, Day & Night, pushed the agency into television about 1942 when sets in the area numbered a puny 22,000 and it was perfectly satisfied to busy itself with other media. Radio had done a tremendous job for the sponsor and it was confident of a similar job by television. This confidence has been rewarded by substantial sales for their products.

It was also soon shared by Hixson & Jorgensen which went out and experimented in television on its own. Mr. Walsh went a step further and took a course in the medium at UCLA. Now firmly convinced in the power of television, he nevertheless feels there is room for some improvement. For one thing he believes there is a need for better coordination between its various elements—sales, engineering, production and art direction.

So far as the TV futures of local and regional advertising are concerned, however, he expresses the fear that, with the cable bringing live competition from the East, all but national advertising may be pushed aside.

Attended UCLA
H. Dorchester Walsh was born in Brooklyn, March 3, 1908. The Dorchester was short-lived as was the stay in Brooklyn which city, he left so quickly after his birth that he was unable to acquire the proper feeling for it according to Mr. Walsh. He attended high school for three years in Plainfield, N. J. and completed his high school course in Glendale, Calif., to where the family moved the following year. In 1926 he won his B.A. in economics and political science from UCLA.

Before starting his bridge club he held various jobs for a few years including one with Retail Credit Co. and one handling promotion for Union Oil Co.

The Walshes—the is the former Margaret Mee—live in the Baldwin Hills section of Los Angeles.

Club includes the University Club, and hobbies, well, . . . . bridge.

Herman Anderson
HERMAN ANDERSON, 68, owner-operator of KOKK Tulare and KAFY Bakersfield, Calif., died Oct. 31, at his home in Kingsburg, Calif., following a long illness. Funeral services were held Nov. 3 in Kingsburg. He leaves his wife, Mrs. Geneva Anderson, a daughter, Rosa Lee Anderson, and a son, Sheldon Anderson, general manager of KOKK and KAFY and part owner of KYNO Fresno, Calif.

LET'S TALK TURKEY...

. . . about WIBW and the Kansas Farm Market

1. The American Farmer is today’s best sales prospect.

2. His income is already 17% above last year.*

3. The Kansas farmer’s living standards are far above the national average; his needs and expenditures greater.

4. He lives in an area with only 4.4% TV ownership** and is dependent on radio.

5. His listening habits are fixed. Every year since 1937, he has told independent interviewers that the station he prefers above all others is WIBW.**

6. That’s why WIBW is the greatest single mass-selling medium in Kansas. Let us “talk turkey” about your product to America’s top prospects. You’ll get REAL RESULTS.

* USDA—Sept. ’51
** Kansas Radio Audience
Studies 1937 to 1951

Car Plates Pay

WKNE Keene, N. H., has evidence—in orders—that call-letter automobile plates can pay off. Spokesmen explained that a staff member was stopped a short time ago while driving through a neighboring town, by a man who wanted to buy time on WKNE to advertise the opening of a new business. A half-hour later the same staff member was in a restaurant where the restaurant owner came over and said he had noticed the call letters on the car. He also wished to advertise on WKNE.

MEDICAL SHOW

28 Stations Win Thanks

SOME 28 stations have been commended by the house of delegates of the State Medical Society of Wisconsin for carrying a weekly medical program as a public service feature.

Dr. R. L. MacGormack, speaker of the house, in a letter dated Oct. 1, wrote FCC Chairman Coy:

“For varying periods during the past six years, each of these stations has broadcast our health education program, The March of Medicine, as a public service feature. They have handled the confidential listener correspondence initiated by the program with professional skill. They have been most cooperative in suggesting improvements for the program and the method of its distribution on tapes.”

In the final paragraph, the letter reads, “We trust that you [Chairman Coy] will encourage this kind of social consciousness among other radio stations.”

A formal resolution passed by the house of delegates directed that a letter of appreciation be sent to each station. Participating stations were listed as:


WAIT Moves

WAIT, Chicago independent, has moved most of its studios to its suburban Elmhurst transmitter site and its downtown business office to 75 E. Wacker Dr. The station operated for many years in the London Guarantee Bldg., 360 N. Michigan Ave. Shows are also originating downtown in what Tom Davis, general manager, described as a “split-operation.”
THE
Goodwill
Station
DETROIT
Silver Anniversary Year

From our many memories throughout 25 years in radio, we at WJR cherish most the pleasant association with loyal friends and listeners down through the years. It is you who have made our years of growth possible and we are deeply grateful.
In 1951, more new have chosen CBS Radio combined. Of the other Radio today, two out of network for more than
network advertisers than all other networks advertisers on CBS three have been on the five years.

*Advertisers who have not previously been in network radio at any time during the past four years. Of these, 13 are in network radio for the first time.
Recess: Time to Act

ASIDE FROM the bleatings of the blue-nosers, the record of radio is replete with success stories in the public interest sphere. A catastrophe strikes, and radio is on the job. A bond drive lags, and radio steps in. Constantly, radio performs the role of anchor man on the humanitarian team.

Only in one field is radio remiss. And that is in the protection of radio itself.

Take the McFarland Bill (S 658) which would correct abuses that have been inherent in the regulation of the radio media for years. It is designed to help the broadcaster by placing limitations on the jurisdiction of the FCC. It would mean the saving of time and money for the broadcaster and the taxpayer. It would minimize opportunities for "hinder and delay" tactics.

Yet this bill, which has passed the Senate a hundred times, has never gotten out of the House Interstate & Foreign Commerce Committee. Repeated efforts have been made by some bureaucrats to sabotage it, because it would halt the power of the FCC which has grown steadily by arrogation and interpretation over the last quarter-century.

The bill becomes the first order of House Committee business when Congress reconvenes in January. It is the first piece of important legislation affecting radio to reach this stage since the enactment of the original radio law in 1927. The existing Communications Act, which became law in 1934, simply absorbed the provisions of the old law, and then broadened it to cover wire lines and cables.

The McFarland Bill, in our view, can be passed at the next session. But it won't happen automatically. Broadcasters must let their Congressmen know they are interested in its passage, for the good that will inure to the taxpayer, the licensee and the Government.

The job to be done is to get the McFarland Bill reported out by the House Committee. The old excuse that the committee members are not familiar with the intricacies of communications legislation is no longer valid. The Committee has held hearings and has worked over a substantial portion of the bill in executive session.

Once the bill is reported, favorable action of the House can be expected—if broadcasters acquaint their Congressional delegations with the urgency of the need for its passage. Technicalities can be adjusted in the conference between House and Senate.

The time to do this legislative contacting is now, while Congress is in recess. Next January will be too late, because Congress will be involved in an accumulation of important matters related to the national emergency. Besides, it will be an election year.

ANPA's Bureau of Advertising, in ads now appearing in daily newspapers, says magazines and radio and TV programs reach only fractions of a market, but a newspaper "talks to everybody in town." Well, we're a trade news magazine, which probably makes us a fraction of a fraction, but we still recognize a whole number when we see one. A couple of whole numbers we recommend to the Bureau of Advertising are 2 + 2 = 4. About the same time that children learn 2 + 2 = 4 they also learn that you can't add apples and oranges and lemons to make anything but fruit jam.

The ANPA comment goes on to an entire press run of a paper. The answer adds up to jam all right—and it's being spread too thick.

Ben Francis Chatfield

VERY much in evidence at the National Assn. of Radio News Directors convention in Chicago this week will be Ben Chatfield, who is just completing a highly successful year as NARND president.

Mr. Chatfield, soft-spoken news director of WMAZ, Macon, Ga., has during the past year made sure that the voice of NARND has been heard throughout the nation, loud and clear.

His election in 1959 to the NARND presidency came the same year that Mr. Chatfield's station was awarded a George Foster Peabody radio citation for "outstanding reporting and interpretation of the news."

The 6', 230-pound leader of the nation's radio newsmen has his own special feeling about the relative merits of radio versus television and newspapers in the matter of news dissemination.

In his best southern drawl, he will point out, "World War II made the general public radio news conscious. The fact that audiences have stayed proves that the personal tone of the human voice is much more effective and popular than the printed word."

He will admit that for special events and features, TV has an edge on radio. But for straight news, radio's comparatively unhampered mechanical facilities puts it way out in front for speeding news to the public.

Success of news at WMAZ has established that station as a training ground for journalism fledglings interested in radio news. For many years WMAZ has worked closely with the National Council on Radio Journalism by bringing journalism teachers from various colleges into its newsroom for summer employment.

In addition, journalism students from Georgia colleges are receiving training as part time WMAZ newshawks. Two of these part-time workers have been graduated to full time jobs.

An ex-newspaper reporter, Mr. Chatfield said, "Actually, getting news for radio is not very different from gathering it for newspapers. You've still got to have a wealth of contacts, friends and regular news sources."

When in 1944, after World War II Army service, Mr. Chatfield joined WMAZ, he brought scores of contacts with him.

Once it took an undertaker to dig up a baseball score for WMAZ. But Mr. Chatfield knew the score would be correct because he knew also that the undertaker had been scorekeeper at the game.

A born worrier, Mr. Chatfield worries about (Continued on page 64)
Something to roar about...

WFAA-TV Sales Results

"Our Bob Stanford Show’s first year on WFAA-TV for FRITOS has done an excellent job increasing sales. "It has also enabled us to get disribution way beyond expectation on an item not advertised any other way."

Ray K. Glenn, GLENN ADVERTISING, INC.

"Special credit goes to the Julie Benell Show participations which gave the Dallas area a sales increase that more than doubled the national increase in sales over a ten-week period!"

C. S. McGill, District Representative E. L. BRUCE COMPANY

"More than 23,000 registered members in Sanger’s Webster Webfoot Club. Enough said!"

C. T. Kelly, Director Public Relations SANGER BROS., INC.

"A two-minute SALADMASTER participation spot ran at 10:07 P.M., October 12, pulling 107 telephone calls requesting SALADMASTER home demonstrations in Dallas and Ft. Worth!"

TED WORKMAN ADVERTISING AGENCY

Television Service of THE DALLAS MORNING NEWS

DALLAS' PREMIER TELEVISION STATION

Martin B. Campbell, General Manager
Ralph W. Nimmons, Station Manager

EDWARD PETRY & CO., National Representative
BUFFALO FIRE
WBEN Simulcasts Disaster

WBEN-AM-TV Buffalo topped off a spectacular 18-program spot over coverage of the disastrous oil fire in Buffalo harbor Oct. 29 (Monday) with a simulcast early Tuesday featuring Coast Guard rescuers.

Announcer Woody Magnuson furnished the high spot through a tape recording made when he persuaded a friend in a powerlaunch to take him into the oil slick covering the burning vessels. Shouts of Coast Guardsmen warning him away from the danger area were taped just before a second explosion rocked the nearby piers.

WBEN-TV, with studios in Hotel Statler, had an ideal setup for telecasting. Cameras were aimed from the hotel's 19th floor overlooking the harbor. A half-dozen local and network programs were interrupted. John Corbett, who was nominally off-duty, did most of the radio and TV commentaries.

WBEN's Ward Fenton fed NBC at 11:15 p.m. Monday and 8 a.m. Tuesday.

SUIT NAMES CAPITAL
Larry Bozo Valli Files
CHARGING that Capitol Records, Hollywood, used his name for a series of records without permission or remuneration to him, Larry Bozo Valli, professionally known as Bozo the Clown, last week sued the record company for $500,000.

The action was filed in Los Angeles Superior Court through Mr. Valli's attorney, J. G. Bragan.

Mr. Valli, who claims he has been known by the Bozo label since 1917, further charged that Capitol licensed some toy manufacturers to turn out toys with the Bozo label. An accounting of the profits provided from these sources is being asked in the suit.

Also named in the action were four "John Doe" actors who have appeared in the Bozo records produced by Capitol.

'Music of the Stars'
TRANScribed radio series, Music of the Stars, 52-quarter-hour programs produced by Harry S. Goodman Productions, N. Y., has attracted the interest of Rudolph Wurlitzer Co. (musical instruments), North Tonawanda, N. Y. Company is offering the series to some 250 Wurlitzer dealers on a cost-plus basis, was announced last week. Program features Dick Liebert, organist, at the giant Wurlitzer in Radio City, who is the only manufacturer in his trade journal advertisements. Dealers in Baton Rouge, La.; South Bend, Indianapolis and Fort Wayne, Ind., have already boarded in on the series. The air time is being cleared on a Chicago station.
The Christmas that starts in the summer!

For some people, the Yuletide season starts around July.

They're the department store buyers of America—and they do their Christmas shopping really early. They begin their purchasing months in advance of the Christmas buying spree.

But despite careful buying, December is a wild, unpredictable month. Shelves are quickly emptied. Sell-outs become the rule. Thousands of sales may be lost through simple lack of merchandise.

But these buyers know the answer. To them, a sell-out means one thing—a quick call for more merchandise, via Air Express!

The world's fastest shipping service fills their shelves overnight!

Whether you buy or sell goods, here are the unique advantages you can enjoy with regular use of Air Express:

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

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

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

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

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

AIR EXPRESS
GETS THERE FIRST

November 12, 1951 • Page 59
HERBERT D. OLSON, treasurer and program director KXIC Iowa City, named general manager KOC5 Ontario, Calif. He succeeds WALLY SEIDLER, who resigned to join KPMO Pomona, Calif., as station manager. Mr. Olson retains financial interest in KXIC, his station duties having been taken over by KENNETH M. BAILEY.

Charles E. Smith, general manager WTBQ Cumberland, Md., appointed president. Mr. Smith before joining WTBQ served with WWMN Fairmont, W. Va., and WINX Washington.


JOHN F. (Jack) NEAL appointed manager WHBS-AM-FM Huntsville, Ala., succeeding E. H. KEOWN, resigned. Mr. Neal was with WKRQ Mobile, Ala.

James Whatley, chief engineer, assistant manager and sales manager WRPS-FM Alexander City, Ala., appointed manager. Mr. Whatley succeeds LEM COLEY, resigned to accept position as personnel director of Russell Mfg. Co.

Joseph H. Matthews appointed office manager of San Francisco office Weed & Co., effective Nov. 12 (today). Mr. Matthews, formerly a member of Weed's Chicago staff, replaces MOBILE EASTMAN, who will remain with firm in San Francisco.

POWELL ENSIGN returns to Everett-McKinney Inc., N. Y., as sales manager, following an extended illness. CHARLES WHIPPLE, account executive Paul Raymer Co., Chicago, appointed midwestern sales manager Everett-McKinney.

ROBERT A. KILPATRICK, national sales manager KING Seattle, named acting sales manager. He succeeds ROGER RICE, who had been recalled to active duty with Marine Corps.

Mary Alice Connell appointed manager of television spot sales service department ABC, succeeding EMILY CLARK, resigned. Miss Connell was with DuMont Television Network.

Leo M. Morris, sales staff WPAT Paterson, N. J., appointed northern New Jersey sales manager.

Ambassador Fletcher Warren, political advisor to American Delegation at NARBA conferences last year in both Canada and Cuba, appointed as Ambassador to Uruguay. Since NARBA sessions, he had served as assistant to Assistant Secretary of State Miller, in charge of Latin American affairs.

Oliver J. Keller Jr., appointed assistant manager WTXA Springfield, Ill. Mr. Keller has just returned from Korea where he served with the U. S. Navy.

H-R REPRESENTATIVES Inc., N. Y., appointed national representative for WTSP St. Petersburg, Fla.

Frank G. Atkinson Jr., assistant manager of radio co-op program sales for ABC, appointed manager of department.

Ralph C. Kelley, sales staff WAAF Chicago, appointed midwest manager of Walker Co., radio and TV station representatives.


Dick Gravett, KJBS San Francisco, to sales staff KFRC San Francisco.

Robert Meeker Assoc. opens San Francisco office under direction of DON PONTIUS, formerly Chicago manager of firm. Offices are located in Russ Building, 255 Montgomery St.

Paul Lariviero named commercial manager KBIS Bakersfield, Calif., replacing Homer Griffith, resigned to become national sales manager KYNO Fresno, KOOK Tulare and KAFY Bakersfield.

Bill Mertz, Chicago representative Frederic W. Ziv Co., to regional sales staff KWWL Waterloo, Iowa.

Edward J. McCrossin, counsel for DuMont Television Network, to network legal staff ABC. Prior to his association with Du Mont, Mr. McCrossin was a member of legal staff of NBC.

Warren M. Morton, sales staff in New York office of WLWT (TV) Cincinnati, to sales department WOR-TV New York, as account executive.

Vint Bliss, H-R Reps., Chicago, to CBS Radio Spot Sales, same city.

J. W. Mondoux, promotion manager CJSO Sorel, Que., named manager CFDA Victoriaville, Que.

George L. Baren Bregge appointed to sales staff WDTV (TV) Pittsburgh. He was with KQV Pittsburgh.

David Meblin, salesman, KFSO San Francisco, father of boy, Andrew James. . . . Ted Cott, general manager WNBC and WBN (TV) New York, appointed co-chairman of 1952 campaign of The Legal Aid Society, which provides legal services to those who cannot pay. . . . Donn B. Tatum, director of television ABC Western Div. and manager KDKA-TV Los Angeles, elected president United Cerebral Palsy Assn. of Los Angeles. . . . Jack Fritz, representative, ABC Spot Sales, Detroit, father of boy, Jack Wayne, Nov 1.
Graybar announces the new Altec 220A portable speech input equipment

ASSOCIATED MICROPHONES
Graybar can supply a wide variety of units for all types of remote and studio use.

New Altec 633C
This reliable "salt shaker" mike is now available in all three impedances—90, 150, and 850 ohms. Multi-purpose, the new 633C dynamic is suitable for field, studio, or news use.

New Altec 632C
A ruggedly-built, bantam-sized "salt shaker". Light in weight, it is ideal for voice-only use ... in high noise level areas ... and as a sports pickup unit.

Altec 593A and B
The ever-popular directional type for controlling pickup and reinforcement. Superior technical quality and versatility, make this unit a reliable standard for AM, FM, and TV use. Controllable pickup pattern—omni-directional to cardioid.

Altec 21B
Combining minute size with top technical performance, the Altec "thin man" mike is blast-proof, shock-proof and omni-directional. It is available in stand, lapel, and chest-plate types.

Your near-by Graybar Broadcast Equipment Representative will be glad to give you complete specifications and prices on the Altec 220A portable speech input equipment, Altec microphones, as well as on any of your other broadcast requirements.

Our nation-wide network of offices and warehouses places Graybar service close to you no matter where you are located. Make it a point to call today for full particulars. Graybar Electric Company, Inc., Executive offices: Graybar Building, New York, New York.

ALTEC 220A:fast-growing family
Developed as a result of long experience in the broadcasting and sound fields by Graybar and Altec Lansing, the new Altec 220A Portable Speech Input Equipment embodies outstanding performance in a more versatile and compact design.

Here are a few important features:
- Designed for AM, FM and TV Remote Pickups
- Compact—only 23" x 12" x 6"
- Light Weight—less than 30 pounds including case
- Four Microphone Preamplifier Channels
- AC or DC Operation
- Illuminated Volume Indicator

Graybar Brings You Broadcasting's Best . . .
Amplifiers (1,4)
Attenuators (9)
Cabinets (16)
Consoles (1)
Loudspeakers and Accessories (1,26)
Microphones, Stands, and Accessories (1,5,14,15,16,26)
Monitors (13)
Recorders and Accessories (12,20,23)
Speech Input Equipment (1,21)
Test Equipment (1,9,13,25)
Towers (Vertical Radiators) (3)
Tower Lighting Equipment (8,12)
Transmission Line and Accessories (6)
Transmitters, AM and TV (7,21)
Tubes (12,18,24)
Turntables, Reproducers, and Accessories (10,20)
Wiring Supplies and Devices (4,11,12,14,19,22,26)

Manufactured by . . .
(1) Altec Lansing
(2) American
(3) Blakely
(4) Bryant
(5) Canon
(6) Communication Products
(7) Continental Electronics
(8) Crane-Hinds
(9) Dozen
(10) Fairchild
(11) General Cable
(12) General Electric
(13) General Radio
(14) Hubbard
(15) Hughes
(16) Korg Metal
(17) Machtlet
(18) M ALTERON
(19) National Electric Products
(20) Presto
(21) Standard Electronics
(22) Triangle
(23) Webster Electric
(24) Western Electric
(25) Weston
(26) Whitney Blake

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

ATLANTA
E. W. Stone, Cypress 1751

BOSTON
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CHICAGO
E. H. Taylor, Canal 6-4100

CINCINNATI
W. N. Hansher, Main 6000

CLEVELAND
A. C. Schwager, Cherry 1-1366

DALLAS
C. C. Ross, Randolph 6454

DETROIT
P. L. Gundy, Temple 1-5500

HOUSTON
R. T. Albury, Ahwood 4571

JACKSONVILLE
W. C. Winfree, Jacksonville 6-7611

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

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

MINNEAPOLIS
C. W. Greer, Geneva 1621

NEW YORK
J. T. Connolly, Exeter 2-2000

PHILADELPHIA
G. J. Jones, Walnut 2-5405

PITTSBURGH
R. F. Grossett, Allegheny 1-4100

RICHMOND
E. C. Toms, Richmond 7-3491

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

SEATTLE
D. I. Craig, Mutual 0123

ST. LOUIS
J. F. Lenkard, Newstead 4700

BROADCASTING • Teletasting
November 12, 1951 • Page 61
BLOOD PLEDGES

CBS Radio Plans Marathon

TO HELP meet national requirements for 300,000 pints of whole blood each month, CBS Radio Network of 206 affiliated stations will hold a blood pledge marathon Nov. 15 (Thursday). Move was part of broadcasters national effort in behalf of the blood bank drive [see Feature or Wenz, page 18].

The 16-hour appeal for blood donation pledges will receive personal around-the-clock participation of Arthur Godfrey, with nearly every network program and numberless local shows featuring shortening scripts by one minute each that day for Mr. Godfrey's 56-second appeal. The remaining 10 seconds will allow local announcers to give Red Cross telephone numbers, so donors can call their home units.

Cooperation in the marathon has been assured by all CBS Radio stations, program sponsors and many broadcasting personalities, as well as by local Red Cross chapters, the U. S. Army, the Union Pacific and Western Pacific Railways.

Defense Dept. officials have reiterated that an even supply of blood each month is as important as a guaranteed minimum. Shortages in one month cannot be compensated for with later increases, since whole blood cannot be preserved indefinitely. Blood will be used for Korean combat casualties, replenishing stockpile reserves—now low—and for civilian emergency needs.

OVER 300 representatives of radio, TV and press convened during open house held Oct. 23 for all media by VanSant, Dugdale & Co., Baltimore. Caught chatting are trio of WFBF Baltimore executives and agency official.

To: r: John E. Surrick, vice president and general manager of WFBF; William S. Pinto Jr., station's sales director; Bob Walsh, radio-television director, VanSant, Dugdale; and Robert S. Martin Jr., WFBF publicity director and secretary. Guests toured agency's new quarters at 13 E. Fayette St. in downtown Baltimore.

WRAL SCORES

Listeners Share Expenses

LISTENERS shared cost of a three-hour gridcast delivered by WRAL Raleigh, N. C., from Washington, D. C.

On Oct. 19 another Raleigh station decided not to air a football game that night between George Washington U. of Washington and Wake Forest College of Wake Forest, N. C., near Raleigh. Wake Forest fans began to phone WRAL, which already had a crew in Washington to air another game the following day. Telephone lines were ordered, engineers were hired, broadcast facilities were lined up. There hadn't been time to find a sponsor but WRAL carried the game nevertheless.

Instead of commercial announcements, the WRAL announcers simply related the story of the last-minute arrangement. He itemized the expense involved, and mentioned that if any listener wished to share costs, the station would welcome a dollar along with any comments.

The next day the WRAL post-office box was jammed—and 10 days later dollars still were coming in. Not only were there more dollars than the station would have received from a straight sponsorship deal, but the comments reflected hundreds of newly-awakened friends. WRAL sent each contributor an "honorary stock certificate" noting that the holder "had an interest" in WRAL's sports coverage.

STORM AID

Radio Gives Relief

RADIO was out with the snow plows in the Midwest last week as the first big storm of the season broke early.

First report reaching Broadcasting * Telecasting from the snow-bound area came from KXOK St. Louis which continued operations during an emergency caused by the fifth heaviest fall in all Weather Bureau history in the area. Station worked closely with city police, public service officials and the telephone company.

Service announcements from all over the city were handled by half of the staff who were able to get to work themselves. They stayed at their jobs after the regular day to take incoming calls for help. KXOK-FM's Transit Radio also pitched in, keeping snow-covered riders posted on storm conditions. As storm hit the city, Bruce Barrington, news editor, and Charley Stoekey, farm director edited bulletin operations.

RELIGION Makes the News, weekly radio feature sponsored by the Council of Churches of Syracuse and Onondaga Counties in New York, presented second award in religious news category of Protestant Broadcasting and Film Commission.

AFRA CHARGE

Filed Against KCBQ Owner

UNFAIR labor practice charges were filed by AFRA with NLRB last week against Charles E. Salik, owner-manager, KCBQ San Diego. A two way charge asserts Mr. Salik told Grady Edney, program director and only non-AFRA announcer at station not to join union, and further, that the station owner at a staff meeting told announcers to insist on a May, 1964 date for length of contract recently negotiated with union, with the implication that various favorable conditions might be denied them if they did not carry his wishes through. Contract duration date insisted on by union was Oct., 1963, one on which the union had understood to have already been agreed.

The union further ordered the five station staff announcers not to work on any programs on which Mr. Edney performs.

Evidencing knowledge of Mr. Salik's position on the union and four network stations—KFSF (NBC), KGB (MBS), KFMB (ABC), and KBCQ (CBS)—agreed on a five dollar weekly raise to staff announcers in all brackets and extension of a new contract to Jan. 31, 1954 with provisions for reopening in 1955.

AFRA currently is negotiating with KSIO San Diego, an independent, following authorization by staff announcers to represent them.

Labor Cases

TWO AFL petitions seeking representation of certain employees at Westinghouse Electric Corp. and General Electric Supply Corp. have been dismissed by the National Labor Relations Board. IBEW Local 110 sought a unit for all appliance, radio-TV servicemen and repair men at the GE plant in St. Paul, Minn. The parent AFL also requested a group for all maintenance workers at Westinghouse's Cleveland plant.

In Greater Grand Rapids

... the most ears

are WOODpecked!

Also:

WDFX — Flint
WEOA — Evansville
WFPM and WFBF-TV
KATE AGENCY

GRAND RAPIDS, MICHIGAN

5000 WATS · NBC AFFILATE
AND WOOC-

BROADCASTING · TELECASTING

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AUCTIONBUCKS
Giveaway Idea Copyrighted

WLIZ Bridgeport, Conn., is so enthusiastic about its Auctionbucks giveaway program that it has protected the idea under copyright and trade mark laws.

Auctionbucks [BT, Oct. 8] was aired for the first time Oct. 8. Listeners bid for prizes with scrip "money" distributed by participating merchants. The scrip, "auctionbucks," given by merchants is determined by the amount of each sale.

Next siring is slated Nov. 24.

Philip Merryman, WLIZ president-general manager, said that under a new company, Auctionbucks Inc., of which he is president, he is willing to share the idea with other stations. "Our original plan was to defer outside arrangements until January 1st, but this proved to be too big a promotion to hold in check and we are now entering the national field immediately," Mr. Merryman said. "Only one station in a city will be licensed," he added.

RURAL SURVEY
WLW Reports Listening Up

FARM listeners in the Ohio Valley are tuning to their radio sets more frequently these days, with rural listening in the WLW Cincinnati area up 8% over 1950, according to Crosley Broadcasting Corp. Figures were obtained in a rural audience survey released last week by Robert E. Dunville, Crosley president.

The study also refutes claims that AM radio is losing ground, Mr Dunville said, showing the WLW farmer-listener is spending 1:17 hours each day by his set, with dial tuned to WLW. Crosley research also claimed the 50 kw station reaches 1,045,000 rural homes during an average week and 1,385,000 homes per month of 70% of farm homes in the station's area.

Listening has jumped 10% over 1949, the study found. The hours-minutes finding of 1:17 each day compares with 1:11 chattered up last year in a similar survey.

NEWS
from Binghamton, N. Y.

ABC WENE
BINGHAMTON, N.Y. MARKET
NOW 5000 WATTS

CALL RADIO REPRESENTATIVES, INC.

PROCES LINE
FCC Asked to Reorganize

CALL for the FCC to reorganize its standard broadcast processing line was made last week in a petition filed by Tri-County Broadcasting Co. of Hawkinsville, Ga. Georgia applicant — for 610 kc with 500 w, daytime only — asked that the Commission pull out all applications for new stations in communities that do not now have primary radio service and process them "expeditiously."

Petition declared that it would be fairer for applications for stations in communities where there is no existing station or primary radio service to receive consideration ahead of those that seek changes of facilities or "merely to add a station in a city where already there is an abundance of stations."

Tri-County cited the fact that it filed its application May 21, 1951 and became No. 71 on the processing line. As of Nov. 7, it said, it was No. 58. At this rate, it declared, it would be two and a half years before its application got staff attention.

Growing pileup of applications in the standard broadcast processing line has caused some concern among broadcasters and radio lawyers and engineers. They fear a recurrence of the situation that existed in 1947, when the FCC found it necessary to clamp a "temporary expediting" freeze order on AM applications in order to get out from under a huge logjam [BT, Jan. 15, 1947 et seq.]

KVOL POWER BOOST
Examiner Proposes Denial

RECOMMENDED denial of permission for KVOL Lafayette, La., to increase its daytime power on 1530 kc from 1 kw to 5 kw was made in an initial decision issued forthright ago by FCC Hearing Examiner Fannyy N. Litvin.

Overlap between commonly-owned KVOL and KANE New Iberia, La., was cited as the primary reason for the proposed denial. The examiner found that George H. Thomas, general manager of both stations, owned 50% interest in KVOL and 60% interest in KANE.

Also cited in the record as reasons for denial of the application was the adjacent channel interference which the proposed facility would receive from KXYZ Houston and KOLE Port Arthur, S. These interferences would affect a population of 39,510 out of the 109,010 KVOL estimated it would add to its audience through boosting daytime power, the examiner held.

At the same time, the examiner found that the proposed 5 kw daytime operation of KVOL would interfere with 2,420 people receiving interference-free KXYZ service and 6,590 people now getting interference-free KOLE service.
Respects

(Continued from page 56)

all the news in Macon. If that situation is under control, he worries about all the news in Bibb County. And if that doesn’t keep him occupied, he extends his worry to including the whole of Georgia.

About four years ago, he found that he had worried himself into a stomach ulcer.

His ulcer and his three-year-old son, Biff, are the only things he can’t manage. The ulcer interferes with Mr. Chatfield’s eating—one of his favorite pastimes. He likes also to take an afternoon nap but Biff has put an end to that.

Mr. Chatfield’s wife, Elizabeth, however, has shouldered some of the duties of being both father and mother to Biff during this past year when Mr. Chatfield has been fighting to preserve news freedom against government encroachment.

As if he didn’t already have his hands full, Mr. Chatfield has found time to become an important participant in community affairs.

He is a member of the Bibb County draft board, vice-president of the County Safety Council, a member of two committees of the Macon Chamber of Commerce, a member of the Salvation Army Advisory Council, publicity chairman for the Georgia Dept. of the American Legion and, in addition, handles publicity for the Moose Club, American Legion Post 74, the 40 & 8 Society and the Bibb County Game and Fish Club.

Mr. Chatfield also is a member of President Truman’s Radio Advisory Committee, the National Council on Radio Journalism and the National Conference of Christians and Jews.

With Mr. Chatfield’s appointment to the National Council on Radio Journalism, WMAG became the only station in the country to have two members on the council at the same time. Wilton Cobb, station manager previously appointed to the committee, represents the National Assn. of Radio and Television Broadcasters.

In addition, Mr. Chatfield has served as president of the Georgia Wildlife Federation, the Bibb County Sportsmen’s League, the Macon Softball Assn. and the Middle Georgia Baseball League, and is a member of Sigma Alpha Epsilon, social fraternity, and Sigma Delta Chi, national professional Journalistic fraternity.

Fights for Information Freedom

As ARN board president, Mr. Chatfield is particularly proud of the Freedom of Information and the Newspaper Affiliates Committees which were organized under his leadership.

Young Ben attended grammar school in Macon, Emory Academy in Oxford, Ga., and Lanier High School for Boys in Macon before entering Mercer U. there in 1933.

Even such a capable executive as Mr. Chatfield, however, runs up against a situation when he feels at a loss. This happened to Mr. Chatfield in Tokyo just after the war.

As one of the organizers of the Pacifican, an Army newspaper put out in Manila, Mr. Chatfield covered the surrender ceremonies aboard the Battleship Missouri Sept. 2, 1945.

Later, Mr. Chatfield went to conquered Tokyo and, as is his way, made friends with many Japanese.

It didn’t take long for him to realize what a rigid framework of politeness governs Japanese social life. For instance, it’s almost inconceivable to refuse a gift offered by a Japanese friend.

One evening, a new Japanese friend came in with a present for Mr. Chatfield. The “present” turned out to be a Japanese girl, very much alive!

For just this once, Mr. Chatfield was at a loss.


MBS PROMOTION

Extends to Canada

Mutual’s “Radio—It’s Wonderful!” campaign is branching into Canada.

In wide use already in the U. S., it also has won the commendation of FCC Chairman Wayne Coy.

MBS spokesmen said that 200 copies of the audio “Radio—It’s Wonderful!” booklets, consisting of suggested air announcements stressing the basic role of radio in everyday life, have been forwarded to the Canadian Assn. of Broadcasters in Ottawa for distribution throughout Canada. Sent at the request of CAB General Manager T. J. Allard, they will be revised to substitute Canadian radio-home and set-ownership statistics for those relating to the U. S.

FCC Chairman Coy was quoted by MBS authorities as having commented the campaign in a statement asserting:

“A large segment of the public has too long taken radio for granted, failing to realize the tremendous influence this medium of mass communication wields on their day to day living. Any effort to awake people to the influence, to make them more aware of its power and particularly to awake them to their responsibilities in seeing that radio is truly used in the public interest is to be commended. I wish you every success.”

CBC BOARD MEET

Scheduled Nov. 23

Temporary discontinuance of FM broadcasting is being asked by CFCA-FM Kitchener, Ont., at Nov. 23 meeting of the board of governors of the Canadian Broadcasting Corp., at its headquarters in the Victoria Bldg., Ottawa. Station is requesting retention of license while discontinuing broadcasting temporarily.

Same meeting will consider stock transfers of eight stations, recapitalization of companies owning CHAB Moose Jaw, CHRC Quebec and CKRC Winnipeg and transfer of control of ownership of CHLN Three Rivers and CKLB Oshawa.

Time Buyers, NOTE!

NO TV Stations within 60 miles of YOUNGSTOWN, O. Ohio’s 3rd Largest Trade Area Buy WFMJ The Only ABC Station Serving This Market 5000 WATTS All programs duplicated on WFMJ-FM 50,000 Watts on 105.1 Meg. CALL Headley-Reed Co., National Representatives

N. Y. AUDIO FAIR

New Products Shown

AN ESTIMATED 100 exhibitors displayed broadcast and industrial sound products at the Audio Engineering Society’s third audio fair held in New York Nov. 1-3 at the Hotel New Yorker.

RCA displayed a number of new products, including a new broadcasters’ light-weight announce microphone, a master switching console combining many functions heretofore offered only in custom master control equipment, and a complete line of 16 mm projectors, among them a new “RCA” magnetic sound projector.

Magnecord Inc. displayed for the first time its new “Binaural” tape recorder, which, based on the same principle as stereophonic photography, gives a “third dimensional” effect. Officials foresaw far-reaching industrial uses for the new development but said its radio-TV value is limited—at least for the present—to off-the-air uses such as checking orchestra rehearsals, etc., since its dependence on two simultaneous recordings (and two simultaneous reproductions) makes it unadaptable to standard broadcast transmission techniques.

Among technical papers presented during the fair were two emphasizing the use of electronic equipment in civil defense warning and communications systems. They were presented by R. C. Du Bois of RCA and John K. Hilliard of Altec Lansing Corp.
good writing to hire other writers. Then eliminate the restrictions and the evils discussed earlier. Some of this can be done by revising the selling approach. The present system (to abuse a word) works as follows: The salesmen greet the writer with news of a new account. It is usually a tremendously important account, but it turns out they are only buying one chain a break a month, but the account is still important because of its staggering "potential." The writer is urged to give this one her very best, to go, as they say, all out. She nods and the salesman hands her a sheaf of notes to work from over her lunch at the sponsor's store. In either case she gets the same old guff. "Now here's a slogan that we've always used and I want you to get this in all your copy--Crawford's gives you quality with economy! . . . got that? . . . ! Crawford's gives you quality with economy! stress that." The writer takes it down, along with a lot of other "must" information the sponsor wants in his copy. If she has any fight left in her, she may suggest that "quality with economy!" has been worked over so often it has become totally meaningless, like "nice day." She is ignored. The resultant copy has all the freshness and charm of a cargo manifest.

**Could Avoid Abuses**

Management could revise this system, or at least modify it and eliminate many of the abuses caused by sponsor appeasement. A new system could be devised, utilizing station talent to help the sponsor sell his merchandise. It would be predicated on the principle that a sponsor is not a fat cat to be stroked for 13 weeks but a client to be served. There would have to be planning. The salesman would have to huddle with the programmer, or include Conversations, and the announcer to decide what type of radio campaign would do the account the most good, how it should be played, how and when it should be read. The sponsor should not be present at this huddle, nor should he have anything to say about the preparation of copy. It is not even necessary to show it to him. He should be concerned with results and nothing else.

Granted this system is radical and will not come about overnight. Granted also that its success is contingent on persuading the sponsoring network director knows what's best for him"--a tremendous selling achievement in itself. Nevertheless, this approach should be conducive to the maintenance of good sponsor relations over a long haul, and should banish forever the evil practice of sponsor worship.

**Other Obstacles**

Other obstacles in the way of more effective radio prose can be eliminated more easily. Writers will want to give radio their best when they feel that their work is really important; that they are not auxiliary employees. It is difficult for them to believe anything else when they are paid less than those who read what they write. Nor do they exult in the knowledge that they are further penalized for belonging to the female sex. Nor will it help the situation (improving radio writing) to ignore these inequalities because there is virtually no end to the number of low-cost female replacements for any given writer. If a company really wants to write good writing is just as important as good announcing, writers should be paid as much as announcers . . . or as much as newsmen. Writing is that important, or as much as selling, if it's that important. In determining a writer's salary, her value to the station should be the only consideration; not her sex, not industry-wide custom, not the fact that there are many others who also like to write.

In this article we have tried to establish the fact that good writing is important, and we suspect that managers in their unguarded moments will admit that it is. However, not until the unguarded admission of a positive conviction (as strong say as the managerial conviction that good salesmen are vital to successful advertising) will there be any drastic improvement in radio writing. When that conviction is felt deeply and honestly, good writers will be hired. They will be paid according to their ability. Being good writers, they will not confuse advertising with literature. And because the station recognizes the value of their copy, announcers will be persuaded to read it for meaning. They will not be overworked. When this millennium is at hand, writers will have the coin of the realm, but in the rich bounty of kind words:

"Who writes that stuff, anyhow. That isn't half bad."

**Talent Unions**

MERGER of all Associated Actors and Artists of America affiliates with Television Authority was proposed by American Guild of Variety Artists last Wednesday when it wired an invitation to all AAAA members to talk it over.

Telegram suggested that the union consider forming a program for merger," that each union notify AGVA at once whether it was willing or not to consider such a plan and that response for setting up meetings be conceded to AGVA.

Step was the results of pot-bollings during the previous week when members of AAAA—parent and some of its component unions—started lining up against the merger of TVA and American Federation of Radio Artists, suggested by the radio artists' guild. Although the AFRA suggestion has been the only official utterance on the two-group junction, both AFRA and TVA—which have had sanctuary of old, begins lining up terms in unofficial huddles, with the subject scheduled for presentation at the TVA convention to be held in New York Dec. 7.

**Seeks Postponement**

The AGVA national board, at a recent Chicago meeting, started opposition when it passed resolutions asking for an AAAA postponement of the TVA merger, contending that creation of a separate union by TVA was contrary to the purpose for which the television group, an AAAA trusteeship, had been established.

AGVA asserted the true purpose was to combine all AAAA members into a one-card organization and affirmed its belief in an all-eastern-union combination. The Wednesday invitation to discuss such a merger was a step to back up their stand.

Monday's council meeting of Actors and Chorus Equity organizations resulted in further opposition to merger of TVA with any one AAAA affiliate. The meeting held to discuss future of TVA, and its status, to be determined at the December convention, stressed that the primary requisite was to establish peace in the television field by settling the jurisdictional dispute between TVA and Screen Guild over actors appearing in films designed for television.

Meanwhile, actors and chorus members are voting for delegations to the TVA convention, with the AFRA, position, consider the Equity stand and study the AGVA move for postponement. Board meeting today (Monday) was expected to result in a TVA statement to the opposition.

Explaining the subsequent AGVA move for total merger, Albert J. Westbrook, national administrative assistant, said there was no question that all working members of the AAAA wanted it, but that no concrete steps to effect it ever had been taken. A similar merger was attempted several years ago, although AGVA—then undergoing reorganization—was not included in the talks. Plans dissolved, however, when Equity refused to accept the proposed terms.

**YMCA Week Aid**

ALL MAJOR networks and many local stations will participate in celebrating the first National YMCA Week Nov. 10-18 to commemorate the 100th anniversary of the YMCA in America and Canada. Programs which will pay tribute to the organization's contribution to American life will be shown. Paul Whiteman's TV Teen Club, The Firestone Hour, Theatre Guild on the Air, Family Circle and Mind Reading Minnows. Specific stations are scheduled through the week, including live dramatizations, coverage of the national banquet and recorded dramatizations, round-tables and spots.

**WDEF**

CHATTANOOGA 1370 KC • 5000 WATS Carter M. Toomess, President

Represented by BRANHAM

November 12, 1951 • Page 67
NELS L. MORTENSEN, KCBS San Francisco, to Carol Levine Productions, S. F., television packaging producer as writer-producer.

ROY M. BREWEIT, international representative IATSE, Los Angeles, re-elected president of Hollywood AFL Film Council. Also re-elected to their posts were RALPH CLARE, Teamsters' Union, vice president; LEWIS HELM, Studio Utilities Workers, secretary-treasurer; JOHN J. LYONS, Building Service Employees Union, recording secretary. Elected to Council's board of trustees were JAMES NOLLIT, PAT SOMERSET and EDWARD HILL.

HENRY WAYNE McMahan, executive producer Five Star Productions, Hollywood, spoke on 'Techniques in TV Commercials' before Women's Advertising Club of St. Louis.

Equipment . .

RAY M. RAND, sales department WHJ-T, Hempstead, N. Y., appointed sales representative Audio-Video Recording Co., N. Y.

HARRY C. CHROBOT, director of advertising and sales promotion Zenith Radio Distributing Corp., Chicago, appointed assistant to general manager in addition to his present duties.

CATHODE-RAY TUBE DIV., ALLEN B. DU MONT Labs., Clifton, N. J., announces two new all-glass 21-inch rectangular TV picture tubes. Types 21EP4A and 21EP4A employ the same all-glass bulb which results in a picture area of 242 square inches.

PENTRON Corp., Chicago, announces new portable phonograph specially designed so it can play records of all three sizes and speeds. It also features an automatic shut-off.

GORDON C. LeROY appointed sales representative for Eicor Tape Recorder Co., Chicago. He will represent company in New York State and New York City.

J. C. TRESNAUK, district supervisor of training at New York for Graybar Electric Co., N. Y., appointed operating manager at Richmond, succeeding J. U. TATUM, who is on sick leave. W. V. QUIGLEY, district supervisor of training at Boston, appointed operating manager at Providence. M. E. LEE, office salesman at Aberdeen, S. D., appointed operating manager at that office. C. J. FIELY, operating manager at Dayton, named advertising manager at Evansville, Ind. H. C. McKENNEY, office salesman at Dayton, succeeds Mr. FIely at that office.

MAX BAUME appointed manager of sound department Hudson Radio & Television Corp., N. Y.

DAVID RUAHR, advertising manager Reeves Soundcraft Corp., and KATHRYN A. HUNTER, publicity department United Steel, married.

RICHARD HYDE appointed sales representative for Crest Transformer Corp., Chicago. He will cover Colorado, New Mexico, Utah, Wyoming and South Dakota.

CARL ALBRACHT, Westinghouse Electric Corp., Bloomfield, N. J., transfers to San Francisco, as manager of western publicity division for Westinghouse.


Technical . .

WILLIAM KLINK, engineer WJJD Chicago, to engineering staff WBBK (TV) Chicago.

To Address Grocers

BILL COSTELLO, recent chief of CBS Radio's Tokyo bureau, A. C. Nielsen, president of the A. C. Nielsen Co., will speak on political situations and marketing, respectively, before the 43rd annual meeting of Grocery Manufacturers of America in New York this week.

VICTOR C. DIEHM (c), president-general manager, WAZL Hazleton, Pa., who has just completed a term as president of the Pennsylvania Assn. of Broadcasters, was presented an award for "Meritorious Citizenship" by the Veterans of Foreign Wars. Formal presentation was made at a meeting sponsored by Hazleton Kiwanis during National Radio Week. At ceremonies were (1 to r) Louis G. Feldman, attorney and immediate past commander of VFW, Pa. Dept.; Mr. Diehm, and Frank White, MBS president.

Agency Beat

(Continued from page 13)

Adv. (of Canada) Ltd., Toronto, succeeding late DAVID McMILLAN Sr., GORDON EFFER moved from Chicago to Toronto office as vice-president, following three years in United States and South America, as assistant research director.

JEAN H. BREIG, partner in Wertheim-Breig, N. Y. opens new agency, Breig Associates, 908 Witherspoon Bldg., Phila. Associated with her will be MARY WINSTON, art director; JEAN MCKAY, production manager, and GLORIA BEUTNER, publicity and copy.

JEROME B. GRAY, founder of Gray & Rogers Adv., Phila., will be the principal speaker at luncheon meeting of Philadelphia Direct Mail Club in Sylvania Hotel on Wed., November 14. Mr. Gray will speak on "An Agency Looks at Direct Mail Advertising."

ROBERT A. MCALEAR Jr. appointed account executive Davis-Daniels Adv., Detroit.

GERALD M. LAUCK Sr., executive vice-president N. W. Ayer & Son, Phila., resigns from agency, effective January 1. Mr. Lauck intends to serve as a business consultant next year.

ROBERT D. WILLIAMS, advertising department Armour & Co., to plans-marketising department N. W. Ayer & Son, Phila.

NEWSOM W. GAY Adv., Dallas, Tex., moves to new offices in Gulf States Bldg. Telephone: PResident 7500.

JAMES H. KNOX, Ken-Set Adv., West Palm Beach, Fla., and Katharine Sittler, married.

JOHN PHILIP BLANK, art department Gray & Rogers, Phila., to Geare-Marston Adv. same city, as art executive.

ROBERT OTTO & Co., N. Y., opens new offices at 225 Mutual St., Toronto, Ont. ATHOL STEWART is in charge of office.

MICHAEL DONOVAN, Ward Wheelock Co., Phila., named timebuyer in radio-TV department, McCann-Erickson, N. Y.

WORKS by contemporary American composers will be performed this winter and spring during special series on CBS Radio, according to announcement last week by James Fassett, CBS Radio Div. supervisor of music. Titles of compositions to be presented will be announced in early November.
TODAY
220 MORE
KEY ADVERTISERS
ARE FEELING THE
POWER OF SPOTV

In the three short months since July, 220 additional national advertisers have joined the ranks of SpoTV users on these twelve stations. That's a jump of 49% ... in one quarter.

Yes, the trend to SpoTV is a strong one. Availabilities are going fast. Be sure that your product is getting the sales ride which only SpoTV can give it.

WSB-TV ............ Atlanta
WBAL-TV ............ Baltimore
WFAA-TV ............ Dallas
KPRC-TV ............ Houston
KHJ-TV ............ Los Angeles
WHAS-TV ............ Louisville
KSTP-TV ........... M'p'l's-St. Paul
WSM-TV ............ Nashville
WTAR-TV ............ Norfolk
KPHO-TV ............ Phoenix
WOAI-TV ........... San Antonio
KOTV ............... Tulsa

REPRESENTED BY
EDWARD PETRY & CO., INC.
NEW YORK • CHICAGO • LOS ANGELES
DETROIT • ST. LOUIS • SAN FRANCISCO • DALLAS
now we're solo...

logging television spot time only...helping you chart soaring sales with our wealth of TV knowledge and specialized, single-medium service in seven of your finest TV markets—New York (WCBS-TV); Philadelphia (WCAU-TV); Los Angeles (KNXT); Washington (WTOP-TV); Charlotte (WBTV); Salt Lake City (KSL-TV); and Birmingham (WAFM-TV).

CBS Television Spot Sales
...to thousands of women in Wilmington and its surrounding communities. Every Monday, Wednesday and Friday from 2:15 to 2:30 "The Mary Lou Sherwood Show" is telecast to an extremely important segment of WDEL-TV's audience—the ladies. For them Miss Sherwood mirrors life and measures its tempo. She brings to her viewers—interesting and important local men and women...interprets civilian defense and welfare needs...covers a full range of the activities of women from gowns to gadgets.

Through public service presentations such as

"The Mary Lou Sherwood Show," WDEL-TV endeavors to enrich the lives of its viewers and to help make the Wilmington area a better place to live.

In the photograph, "The Mary Lou Sherwood Show" is helping celebrate the fifth birthday of the Kingswood Community Center—a Wilmington welfare organization providing health and recreational activities for children living in a crowded Wilmington neighborhood.

WDEL TV
WILMINGTON, DELAWARE

Represented by
ROBERT MEEKER ASSOCIATES Chicago • San Francisco • New York • Los Angeles
LESS RESERVED TV

By EARL B. ABRAMS

EDUCATORS may get a shock when the FCC issues its final table of TV allocations—due about Feb. 1 (BT, Nov. 5).

They are not going to get all the channels that are reserved for them under the proposed city-by-city allocations. In fact, if some Commissioners have their way, educators will end up with mighty few.

Chairman Wayne Coy's warning that educators cannot be laggards, that "people are hungry for TV [and] if you can't use those channels... they are going to demand that someone else do it" is the warning light. Mr. Coy made these remarks during his talk to National Assoc. of Educational Broadcasters in Biloxi, Miss., fortnight ago (see story on page 74).

The pressures for commercial TV are so great, most Commissioners feel, that something has to give. Since several of them were dubious about the reservation plan in the first place, it looks as if the educational reservations are tagged.

Consensus seems to be that:

1. Where educational institutions have made the proper engineering and financial showing during the "paper" proceedings, the reservations will be retained.

2. Where no showings have been made—or where the showings have been merely pro forma and without engineering or financial substance—reserved channels will probably be reclassified commercial.

This is particularly true where there are an overabundance of commercial applicants.

No Support to Claims

In between those two extremes is a twilight zone where educators have made a good claim for channels, but they have not technically substantiated these claims with engineering and financial data.

What may happen in these instances is the shift of the reservation from VHF to UHF—the target of virtually all commercial filings during the past two and half months dealing with city-by-city allocations.

Although educators pushed their case before the Commission in the number of their filings, the vast majority of them did not measure up to a full and proper showing, in the eyes of several FCC Commissioners and staff men.

However, there is one silver lining in the cloud hanging over the non-commercial, educational reservation issue.

This is that when the city-by-city allocation table is finally fixed, the Commission has said it will not change it for at least a year.

So, those channels that are finally reserved will be kept for educators for at least a 12-month period. Under the proposed allocation, the FCC has reserved 73 VHF and 127 UHF channels for educators.

In the 168 metropolitan areas of the U.S. (BT, Nov. 8), the Commission has reserved 87 VHF and 88 UHF channels for educators.

Commission's doubts about the reservation plan are not new. Chairman Coy devoted his entire additional views in the Commission's Third Report to this point of view. In like manner, Comrs. E. M. Webster and George E. Sterling also expressed their doubts on this subject then. Comrs. Frederick H. Bennock, leading protagonist of educational reservations, of course took the extreme opposite view—that not enough channels were reserved for educational institutions.

Not much success is expected for those educators who have asked for partial commercialization permission—i.e., "non-profit" operation of a TV station.

"If educational institutions want commercials," one Commissioner said, "let them take their chances in competition with applicants for commercial channels."

Another Commissioner said, "They can't have their cake and eat it too."

Among a number of such requests was one from the U. of Missouri at Columbia which asked that it be permitted to operate on a non-profit basis. The Commission's attitude is that non-commercial means just that.

Other educational questions that the FCC must answer before it can come out with its final allocations concern the desires of the State of Connecticut for additional reserved channels and of New Jersey for four such. The Commission proposed only one educational channel at Storrs, Conn.; none in New Jersey (BT, Sept. 10).

AUG. NETWORK GROSS

Table I

<table>
<thead>
<tr>
<th>PRODUCT GROUP</th>
<th>TOP TEN TV NETWORK ADVERTISERS FOR AUGUST 1951</th>
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</thead>
<tbody>
<tr>
<td>Automotive, Autom. Access. &amp; Equip.</td>
<td>International Shoe Co. $6,087</td>
</tr>
<tr>
<td>Beer, Wine &amp; Liquor</td>
<td>Joseph Schlitz Brewing Co. 173,000</td>
</tr>
<tr>
<td>Confectionery &amp; Soft Drinks</td>
<td>Pepsi-Cola Co. 80,580</td>
</tr>
<tr>
<td>Consumer Services</td>
<td>General Foods Corp. 497,066</td>
</tr>
<tr>
<td>Drugs &amp; Remedies</td>
<td>Miles Labs. 63,075</td>
</tr>
<tr>
<td>Food &amp; Food Products</td>
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<td>Gasoline, Lubricants &amp; Other Fuels</td>
<td>Gulf Oil Corp. 68,625</td>
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<tr>
<td>Household Equip. &amp; Supplies</td>
<td>Westinghouse Electric Corp. 125,400</td>
</tr>
<tr>
<td>Household Furnishings</td>
<td>Armstrong Cork Co. 72,990</td>
</tr>
<tr>
<td>Jewelry, Optical Goods &amp; Camera</td>
<td>Anchor-Bergen Gless Corp. 50,858</td>
</tr>
<tr>
<td>Office Equip., Stationery &amp; Writing Supplies</td>
<td>Gruen Watch Co. 55,140</td>
</tr>
<tr>
<td>Publishing &amp; Media</td>
<td>Curtis Pub. Co. 53,640</td>
</tr>
<tr>
<td>Radios, TV Sets, Phonographs, Musical Instruments &amp; Access.</td>
<td>Ford Motor Co. 258,100</td>
</tr>
<tr>
<td>Retail Stores &amp; Direct By Mail</td>
<td>International Shoe Co. $6,087</td>
</tr>
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<td>Soaps, Cleansers &amp; Polishes</td>
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<tr>
<td>Toiletries &amp; Toilet Goods</td>
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<td>Miscellaneous</td>
<td>Gulf Oil Corp. 68,625</td>
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Policy Stirs Public Protests

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"The people are hungry for television, and if you people cannot use those channels to bring service to the public, they are going to demand that someone else do it. . . . If you get these channels reserved without convincing your appropriate authorities of the necessity of speed in allocating funds for a television station, you will merely be winning the battle and losing the war," he declared.

He noted that he had voted in favor of reserving channels, but said he has been "deeply concerned about the ability of educational institutions to get the wherewithal to finance the construction and operation."

Mr. Coy said he "would like to see great consideration given by educators to applying for commercial channels."

One troublesome point to him, he said, is this: "What about the community having only a non-commercial educational station? How are its commercial needs to be met? Is the community entitled to have commercial activities? And—if not—what are the activities?—And—wouldn't it make for richer programming to have some commercial programs?"

But he felt that the reservation of a channel for educational TV would "in no way relieve the licensees of commercial stations of any responsibility to render a well-rounded program service, including a reasonable amount of time devoted to the educational needs of the community."

Mr. Coy said TV needs "without further delay" to make plans for "positive programming" that will serve the real needs of our communities and the nation, and to take action "to throw off the filth."

Educators' Role

Apart from their operation of stations, he said, educators can take "a most significant role" in this field. He noted that the TV industry has "grown up and is considering adoption of a code."

"We will be interested in the results," he said. Repeating that he is not for censorship, he said that neither does he favor "a do-nothing attitude on the part of the industry."

The FCC chief reiterated his approval of the Benton bill to set up a citizens advisory board to review TV public service performance.

On the subject of TV freezes lifting, he pointed out that, if the thaw came Jan. 1, then it would be the first of April before grants could be made, assuming 80 days are allowed for filing new applications. When the time does come, he said, grants will not be issued "in a tidal wave," but in the nature of a trickle," due to FCC manpower shortages and the likelihood that applications may exceed available channels to such a point that hearings may be necessary. "In the top 120 or 130 markets," he added, "we cannot guarantee any TV viewers their first National Football League game—Detroit Lions vs. Green Bay Pack- ers—on Thanksgiving day."

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STATUS OF TV
Gen. Sarnoff Interviewed

UNIVERSAL color TV receiver that can receive the CBS field sequential system as well as the RCA or National Television System Committee color-subcarrier system can be made by all existing companies, to a degree of about 15% more than a single color system receiver. Statement was made by Brig. Gen. David Sarnoff, RCA board chairman, in the course of an interview with the editors of U.S. News & World Report. Covering seven pages in the Nov. 9 issue of the magazine, the interview ranged from color TV to the use of motion picture films in TV.

Gen. Sarnoff said the universal color receiver had been made experimentally by RCA. It contains a triode tube and circuits that automatically receive the official field sequential system's 405 lines and 144 fields per second as well as the color-subcarrier system's 426 lines and 60 fields per second.

"The dual receiver, however, is not the ideal solution," General Sarnoff said. "I think there ought to be a single set of standards that everybody can use. This additional cost of the dual receiver would not be justified normally. But, in this situation, you have a condition where there's a controversy and doubt—let me assume sincere doubt—so why not let the public see both and decide which one it wants?"

This is in line with General Sarnoff's previous declarations in favor of dual color standards [B & T, Sept. 3].

Large Use of Film
More than 50% of TV program fare will be on film, General Sarnoff predicted. But feature pictures are not necessarily "applicable" to TV, he added.

"I think the small 10 or 15 or 20-minute pictures, especially designed for TV, will have great appeal and a large market," he said.

Nor does he think the present major Hollywood producers will be the makers of TV films. "I see developing a new group of independent producers with new opportunities for young people of creative imagination to make these pictures and make them available to TV networks and stations," he said.

No great profit is in sight for TV networks, General Sarnoff forewarned. Each of NBC's five owned and operated stations is in the black, he said, but the network itself still is not profitable.

"We hope to do better as we go along," he said, "but I do not see any great profit for networks as such because it is the network that must carry on research and development, must furnish the expensive physical facilities, make contracts with artists that involve heavy financial commitments and render a reasonable amount of free public service."

Only comment on radio vs. TV occurred in answer to a question: "I think radio is doing well," the RCA board chairman said, "and I think it can continue to do well. I believe there is need for both radio and television." In answer to other questions, General Sarnoff stressed the importance of "selective listening or viewing," derided the emphasis on the entertainment aspect of TV, listed some of the new electronics inventions possible including the use of solids to perform the functions now accomplished with the vacuum tube [B & T, Oct. 22].

TOP BRASS take instruction in saying "KNXT" new call letters of CBS Television station in Hollywood. They are (1 to r) Marle S. Jones, vice president in charge of stations and general service; J. L. Van Volkenburg, president; Harry S. Ackerman, vice president in charge of network programs, Hollywood; Wayne Tiss, BBDO vice president and head of agency's Hollywood office; Wilbur S. Edwards, general manager KNXT, giving the instructions, and Charles L. Glett, vice president in charge of network services, Hollywood. Station changed call letters from KTSL to KNXT and moved transmitter from Mt. Lee in Hollywood to Mt. Wilson, overlooking Pasadena, inaugurating event with 12 1/2 hour program Oct. 28 [B & T, Oct. 29].

MEREDITH REPORT
Cites TV Progress
TAX BITE that is up 89.5% over the same period for the previous year brought earnings of Meredith Pub. Co. down to $2,935,000 for fiscal year ending June 30, 1951, compared with $5,118,000 in 1950, according to a financial statement issued last week.

The financial statement revealed that the firm, which owns WHEN (TV) Syracuse, WOW - AM - TV Omaha and is a TV applicant for Albany and Rochester, N. Y., carries WHEN at $450,024 under asset. This is at cost less accumulated depreciation compared with $534,949 year before. Also that publishing company invested $1,050,000 in Princeton Film Center Inc., TV film producer, last July. Meredith carries $500,000 as a reserve for additional TV stations.

Net revenue went to a peak of $29,278,000 this past year, compared with $24,470,000 for fiscal 1950. This is a gain of $4,808,000. Dividends equally $1.75 per share for this year, compared to $2.50 per share last year.

Operation of WHEN is now proving successful, the statement read, although initial losses were termed "substantial." Revenue of the Syracuse station more than doubled during the fiscal year, the statement said, and the operation "produced substantial earnings with the outlook for the coming fiscal year increasingly encouraging."


AT&T EXPANSION
$60 Million Plan Filed
APPLICATIONS covering a $60 million proposed construction program, including "extensive" additions to its TV network facilities—plans of which had been announced previously, however—were filed by AT&T with FCC last week.

Improvements in radio network lines are contemplated in the applications.

TV network additions covered in the proposals include the following (most of which are expected to be completed this year):

Equipping the existing Jacksonville-Miami cable to provide one southbound TV channel;

New cable from Jackson, Miss., to New Orleans, which will make AT&T's cable from New Orleans to Birmingham to New Orleans;

Equipping the recently completed Dallas-Houston cable link to provide one channel from Dallas to Houston;

Installing terminal equipment on radio relay lines now under construction, to provide two southbound channels from Charlotte to Atlanta (this does not necessarily mean these two channels will be added to the two channels currently reaching Atlanta—one via Charlotte and Jacksonville and the other via Memphis, Dallas, and Birmingham. The existing TV channels conceivably may be converted to other use.);

Relays to Southwest
Installing terminal equipment on radio relay now under construction between Kansas City and Dallas, to offer telecasts from Dallas south from Kansas City to Wichita, Oklahoma City and Dallas.

In all, the proposed program provides for about seven million miles of telephone circuits and thousands of miles of private line telegraph and teletypewriter exchange circuits, as well as the TV-radio additions and improvements. AT&T officials pointed out that telephone message traffic has increased on all of the company's principal routes and is expected to increase again next year. AT&T will pay $43 million of the total expenditure, and the remainder will be borne by the 11 Bell System associated companies which joined in the applications.

TV Contract Meet
ALL-INDUSTRY Television Standardization Group, working on uniform television contracts, will meet in New York Nov. 29, TV stations and American Assn. of Advertising Agencies members will continue efforts to work out standard TV contracts. W. E. W. Dodge, DuMont TV Network sales manager, is chairman of the committee. The standard TV contract would parallel the standard document used in broadcasting.

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The judges explained that he "performs the difficult task of being dignified without being pompous. His voice is thoroughly agreeable, his speech is flawless, and what he has to say on What's My Line? and his news program is refreshingly literate and spontaneous." Certificates: CBS for What's My Line and ABC for Mr. Daly's news programs.

STOCKING FIRM BUYS

HOLEPROOF Hosier Co, Milwaukee, uses network TV for the first time Dec. 5 with sponsorship of the last half of the Miss U.S. Television finals from Chicago on 13 DuMont stations. Agency is Weiss & Geller, Chicago.

PETRY TV

TV DIVISION of Edward Petry & Co., station representative firm, completed its separation from radio in six of its seven offices last week with the appointment of Douglas MacLatchie as eastern sales manager and the appointment of five new salesmen and the addition of another writer in the promotion department.

The expansion, spokesman said, makes it the largest sales organization in the television station representative field.

New appointees to the Petry TV sales staff are Herbert C. Watson, James C. Richdale Jr., and Leroy B. Redfield, all joining the New York office; Charles Pratt, added to the Chicago office, and Richard W. Hughes, to the St. Louis staff. Thus the New York sales organization now totals eight men, while four are selling in the Chicago office, and the TV Division's total personnel is 48.

Miss Fleur Robinson, formerly a promotion writer with KSTP-AM-TV St. Paul-Minneapolis, has been added to the TV promotion-sales service-research unit, bringing this department's personnel to six. The promotion staff, under the direction of Robert L. Hutton Jr., was described as the largest in the field devoted solely to spot television promotion.

Mr. MacLatchie, who takes over as head of the New York office, has been with the Petry organization for two and a half years. Formerly a sales executive with WPIL-AM-TV Philadelphia for three years, and from 1938 to 1946

MacLatchie Eastern Sales Head; Five Others Named

Among the new appointees to the New York staff, Mr. Richdale joins the organization from WHAC-TV Boston, where he was assistant manager of sales service department. He had previously served as a salesman for Yankee Network, starting in 1946, and also has been engaged in sales and other capacities in other fields. Mr. Watson has been an account executive in the ABC Spot Sales Dept. since 1949, and formerly was commercial manager of WKIP and WHVA Poughkeepsie and salesman in Mutual's co-op program department. Mr. Redfield is being promoted to sales in the New York office from the Petry TV Sales Service Dept. With the company for three years, he formerly worked with ABC.

Mr. Pratt, joining the Petry TV Chicago sales staff, formerly was WOR-TV New York salesman in New York and Chicago, and also has sold advertising for the Chicago Tribune. Mr. Hughes, who takes over sales in the Petry offices in St. Louis, has been promotion manager of WHAS-AM-TV Louisville for two years and, before that, was in the North-western U. Public relations department.

McCrea Eastern Sales

Mr. Pratt Mr. Redfield Mr. Richdale Mr. Hughes Mr. Watson

VIDEO FILM

More Movies Makers Enter Field

ACTIVE entry into TV film production by Hollywood motion picture companies continues as Monogram Pictures Corp. and Republic Productions Inc. announced definite plans this past week.

Although both have been embroiled in a nude movies to TV, each having a

* nov. 26

A wholly-owned Monogram subsidiary, Monogram Television, Inc., has E. Ralph Branton as president. Recently nominated to Monogram's board of directors, he has an extensive career as an exhibitor and also has other TV activities, including a reported interest in Des Moines Enterprises, headquartered at Motion Picture Center, Hollywood.

Plans Mystery Series

Interstate's initial production calls for a series of 15 half-hour TV filmed mystery dramas starring George Brent, movie star, in character of Mr. Savin who will handle production of the filmed series, according to Mr. Branton. He said additional package deals are being worked out for production on Monogram studio lot.

Republic expects to launch its TV film production in January and reported a pre-marketed $1 million for the initial show, with additional money available once activity gets under way.

Filmed on Republic's lot, product will be sold or leased through the studio's subsidiary, Hollywood Television Service, headed by Earl Collins and Morton Scott, president, and vice president respectively.

COLOR TESTS

RCA Uses NTSC Standards

FIRST field test of color material using the standards proposed by the National Television System Committee, made Wednesday morning, "showed an excellent picture," according to Dr. W. E. Engstrom, vice president in charge of the RCA Labs Division.

In the test, signals originating in an NBC studio in New York were telecast by KC2XJ, NBC experimental TV station using Channel 4, regularly assigned to NBC's experimental color station WNBT (TV) New York. These signals also were relayed to KC2XAK, RCA-NBC experimental UHF TV station at Bridgeport, Conn., and broadcast there.

Results of the dual transmissions were viewed on sets in the home of D. B. Hanson, NBC vice president and chief engineer, at Westport, Conn., 58 miles from New York, and 12 miles from Bridgeport. They also were watched by members of the technical staff of the David Sarnoff Research Center of RCA at Princeton, 40 miles from New York.

KNX Hollywood The Jack Owens Show extended to 15 to 30 minutes and expanded to full Columbia Pacific Network, Mondays-Fridays, 4:15-4:45 p.m.

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BROADCASTING * Telecasting
Yes, sir! WJBK-TV has the television audience in Detroit, and these Hoopers prove it! Most important, WJBK-TV really delivers the goods—your goods—to this responsive audience in the wealthy Detroit market. Whatever way you look at it, WJBK-TV is your best television buy in Detroit.

Call your KATZ representative today.

WJBK DETROIT

The Station with a Million Friends

National Sales Headquarters: 408 Madison Avenue, New York 22, Eldorado 5-2455

Represented Nationally by THE KATZ AGENCY, INC.
Says Variety: "The Egg & I will have little difficulty building a sizable midday audience...most viewers will be presold...should easily nab a sponsor within a few more airings."

Says The Billboard: "the Grade A label predominant...humorous and heartwarming, undeniably rates attention from sponsors. It should get and hold an audience."
All eyes are on this CBS Television Package Program, dressed up with all the topnotch showmanship, cast, and production values that make CBS Television the place both audience and advertisers choose... where 6 of television's 10 most popular programs originate... where average ratings are higher than on any other network. (Trendex, Oct. 1-7)

Here's one show where you concentrate on selling your product, not the show itself. That's already been done. The Egg & I is already beating all the competition in its time period. And because it takes full advantage of one of the biggest box-office titles in modern book and motion-picture history, it's midday television's top sponsor opportunity.
time in the future through the use of FM facilities only.’

Every radio station in America, he added, ‘except the clear-
channel stations, potentially can render extended service and better
service through the use of FM fa-
cilities instead of AM facilities.

And, in his opinion, he believes
who does not seek to extend his
service area and to render a better
signal to his primary area, is more
vulnerable to the impact of tele-
vision service in his area.

The NABE convention, held Nov.
2-5, was described by delegates as the
most successful in the organized-
ization’s history. Registration num-
bered 200, representing 31 states,
and guests included representatives
of the British Broadcasting Corp.,
Canadian Broadcasting Co., and the
Voice of Israel.

Seymour N. Siegel, head of New
York’s city-owned WNYC, who
was re-elected NABE presi-
dent, told the convention that ‘edu-
cational broadcasters always re-
member they have a great deal in
common with commercial radio operators.’

Sen. John Sparkman (D-Ala.)
reviewed foreign problems facing
the U. S. and told his listeners that
these alone are ‘indisputable proof
of the need for an intelligently in-
formed public.’ He said he knew
nothing of a single group ‘so well
qualified for that important job as
the NABE.’

Congressional confidence in
NABE, Sen. Sparkman said, con-
tributed to FCC’s proposal to re-
serve TV channels for educators.

‘It is our intent to avoid some of
the pitfalls that have been en-
countered in the radio field,’ he
asserted, adding that this intent is
‘the reason for the Benton bill.

Among other speakers, Lynn
Poleo, creator and producer of

Johns Hopkins Science Review
on highways.

Network utilised preferred methods of preparing an
educational TV show, following with a filmed recording of the
Science Review.

NABE officers elected, aside from
the re-election of President Siegel,
were Graydon Aumus of the U. of
Alabama’s WUOA, vice president;
Burnett Sullivan of the U. of Minne-
nesota’s KUOM, secretary, and Frank
Scholoy of the U. of Illinois’
WILL, treasurer. Three new direc-
tors were named: Parker Wheatley
of Hayward U., John Dunn of U.
of Oklahoma, and Waldo Abbott
of U. of Michigan.

Derkue to Burnett
DURKUE Famous Foods Division
of the Glidden Co., Cleveland, has
named Leo Burnett Agency, Chi-
cago, to handle advertising effective
Jan. 1, Meldrum & Fewsight, Cleveland,
which now supervises the entire account, will continue to
handle the paint and varnish divi-
sion, the pigment, feed mill, and
naval stores divisions and all Glid-
den corporate advertising. An es-
imated $500,000 is spent in radio
and TV last year by Durkue.

BASEBALL
Radio-TV Rights Fees
Swell League Incomes

HOW MUCH money does baseball
make from radio-TV rights?

That question is at least partly
solved now that further information
has been disclosed by the House Monopoly Subcommittee which has

been investigating big league baseball.

Figures—subject to revision—re-
leased by the Congressional group
in the past few weeks showed big
league baseball netting more than
10% of its $566 million revenue from
the broadcast media [B*T, Nov. 6].

While 1951 figures are not yet
complete, data already compiled promise to zoom the percentage of
revenue gained from radio-TV rights
in 1951 even higher.

The subcommittee asked the
leagues to furnish information on
a spot year basis. Years taken
were 1939, ’46, ’49, and ’50 and a
part return for ’51.

Figures for 1950 and 1951 for
both American and National
Leagues were printed in the Nov.
issue of Broadcasting cast-
ning. These figures showed the
leagues realizing a 10%-plus take
from radio-TV for the 1950.

Other Years Revealing

For the other spot years, figures
are even more revealing.

In 1939, when the U. S. was
climbing out of the “great depres-
sion” and when TV was unknown
on a commercial basis, radio alone
accounted for more than 7% of
American League revenue and more
than 6% of National League revenue.

Four years later as the U. S.
much into its resources into a fight
for survival in World War II, the
leagues were losing money.

This year—1945—the National
League

MILLER NAMED
Becomes Chairman of SSБ

JUDGE JUSTIN MILLER, chair-
man of the board and general

counsel of NARTB, was sworn in
Friday morning as chairman of the
Salary Stabilization Board, created
last May within the Economic Sta-
ilization Agency.

In announcing the appointment,
Eric Johnston, ESA administrator,
said ESA is “fortunate that Judge
Miller has agreed to respond to our
demand for a man in this position
which is of major impor-
tance to our entire stabilization
program. I have assured Judge
Miller that his activities on the
board will not interfere with his
duties as chairman of the associa-
tion.”

Judge Miller succeeds Dr. Ray-
mond B. Allen, who returned to
the presidency of the U. of Washing-
ton after serving as chairman since
the board was established.

Richard P. Doherty, NARTB em-
ployee-employer relations director,
is an industry member of the Wage
Stabilization Board, related organ-
ization.

Radio-TV rights fees have
swelled incomes of baseball’s
major leagues.

Mr. Brown claimed that he is
being restrained from doing busi-
ness with national radio adver-
sisers by ABC—a charge he has
made against Lincoln Brothers
cut a deal with Douglas Fairbanks Jr. and “Our Town” with Bur-
gess Meredith, Agency, Guenther Bradford & Co.,
Chicago.

ABC-PARAMOUNT
Brown Asks Hearing

OFFICIAL request to intervene in
the ABC-United Paramount Thea-

tres Inc. merger hearings scheduled
was made last week to the FCC by
Gordon W. Brown, owner of WSB
Rochester, N. Y. M.

Mr. Brown claimed that he is
being restrained from doing busi-
ness with national radio adver-
sisers by ABC—a charge he has
made against Lincoln Brothers
recently.

Most recent allegations were made during the
McFarland Bill hearings before the
House Commerce & Foreign Com-
merce Committee last April [B*T, April 9].

Charges Restrained

ABC, he said, is acting in restraint
of trade and its alleged “monopolistical” practices have cost
WSB “several million dollars in
revenue . . . and well over $100,-

000 out of pocket losses.”

“To allow the consolidation of
Paramount Pictures Inc. [Mr.
Brown meant United Paramount Theatres Inc.] with ABC would
seriously affect the ability of
WSB and hundreds of other sta-
tions to compete with such a
combination in the field of TV much
less the field of radio broad-
casting,” he said.

This is the second petition to
intervene in the consolidated Para-
mount Pictures Inc. license renewal
and transfer of control and the ABC-

UPT merger case. Last August
Fanchon & Marco Inc., theatre
owners and booking agency, petitioned
to intervene, but were denied by the
FCC on the grounds that it had
no standing as a party in the case [B*T, Oct. 8].
Guessing?

OR FACTUAL PLANNING

for that television station

The proper choice and arrangement of equipment are of the utmost importance in a successful TV station operation. A guide, reflecting the unequalled experience of Du Mont in this field, is now offered in the form of an illustrated, easy-to-follow book. Detailed renderings along with exploded views and systematic floor plan arrangements follow the text graphically. Complete breakdown of equipment complements with approximate prices are indicated throughout. Be sure to have this information in your file whether you are planning a new station or the expansion of your present operations.

Write today for your free copy...

Available upon request to all managers and station engineers.

DU MONT

TELEVISION TRANSMITTER DIVISION
ALLEN & DU MONT LABORATORIES, Inc.,
Clifton, New Jersey
Dept. 87
telesatus

LONG-TERM effect of television on sports attendance will show an increase in gate receipts, in the opinion of Mr. John S. Mc-Meck, president of Scott Radio Labs., Chicago, and John Meck Industries, Plymouth, Ind. Mr. Meck offers as proof the "revival" of attendance at boxing matches and football games.

Reporting results of a year-long survey, Mr. Meck said figures for the first nine months of 1951 show attendance at boxing matches two and one-half times as great as that for the same period in 1950, attributing the gain "to the turning point in TV's influence". He said in the first nine months of 1950 about 600,000 fans paid some $23 million to see professional boxing. In the same period this year, attendance was about 1 1/2 million, with gate receipts (exclusive of radio and TV rights) about $4 million, he said.

Mr. Meck arrived at these conclusions: (1) The effect of TV works fastest on people who are already sporting fans, (2) a good attraction not only will draw well, but telecasts of it help insure good gates in the future, and (3) comfort is the chief factor in determining the long-term effect of TV on sports attendance.

He pointed out the Robinson-LaMotta fight had a good audience, and "stirred up such interest" it helped make the best TV picture about the "biggest non-heavyweight fight in history". He said the "sudden revival" of the Chicago White Sox started drawing crowds, which, combined with TV making new fans, gave the club a gate increase of more than 60% over 1950.

* * *

Nielsen Reports Oct. 1-13 TV

TOPPING Oct. 1-13 report of A. C. Nielsen Co. was Texaco Star Theatre as first to top 10 programs cited in percent of TV homes reached. Listings reported were:

<table>
<thead>
<tr>
<th>HOME</th>
<th>RANK</th>
<th>PROGRAM</th>
<th>PERCENT REACH</th>
</tr>
</thead>
<tbody>
<tr>
<td>KTLA</td>
<td>1</td>
<td>Texaco Star Theatre</td>
<td>54.4</td>
</tr>
<tr>
<td>KCET</td>
<td>2</td>
<td>Arthur Godfrey's Scouts</td>
<td>46.3</td>
</tr>
<tr>
<td>KFMB</td>
<td>3</td>
<td>Your Show of Shows (Participating)</td>
<td>44.3</td>
</tr>
<tr>
<td>KSL</td>
<td>4</td>
<td>Red Skelton</td>
<td>41.7</td>
</tr>
<tr>
<td>KGO</td>
<td>5</td>
<td>Your Show of Shows (R. J. Reynolds)</td>
<td>41.4</td>
</tr>
<tr>
<td>KJTV</td>
<td>6</td>
<td>Arthur Godfrey &amp; Friends (Lippert &amp; Myers)</td>
<td>40.4</td>
</tr>
<tr>
<td>WLSM</td>
<td>7</td>
<td>Mable</td>
<td>40.0</td>
</tr>
<tr>
<td>KNBC</td>
<td>8</td>
<td>World Series (Sat.)</td>
<td>39.8</td>
</tr>
<tr>
<td>WDAY</td>
<td>9</td>
<td>Alan Young Show (East Stendahl OIl)</td>
<td>39.7</td>
</tr>
<tr>
<td>KFRC</td>
<td>10</td>
<td>Fireproof</td>
<td>38.3</td>
</tr>
</tbody>
</table>

* The Nielsen "number of homes reached" provides a reliable estimate of the audience actually delivered by each program's average telecast. It is based on all electronic measurement of the performance of a virtually fixed cross-section sample of all TV homes.

* * *

'Texaco Theatre' Tops Videodex

MAINTAINING its lead of last fall-winter season, Texaco Star Theatre again heads the list of top ten TV programs in the Videodex

(Continued on page 84)
"We get WFBM-TV only, and get it good!" says
ROBERT D. GRAVITT
1604 12th Street
Lawrenceville, Illinois

"I install the channel 6 antenna for best reception here...this is a WFBM-TV town!" says
FLOYD V. MILLER
1006 Jefferson Street
Lawrenceville, Illinois

You won't find a word in Standard Rate & Data about WFBM-TV's big Bonus in TV Sets—but it's something you want to remember! As indicated on the map of Indiana, there's a wide belt around Indianapolis where hundreds of TV sets, in scores of towns outside the station's 60-mile area, are tuned to this pioneer Hoosier station, exclusively.

Get the facts about the WFBM-TV selling area today. Write for details about this prime TV market that packs a load of sales dynamite for many a leading manufacturer. To put the products of your clients up in front, and keep them there—in the heart of heavily populated, high-income Indiana—recommend the Hoosiers' first station...WFBM-TV!

First in Indiana
WFBM TV
Channel 6, Indianapolis
Represented nationally by The Katz Agency
Aug. Network Gross
(Continued from page 78)
time purchases in August, with toilet goods advertising third, auto-
motive advertising—including tires and accessories—fourth, and ad-
vendes of laundry soaps and cleansers fifth. The same five groups, in the same order, were tops for the January-through-
August period as well.
A year before, in August 1950, food advertising ranked first, smoking materials second, toll-
tries third and automotive fourth, as this year, but then industrial materials on file for ranked fifth. Soaps and
cleansers, in fifth place in August 1951, the previous August ranked 15th out of 17 advertiser catego-
ries. For the January-August 1950 period the top five groups, in descending order, were: smoking
materials, automotive, food, radios and TV sets, toiletries. (Note: Direct dollar comparisons should
not be made between the 1950 and 1951 figures as the latter cover all four TV networks while the 1950
figures do not include time sales of the DuMont Network.)

STATION BIDS

Booth Seeks Lansing Outlet
FIFTH application for a television station was filed last week with the FCC by Michigan broadcaster
John Lord Booth for Lansing. He has permission to build stations in Detroit, Saginaw, Flint and
Grand Rapids.
Other TV applications to the FCC last week were for outlets in Fort Worth and Oaksho, Wis.
Mr. Booth requests Channel 10 with an effective radiated power of 200 kw visual and antenna height
of 547 ft. He estimates construction at $331,176.
In Fort Worth, A. H. Lightfoot, K. K. Kellam and Basil S. Roper, d/b/a The Brant County Tele-
casting Co., ask for UHF Channel 20 with an effective radiated power of 200 kw visual and antenna height
of 442 ft. Messrs. Lightfoot, Kel-
am and Roper are partners in a Fort Worth Ford dealership. They estimate the station would cost
$375,500, with the first year operating costs of $160,000 and revenue of 
$250,000.
In Oaksho, WOSH filed for UHF Channel 48 with an effective radiated power of 1,106 visual, and antenna height of 314 ft. The cost of construction is estimated at 
$183,838.75, first year operating cost $80,000, revenue $120,000.

KGO-TV WINS AWARD
For Cerebral Palsy Telethon
A TELEVISION marathon that netted $182,000 in the San Fran-
cisco area won a $2,500 award for local unit in United Cerebral Palsy national campaign contest. The
marathon, UCP spokesman said, was on KGO-TV.
Announcement of the award—which must be used to help victims of cerebral palsy but which can
be spent in part toward local needs—was made at the second annual convention of United Cerebral
Palsy, held last week in Phila-
delphia.
Winners were chosen on basis of overall performance in raising UCP funds during the 1951 drive, with consideration given for per-
centage increases over last year, number of volunteers enlisted, dol-
ars received per population thousand, and breadth of campaign activities.

Teletstatus
(Continued from page 88)
national rating report for the week
of Oct. 1-7, as follows:

| PERCENT TV | RANK TV PROGRAM |
|------------|----------------|----------------|
| 1          | Texaco Star Theatre (62 cities)            | 35.8 |
| 2          | Red Skelton (2)                           | 14.0 |
| 3          | Don McNeill and friends (5)               | 13.8 |
| 4          | Your Show of Shows (56)                   | 9.4  |
| 5          | Your Show of Shows (56)                   | 9.4  |
| 6          | Your Show of Shows (56)                   | 9.4  |
| 7          | Your Show of Shows (56)                   | 9.4  |
| 8          | Your Show of Shows (56)                   | 9.4  |
| 9          | Your Show of Shows (56)                   | 9.4  |
| 10         | Your Show of Shows (56)                   | 9.4  |

Capehart Plan
(Continued from page 84)
1951, the cutoff date for both labor and
materials.
(4) CPR 22—(Types of costs).
Takes into account only changes in
cost of factory labor and manufactur-
ing materials.
(4-A) New-order—Allow inclusion of
cost increases, including in-
creases in overhead costs; except
those considered "unreasonable or exces-
sive."
"We have no choice under the
army's Defense Production Act."
Mr. DiSalle told the board, "but to
allow manufacturers, if they wish,
to adjust their ceilings. We fought
the amendment because we believed
it would spur inflationary pressures
and because we believed that it
presented tremendously complex
administrative problems, both for
the agency and the industry."
This action will result in higher
prices on many industrial products,
Mr. DiSalle said. But, he added,
"letters to . . . OPS . . . strongly
indicate that many companies will
avail themselves of [its] provi-
sions. . . ."
A similar regulation will be is-
sued by OPS on industrial services
falling under CPR 34 and manu-
facturers not under CPR 22.

Fay Day Promoted
FAY DAY, assistant research man-
ger of company-owned CBS Radio
stations and Radio Sales, has been
appointed research manager of company-owned television stations
and CBS-TV Spot Sales. He joined
CBS in February 1947 as director of research for WTOP Washington.
Standard Measurements (Continued from page 25)

rural circulations may be compared, etc.

"(B) Circulation by income class, educational levels, size of family, homes with children, etc., etc.

"(C) Circulation by purchasing power for each commodity. For example, the circulation of a magazine should be in a position to show conclusively the extent to which its subscribers are above or below the national averages in their purchases of each of the major magazine-advertised commodities.

Such information would parallel the Nielsen Program-Market Ratings which reveal, for each national broadcast program, the extent to which its audience is above or below the national average in purchases of each of principal commodities advertised or advertised via radio or television. This is proving one of the most useful tools of marketing. It has long been the dream of marketing men, and it would be made possible currently by combining the techniques which we employ in the radio and television fields with the Nielsen Consumer Index, which measures the consumption of commodities in each sample home.

Duplication Data

"(D) Duplication of circulation between magazines, between magazines and newspapers, between magazines and radio, between magazines and television, between radio and television, between radio and newspapers, and between television and newspapers...can be measured...by combining the techniques which we employ in the radio and television fields with the Nielsen Consumer Index, which measures the consumption of commodities in each sample home.

Duplications Data

"(D) Duplication of circulation between magazines, between magazines and newspapers, between magazines and radio, between magazines and television, between radio and television, between radio and newspapers, and between television and newspapers...can be measured...by combining the techniques which we employ in the radio and television fields with the Nielsen Consumer Index, which measures the consumption of commodities in each sample home.

Time Can Be Compared

"The time of use which is measured refers to the medium as a whole, be it newspapers, magazines, radio or television. Time spent reading magazines and newspapers can be measured and reported. So can time spent listening. Time spent reading magazines can be compared with time spent listening to the radio. Time spent listening to a specific station can be compared with time spent reading a specific magazine or specific newspaper. The study covers the 'at home' behavior of all members of the family. It can cover all hours of the day, every day from 8 a.m. to 11 p.m. It furnishes comparative minutes of use for each medium hour-by-hour, day-by-day and sums up results by individual newspapers, magazines, radio and television stations for the entire week...

[Hooper's] new service provided by the 'Media-Meter,' reduces the four great media—newspapers, magazines, radio and television—to a common denominator, 'minutes of use.' The method of measuring is the telephone coincidence but applied to all four media...and the first step is to produce average 'ratings' for each medium. Within the limits of accuracy set by sample size, this measurement can produce average time of use comparisons of stopwatch precision...

"The Media-Meter is not a measure of advertising effectiveness. 'Effectiveness' is what media do to people. The Media-Meter measures what people do with media.

"In a recent Media-Meter study of commercial proportions in a top television city, in one of the two lowest-listening-months of the year, July, minutes 'used' of radio topped 'minutes of use' of magazines (all of them combined) by over five times. Actually radio was 51.9% of magazines. . . ."

Ryan Statement

BAB President William B. Ryan said:

"BAB, of course, is anxious to find a 'common denominator' for measuring all media. A measurement which would show radio in its true light in comparison with other media, holding the same yardstick to all of them, would inevitably show radio's advantage.

"Whether it is possible to develop an 'ideal' method of achieving comparable measurements of this sort is another question. We would like to get, for radio stations, a measurement of actual circulations within the stations' potential circulation areas.

"The answer lies somewhere between total potential, as estimated by Audit Bureau of Circulations figures for newspapers and magazines, and the other extreme of radio's rating services, which certainly are not a true measure of circulation. Any properly handled measurement of radio's basic overall circulation should be accepted by advertisers on an equal basis with 'ratings' figures for the printed media.

A spokesman for the Assn. of National Advertisers, without suggesting desirable ways of doing it, said:

"ANA of course would like to have comparable data on all media, so that advertisers could make more intelligent decisions."

Goldberg View

Melvin A. Goldberg, director of sales planning and research, DuMont TV network:

"I think Mr. Brockway is absolutely right. Unfortunately, too much research in the media today is devoted to 'circulation.' This is true of all media, whether it be newspapers, magazines, radio, or TV. The latter media have even broken down circulation to estimate the number of sets that are tuned to a particular show.

"Rarely do we analyze the audience to whom we are selling, however. For example, if a variety show gets a rating of 25 and a dramatic show also gets a rating of 25, are we appealing to the same

[Continued on page 86]
One of the top ten multi-weekly shows, "Armchair Theater," is a natural for national advertisers. It provides a ready and responsive central Ohio audience at low participating rates that assure top value for your TV dollar.

This popular late evening show features exclusive first TV run motion pictures—outstanding feature films with famous stars. Phone Blair TV or write direct for list of coming attractions and complete details on the "Armchair Theater" series.

*Pulse, Sept. 1951

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**Standard Measurements**

*(Continued from page 85)*

... in both shows? Should the products that we are urging these audiences to buy be the same? Would these audiences have different tastes and perhaps 'predispositions' for specific product purchases? Would they be predisposed towards particular advertising commercials, or type of commercials?

"This qualitative type of research on the audience—whether it be newspapers, magazines, TV, or radio—has, unfortunately, been sadly neglected. I believe that an analysis of the media audience would be a first step and a major one towards developing the common denominator for which Mr. Brockway is looking."

Donald W. Coyle, director of research, ABC.

"If I think comparable research can be developed, but the problem is to do so realistically. The most likely common denominator would probably be the impression per dollar exposure that one would get on a measured audience. The point would be to find out how many people see, hear, or somehow become interested in an advertisement and to follow that up by measuring how that advertisement is impressed on the individual—whether he'd buy the product, consider buying it, or just forget the whole thing.

"There's a definite need for such data—it's the same old problem of not being able to compare apples with oranges, how, when, or where it can be developed is a major question, but the generation of thought should come from a non-media source in order to achieve an unprejudiced but still-useful evaluation."

Kenneth Godfrey, senior executive, AAAA: "No comment."

At and a lot of brains and hard work, but we should try it—especially the radio industry which stands to gain more from it."

Richard J. Puff, director of research, and planning, MBS:

"It would be wonderful for us in radio to have some kind of data that is truly comparative. There's been no full answer given yet, but I think in practical terms it will have to be an answer from a non-media source. Anything that measures all media would, it seems to me, have to be paid for by all media, and I do not think it possible to get all media together on one such project."

Mr. Kobak, for instance, has been that printed media measure circulation instead of actual readership, but it seems to me all media should be measured as detailedly as radio has evaluated itself. I am not willing—in order to realize comparable data—to sacrifice the detail of radio audience measurement. Why should we accept less than we have? And when the problem is solved, it should be in terms of value received for dollars spent."

BUREAU of Broadcast Measurement, Toronto, Ont., has distributed new 1950 station maps for the 24-member stations in the Maritimes.
THE ELECTRONICS industry has made tremendous strides in the conservation of critical materials and substitute techniques, but much of the progress to date will not be required until 1952.

This conclusion was voiced by the Material Advisory Council of Radio-Television Mfrs. Assn. in a special report on industry conservation efforts for October 1951.

The report covers estimated metal usage for radio-TV receivers and special apparatus for 1950 and 1951 and was prepared at the request of E. T. Morris, director of the National Production Authority's Electronics Division.

Mr. Morris has consistently lauded RTMA's figures on metal use and availability as of great value to the government and had requested further estimates of conservation based on 1950 production figures.

'Great Deal of Work'

"A great deal of work has been, going on of a more fundamental nature by the parts, material and end product manufacturers which requires the use of new materials, new circuit designs and new mechanical arrangements," the report explained. "Much of this work will not be reflected into apparatus until 1952 because of the design work, time required to prove out the new materials, components and products and the time for tooling preparation to and the manufacture of new items."

The report is based on six representative type radio and TV receivers and unit material use figures of a 1950 report and are used for the first half of 1951. Figures for the last half of 1951 reflect metal savings based on a study of typical receivers in the light of savings in use during production the last half of this year. Latter report was prepared by Motorola Inc. RTMA's Parts Division handled.

Highlights of the study were progress reports on conservation programs by Westinghouse, Hoffman Radio Corp., Radix Wire Co., Zenith Radio Corp., and Essex Wire Corp.

Westinghouse reported elimination of cadmium as an electroplating material in 65% of cases, turning to an organic finish or zinc plating. With cobalt, an alloying element in permanent magnets, units were completely redesigned to those utilizing new magnets containing only one-fifth of the cobalt in the original.

"We have not been able to date to convert any of our copper to aluminum. The changes which we have made in conservation . . . have been in shorter leads for capacities and resistors, and the use of cooperweld in the place of copper," the firm explained. Copper is an electrical conductor.

Westinghouse also reported an 80% reduction in nickel on X-ray apparatus where combinations of nickel and chromium are brought into play. For decorative purposes, a bright zinc plus Iridite is used. Wherever practical, the company also changed from 75% nickel to Westinghouse Hipernik, a 50% nickel alloy.

At Hoffman Radio Corp., use of electrostatic focus picture tubes is part of present designs. Eliminated are previously-used focus coil and a reduction in copper requirements. Hoffman reported changes in designs encompassing metal savings in a smaller chassis (steel), electrostatic tube (elimination of focus coils), power transformers (locating them so as not to require copper strap), and power supply systems (reduced from 350 to 270 v, conserving aluminum).

Zenith explained it has "eliminated all varieties of focusing magnets and focusing coils" on television receivers and is utilizing the new electrostatically-focused picture tube not requiring a separate source of focusing voltage. The procedure "results in a considerable saving of either Alnico or copper wire, or both, and in addition, steel used to house and mount the focusing element."

The Chicago firm also has done away with all structural steel in the mounting of the face plate end of the picture tube, using wood supports and a simple steel strap. Previously Zenith had reduced the size and length of leads on resistors and condensers to conserve copper wire.

A saving of aluminum can be effected, too, if required by using cardboard tube electrolytics rather than the conventional aluminum can. Use of aluminum for dial (Continued on page 98)

**RTMA MEET**

STEPS to meet the growing shortage of critical materials during the period of increased set production and expanding military output will be taken at RTMA's board meeting in Chicago, Nov. 14-16 under auspices of Radio-TELEVISION Mfrs. Assn.

A score of RTMA committees will hold separate meetings to take up industry problems and association activities.

RTMA President Glen McDaniel and D. Plamondon Jr., chairman of the RTMA Small Business Committee, will open the meeting Nov. 14 with a small business conference. They will report on RTMA's program to expand subcontracting of large military orders.

RTMA's board will wind up the sessions Nov. 16 with Chairman Robert C. Sprague, Sprague Electric Co., presiding. Executive committee

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**TELEFILM, INC.**

**COMPLETE FILM PRODUCTION FOR TV SPOT-PROGRAMS**

All Production Steps In One Organization

G.E. OFFERS YOU THE POWER YOU WANT...

LOW or HIGH channel at the

FOR EXISTING STATIONS
Did you know that G-E amplifiers will work with any standard TV transmitter? In most cases you can get the high power you want at a cost much lower than you'd expect. Ask General Electric for details.

FOR PROPOSED STATIONS
You get a complete balanced package when you go all General Electric. The 5 kw transmitter and 35 kw amplifier are coordinated in design to give you your desired ERP reliably and economically.
FOR EXAMPLE: To Get 100 kw ERP,
Use G.E.'s 35 kw Amplifier, 5 kw Transmitter, and 3-Bay Antenna ...

Keep it simple if you want to go to high power economically and without headaches. And simplicity is the keynote of the G-E broadcast equipment line. A comparative examination of transmitter, amplifier, and antenna combinations will demonstrate the superior ERP capabilities of G-E. When you check such items as tower costs, antenna ratings and tube complement costs, G-E figures will startle and please you.

The men whose pictures appear below are specialists, each with an engineering background and long experience in the broadcast field. Their knowledge can help you with your TV station planning. Why not call your G-E Broadcast Man today?

YOUR G-E BROADCAST MAN—AT YOUR SERVICE

You can put your confidence in—

GENERAL ELECTRIC
SAG-Major Talks

NEGOTIATIONS continue this week between the Screen Actors Guild and the Assn. of Motion Pictures Theatres, representing the major studios, after being recessed last Thursday following several weeks' recess. Talks were temporarily halted by the Guild to allow IATSE to complete its negotiations with the studios. Further delay was caused by absence from Hollywood of SAG and AMPM officials in New York to attend Wage Stabilization Board hearings.

THIRD in its Hollywood at Work half-hour television film series showing behind-the-scenes of Hollywood motion picture production has been completed by Hollywood At Work Inc., Hollywood. Film unit formerly named B-M-D Productions. Latest program titled The Huge Hass Story dramatizes the story behind the producer's recent release, Pickup. Also slated for production is the story behind producer Stanley Kramer's Death of a Salesman.

SOL LESSER PRODUCTIONS, Culver City, Calif., has acquired 40 Ken Krippene stories dealing with motion picture production, which will be filmed for theatrical and television release. Firm will also make a television film series based on Thornton Wilder's Pulitzer prize-winning stage play Our Town.

Two more television film producers have joined the newly-organized Alliance of Television Film Producers in Hollywood bringing total membership to 10. New members are Frank Wisbar Productions, Inc., producers of the Fernanda Theatre series, and TCA, which produces the Abbott & Costello TV films. Other ATFP members include Ziv TV Programs, William F. Broidy Productions, Jerry Fairbanks Productions, Primrose Productions, Gene Autry Flying A Productions, Bing Crosby Enterprises, Screen Television Productions and Roy Rogers Productions.

ODYSSEY PICTURES Corp., Culver City, Calif., will produce series of 26 half-hour TV films, Jerry & Pinto, based on the comic strip. Julian Krippene has been assigned producer. Norman S. Hall, screenwriter and formerly with Gene Autry Flying A Producing, is writing first film. Highlights of each week's sports events from Madison Square Garden, N.Y., are being seen on the opposite coast via KGO-TV San Francisco. The 15-minute weekly Madison Square Garden TV film program started on the station Nov. 8 for 26 weeks. Program is produced and packaged by Wink Films, N. Y. Stuart Reynolds is handling sales of the package.

SARRA, Chicago, has prepared series of animated film commercials for new Paladin Tan Co., St. Paul, and its Ham's beer. Series of three 20-second and one 60-second spots shows a musical staff that changes into "sky blue thinking," one of the product's themes. Agency is Campbell-Mithun, Minneapolis.

Sarra also has completed three 20-second and one 60-second spots for Bruce Floor Products floor cleaner and cleaning wax. In place of Bruce, animated trademark for the company, shows viewers how to care for their floors. Agency: Christiansen Adv., Chicago. Producers were W. W. Partee, sales manager for Bruce; Harold E. Christiansen, agency president, and Arthur Roberts, agency vice president.


RELIGIOUS TV

Baptists to Study at Meet

RELIGIOUS TV conference will be held in Washington, D. C., Nov. 27 by the Southern Baptist Radio Commission, Dr. S. F. Lowe, director, has announced.

Radio-TV industry figures as well as church leaders will participate. Among them: Radio-TV—FCC Chairman Wayne Coy; Dr. George B. Crothers, CBS; Davidson Taylor, ABC; James Caddigan, ABC; Lloyd DuMont; as yet unnamed ABC representative; J. Leonard Reinsch, WSB Atlanta, WIOD Miami, Fla.; WHIO Dayton, Ohio; Arnold Wines, WBBM, Baltimore; Reynor Rash, WMAL Washington; H. W. Harrington, AT&T; Julius A. Renhard, RCA; Religious—Dr. Percy Crawford, Philadelphia and Wilmingtorn; Dr. C. C. Meeen, Balti-

core; Dr. T. F. Adams, Richmond; Dr. R. Alton Reed, Dallas, and Dr. Lowe, Atlanta.

To be studied are possibilities of religious telecasting and exploration of the most effective ways of presenting the church message via TV. It was noted that the conference may lead to TV activity among Baptists. A program, which now broadcasts the Baptist Hour radio (carried by 270 stations).
**SAG CONTRACT**

**Delays Cancellation**

SCREEN Actors Guild postponed its cancellation of a contract with Lippert Productions in an agreement last week with the Independent Film Producers Assn., that no IFPA member would sell for television use during the next 90 days any theatrical picture made after Aug. 1, 1948.

The Guild took action against the independent producer early in September, in accordance with its basic contract, following Lippert’s sale of films made during the last three years to KTLA (TV) Los Angeles [B&T, Sept. 10]. Contract gives SAG right of cancellation within 90 days if such films are released for television without making arrangements with the Guild for additional payment to actors appearing in the films.

The 90 day grace period will allow SAG time to continue its contract negotiations with the IFPA, and the major motion picture producers and to take up negotiations with television film producers.

In approving the postponement, the Guild made it clear that it is not deviating from its “firm policy of cancelling its contract with any producer who releases television any theatrical pictures made after Aug. 1, 1948, without first negotiating an arrangement with the Guild for additional payment to the actors for such use.”

In its new contract negotiations, SAG seeks to ban from TV showing theatrical films made after the 1948 date in place of the present cancellation clause.

**Sao Paulo TV**

**RADIO TELEVISAO PAULISTA,** Sao Paulo, Brazil, plans to begin programming Nov. 15, according to word received last week from Joe Herold, U. S. representative, supervising the installation. The station, with modern TV studios and facilities, will use DuMont equipment throughout. Mr. Herold, former technical director of WOW-AM-TV Omaha, also supervised installation of the first TV station in Havana, Union Radio’s CMUR (TV).

**On the Job**

HOSPITALS may be confining to some people, but they can’t stop Klaus Landsberg, vice president of Paramount Television Productions and general manager KTWA (TV) Hollywood from carrying out his duties. Confined to Cedars of Lebanon Hospital in Los Angeles where he is recovering from surgery [B&T, Oct. 29], Mr. Landsberg had himself taken by ambulance to Pasadena Oct. 31 so he could personally direct the weekly Friday Night Follies. Following his return, he was back on the hospital.

**BELKNAP TV PLAN**

Opposed by WMCT, KSD-TV

HEARING has been asked by the St. Louis Post-Dispatch’s KSD-TV and Memphis Commercial Appeal’s WMCT (TV) on the applications of J. E. Belknap & Assoc. for common carrier frequencies to serve two Missouri communities with community-type TV signals [B&T, Oct. 15].

In letters to the FCC, the station’s attorneys raised the question of possible “serious and adverse effects” the proposed operation might have on the operation of the two stations. Also mentioned were such other problems as (1) unauthorized rebroadcasts, (2) distribution of programs without regard to “balanced program structure,” (3) application for “copyright and artistic property without authorization and for profit.

Stations’ legal counsel is Segal Smith & Hennessey.

The Belknap organization applied for common carrier frequencies between Memphis, Kennett and Poplar Bluff, Mo. It also filed a letter to be used in feeding TV programs picked up from Memphis’ WMCT (TV) to Kennett. If successful, the plan is to extend the service to other Missouri, Illinois and Kentucky cities.

The service only would be a “purposely organized” organization in each city. The distributing firm would make its own contracts with individuals.

At the present time, about a dozen local distributing organizations use coaxial cable to bring TV signals down from a nearby high receiving antenna site and feed them to individual TV set owners.

The FCC has been studying the situation for some time and is expected to use the Belknap applications as a peg on which to issue a policy decision on community-TV activities.

**RCA EQUIPMENT**

Dominican TV Outlet Buys

EQUIPMENT for the first television station in the Dominican Republic, to be located at Ciudad Trujillo, has been ordered from RCA by Director General J. Arismendi Trujillo Molina, president, treasurer and founder of radio station La Voz Dominicana at Ciudad Trujillo.

The order, covering an RCA 5 kw transmitter and associated studio and mobile equipment, was announced last Tuesday by Meade Brunet, a vice president of RCA and managing director of the RCA International Division. It is the ninth TV transmitter sold by RCA in Latin America.

The station’s official Presidential inaugural program is scheduled for August 1949.

**SELLING AMERICA**

WLWD Show Discusses Sales

LEADING sales executives of Dayton, Ohio, are giving an informal sales training course in a program entitled, Selling America, aired Sunday by WLWD (TV) Dayton.

The half-hour show is presented by the Dayton Sales Executives Club. Each week the club is represented by a panel of executives who discuss every phase of selling, including advertising, merchandising, even budgets.

Primary purpose of the show is to project the idea that selling is a profession and preparation should be made in college. An automotive firm has asked to buy spots before and after the show.

STACKPOLE Carbon Co., St. Marys, Pa., has opened a new branch plant in Kane, Pa. to manufacture electronic components. New plant contains almost 45,000 square feet of floor space and employs upwards of 100 people.
AN ORDER issued by the Federal Trade Commission against R. J. Reynolds Tobacco Co. (Camel cigarettes) for alleged "false, misleading and deceptive" advertisements was affirmed Nov. 1 by the U. S. Court of Appeals for the Seventh Circuit.

The firm had petitioned the appellate court for a review of a commission order issued March 31, 1968, charging R. J. Reynolds with "unfair methods of competition and unfair and deceptive acts and practices." Specifically, dissemination of statements, representations and testimonials in broadcast and printed copy was cited.

In affirming FTC's action with modifications and laying the groundwork for an enforcement decree, the circuit court took certain exceptions to commission findings. It questioned:

1. The phrase in FTC's order which ordered the firm to cease "using in any advertising media testimonials of users or purported users of said cigarettes which contain any of the representations [contained in the cease and desist order] or which are not factually true in all respects."

The italicized phrase, the court held, is too all-inclusive, broad and is "beyond the concern of the commission.

A testimonial might not be factually true and would "virtually make the petitioner an insurer of the truthfulness of every statement in a testimonial, no matter how immoderate or beside the issue in controversy it might be," the court reasoned. Therefore, it should be eliminated.

2. The inclusion in the original order of "officers, agents, representatives and employees" as respondents. In the absence of appropriate findings that they were responsible for the violations, the court continued, FTC is "without authority" to cite them.

Under such language, the court said, officers and others would be subject not only to contempt proceedings but also to a penalty not to exceed $5,000 for violation of the enforcement decree should it become final.

Actually, as it was noted, FTC has more reason for naming individual respondents than the National Labor Relations Board where it can sustain the burden of proof of its findings. But such is not the case in this instance, it added.

Reynolds' Denial

R. J. Reynolds originally had denied most of the allegations made against it, though it admitted dissemination of advertisements and use of testimonials.

The FTC order asked the tobacco company to cease representations that:

1. Smoking of such cigarettes encourages the flow of digestive fluids and/or aids digestion; (2) smoking them relieves fatigue, or creates or restores body energy; (3) cigarettes do not affect or impair the "wind" or the physical condition of the body; (4) coughs in this respect from other brands; (5) Camels contain nicotine less than any of the other four leading or largest selling brands.

The circuit court said it was impressed with the testimony of medical, scientific and other witnesses and felt there is "scarcely any dispute that in general [smoking] has a deleterious effect, the extent of which is dependent upon the number of cigarettes smoked and, to a lesser extent perhaps, upon the physique and condition of the smoker."

The court added: "We have carefully examined the record and find (Camel's) contention in the main to be devoid of merit. The record not only substantially but abundantly supports the findings made by the commission and findings furnish a sufficient basis for the conclusions contained in the order."
THE ARMED services are maintaining a watchful eye on the development of RCA's Ultrafax and other facsimile transmission systems, the offspring of that growing giant—television.

"In view of the progress in the field of high-speed facsimile as evidenced by recent developments, it is recommended that the present status of the art be brought to the attention of all interested activities within the National Military Establishment, in order that latent applications may be exploited by the preparation of military characteristics and subsequent developments.

This recommendation is the outgrowth of a special inquiry into the practical speed limitations of facsimile on the basis of tests conducted by the Signal Corps Engineering Labs at Fort Monmouth, N. J.

This high speed radio-television communications system was applied in principle prior to World War II to military dispositions in order to maintain distributed news services or with newspapers to achieve nationwide distribution of important news photographs.

During World War II facsimile equipment was utilized to advantage by the armed services for a variety of purposes, including transmission of weather charts at centrally located points for key installations.

Ultra-high speed facsimile—as exemplified by the RCA version, Ultrafax, developed in cooperation with Eastern Canada Co. and NBC—made its principal debut in October 1948 before members of Congress and high-ranking government, military and industry officials.

The audience was electrified as Ultrafax reeled off written or printed messages at the fabulous rate of a million words a minute.

Brig. Gen. David Sarnoff, RCA board chairman, outlined a number of potentialities for Ultrafax and discussed them subsequently with high government leaders, including President Truman. The USSR sought to obtain authorization from RCA but was rejected [B+T, Jan. 10, 1949; Nov. 1, Oct. 26, 1948].

Relative little has been published about Ultrafax and other systems since that time, but the Army Signal Corps has kept close liaison with commercial firms looking toward valid conclusions. Indeed, there was speculation that the military was pursuing security restrictions on the service.

"The data which have been accum

**MARCONI BUST**

**January Ceremonies Slated**

GUGLIELMO MARCONI, father of the wireless, will be honored in January at special ceremonies in Pittsburgh commemorating the 50th anniversary of the first transatlantic wireless message and the 75th anniversary of his birth.

Plans are being completed by the Marconi Memorial Commission. A bronze and marble bust of the scientist will be placed in the lobby of KDKA there.

Among the honorary chairman are Walter Evans, president, Westinghouse Radio Statio; Joseph E. Baudino, general manager, Westinghouse Radio Stations.

The statue will be financed from donations of Americans of Italian descent. The committee already has begun solicitation of funds for the project.

**TECHNICAL AID**

ECA Reports on Funds

SUM of $315,043,711 was obligated by the Economic Cooperation Administration for its technical assistance program during the last fiscal year, with $383,815 set aside for communications and transportation. ECA announced Nov. 3.

As part of its program, the Dept. of State provided the assistance of radio-TV experts in Greece and other countries, with the aim of helping those areas modernize their broadcasting operations.

Assistance was given to 16 European countries at a cost of less than one cent of each dollar of ECA's $2 billion fund for foreign aid. It was explained. Types of aid included basic surveys and technical or professional services; procurement and furnishing of technical literature, films and materials; technical analysis; research performed by U. S. government agencies and services abroad of U. S. experts and delegations.

In return for Marshall Plan aid, participating countries were required to deposit currency in the ECA-country counterpart fund to finance costs of other ECA-approved projects. Countries also paid the expenses of American experts while in Europe as well as overseas transportation costs and salaries of their own technicians who visited and studied in the U. S.
OFFICIAL ruling on compliance with the new state campaign expenditures law, which the Florida Assn. of Broadcasters considers "confusing," was asked in a resolution adopted Nov. 3 at the FAB's meeting in St. Petersburg.

"We cannot determine how to comply with it and at the same time comply with the federal laws and regulations governing broadcast practices," an FAB resolution stated. The new state elections law specifies that statewide candidates must name a treasurer to pay all campaign expenses, with a central depository designated.

State Attorney General Richard Ervin was asked to clear these points: 1. "Whether individuals without the knowledge of a candidate may buy time for the promotion of a candidate without authorization from the campaign treasurer of such candidate, and whether liability then would attach to the station accepting such business;" and 2. "whether federal or state laws control in this phase of the operation of a federally licensed station."

The association met a serious problem head-on when it adopted a resolution condemning double billing, calling it "a bad commercial practice which is bound to reflect on the integrity of all members of the association." The resolution said that under this practice "time on the air to advertise a national product is paid for by the distributor at a local rate and in turn is reimbursed for a portion of the cost by a national producer at a much higher rate."

Such double billing "is an untruthful statement of advertising cost, and is a fraud on the public as well as the producers of nationally distributed merchandise," according to the resolution, and "may well undermine the faith of the whole advertising fraternity in business methods of radio stations."

"This association condemns double-billing as a rotten spot in an otherwise healthy industry," it continued, urging members "to council together to isolate such practices and to bring upon those few who practice them the condemnation of the many who give honest value for the advertising dollar to the end that this practice may be stamped out under the weight of public disapproval."

FAB adopted a resolution urging FCC to review further its rule on radio engineers because of the acute shortage of first-class ticket holders, reminding that use of other technicians will not affect technical service but on the other hand will give small stations a chance to give greater emphasis to selection of personnel for announcing ability.

A resolution condemning the Benton bills in Congress was adopted, warning that the public should be alerted to the dangers facing freedom of expression in all media.

William B. Ryan, president of Broadcast Advertising Bureau, was speaker at the dinner meeting. NARTB President Harold E. Fellows and Richard F. Doherty, NARTB employee-employer relations director, were Saturday speakers.

FAB named committees to explore the idea of hiring an executive secretary; to revise the by-laws, and to see that all awards "are handled in the proper manner."

Eugene Hill, WORZ Orlando, was named to fill the board vacancy created by resignation of Robert G. Venn, who recently resigned as manager of WMIE Miami. Next meeting will be in May in the Miami area.

WCPO Aids Arrest

A WCPO Cincinnati newscast was instrumental in a gunman's arrest an hour after a holdup Oct. 31. The gunman had robbed a Cincinnati shoe store of $82. A local watchmaker heard the WCPO description of the thief. Minutes later, a man answering the description walked into the watchmaker's shop. The watchmaker arranged a police trap. When the man returned to collect a watchstrap he'd left to be fitted, he was nabbed by police.
FOR MEN ONLY

WCKY Cincinnati starting new Sunday afternoon program, *Music for Men*. Bob Fleming is writer and producer, Pete Allen narrator. Music preferred by masculine sex and featuring favorite tunes of well known local business and professional men is basic background of new show.

SLEEPY-TIME GAL

KPOA Honolulu, T. H., through General Manager Fin Helling, lent airwaves for unique hypnotism-by-radio stunt performed by The Great Franquin, New Zealand hypnotist - entertainer. Hypnotist put girl seated in downtown shop window asleep for mattress concern sponsored hour. Onlookers blocked traffic while KPOA Announcer Gene Forsnell jabbed her arm with needles to no apparent discomfort. Franquin awakened girl via radio again after her siesta.

TWO VICS WITH HITS

RCA Victor and Vick Chemical Co. teamed up on promotion of new RCA record when more than 2,000 disc jockeys across nation received box of Vicks cough drops and letter reading, “The Two Vics Have Smash Hits . . . ‘If You Catch a Little Cold’ (I’ll sneeze for you) . . . new release by Tony Martin and Dinah Shore now on its way to you. . . . ‘If You Cough a Little Cough’ (Here’s Vicks for you) . . . Let Dinah sneeze for you, let Vicks take care of your cough.” The letter is signed, “Gesundheit! Fred Mann” (a member of RCA-Victor’s promotion staff).

G-GUYS AND GALS

WTOP-TV Washington presenting *Government Guys and Gals*, Sun., 11-11:30 a.m., TV version of popular radio show on WTOP-AM. Government employees compete for prizes by answering questions about government affairs and of general interest. Officials of federal agencies will guest-speak each week. Show emceed by Ted Lingo, direct-ed on TV by Bob Jones.

COOKIE CUTTERS

WIBW Topeka, Kan., sending advertisers and trade small green cookie and biscuit cutters. Piece headed “To shape a more effective Kansas selling program . . . Hire WIBW.” Continuity gives facts about station listening effect on Kansas audience.

COMMUNITY PROJECT

WM Memphis, Gobblin Give-Away, used gift gimmick to keep kids off streets on Halloween Night. Program originated with H. W. Slavick, station manager, and staff, who worked with Memphis Park Commission and Memphis Commercial Appeal on project. Names of previously registered teenagers were drawn from barrel in studio, telephone calls brought generous prizes from local merchants, if child was home to answer. More than 55,000 tickets were turned in for program that kept kids out of mischief.

OLD PIANO ROLLS

WTAX Springfield, Ill., Piano Roll Time, 3:35 to 3:55 p.m., Mon. through Fri., featuring actual “live” player piano in studio. Program handled by Glen Farrington and John Begue, who intersperse music with bright chatter and commercials. Rolls for piano donated by listeners who found them in basements and attics and enjoyed chance to hear them after so many years. Program’s charm is its informality, no attempt made to disguise mechanics of rewinding or pumping piano, and guests welcome to come sing any tune.

TV EXHIBITION

KSBF Jamestown, N. D., KCBF Minot, N. D., by arrangement with J. B. Lindworth of Television Transmitter Div., Allen B. DuMont Labs, Clifton, N. J., demonstrated world’s largest TV tube, 30” DuMont Royal Sovereign, at recent Red River Valley Fair in Fargo. Over 12,000 people attended “See Yourself on Television” exhibit after appearance of station’s ad in local papers. Several DuMont TV receivers placed at various points carried telecasts to wide and scattered audience around fair grounds.

SALE FOLDER

“A CHICK A TICK!” is title of new 3-color promotion folder issued by CBS Radio Spot Sales, N. Y. Piece spotlights sales of baby chicks through efforts of KMOX St. Louis.

PHILCO BROADCASTS

FOURTEEN international broadcasts were to be originated from Miami Beach last Friday and Saturday in conjunction with Philco International’s convention of Latin American distributors there. These included *Philco Renovada*, theatre and fashion news program broadcast weekly via International Station WRUL Boston to a Central and South American audience estimated at 800,000; 12-five-minute interviews, and a half-hour roundtable discussion for the State Dept.’s Voice of America, with a total of approximately 50 Philco distributors from 12 Latin American countries participating along with Florida dignitaries and Beth Holland of *Philco Renovada*.

DISPLAY PROMOTION

WBEL Beloit, Wis., sending “point-of-sale” cards reading “As Featured on WBEL” to all local advertisers. Cards fold like restaurant table tents, making it easy for advertisers to use them in any type of display.

SALUTE TO NBC

RADIODIFFUSION FRANCAISE—French Broadcasting System—in honor of NBC’s 25th Anniversary, will broadcast half-hour variety program over NBC Radio, Sat., Nov. 17, 11:30 p.m. mid-night. Linking NBC’s Silver Jubilee, with 2000th anniversary of Paris, show will feature top-ranking French stars.

MONKEYING WITH TV

WTVR (TV) Richmond, Va., *The Women’s Workshop*, conducted by Evelyn Black, played host recently to 53 lb. Barnum & Bailey gorilla, “Tony.” Show went smoothly till Tony spottet himself in monitor and thought some big ape was trying to make a monkey out of him. Trainer Ruth White brought new TV star under control and show continued.

WOMEN DRIVERS

WHAS-TV Louisville Potpourri, Mon. through Fri., participating show beamd toward housewives has public service feature. Once weekly Potpourri hostess Louise Wellier interviews most courteous woman driver selected by Louisville Police Dept.

JOINT PROMOTION

WJMO Cleveland and W. T. Grant Co., department store, conducting one week contest for shoppers who must complete sentence: “I like to shop at Grant’s because . . .” in 25 words or less. Entries judged by WJMO and winner receives $100 Defense Bond. Window displays and newspaper ads giving contest wide coverage.

Further ideas or samples of the promotion items mentioned on this page are available by writing to the individual companies.

There’s More SELL on . . .

WRNL • RICHMOND VIRGINIA
910 KC – 5 KW
ABC AFFILIATE

NATIONAL REP—EDWARD PETRY & CO., INC.

November 12, 1951 • Page 95
Radio Promotions Emphasized

Michigan Meet

Statewide adoption of the radio cooperative project, "Wherever you go, there's Radio," was voted by the Michigan Assn. of Broadcasters at its Nov. 2-3 meeting held in Detroit.

Daniel E. Jayne, WELL Battle Creek, was elected president of the Michigan Assn. of Broadcasters, for a two-year term. The opening day had been devoted to legislative, spot sales and other problems.

Don DeGroot, WWJ Detroit, was elected vice president and William A. Pomeroy, WLS Lansing, secretary-treasurer.

Three new directors were elected:
Robert Meskill, WCN Mt. Pleasant; Mr. Pomeroy and William Edwards, WKXN Saginaw.

Hal Neal, WXYZ Detroit, first chairman of the United Detroit Radio Committee, described operation of the cooperative idea.

In WJPG's Green Bay

The way to sell easily, quickly, economically, is

WJPG

The station that gives more people, more reasons to listen more often.

ASK the man who sells your product.
ASK any dealer who sells any product advertised on WJPG.

McGillivra, N. Y., Chl., for the most convincing story of local listener preference, local radio influence.

WJPG radio is a service to a way above average area where individual spendable income is way above national and state averages.**

Radio Management** surveyed use of buying power by areas.

AIR MUSIC INC.

Field Makes Investment

MARSHALL FIELD's Field Enterprises Inc., owner of WWJ Chicago, KOIN Portland, Ore., and KJR Seattle, has made "a substantial cash investment" in Air Music Inc., New York, it was announced this week.

Air Music, which operates under an exclusive franchise from Field's Functional Music Inc. of Chicago, furnishes voice-free background music to more than 400 subscribers in the metropolitan area. Clients include industrial plants, banks, insurance companies, hotels, stores, offices and restaurants.

Transaction—which calls for a stock purchase—has been in negotiation for some time and was ratified Oct. 30 by the Air Music Board. Fund received from the Field investment will be used, it was reported, on an expansion program already instituted by Air Music.

Substantial stockholders in the music distributing company include James N. Rosenberg, former FFC Chairman James L. Fly, W. G. H. Finch, Ben Schanzer, Judge Robert P. Patterson, and Mr. Wells.

New OFFICERS and directors of Michigan Assn. of Broadcasters met with predecessors at Detroit meeting.

Left to right: Lester Lindow, WFDF Flint; Edward Baughn (standing); WPAG Ann Arbor, retiring president; Daniel E. Jayne, WELL Battle Creek, new president; Don DeGroot, WWJ Detroit, vice president; Leonard Versluis, WLAV Grand Rapids; Robert Meskill, WCN Mt. Pleasant. William A. Pomeroy, WLS Lansing, secretary-treasurer, not present when photo was taken.

4 Reasons Why

The foremost national and local advertisers use WEVD year after year to reach the various Jewish Market segments.

1. Top adult programming
2. Strong audience impact
3. Inherent listener loyalty
4. Potential buying power

Send for copy of "Who's Who on WEVD"

Mary Greenfield, Managing Director
WEVD 117-119 West 46th St.
New York 19

New Officers and directors of Michigan Assn. of Broadcasters met with predecessors at Detroit meeting.

Left to right: Lester Lindow, WFDF Flint; Edward Baughn (standing); WPAG Ann Arbor, retiring president; Daniel E. Jayne, WELL Battle Creek, new president; Don DeGroot, WWJ Detroit, vice president; Leonard Versluis, WLAV Grand Rapids; Robert Meskill, WCN Mt. Pleasant. William A. Pomeroy, WLS Lansing, secretary-treasurer, not present when photo was taken.
CBC INCOME

New Deficit Reported

CBC in its annual report for the year ending March 31, 1951, showed an increase of about 5% in commercial revenue from $2,343,746 in 1944-45. The commercial department expenditures totalled $208,708, the equivalent of 2.2% of total expenditures. Commercial broadcasting revenue totalled 25.7% of total revenue.

The report on commercial operations showed three small stations added to the networks operated by CBC plus a new CBC-owned outlet at Windsor, CBE. About 60% of sponsored programs are reported to have originated in Canada, many of them using the French network. The remaining 40% and bulk of the English-language network programs originated in the U.S.

While there is no actual television in Canada, the CBC report dealt with construction of TV buildings at Toronto and Montreal, where first stations are to be erected. It also detailed the training and program planning being done by CBC in preparation for its TV operations.

Mentioned in the report is a survey made in connection with engineers of the Department of Transport on sources of interference with TV reception. Because the closest stations to Canada are in the Detroit area, interference tests were made at Windsor while some also were made on fringe reception at Canadian sites closest to Rochester and Syracuse. FCC engineers are understood to have attended some of these tests. CBC spent $106,184 on preliminary TV operations in the fiscal year.

CBC PROMOTIONS

For Jennings, Dilworth

FIRST of a number of important changes in top executives of Canadian Broadcasting Corp., have been announced with the move of Charles Jennings, general supervisor of programs at CBC national program headquarters at Toronto to become assistant director general of programs. Ira Dilworth, general supervisor of CBC International Service since 1947 at Montreal, is moved to Toronto as director of program production.

In announcing these promotions, E. L. Bushnell, director general of programs at Toronto, stated they were intended "to strengthen the CBC's activities in the exploration and development of new ideas in both the planning and production of programs."

Mr. Jennings started as a 20-year-old announcer at the former CRGW Toronto in 1928. He freelanced for a number of years as commercial announcer and then joined the Canadian Radio Broadcasting Commission as announcer on its formation in 1935. He became chief announcer of CBC on its formation in 1936 and two years later moved to program department where he became supervisor of program planning in 1939 and general supervisor of programs in 1945.

Mr. Dilworth was a professor of English at the U. of British Columbia when he was appointed British Columbia regional representative of CBC in 1938. From there he moved to Montreal to supervise programming of the CBC International Service, which is part of Canada's External Affairs department and now broadcasts programs in 14 languages from a number of 50 kw transmitters at Sackville, N. B.

AUTO ADS

John K. Herbert, NBC vice-president in charge of radio sales, told a group of automobile dealers in Houston Nov. 3 that he couldn't understand why auto manufacturers don't "monopolize the air" on Sunday afternoons in particular to reach the vast numbers of Sunday drivers.

Noting that 19 million car radios are in the country provide a "terrific bonus audience" aside from home listeners, he cited the customary Sunday afternoon upsurge in driving: "What a terrific time to reach a prospect. When is a man more interested in his car than when he is out driving it? ... What other medium gives your advertising to your best prospects when they are most interested in what you've got to sell—and doesn't even charge your 10?"

Mr. Herbert addressed the Texas Automotive Dealers Assn. He told the group that "radio not only sells—it sells at minimum cost in the national field just as you have proved to yourselves that it is your cheapest salesman locally."

Network radio, he said, is the cheapest, most complete and most effective "preparation" for local sales effects. "National advertising," he explained, "is the extension, the background, for the punchy local advertising that clinches sales."

Mr. Herbert pointed out that "about two-thirds of all radio sets are in places where no TV receivers are available and 54% of them operate in places where newspapers and magazines are not commonly read." He said the average network radio evening sponsor buys listeners at the rate of four for a penny—or 53.83 per thousand—in addition to reaching listeners that other media do not.

He described national advertising as "the teaser that creates the curiosity on which you develop prospects," and as the vehicle for "the prestige behind the sales punch," providing "the day-to-day impact on the public's mind that makes it first realize and then accept as a fact the basic arguments that relieve the salesmen facing the prospect of the necessity for elementary explanation..."
Canadian Survey

Plans for a 1962 survey of coverage of Canadian broadcasting stations by Bureau of Broadcast Measurement, Toronto, is now nearing completion. Research organizations in the U. S. and Canada have been notified of specifications of survey. This will be BBM's fifth survey and will be taken early in 1962. Past surveys have been made in March of each survey year. The 1962 survey report is expected to be ready for distribution by midsummer.

Feature of Week

(Continued from page 18)

proud of the showing but hopes to do even better next time. Among station staffers who took part were Tom Paxton and Dave Williams, announcers, and Prissy Thomas, women's director.

Further north, WLAB Lawr-
ences, serving Greater Boston for ASC, united its efforts with those of Sammy Kaye, orchestra leader, who airs Sylvania Sunday Serenade for WLAB listeners in the area. A booth was set up on Boston Common during the five-day period Oct. 22-26, the station broadcasting ap-
peals with 15-minute interviews daily, plus other features.

Quotas were filled in the Central Florida area highlighted by WORX Orlando (NBC affiliate) program-
ing saturation announcement schedule giving time and place of donor locations. In addition, sta-
tion interrupted network pro-
grams, spotted others, with calls for blood. Campaign was begun one week ahead of Blood Donation Day and more than 50 appeals were aired in two days.

Other stations in Orlando used weekend news programs to publicize the event, broadcasting about 50 spots each. These spots plus newspaper promotion resulted in three times as many donors as could be handled turning out.

WWDG Washington designated Oct. 27 as Blood Donor Day and then went all out to get the donors. More than 125 persons donated blood en masse. Each was interviewed by staffers. At the same time, 65 persons — the entire station staff — contributed a pint of blood with a different staffer at each Red Cross center that day.

In New York, more than 2,500 employees of the Long Lines Dept. of AT&T, more than a quarter of the entire staff, contributed a pint of blood to the first Red Cross bloodmobile operated under joint union-management.

At NBC, officials and employees, led by Station Manager L. Ward Litvin, president in charge of television, began a two-day participation in the blood drive. More than 350 employees pledged. Among execu-
tives were Mr. Weaver and Robert Montgomery, NBC-TV producer. Also reporting were WNJR New-
ark (B+T, Oct. 22), KNX Holly-
wood, KLRA Little Rock, Ark., KNUZ Houston and WMMN Fair-
m, Va. (B+T, Oct. 29).

PRATT, KAN. OUTLET

Proposed to Be Granted

INITIAL DECISION proposing grant of an AM outlet to Pratt (Kan.) Broadcasting Co. for 1570 kc with 250 w daytime was issued by the FCC Oct. 22.

A question of interference between the proposed Pratt station and KVGB Great Bend, Kan., was resolved in favor of the applicant because the new station would be first local outlet in Pratt (nearest station now 50 miles away), and it would furnish the first primary daytime service to business and commercial areas of the city, and the second primary service for residential areas. In addition, in the rural areas where interference between the Pratt station and KVGB would result, there is already primary service from a number of stations, the examiner found.

Partners in Pratt Broadcasting Co. are Clem Morgan and Robert E. Schmidt. Mr. Schmidt is manager of KAYS Hays, Kan. The application has been pending more than two years. After being filed Oct. 20, 1949, the FCC in November 1950 found it could not issue a grant without a hearing which subsequently was held last April.

FCC actions

NOVEMBER 2 THROUGH NOVEMBER 8

November 2 Applications...

ACCEPTED FOR FILING

Modification of CP

KSBF North Platte, Neb.—Mod. CP at 1010 kc to 1015 kc, 2000 w, effective 5-2-63.

License for CP

WJRU Two Rivers, Wis.—Lic. for CP as mod., 5-2-63.

CP Amended

KOPH Flagstaff, Ariz.—CP to change from 1530 kc to 1450 kc, increase power from 250 w to 1-kw, 5-2-63.

License for CP

WYTV Two Rivers, Wis.—Lic. for CP as mod., 5-2-63.

CP Amended

WTRW Two Rivers, Wis.—CP tomod., 5-2-63.

November 5 Decisions...

ACTIONS ON MOTIONS

By Comr. E. M. Webster

KTMB Modesto, Calif.—Granted petition to amend application to request change in DA which will result in de-
creasing population within blanket area, and for removal of application as amended, from hearing docket; dismis-
sal of request for hearing.

WZUN Huntington, Pa.—Granted petition for continuance of hearing from Nov. 18 to Jan. 14, 1963, in Wash-
ington, in proceeding re its application.

WMT Cedar Rapids, Iowa.—Granted petition for late acceptance of its notice of intention to participate in oral argu-
ments. Initial Decisions filed in proceeding re applications of Action Broadcasting System, Inc., Hopkins Park, Ill., and that of WPTD.

WLEA Hornell, N. Y.—Petition to amend application to make changes in proposed DA, and to reduce height of proposed tower to 104 feet.

Wettenhall Broadcasting Co. Rock-

ford, Ill.—Granted request for dismis-

Chief, Broadcast Bureau—Grant

petition for extension of time from Oct. 9 to Nov. 7. In proceeding re its petitions to grant an extension of application for construction permit for

November 6 Decisions...

BY THE SECRETARY

WMPS Chattanooga, Tenn.—Granted license Assignment, and station studio location, 1360 kc 1 kw day.

WSVA-FM Harrisonburg, Va.—Grant

ed license FM station, 100.7 mc. (Ch. 26) 7.2 kw, ant. height 345 ft. We WRU-FM Cumber-
land, Md.—Granted license FM station, 102.9 mc. (Ch. 275) 1.3 kw, ant. height minus 40 ft.

WGBS-FM Miami, Fla.—Granted li-

MEXICAN STATIONS

FCC Receives Changes

LATEST changes in Mexican sta-
tions' operating assignments have been reported by the FCC, follow-
ing notification to Mexico under provision of the 1941 North Ameri-
can Regional Broadcast ing Agreement. Changes reported (with probable commencement dates in parenthesis) are:

XEW Celaya, Guanajuato, new Class IV service, 1 kw day, 250 w night, 1360 kc fulltime (April 1, 1963).

XELW Guadalajara, Jalisco, increase in power from 250 w to 1 kw day, 250 w night, on 1360 kc, Class IV (Dec. 1).

XERX Salamanca, Guanajuato, change in frequency from 797 kc to 745 kc 500 w day, Class III-B (immediately).

XEPG Guanajuato, Guanajuato, change in call letters from XEPG to XEAPG (before April 1, 1962).

SERVICE DIRECTORY

Custom-Built Equipment

U. S. RECOR DING CO.

1121 Vermont Ave., Wash. 5, D. C. Lincoln 5-3700

COMMERCIAL RADIO MONITORING COMPANY

PRECISION FREQUENCY MEASUREMENTS

Engineer on duty all night every night

JACKSON 5302

P. O. Box 7037

Kansas City, Mo.
JANSKY & BAILEY
Executive Offices and National Press Building
Offices and Laboratories
1339 Wisconsin Ave., N. W.
Washington, D. C.
(202) 387-5642
Member AFCCE

JAMES C. McNARY
Consulting Engineer
National Press Bldg., Wash., 4, D. C.
Telephone District 1205
Member AFCCE

GEORGE D. CAIVIS
501-514 Munsey Bldg.—Sterling 0111
Washington 4, D. C.
Member AFCCE

COMMERCIAL RADIO & TELEVISION ENGINEERS

COMMERCIAL RADIO EQUIP. CO.
Everett L. Dillard, Gen. Mgr.
INTERNSHIPS BLDG. DL 1459
WASHINGTON, D. C.
P.0. BOX 7037
JACKSON 5202
KANSAS CITY, MO.

C. RUSSELL P. MAY
1422 F St., N. W., Washington, D. C.
Member AFCCE

GAUTNEY & RAY
CONSULTING RADIO ENGINEERS
1052 Warner Bldg.
Washington 4, D. C.
National 7757

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

WILLIAM L. FOSS, Inc.
Formerly Colin & Foss, Inc.
927 15th St., N. W., REPUBLIC 3883
WASHINGTON, D. C.

LYNNE C. SMEBY
"Registered Professional Engineer"
1311 G St., N. W.
EX. 8073
Washington 5, D. C.

WALTER F. KEAN
AM-TV BROADCAST ALLOCATION, FCC & FIELD ENGINEERING
1 Riverside Road—Riverside 7-2153
Riverside, III.
(A Chicago suburb)

W. D. RING & CO.
20 Years' Experience in Radio Engineering
MUNSEY BLDG. REPUBLIC 2347
WASHINGTON 4, D. C.
Member AFCCE

Russell P. May
1422 F St., N. W., Kallogg Bldg.,
Washington, D. C.
Member AFCCE

D. G. NASEBY
"Registered Professional Engineer"
1311 G St., N. W.
EX. 8073
Washington 5, D. C.

License for CP
WKNK Kingsport, Tenn.—License for CP as mod. authorizing new AM station.

November 7 Applications...

ACCEPTED FOR FILING
Modification of CP
WABA Aguaulita, P. R.—Mod. CP as mod. new AM station for extension of completion date.

License for CP
WRFC Athens, Ga.—License for CP authorizing change in operating hours and new DA-N.

ADLER COMMUNICATIONS LABORATORIES
Broadcasting, Communication and Television Systems
One LeFevre Lane, New Rochelle, N. Y.
New Rochelle 6-1820

BROADCASTING — Telecasting

C. A. RUSSELL P. MAY
1422 F St., N. W., Kallogg Bldg.,
Washington, D. C., Member AFCCE

KEAR & KENNEDY
1302 18TH ST., N. W., HUDSON 9000
WASHINGTON 6, D. C.
Member AFCCE

GUY C. HUTCHESON
P. O. Box 22
1101 W. Abern
ARLINGTON, TEXAS

Robert M. Sillian
1001 New Hampshire Ave., N. W.
Washington 6, D. C.

C. A. RUSSELL P. MAY
1422 F St., N. W., Kallogg Bldg.,
Washington, D. C., Member AFCCE

K. J. LYNCH
CONSULTING RADIO ENGINEER
1311 G St., N. W.
EX. 8073
Washington 5, D. C.

License for CP
WKNK Kingsport, Tenn.—License for CP as mod. authorizing new AM station.

November 7 Applications...

ACCEPTED FOR FILING
Modification of CP
WABA Aguadilla, P. R.—Mod. CP as mod. new AM station for extension of completion date.

License for CP
WRFU Athens, Ga.—License for CP authorizing change in operating hours and new DA-N.

AM-1420 kHz
WORK Oak Ridge, Tenn.—CP to change from D to fulltime, 1 kw DA-N.

License Renewal
Following stations request renewal of license: WTNDF Orangeburg, S. C.; WMAR-TV Baltimore; KWTX-TV Dallas; WCBS-TV New York; WLW-TV (TV) Columbus, Ohio; WLW-TV (TV) Dayton, Ohio; WLWT (TV) Cincinnati; WEXL (TV) Pampa, Texas; WAGA-TV Atlanta; WJJK-TV Detroit; WSBP-TV Toledo; WBAL-TV Baltimore; KTIV (TV) Los Angeles; WMCT (TV) Memphis; WTCN-TV Minneapolis; KQBO-TV Phoenix; WCPO-TV Cincinnati; WENS (TV) Cleveland; WFL-TV Philadelphia; WCAU-TV Philadelphia; WSDU-TV New Orleans; WJTV-Lansing, Mich.: WTVR-TV Norfork, Va.

Application Returned
KGAE Salem, Ore.—RETURNED application for mod.: CP on AM station.

Application Dismissed
Grandwood Bette, Co. Grand Rapids, Mich.—DISMISSED application for mod. new TV station at request of applicant.

(Continued on page 103)

November 12, 1951 • Page 99
Help Wanted (Cont'd)

North midwestern station needs following personnel: Three experienced announcers, including one with minimum one-year experience, Program director ($200). Salesmen (15%). State all particulars in first class letter. All replies answered. Box 346L, BROADCASTING.

Help Wanted (Cont'd)

North Carolina station needs 3 engineers—announcers salary $75.00 week. Good opportunity. Box 347L, BROADCASTING.

Help Wanted (Cont'd)

Northwestern station invites applications from engineers—announcers with good records to operate studio and nightly disc show. Box 348L, BROADCASTING.

Help Wanted (Cont'd)

Northwest station is looking for a staff announcer. Announcer must be well versed in all phases of radio, have ability to write and produce copy. Box 349L, BROADCASTING.

Help Wanted (Cont'd)

Northwest station desires announcer to assume responsible position with small broadcasting company. Must have previous experience in all phases of radio, preferably in western states. Send detailed resume of background and qualifications. Box 350L, BROADCASTING.

Help Wanted (Cont'd)

Northwestern station desires a staff announcer. Announcer should be capable of writing. Box 351L, BROADCASTING.

Help Wanted (Cont'd)

Northwestern station seeks staff announcer. Experience in daily or evening news programs essential. Box 352L, BROADCASTING.

Help Wanted (Cont'd)

Northwestern station desires a staff announcer for nightly news program. Box 353L, BROADCASTING.

Help Wanted (Cont'd)

Northwestern station desires a staff announcer for 20 minutes nightly news program. Box 354L, BROADCASTING.

Help Wanted (Cont'd)

Northwestern station seeks a staff announcer for nightly news program. Box 355L, BROADCASTING.

Help Wanted (Cont'd)

Northwestern station desires a staff announcer. Box 356L, BROADCASTING.

Help Wanted (Cont'd)

Northwestern station invites applications from experienced engineers—announcers. Box 357L, BROADCASTING.
**Announcers**

Newscaster, 2½ years experience, including 3 years 5000 watt CBS affiliate, full year employment. Seeks return to broadcasting. Box 456L, BROADCASTING.

Announcer: Two years experience, newscaster, four years radio, single, 21 years old, eastern, available immediately. Box 456L, BROADCASTING.

Announcer available. Want upper middle class, 2½ years experience, available any time. Box 465L, BROADCASTING.

Announcer/newsman/ writer. Trained but inexperienced. College graduate, speaking good English. Will travel. Disc on request. Box 455L, BROADCASTING.

Announcer, four years experience, collegiate easterner. Have good references. Box 458L, BROADCASTING.

Experienced sportscaster, specialty basketball, staff DJ, available immediately. Box 475L, BROADCASTING.

Announcer, veteran, draft exempt, single and 3½ years experience, all phases. Operate console, play-by-play sports. Morning man as far as forty minutes. Available on trial basis. Box 458L, BROADCASTING.

Five years announcing. Accent on commercial details. Newscasting, production shows. Draft exempt. Box 461L, BROADCASTING.

Seven years experience all phases announcing. Newscaster, two years program director. Best references. Mail for additional information. Send full particulars. Box 464L, BROADCASTING.

Announcer, thoroughly trained in radio, television and film. Show business background and public relations ability. Tape available. Box 456L, BROADCASTING.

Announcer, colored, mass appeal, promotional ideal. Can sell. Box 472L, BROADCASTING.

Announcer, four years experience, general. N. C. trained. College family background. No references. Box 462L, BROADCASTING.

Who needs a top, young, draft exempt announcer - newscaster, disc jockey? Experienced, trained, available now for audition. Desire staff within fifty miles of Philadelphia. Must have clean license. Box 476L, BROADCASTING.


Announcing job, 6 months experience: Do you need a 500 watt disc, local news programs? Prefer mid-west, south, southwest or east. Send resume. Tulane, journalism grad. Box 477L, BROADCASTING.

Experienced announcer. Commercials, news, DJ, Eastern shore. All replies carefully considered. Box 467L, BROADCASTING.

Morning man, eight years experience as announcer. Disc jockey. Now employed, wants steady position in large market. Seeking good salary. No minimum salary. Box 498L, BROADCASTING.

Announcer, disc jockey. Thoroughly trained. Graduate SRT, Chicago, Disc, photo on request. Box 450L, S.R.T.


Play-by-play sportscasters, experienced college football, basketball, professional football. Desires immediate employment. Box 496L, BROADCASTING.

Currently employed college football, basketball, professional football, baseball ANNOUNCER. Experi- enced sixty months to 3½ years, several coast. Box 468L, BROADCASTING.

**Technical**

Engineer: Four years experience AM/FM, combo, nemos, recordings, national. Good record as chief kw. Available January. Box 459L, BROADCASTING.

Experienced chief, interested relocating. Ten years in radio. Box 396L, BROADCASTING.

Chief engineer, twenty years experience maintenance, construction, also TV and station. Good record as chief. Box 494L, BROADCASTING.

Desire position as chief engineer: regional station. Seventeen years experience in station operation and maintenance including sales. Five years experience station. Box 462L, BROADCASTING.

Almost 10 kw station wishes to relocate. 10 years experience in all phases, AM, FM, TV and radio, sales and engineering. Also instructing. Best of recommend- ations. Married, have car. Give no- details first letter. Box 459L, BROADCASTING.

2nd phone, preparing for first. Graduate radio-TV. Handy. Willing. Box 458L, BROADCASTING.

Experienced studio-mixer, transmitter maintenance, first phone, young, draft exempt announcer, disc jockey. Now working, desire more money. Contact M. Y. C. Box 471L, BROADCASTING.

Engineer, 1st phone, 11½ years experience AM and FM. Prefer northeast. Box 466L, BROADCASTING.

Transmitter operator, ten years experience. WANTED, 75 Court Street, Augusta, Maine.

Combination engineer, 24 years experience, 13 separate locations, many references. Prefer Washington, Oregon or California. Box 500, Zillah, Wash., Phone. 7281.

Engineer seeking permanent position as transmitter engineer. 13 months experience, 11 months transmitter board operator, 1 month installer. Excellent training. Have complete 4-F. Due man returning from service in December. Submit your proposition. Excellent recommendations. Are you in the market for an experienced engineer who asks the high cost of living and pays accordingly a good salary. Box 482L, Middle- tow, Ohio.

Copy-contingency-jingle writer (f r ee- lance). Outstanding air credits for 29 major advertisers. Write Box 295L, BROADCASTING.

Experienced, draft exempt, 1 year experience, strong references, prefer Washington, Oregon or California. Box 500, Zillah, Wash., Phone. 7281.

Newscaster, 15 months experience, net 11 months transmitter board operator, 1 month installer. Excellent training. Have complete 4-F. Due man returning from service in December. Excellent recommendations. Are you in the market for an experienced engineer who asks the high cost of living and pays accordingly a good salary. Box 482L, Middle- tow, Ohio.

**Wanted**-Experienced broadcaster with capital to consider buying interest in sta- tion, can provide more cash on which choice of three affiliations has become available. Box 256L, BROADCASTING.


Complete equipment for FM station. GF type 4-B-4 bay antenna, Gates 10 kw transmitter. TX-1-A station monitor, 700 feet Andrew 3½' coaxial cable and other necessary equipment. Contact WYTL, Fort Worth, Michigan.

For sale. Kay Mepa—match model! 1 purchased new in 1946. Ultra- foon. Excellent condition. Price 8500. 100.00. Box 450L, Chicago, Illinois. 464-7t Truscon steel roof-type antenna; 15 kw. Also have CAR. Box 459L, BROADCASTING.


Engineer, 15 years experience. Capable writer, public relations representative. Familiar all types ac- ccounts. Have valuable training. Will work in any location. Excellent company. Now employed, could leave soon after notice. Have complete 4-F. Box 495L, BROADCASTING.

Sales service, research, programming, management, network. Desires professional position in network advertising agency or station. Must be well-liked, married, have car, available either mid-west or southwest. Box 458L, BROADCASTING.

Copywriter, recent college graduate wants experience. Can someone help him get started? Draft exempt. Box 498L, BROADCASTING.

Program director-announcer, married, living Chicago. 5 years experience, high rating, professional, comfortable handle all phases broadcasting, including sales, all radio consid- ered. Box 487L, BROADCASTING.

Program director-announcer, 35, five years background. California station fame. Narrating, producing, reporting. Assistant to program director. Have two excellent low cost production pro- grams, suitable for small stations. TV or radio. Any offers? Box 496L, BROADCASTING.

Tower painting wanted—very reason- ably priced, fully insured,广播, references furnished on request. Box 499L, BROAD- CASTING.
Open Mike

(Continued from page 18)

tragic fate of commercially domi-
nated AM radio." This refers to the failure of radio as an educa-
tional medium. Nothing in the brief had anything to do with radio
as an entertainment medium. It was stated simply, "we recognize
the contribution of the present sys-
tem of broadcasting"—which is
hardly a demand for Bach fugues
and Chekhov dramas as your ed-
torial implies. Millions of Ameri-
cans wish to listen to a lot of other
things and we shall continue to
insist on their right to hear the
other things without being dra-
gaged into spoonfeeding the cus-
domians of culture.

Further acknowledgment was
made that AM radio in its program-
ming has recognized some of the
need for general religious educa-
tion. Since radio efforts to satisfy
the need have not been overwhelm-
ing, our own praise of radio's role
was limited. Nevertheless it was
given.

A commercial system of broad-
casting has merits; it also has
shortcomings. The method elimi-
nating some of its shortcomings
while preserving its merits was the
subject of the brief.

The Broadcasting and Film
Mission of the National Council of
the Churches of Christ in the
U. S. A. believes that radio and
television are great media for edu-
cational, among the greatest the
world has known. Most com-
mercial broadcasters agree with us.

The disagreement lies in the area
of the allocation of available chan-
nels. Commercial broadcasters be-
lieve that television channels
should be used exclusively for en-
tertainment purposes and for such
educational purposes as commercial
broadcasters may seek to engage in.

We believe that at least some of
the TV channels should be set aside
for educational purposes exclu-
sively, and that the two systems
should live side-by-side. Does that
sound, as your editorial implies,
ilike a demand that radio "direct its
attention exclusively to the sophisti-
cates in our society?"

My conclusion, as stated in the
brief, is simply this: "It has been
our experience in radio, and thus
far in television, that commercial
collectors will not—and possibly
cannot—concern themselves with
the special needs of the American
people for education and informa-
tion. It is therefore necessary that
provision be made for these educa-
tional needs to be met."

Ronald Bridges
Executive Director
Broadcasting & Film Com-
mission, Nat'l. Council of
the Churches of Christ in the
U. S. A.

[EDITOR'S NOTE: Whatever the writer of the
editorial read all 3,000 words of Mr. Bridges' letter were
written, still believed Mr. Bridges did not provide even ade-
ately argue the case for AM's radio has been
ting. One point of many that
to give the supporting best of the writers of educational
channels. Mr. Bridges' letter is a welcome interpre-
tation of the situation (and admission) of his origi-
nal brief.)

Dear Diary

EDITOR:

Page 65 of your Oct. 22 issue
there appeared a feature story on
the advertising of one of our clients
—Goldstein Co., Ltd.—entitled "A Diary's Diary."
Would you be well enough to
provide us with about 12 extra
copies of this article?
Richard St. John
Benson & Montgomery
Adv.
San Francisco

Lunch on Liebschutz

EDITOR:

A brief note to express my inter-
est in the article run in the Nov. 5
issue of Broadcasting & Telecast-
ing outlining the plans of the Na-
tional Automobile Dealers Assn.
and the opportunities in this field
for station men. Firstly, the ar-
ticle represents good reporting.
Secondly, I'd like to mention the
fact that the association has al-
ready received five requests for
further information following the
insertion of its first ad in Broad-
casting & Telecasting only two
days ago.

Quite frankly this will probably
cost me lunch. If five requests
within 48 hours of publication is
indicative of results, the chance
are I'll lose the bet I made as to the
probable returns from an offer of
information.

Henry Liebschutz
President
Advertising Inc.
Washington

Western Network

Exclusive Market Station

$65,000.00

This is a comparatively new operation that is showing impres-
sive progress each month. It is the only station in a city of more
than 15,000 with retail sales in excess of $20,000,000.00. Gross and
profits are increasing consistently. A combined operation with
very valuable real estate included. Attractive financing arranged.

Appraisals • Negotiations • Financing
BLACKBURN-HAMILTON COMPANY

WASHINGTON, D. C.
CHICAGO
SAN FRANCISCO

Ray V. Hamilton
James W. Blackburn
Lester M. Smith
W. A. Harold R. Murphy
Ray V. Hamilton
San Francisco
Telephone: Sterling 4341-2
Worcester
Telephone: 6-3755-
BROADCASTING • Telecasting
Docket Action

INITIAL DECISION

[Text]

Non-Docket Actions

TRANSFER GRANTED

[Text]

Box Score

SUMMARY THROUGH NOVEMBER 8

Class

On Air

Licensed

Con'd App

AM Stations

2,305

2,288

120

91

AM SPL.

264

221

171

1

FM Stations

108

93

13

6

TV Stations

108

93

13

6

* On the air.

Rockwellville, Md., and is awaiting assignment of a new call; WFAN (FM) Washington, D.C., has cancelled applications looking toward a station in Lancaster, Pa., to be operated by the Lancaster (Pa.) Times, Inc., and WGoal (FM) Washington, D.C., is seeking the assignment of an FM station to operate on 91.5}. 2

November 8 Decisions

BY THE COMMISSION EN BANC

Granted Petition

WLAG Lawerence, Mass.—By order granting petition for issuance of construction permit for FM station in Lawrence, Mass., to WLAG, Inc., Mass., and dropping clearance of another existing station to make way for construction of new dual-city station for both Lawrence and Woburn, establishing a main studio in Boston.

To Remain Silent

KGS Broadcasting, Inc.—Grantor application to remain silent for additional period expired.

Designated Hearing

WKOW Madison, Wis.—Designates hearing on grantor application for license renewal in order to obtain fullness of record and complete determination of matters, and to call for testimony which may have resulted from applications being entered into by Monona Broadcasting, Inc., and Monona Broadcasting Co., Inc., (Com. Webster dissented.)

Winnebagoland Broadcasting Co., Inc. Rock River Belt Co., Rockford, Ill.—Designates for consideration the grant of a construction permit on applications with placements of North Shore Belt Co., Wisc., the Rock River Belt Co., etc., to construct a dual-city station for both Rockford, Ill., and Chicago, establishing a main studio in Chicago.

Amended Order

WELS Kingston, N. C.—Denies petition except insofar as it requests amendments to the terms of its application and that of WPTF Kingston, and in the respects it is granted. FCC order of June 25, 1951 (87-7) is amended and substituting following: To determine whether Farmers Belt Service, Inc., has at any time since Sept. 21, 1950, been operated by a stockholder’s group which has not been authorized to operate as a licensee to operate as a licensee to operate as a licensee to operate as a licensee to operate as a licensee to operate as a licensee to operate as a licensee to operate as a licensee to operate as a licensee to operate as a licensee to operate as a licensee to operate as a licensee to operate as a licensee to operate as a licensee to operate as a licensee to operate as a licensee to operate as a licensee to operate as a licensee to operate as a licensee to operate as a licensee to operate as a licensee to operate as a licensee to operate as a licensee to operate as a licensee to operate as a licensee to operate as a licensee to operate as a licensee to operate as a licensee to operate as a licensee to operate as a licensee to operate as a licensee to operate as a licensee to operate as a licensee to operate as a licensee to operate as a licensee to operate as a licensee to operate as a licensee to operate as a licensee to operate as a licensee to operate as a licensee to operate as a licensee to operate as a licensee to operate as a licensee to operate as a licensee to operate as a licensee to operate as a licensee to operate as a licensee to operate as a licensee to operate as a licensee to operate as a licensee to operate as a licensee to operate as a licensee to operate as a licensee to operate as a licensee to operate as a licensee to operate as a licensee to operate as a licensee to operate as a licensee to operate as a licensee to operate as a licensee to operate as a licensee to operate as a licensee to operate as a licensee to operate as a licensee to operate as a licensee to operate as a licensee to operate as a licensee to operate as a licensee to operate as a licensee to operate as a licensee to operate as a licensee to operate as a licensee to operate as a licensee to operate as a licensee to operate as a licensee to operate as a licensee to operate as a licensee to operate as a licensee to operate as a licensee to operate as a licensee to operate as a licensee to operate as a licensee to operate as a licensee to operate as a licensee to operate as a licensee to operate as a licensee to operate as a licensee to operate as a licensee to operate as a licensee to operate as a licensee to operate as a licensee to operate as a licensee to operate as a licensee to operate as a licensee to operate as a licensee to operate as a licensee to operate as a licensee to operate as a licensee to operate as a licensee to operate as a licensee to operate as a licensee to operate as a licensee to operate as a licensee to operate as a licensee to operate as a licensee to operate as a licensee to operate as a licensee to operate as a licensee to operate as a licensee to operate as a licensee to operate as a licensee to operate as a licensee to operate as a licensee to operate as a licensee to operate as a licensee to operate as a licensee to operate as a licensee to operate as a licensee to operate as a licensee to operate as a licensee to operate as a licensee to operate as a licensee to operate as a licensee to operate as a licensee to operate as a licensee to operate as a licensee to operate as a licensee to operate as a licensee to operate as a licensee to operate as a licensee to operate as a licensee to operate as a licensee to operate as a licensee to operate as a licensee to operate as a licensee to operate as a licensee to operate as a licensee to operate as a licensee to operate as a licensee to operate as a licensee to operate as a licensee to operate as a licensee to operate as a license...
Elections

(Continued from page 50)

been accused of ordering news slanted against Democrats and certain minority groups.

This case became a campaign issue because Mr. Halley, who ran as a Liberal-Independent-city

plusion candidate, was a member of the law firm which represented Mr. Richards during the FCC hearings. A Democratic supporter asked if Mr. Halley therefore was "not guilty by association" and accused him of being bigoted.

Mr. Halley retorted that such charges were "reaching to the bottom of the barrel" to sling mud. He stated further that his firm opposed Richards Case only after Mr. Richards had apologized to the FCC and that the hearings proved that news distortions were never broadcast by his stations.

Elsewhere across the nation campus stations were found under equal zeal. It was agreed that all radio and television stations were serving of high compliments for the manner in which they kept the public informed. Only a few reports of the roles played by individual stations reached Broadcasting • Telecasting by deadline. Among them were:

West Coast Coverage

KNBC and KRQX-TV San Francisco reported municipal elections in a series of programs aired simul- taneously. Bob Letts, KNBC commentator, and Al Constant, KRQX-TV program director and newscaster, reported returns as fast as they became available. The combined coverage was under the direction of John H. Thompson, KNBC manager of news and public affairs.

WBZ-AM-TV Boston kept area listeners posted through both radio and television accounts. From a microphone in the WBZ newroom, Ken Mayer, Streeter Streuter and Al Matus, WBZ-WBZ, reported on the Boston newspapers. Arch MacDonald, staff an- nouncer for WBZ-TV, served as television newscaster reporter. Operation was directed by F. E. Whitmarsh, WBZ.

Also in Boston, Lbert B. Beekes, WHEE manager, re-

mained on the job until 4:15 a.m. when determining results of the see-saw balloting were posted. Mr. Beekes immediately went to work tape recording victory interviews and also future plans of the victors.

Listener-viewer interest reached a peak in Philadelphia where the Democrats overthrew the Republicans and a Democratic mayor was elected for the first time in 7 years.

WFL-AM-TV presented elec-

tions returns directly from the city room of the Philadelphia Inquirer. WPTZ (TV), the Pittsburgh station, reported programs to air ballot standings and had special analysts on hand. WCAM-AM-

TV was among those stations having direct lines to Democratic and Republican headquarters. KYW broadcast election news from 6 p.m. to 11:15 p.m. WIP aired the Republican city chairman’s election returns via intercom. WPXG (TV) inter- preted the returns. WPEN had tape recorders on the streets to interview citizens. WBFS staff also turned in first rate performances.

In Erie, Pa., WICU (TV), in ad-

tion to displacing commercial shows to give political parties free time in pre-election campaigns, presented a special two-hour show last week giving returns and in- troducing successful candidates.

WLW Cincinnati covered major issues in the Ohio, Indiana, Ken- tucky and West Virginia area.

In Cleveland, WDBS (TV) brought mayoralty candidates face-
to-face Nov. 4 in an election-eve courtroom-style telecast during which candidates were “cross-examined” on current civic issues.

WPTX Albany in five-minute newscasts on the hour and half-hour from 7:11-30 p.m. election night kept listeners posted on re-

turns in Albany, Schenectady. Troy in its own area. It also had made special arrangements to keep close tabs on elections in New York City, Philadelphia, Rochester and Buffalo.

AWARD of the Connie Bronze Medal for Heroism to Mrs. Florence Warner (s), administrative assistant to CBS Radio director of talks, was occasion for congratulations from Howard S. Meigher, president of CBS Radio Division. Mrs. Warner was awarded the medal for saving a drowning man in the Hook channel of the Florissant area in April 1950 (BERT, Nov. 5).

NBC Plan Blasted

(Continued from page 23)

Planning and Advisory Committee. Clair McCollough of the Steinman Stations also is a former SAC chairman, as is G. Richard Shatto, manager of WIS Columbia and WSPA Spin- taburg, S. C. (WIS is an NBC affiliate; WSPA is CBS). Walter J. Damm of WTMJ Milwaukee was a SAC member.

In striking out at the NBC plan — or any other which may be de-

vised — the committee held that a station’s own circulation values in its own market should determine its rates, without regard to any other medium — meaning, it was understood, not only home television but theatre TV, subscription TV, motion pictures, printed media or any other.

To adopt “any arbitrary form of pricing,” the committee said, “will necessarily lead to the destruction of radio.”

Specifically, the report continued, the NBC plan would be interpreted to mean “an immediate evaluation of radio rates on that basis will lead to that result.”

The committee held that national networks exist primarily to “pro- vide equal opportunity to independent stations.” The NBC plan is interpreted as aimed basically at NBC’s elimination of the “must-

buy” provision which formerly re- quired network advertisers to use specific stations in any event.

Private Views

Some members maintained pri-

vately that the networks should refuse advertising which violates any of their affiliates’ contracts, and one, at least, insisted that networks should not diluge to advertisers the rate of any of their stations.

The report also struck out at sales in less than 13-week cycles, and denounced existing plans of offering multi-sponsorship of groups and programs of “tandem, pyramid, etc.”

The committee pointed out “it was essential to make a cogent, objective analysis of present advertising practices, and to report its result to the broadcasting industry.”

Pointing out that it had con-

firmed at length with Mr. Elder with whom to research, the com-

mittee reported it had reached the following conclusions:

1. While radio has been re-

searched and researched, too little attention has been paid to the problem of producing evidence which allows the advertiser to compare the dollar values he gets from radio with those secured from other media.

2. With the exception of a few low key, independent stations that have taken efforts, there has been a complete lack of realistic circulation data for radio at the local market level.

3. Too much emphasis in radio research has been placed on studying the single broadcast and too little on discovering the cumulative impact of continuous performance.

4. Although radio has mil-
Mr. Wiseman changed to WOKD Nashville.

Among the nine transfer grants approved by the FCC last week were these:

Sale of WINX Washington, D.C. from Banks Independent Broadcasting Co. to United Broadcasting Co. for $115,000. Richard Eaton is president. United, which has received FCC approval to purchase WOK Washington from 1590 kc to 1600 kc, 1 kw, daytime, and change site to Rockville, Md. The Rockville station is currently a new call, and WINX will be changed to WOKD. United also owns WDFN (FM) Washington, WSDJ Essex, Md., WARK Hagerstown, Md., and WANT Richmond, Va.

Jack Fitz, president of Fitz Advertising Agency, Los Angeles, Jack Reeder and Charles T. Hughes were granted FCC approval of their purchase of KALI Pasadena, Calif., from John H. Poole for $37,000 plus 8% of all accounts receivable. Redemption of 71% of the Texas State Network Inc.'s 5,000 shares of outstanding stock, giving control to Sid W. Richardson, was approved by the Commission.

**Cowan & Whitmore**

**Trial Date Set Jan. 15**

NEARLY a score of witnesses is expected to testify when Harold Cowan and Ralph Whitmore, former partners in a Hollywood mail order agency, go on trial Jan. 15 in a Los Angeles federal court on 17 charges of mail fraud.

Pair was indicted last March (B+T, March 2) by a federal grand jury following backlighting of the firm's pre-Christmas tree ornament 'quits' as deceit by mail order radio, television and in newspapers.

Trial date was set last Monday. It is understood they will wave jury trial and that the case will be heard before Judge Leon R. Yankwich.

An avalanche of complaints that followed last year from buyers of "the most Christmas tree ornament package of all time," resulted in investigations by the Post Office and the U. S. Attorney's office.

Now free on $2,500 bond each, Messrs. Cowan and Whitmore reportedly piled up a fortune as a result of the $1 per package deal.

**Good Music**

Broadcasters Form Sales Group

A NEW joint sales organization has been formed in New York to attract advertisers who wish to buy "good music" radio programs on a national basis. Name of the organization is "Good Music Broadcasters."

Announcement was made last week by Elliott M. Sanger, executive vice president, WQXR-AM-FM New York, and Pennsylvania comprising the Rural Radio Network and also WFMZ Allentown, Pa., WBIB New Haven, and WSNJ Bridgeport, N. J. These stations also will be represented.

Also announced were sales made to Zenith Radio Corp. and General Electric Co. by the Good Music Broadcasters, whose headquarters will be in New York at the offices of WQXR.

Sales and market research will be supervised by Norman S. McGree, vice president in charge of sales, WQXR, and by Mr. Sanger. Station members in other major markets will be sales representatives for the group in respective areas.

There will be no physical tie-up among the stations at present, it was noted, thereby permitting an advertiser to take advantage of best programs and listening time in any market.

**Morning Time Demand**

(Continued from page 5)

vised its clients, through its organ, Grey Matter, that "for certain products, daylight television will ultimately—not immediately—offer an advertising opportunity such as comes once every five or ten years."

The editorial spokesman for the agency went on to say, in part:

We have no trouble remembering:

1—How the "authorities" could prove that Homefilms redwood would amount to a row of pins. Their arguments were so persuasive that daytime radio broadcasting was a poor orphan for fifteen years.

2—How the same "authorities" then proved that while afternoon radio programs might conceivably get a tiny listening audience—morning programs would not—and even if that would never find an audience. Today, when they think of Breakfast Bloomers, they find those "authorities" have come a bit wasteful.

3—How the early "authorities" finally conceded that women might take some time off from daytime housework to listen to radio advertisements, such as cooking lessons—but never, for straight entertainment. (Shades of Sally Field.)

4—How the early "authorities" were positive that soap opera could never make the transition from radio to television—any kind of soap. That radio audience would be small, that any time later in the evening could not possibly have any value!

5—How the early "authorities" were all-too-persuasive in their arguments against Saturday broadcast time, against summer broadcast time.

7—And, finally, how the same "au-
thorities" were sure that radio would be illegal and, anyhow, people couldn't and didn't listen to radio anymore—that there was no air audience worth measuring until after 8 a.m.—that women won't listen to women on the air; they want to hear their friends.

8—After that remarkable record (a record that ranks them with our economic forecasters!) these same "authorities" would now turn thumbs down on daytime television.

While the doubters doubt—daytime television begins to see broad areas of drinking, as indeed, in New York (not today or tomorrow) the same race to obtain choice hook-ups and that has now turned characteristic evening telecasts a few years ago will start in daytime television.

**Free Time & P. 1.'s**

(Continued from page 5)

only one city at present, it explained, with test newspaper advertising used.

P. L. entered a high-price bracket for this sort of business with the proposal of Irwin-Woods Adv., Newark, N. J., to place advertising for a $9.95 "spot reducer" which has the backing of $500,000 a year in promotion.
WPX EXPANDS SALES STAFF ADOPTS REALISTIC POLICY

WPX (TV) New York has changed its sales policies to "realistic" approach and has added five new salesmen to its regular staff of 11. "We are not fast-tracking our glamar era," Sales Director John F. Noone said. "Having already established itself as a successful advertising medium, we believe that it is time for the sales department to prove that the techniques that are standard in other competing media...just being on television is no longer a short cut to successful living," he said. "Our sales policy is aimed at producing sales results for people who are interested only in sales results."

Recent additions to WPX sales force include Paul Fiebein, formerly with Hearst advertising sales; Spencer L. Rowe, packaged program specialist; Bill H. Moulin, Jr., account executive with WLWB and WHOM New York; Richard Romanelli, former assistant advertising manager of IL Progresso Italo-Americano; and Harrison E. Mulford Jr., promoted from sales service assistant for station's commercial manager.

WKOW LICENSE RENEWAL FCC HEARING SET JANUARY 21

IMPLICATION that WKOW Madison, Wis., got CBS affiliation by hiring Atlas Amuse- ment Co. as management consultants is made in list of issues for license renewal hearing Jan. 21 in Madison and released by FCC Friday (see page 38). Also believed to be at root of hearing designation is Commission's desire to take good look at Atlas' radio activities. H. Leslie Atlas Sr. is CBS Central Division vice president and general manager of CBS-owned WBBM Chicago, also owns 19% of Chicago Daily News' WIND. H. Leslie Atlas Jr. is president and, with his sister and brother, owner of Atlas Amusement Co. He is also program director of WIND. Ralph Atlass, brother of H. Leslie Atlass, is vice president and general manager of WIND, controls WLOL Minneapolis, KIOA Des Moines and staff management contract with WMCA New York.

According to issues set for Jan. 21 hearing, FCC apparently believes WKOW is controlled by Atlas Amusement Co. H. also asked for information on the following:

(1) Negotiations regarding purchase of WKOW by H. Leslie Atlas Jr. early in 1950; (2) cancellation of WKOW's affiliation with MBS and its affiliation with CBS in May 1956—including any "consideration" involved in change; (3) Relationship of Michael Henry, present WKOW general manager, and Atlas Amusement Co., and whether he is actually an employee of Atlas Amusement Co.; (4) Amount of payments made to Atlas Amusement Co. under management contract, which calls for 60% share in profits of WKOW.

WQAN FULLTIME DENIED

INITIAL decision denying application of WQAN Scranton on license for station was 630 ke, 500 w daytime to 1400 w fulltime [81, Oct. 1] was remanded to hearing examiner Friday by FCC on petition by Scranton Times station. Significant part of examiner's original denial was based on fact that WSCR Scranton was independent. Station is now NBC affiliate and FCC felt WQAN should have chance to argue its proposed coverage with new status of WSCR in mind.

POOR BUTTERFLY

RADIO AUDIENCE measurements may soon be introduced into Japan, which now permits private broadcasters to compete with government controlled broadcasting. Although preliminary exploratory conversations now being held with A. C. Nielsen Co. may be extended to other radio research organizations before final decisions are made.

NEW GROUP PLANS TO TAKE OVER AVA

COURT ACTION expected tomorrow on plan to reorganize and save American Vitamin Assoc., Inc., Hollywood, Calif., from possible receivership. Under plan submitted to creditors and referee in bankruptcy last Friday, Archie Taft and J. Elroy McCaw, West Coast station owners, with Lloyd H. Daviscourt and Homer Snowden, would form a new corporation with initial capitalization of not less than $25,000 and additional $100,000 to be obtained as working capital.

In addition, group would be given franchise to use AVA trademark and name and sell Thayvals, paying royalties. Group would also be given option to buy 51% stock in AVA. With liabilities reported approximately $1,000,000 and assets in excess of $350,000, AVA early this month petitioned in Los Angeles to reorganize under Chapter 11 of Federal Bankruptcy Act.

Reportedly spending around $300,000 per month to promote Thayvals or Orvita firm cancelled all advertising in early October [81, Oct. 15] when financial backing was withdrawn. Biggest single creditor is Schrimer & Scott, Chicago agency, with sum involved reported in excess of $400,000.

EXECs HONOR NBC

H. V. KALTEBORN will present news from NBC's network inaugural broadcast of Nov. 15, 1926, as one of features of special New York Radio Executives Club luncheon program Thursday marking network's silver anniversary, it was announced Friday. Number of pioneer personalities to be on hand, and Milton Berle will entertain. NBC meanwhile planning series of special network announcements that day calling attention to its 25th anniversary.

GOOD MUSIC POPULAR

INFORMAL survey conducted by Broadcast Music Inc. among its member stations indicates that average of 5.6 hours of classical music is being broadcast per station weekly. More than 80% of stations planned to continue their current concert programming or increase it this fall and winter, which ties in with company officials' reminder: More people attended concerts last year than baseball games. Returns—as of late last week—offered by 333 of 918 member stations nation wide total of 2,498 hours of concert music each week.

PEOPLE

FOREST MCLUONEY, former European director of Radio-Freie Europa, named director of radio for American Committee for Liberation of People of Russia which hopes to have European transmitter on air next summer to beam broadcasts into U.S.S.R.

ALFRED S. MOSS, vice president, Peck Adv. N. Y., is named WFCN, N. Y., as vice president and member of plans board.

JOSEPH R. WARNER, formerly with Marfree Agency (see story page 12), to Rand Adv. Agency, N. Y. N. Y., as vice president.

WILLIAM LAUTEN, trade news editor of NBC press department in New York, is father of girl born Nov. 9 (Friday).

HADACOL CREDITORS DOUBT COURT'S JURISDICTION

JURISDICTION of U. S. Southern District Court was challenged by group of southern creditors Friday afternoon when hearing was held in New York on appointment, made Oct. 5, of Milton F. Rosenthal as trustee for reorganization of Le Blanc Corporations of Louisiana and Missouri. Representatives of Hadacol Creditors' committee, represented by Newman & Bisco, New York law firm, opposed southern group—led by L & H Brokerage Co., Lafayette, La., which holds note for some $100,000—and Judge William R. Nov. 21 at date to hear further argument.

Attorney for trustee, Cahill, Gordon, Zachry & Reidell, presented report of action taken thus far in reorganization, in which it was revealed that members of Le Blanc family— including Dudley J. Le Blanc who was to have received $100,000 per year—have been dropped from company payroll. (Members of same family, it was said, still hold major interests in L & H Brokerage Co., lead group of southern creditors.)

DISTRICT 7 URGES NATO TO HANDLE ASCAP DEALING

RECOMMENDATION that NATB handle ASCAP TV negotiations since both radio and TV will be affected was adopted Friday at NATB District 7 meeting at Louisville (early story page 28). All-industry group now handling ASCAP.

Other resolutions lauded William B. Ryan, BAB president; opposed Benton legislation; pledged support to NATB; opposed rate cut; favored committee. Commissioners R. W. Blackwell, Marion, Ohio, thanked for service as district director. On Resolutions Committee were Harry McTigue, WINN Louisville, chairman; Art Elserman, WZIP Covington, Ky.; Mike Layman, WSFC Somerset, and Gene Trace, WBBW Youngstown.

WRIA TO KEEP LICENSE

DECISION and order by FCC Friday adopted initial decision of Comr. Paul A. Walker rescinding Commission's Nov. 13, 1950 order, revoking license of WRIA Caguas, P. R. Station had been cited by FCC for unsatisfactory engineering conditions. In hearing conducted by Comr. Walker, station asserted financial trouble was cause of its derelictions. Comr. Walker decided background of stockholders and personnel staff to be giving WRIA additional chance for success.

WNOE, KNOE TO H-R REPS

WNOE NEW ORLEANS and KNOE Monroe, La., have been added to list of stations being given station representative effective immediately, it was announced by former Louisiana governor James A. Nee, owner of the two stations.

BROADCASTING  TELECASTING
You're looking up one of the highest structures in America

It's the new Station WMAQ transmitter tower which reaches the record Chicago-land height of 1,500 feet above sea level and showers a stronger WMAQ signal over a greater area than ever—MORE THAN 135,000 SQUARE MILES of the great Middle West, an increase of almost 7,000 SQUARE MILES.

Total population within this new WMAQ signal range is MORE THAN 17½ MILLION PERSONS, adding almost 300,000 to the WMAQ "family."

Two hundred and fifty feet higher than the previous antenna, here is one more step in a continuing effort by Station WMAQ to provide ever improved service to the radio audience and to advertisers.

Now more than ever, the leading radio voice in Middle America is . . .
Can You Imagine?

between 11 PM and MIDNIGHT...

43% of all sets in the area in use instead of the usual 10 or 15% in this time period?*
83% of these families viewing WLW TELEVISION?*

WELL IT'S TRUE!!!

"FAMILY THEATRE"—this new series of first-run on TV movies is telecast in Cincinnati, Dayton and Columbus, 11:10 P.M., Sunday through Friday.
Opening picture was "The Story of G I Joe" with star Burgess Meredith on hand for the Hollywood type premiere promoted and exploited in true WLW-TV style.

ANOTHER — HIGH RATED
LOW COST FEATURE OF

WLW-TELEVISION
The Nation's TV Stations

WLW-T CINCINNATI OHIO
WLW-D DAYTON OHIO
WLW-C COLUMBUS OHIO

*Survey by WLW Research