Hollywood's great cowboy star in a live, full-hour, 5-a-week WOR-tv series gets results ... at prices any sponsor can afford.

“The Buster Crabbe Show” delivers almost one million commercial impressions per week. A spot announcement reaches 180,640 viewers* per day for only 65c per 1,000.

Audience-winning Buster Crabbe is dynamic on tv. When he tells people to go out and buy, they go out and buy. One Crabbe commercial — and only one — pulled responses totaling $528,000 worth of potential business! (He was selling $8,000 Florida homes.)

No matter what it is cowboy Crabbe can sell it. He has sold for Standard Brands, Schneider Beverages, Paramount Spaghetti, Chuckles Candy ... to name a few.

This low-cost, sales-tested WOR-tv show is now available for full sponsorship or minute participation.

* October, 1951, Telepulse
From soft, melodious renditions to gay musical humor, Captain Stubby and the Buccaneers constantly delight Midwest audiences with their STUMPUS comedy and song.

WLS listeners know the products advertised on this powerful participation program will be dependable, for they have followed WLS advice for more than a quarter century. Participation announcements in STUMPUS are available at regular one-minute rates. For rates and availabilities contact your Blair man.

Listener-Confidence and Acceptance Pay Off in Mail—and in Definite Sales Results

WLS STUMPUS continuously produces the one definite proof of listening—letters from listeners. This rollicking musical program is averaging 9,000 listener letters a week (1,500 per program)—and has been doing so for more than three years.

Now aired 1:30-2:00 P.M. Monday thru Friday, 6:30-7:00 P.M. Saturday, it features Captain Stubby and the Buccaneers, one of the top musical groups in the Midwest. The program offers prizes to listeners for tune titles which the musical group cannot play or sing. It's listening fun—typical of the clean wholesome entertainment WLS provides. STUMPUS response is further typical of the way radio's most loyal audience...the substantial folks in Chicago's Midwest...respond to words from WLS and buy WLS-advertised products. Listener loyalty predicates advertising results.
KSFO
SAN FRANCISCO
ANNOUNCES WITH PRIDE
THE APPOINTMENT OF
HEADLEY-REED COMPANY
AS
NATIONAL SALES REPRESENTATIVES
EFFECTIVE JANUARY 1ST 1952

Today selling must be more effective than ever if it is to produce the rising sales needed to offset higher costs and higher taxes. If your representation isn’t Shouldering this load, you’ll be interested in the eye-opening results below achieved for its stations by the present management of HEADLEY-REED COMPANY since 1949. (Substantiating data are in our files.)

Would you like to see your sales curve in this picture? Contact the HEADLEY-REED office nearest you.
One hundred Delaware art teachers made state education history and participated in a national experiment when they watched a special program over WDEL-TV on October 26, during the two-day session of the Delaware State Education Association.

The forty-five minute program was the first in the state and one of the first in the nation in video-teacher instruction. Seated in the library of the Wilmington Harlan School, teachers watched a demonstration of teaching methods to hold the attention of class members and to secure pupil participation in group discussions of art. Miss Helen Parkhurst, Editor of the Child's World Publishing Company of New York, conducted the program from the studios of WDEL-TV.

WDEL-TV facilities are constantly available for educational purposes as well as to all public service agencies.
MAGAZINES NEXT TARGET OF BAB CAMPAIGN

BAB board of directors Friday approved "aggressive" promotion plans for 1952, including national campaign to sell radio in competition with TV. In past 12 months, in past he has promoted radio against newspapers on local level [B&T, Nov. 19]. Details of "comprehensive and complicated" promotion schedule will be divulged Dec. 12 at news conference. All present officers were re-elected: Edgar Kobak, management consultant and owner of WTV Thompson, GA, chairman; William B. Quarton, WMT Cedar Rapids, secretary; Allen W. Moodall, WDAK Columbus, GA, treasurer. William B. Ryan remains as president, director under his five-year contract.

Directors elected Friday, in addition to officers, were: William J. Beaton, KWKW Pasadena; Kenyon Brown, KWPT Wichita Falls; Gene L. Cagle, KFIZ Ft. Worth; Charles C. Caley, WMBD Peoria; Martin B. Campbell, WFAA Dallas; Robert E. Dunville, WLW Cincinnati; Walter Evans, Westinghouse Radio World; S. Simon Goldman, WTTN Jamestown, N.Y.; George C. Hatch, KALL Salt Lake City; Eugene Katz, Katz Agency; Robert E. Kintner, ABC; William B. McCragher, WHDI Boston; John F. Meagher, KSNK Mankato, Minn.; Howard Meighan, CBS; J. Archie Morton, KJIR Seattle; John Patt, Goodwill Stations; H. Preston Peters, Free & Peters; George B. Storer, Fort Industry Co.; Theodore C. Striebert, WDR New York; W. R. Stauffer, WDSU New Orleans; Donald W. Thornburgh, WCAG Philadelphia; Niles Trammell, NBC; Frank White, MBS; Frederic Ziv, Frederic Ziv Co.

GILLETTE BOWL SCHEDULE

GILLETTE SAFETY Razor Co., Boston, for ninth consecutive year sponsoring Sugar Bowl, Rose Bowl and Orange Bowl game broadcasts on New Year's Day. Sugar Bowl will be broadcast of ABC Radio and telecast on WDSU-TV New Orleans, Orange Bowl on CBS Radio and WTVJ (TV) Miami, Rose Bowl game on NBC Radio and NBC-TV. Mason Inc., N.Y., is agency.

NBC Stations Reject 'Guarantee' Plan

NBC's AFFILIATES turned thumbs down Friday after hearing the network's new "guaranteed advertising appointment plan" and on its even newer "market basket plan" of merchandised advertising, while approving unani mously its establishment of a merchandising department.

Faced with affiliates' resolution asking for abeyance on new rate plan (early story page 28), NBC President Joseph H. McConnell said he was "quite shocked and pointed out, though, that NBC has become an important new force, ideas, many months of work have gone into development of basic economic plan and rate formula.

Mr. McConnell said NBC will go ahead with "guaranteed advertising appointment plan"—under which advertisements are guaranteed to receive 5,300,000 advertising impressions per week at cost of $2.75 per 1000 [B&T, Nov. 19].—since it lies in field of network operations and calls on stations for nothing extra. Affiliates disapproved "market basket plan" based on assumption they would pay cost of one-minute local cut-ins, and Mr. McConnell said NBC would try to add these cut-ins costs to bills of sponsors of these programs. If sponsors won't pay them, he added, NBC will re-examine plan.

In TV, affiliates asked for detailed analysis of cable costs. Mr. McConnell said that for NBC these costs would total $4 million for 1951. In response to affiliates protests against summer hiatus privileges for TV advertisers, he said new hiatus plan is now in preparation.

In answer to another affiliate complaint—which like most protests was re-statement of
In this Issue—

NBC affiliates, at Boca Raton convention, request delay in application of new network rate plan pending further research, but network urges adoption by next July 1. Page 52. Other news of NBC convention, Pages 56, 57.

"Why TV Code Be Adopted This Week?" Some say yes, others no, according to a BROADCASTING & TELECASTING survey. The code's biggest item on the agenda of the annual NARTB combined boards meetings, Page 52.

Christmas is coming, and the Yuletide P.I. offers no more than a handy deluging of broadcasters, Page 55.

Foote, Cone & Belding vice president charges networks with responsibility for making Chicago a TV program-origination ghost town. Page 76.

FCC slaps WSDU for censoring political candidate’s speech, and in policy statement warns that future violations of anti-censorship provisions of federal law will not go unpunished. Page 29.

New Jordanian survey shows that television didn’t hurt the 1961 baseball gate. Page 73.

FCC Chairman Coy tells Baptists the Commission will carry out plans for a big conference on public service responsibilities of television. Page 80.

First field tests of National Television System Committee’s compatible color system begin. Page 78.

Two-thirds of the U. S. population are city folks, according to U. S. Census analysis. Page 52.

BROADCASTING • TELECASTING
So they don't believe in Hooperatings as an index on radio listening in the Atlanta market.

Well, The PULSE, Inc. shows the same overwhelming audience preference for the programs heard on "The Voice of the South".

Here is a re-cap on The Pulse, Inc., findings for September-October 1951 radio listening:

**DAYTIME** 6:00 AM - 6:00 PM, Monday - Friday inclusive

**QUARTER-HOUR MEASUREMENTS**

WSB . . . . . . FIRST in 40 periods
Station B . . . FIRST in 6 periods
Station C . . . FIRST in 2 periods

**EVENING** 6:00 PM - 12 Midnight, Monday - Friday inclusive

**QUARTER-HOUR MEASUREMENTS**

WSB . . . . . . FIRST in 22 periods
Station B . . . FIRST in 2 periods

The method of measuring radio listening preference makes little difference in Atlanta. The answer remains the same: In any recognized audience survey of Atlanta radio homes, the dominant first is WSB.

50,000 watts • 750 kilocycles
they say it’s a television age, BUT...

**WIBC**

Indiana’s first and only 50 KW radio station has increased its share of nighttime audiences 36.8%.

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

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

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

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

Ask your JOHN BLAIR man for particulars on these excellent nighttime availabilities.
How many people does it take to produce a steak?

When you plunk the cash on the counter for a slice of sirloin, some of it may represent your own pay for the part you played in getting that steak to your table.

We’ll make ourselves clear.

It takes a lot of people to help produce that steak in this mid-20th-century economy of ours.

The people we’ve put in the picture above, for instance. And many, many others. Though you may not realize it, some product you, yourself, help make or sell or service may play a part in producing steaks.

1. The cowboy or range hand who looks after the cattle.
2. The banker who finances land, herd and equipment.
3. The chemist who makes insecticides, serums and fertilizers.
4. The oil refiner who provides the fuel for the power machinery so many ranchers use.
5. The steelmaker who provides a multitude of items, from fencing and branding irons to filing cabinets.
6. The brewer
7. The sugar refiner
8. The cotton ginner
9. The flour miller
10. The veterinarian who looks after the health of the cattle.
11. The blacksmith who shoes the horses and repairs ranch machinery.
12. The airplane pilot who sprays ranges and fields, destroying pests.
13. The lumberman who provides the wood for corrals and barns and pens.
14. The windmiller who makes the machinery that keeps man-made ranch water holes working.
15. The feeder who takes lean range cattle and puts about 25% more beef on them by intensive feeding.
16. The truck driver who hauls cattle to market and meat to you.
17. The railroader
18. The stockyards man who provides "room and board" for the livestock, and the commission man who is sales agent for the producer.
19. The meat packer who processes and distributes the beef.
20. The retailer who is the final link between all these people... and you.
Gateway to NORRISTOWN...

WFIL-

JOHN TAGLIEBER, Grocer—Residents from miles around and Norristown's 36,000 citizens buy $10,794,000 worth of assorted edibles each year from 132 food stores like Tagliber's Markets.

ELIZABETH A. MYERS, Housewife—Women like Mrs. Myers prefer to shop near home. Their families purchase nearly $5,000,000 worth of clothes a year in Norristown's 62 busy apparel shops.

HAROLD W. CARE, Pharmacist—WFIL's spot announcements help sell a lot of goods in Norristown's 29 drug stores (like Care's Pharmacy) where 11,000 families spend $1,232,000 a year.

It's Not the Size...

Bustling Norristown... just a medium-sized city... but its effective buying income of $5,083 per family is 14 per cent above the national average, typical of the 1,167,520 radio families in Philadelphia's 14-County Retail Trading Area. You can reach more than three-fourths of Norristown's prosperous homes just as effectively and less expensively on WFIL's 5,000-watt signal as on 50,000 watts. And WFIL outpulls local county stations here, as in 10 of the 14 counties. Schedule WFIL.
and **ALL** of America's 3rd Market

**adelphia**

---

**It's the Selling Power!**

You can't judge Norristown's buying power by its population. Nor can you judge WFIL's selling power by its power output. For WFIL's penetrating voice reaches 2 out of 3 radio homes in every corner of America's third largest market. WFIL is a sure thing... your best bet to reach all of a market whose combined buying power is $6,638,759,000... and far beyond into a tremendous bonus area. Total WFIL coverage: 6,800,000 people with more than $9 billion in purchasing power.
Radio and Video

Radio, conscious of the challenge from television, has lined up Orson Welles in the big battle for listeners. Welles is back on the air early next month to play "The Lives of Henry Lime," the "Third Man." This was Welles' most sensational character you'll recall since he rocked the nation with his broadcast of H.G. Wells' "War of the Worlds." The programs, mostly written by Welles and directed by him, pick up the story of Harry Lime, internation master criminal, and that fascinating rogue who is not always conscious of evil. He has the assistance of British actress Joan Green. Welles will be heard on a network. Already by July-
Orson Welles' return to American Radio was greeted with loud and prolonged cheers by the Press. Newspapers know that their readers rate Orson Welles as their No. 1 radio attraction and rushed to spread the news that Orson Welles is Back!

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

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

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

Produced by
HARRY ALAN TOWERS

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

Western Sales Representative
Walter B. Davison
14579 Benefit St., Sherman Oaks, Cal.

Canadian Sales Representative
S. W. Caldwell Ltd.
150 Simon Street West, Toronto
24 Million Homes
"Out of the Woods"

There's enough timber in Canada’s forests to build 24 million homes.
And Canadians are building homes at an unprecedented rate,
Hundres of thousands completed in the last few years.
Canadian lumber production is growing with Canada... the world's fastest growing market.
As Canadian Lumber goes into new Canadian homes, so do new products.
And THERE'S the point!
If you're looking for a bustling, expanding market, look to Canada!
Some of these new homes will have double garages, more will have pianos, most will have phones, but... nearly ALL will have radios!
In Canada, over 95% of Canadian homes are radio homes!
Radio is the key salesman in Canada... reaches more Canadians, more often and more economically than any other sales medium.

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

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

Canadian Association of Broadcasters

Allan Cooper, Foote, Cone & Belding, N. Y., to Hewitt, Ogilvy, Benson & Mather Inc., same city, as director of market and media planning. Frank Chipperfield continues as media director for latter agency.

Ed Feldman named executive supervisor on all Philip Morris & Co. production on West Coast for Biow Co. Inc., L. A. Mary Morriss named supervisor. Charles Davies, program operations NBC Hollywood, to agency, as assistant program supervisor for Philip Morris.

Norman W. Glenn, network sales department NBC, to Doherty, Clifford & Shenfield, N. Y., as executive assistant to media director.

Donal J. O'Brien, Young & Rubicam, N. Y., to Biow Co., N. Y., as account executive.

John Keeshan, J. Walter Thompson, N. Y., to Kenyon & Eckhardt, N. Y., as Lincoln-Mercury Dealer Assn. regional account executive for eastern region.
SEYMOUR MARGULES, Carstairs Div. of Calvert Distillers Corp., N. Y., to Blow Co., same city, as account executive.

ROY LANG, Gardner Adv., St. Louis, to Leo Burnett Agency, Chicago, as account executive.

JOHN E. SHEPHERD, director of marketing Esquire and Coronet magazines, appointed director of research and merchandising Fletcher D. Richards Inc., N. Y.

HENRY MADDEN KANE, Kenyon & Eckhardt, N. Y., to Lennen & Mitchell, N. Y., as copywriter.

LUCY BENDER SOKOLE, William Douglas McAdams, Inc., N. Y., rejoins Young & Rubicam, N. Y., as TV copywriter.

HAROLD H. WEBBER, vice president in charge of media and research Foote, Cone & Belding, Chicago, named to board of governors of Central Council, American Assn. of Advertising Agencies, filling unexpired term of ROLLAND TAYLOR. Mr. Taylor recently transferred to FC&B's New York office.


EUGENE G. NEWMAN, Cunningham & Walsh, N. Y., to Hanly Hicks & Montgomery, same city, in copy department.

JOHN G. BURNETT appointed account executive Rogers & Smith Adv., Dallas. He was with Braniff International Airways, Dallas, and Life Saver Corp., N. Y.


DON COLE appointed director of promotion Gardner Adv., St. Louis.

THORPE WRIGHT to William Hart Adler Agency, Chicago, as account executive and member of creative staff.

EDWARD KLEIN, executive vice president Storm & Klein Inc., N. Y., named chairman of advertising division for Federation of Jewish Philanthropies of New York, which is conducting a $20 million campaign in support of 116 medical and welfare institutions.

This particular coverage problem can be fixed in a jiffy with just a tug and a tightening of the safety pin. It's as simple as that.

And your advertising coverage problems in the Middle West can be solved just as easily by making WGN your basic buy. No Chicago station can match WGN's coverage...no station reaches as many homes per week.

Get the most for your advertising dollar...call your WGN representative for top availabilities.
feature of the week

THOSE responsible for the operation of WHO Des Moines are wreathed in smiles these days. Well they might, for the station reports itself wreathed with laurels three times—all in one month.

In November, WHO first was cited by the National Assn. of Radio News Directors at its annual convention held Nov. 14 in Chicago. NARND named WHO "the best radio news operation in the United States in 1951."

Flicking the star-dust from that award, WHO again found itself lauded during the Nov. 25 meeting of the National Assn. of Radio Farm Directors (see story page 44), when the station was announced as the winner of two coveted awards, given by the Citizens Committee for the Hoover Report and the National Safety Council, respectively.

The three-time winner got its third accolade at the NARFD luncheon meeting that same day. WHO was named one of 14 stations and networks in the country to be honored in the National Safety Council awards (also in NARFD story). This award mentioned the station "for exceptional safety in farm safety," and the safety council added that the station had the "longest record of achievement in farm safety of any station."

The latter safety award was old news at WHO, which has won it five times during the six years it has been presented.

Ludlam's Lodge

Do you want to know whether you can take a dog into Canada on a hunting trip? Or the cost of a hunting license in Ohio? Or how to cook blowfish?

Or do you want to know how to sell more fishing tackle and hunting equipment, or beer, or potato chips, or soft drinks?

If you have a product which appeals to the outdoorsman, young or old, man or woman, "Ludlam's Lodge" can answer these questions.

In the 5-5:30 p.m. Saturday spot on WRC for over a year, "Ludlam's Lodge" is now available to national advertisers. Kennedy Ludlam solves problems in the field of outdoor sports for all his listeners. He's also the man who can solve your selling problems in the Washington market—so why not call your nearest NBC Spot Sales office now for details?

WTOC

SAVANNAH, GEORGIA
5000 W 1290 KC CBS

Represented by
The Katz Agency, Inc.

R. M. Seybold, Director of Sales, DEERST BAKING COMPANY,*
Says—

"Following our policy of the past decade we plan to place again 79% of our Savannah area advertising budget on WTOC.

We have found that in this six station market WTOC is by far the best buy. WTOC reaches more people in this area and thus more people in this area reach for our bread."

* Largest Independent Bakery in the South

CHARLES ZURHORST

THE GRAND and glorious mistake made in industrial radio advertising is that most companies try to bludgeon their policies down the public's throat," says Charles Zurhorst, who has been in, around, and with radio for the past 14 years. The director of special projects for the Oil Industry Information Committee of the American Petroleum Institute has three suggestions for industrial associations producing programs for local sponsors: First, radio should be looked at as a continuous, not a one-shot, effort. Putting a message across, Mr. Zurhorst says, "is a matter of plug, plug, plug—that's why Lucky Strike doesn't have only one show a year."

Serving as a dollar-a-year radio consultant to the Treasury Dept. during the war, Mr. Zurhorst learned the value of established audiences through radio participation in war bond drives. A 30-second spot on an established program—such as the Bop Hope Show—sold more bonds than a full half-hour broadcast sponsored exclusively by the Treasury Dept.

Industrial organizations which cannot participate in radio continuously by themselves might utilize already-established audiences with spot participation in programs regularly sponsored by member companies, he points out. His second suggestion is that after a radio campaign has been drafted by association members, experts within their own industry, actual production— especially scriptwriting—should be turned over to professionals who can package the (Continued on page 86)
* This free offer may never be repeated!

**WMT**
Cedar Rapids
5000 watts, 600 kc
Basic CBS Radio Network
Represented nationally by The Katz Agency

**And in time for Christmas, too!**

Now You Can Have - Absolutely Free - A Bag of Colored Popcorn!

This isn't a bag of ordinary popcorn. It's as different from ordinary popcorn as color is from black and white. We first thought of saving this idea for the time when radio waves would be available in color but decided what the hell this is too good to postpone. All our friends in the radio business deserve it right now.

This popcorn not only pops, but it pops in color. (Whoa, that's not quite right. It pops white, but the kernels are green, blue, red, orange, tan, purple and yellow.) Think what an impression you can make on your friends! Think how the kiddies will adore you! Think what a damn fool stunt this is, offering colored popcorn just because we happen to be a radio station in the corn country. Why do we do it? Once you pop it and eat it, what have you got? Will you remember where it came from? Will it make you put WMT on your next schedule? Will it get you a raise?

We don't know. But we do know this—the first 50,000* requests we get for colored popcorn we'll take care of—no strings attached. (You'll have to string it yourself if you expect to decorate any Christmas trees.) Mail the coupon today.

Merry Christmas.

---

**Mail the coupon today.**

**WMT, Cedar Rapids, Iowa**

Send me the corn, I can go along with a gag.

Name ____________________________________________

Firm ........................................................................

Street Address ................................................................

City ...............................................................Zone....State .............................................

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* If we get 50,000 requests from Broadcasting's 15,768 circulation, we'll never tell Sol Taishoff. Think what that would do to his rate structure!
Spot . . .

BROCKLES FOOD Co., Dallas (salad dressings), appointed Grant Adv. Dallas, for a regional campaign. Radio spots in key markets of Texas and Oklahoma are planned. Schedule of stations is being completed.

GENERAL MOTORS, Detroit (Buick Div.), currently buying short term contracts for week of Jan. 13-15 for number of network shows. Contract has already been signed with MBS for sponsorship either of Fulton Lewis Jr. or Mutual Newsreel (whichever show can be cleared during that week). Advertiser is also negotiating with NBC for Operation Tandum and CBS Radio for its short-term network shows. Agency: Kudner Agency, N. Y.


Network . . .

STERLING DRUG Inc., N. Y., to sponsor The John J. Anthony Hour, series of broadcasts in which anonymous listeners bring personal problems to Mr. Anthony for advice and guidance on Mutual Sun., Dec. 2, 9:30-10 p.m. EST. Four problems per broadcast have been scheduled for weekly series. Agency: Dancer-Fitzgerald-Sample, same city.

PONTIAC MOTORS, Div. of General Motors Corp., Detroit, sponsored Kukla, Fran & Ollie on one-time basis Nov. 30. Pontiac's one-time sponsorship of show on 35-station TV network is part of company's 1952 advertising campaign to announce new line of cars. Agency: MacManus, John & Adams, Detroit.

FRED W. AMEND Co., Danville, Ill. (Chuckles), expands its ABC-TV Hail the Champ, Sat., 5:30-6 p.m. CST, from three stations to 13 from Dec. 22. Agency: Henri, Hurst & McDonald, Chicago.

KRAFT FOODS, Chicago, renews Kraft Television Theatre on NBC-TV, Wed., 8-9 p.m. CST, for 52 weeks from Jan. 2. Agency: J. Walter Thompson, same city.

QUAKER OATS, Chicago, renews The Gabby Hayes Show, Mon.-Fri., 4:15-4:30 p.m. CST on NBC-TV for 52 weeks from Dec. 10. Agency: Sherman-Marquette, same city.

Agency Appointments . . .

HOFFMAN RADIO Corp., L. A., names Foote, Cone & Belding, L. A. Expanded promotion planned for firm's Hoffman Easy-Vision television sets for 1952. Firm's advertising budget is over $1,000,000.

DUVAL MANOR, Germantown, Pa. (apartment house), appoints Weightman Inc., Phila. Radio and TV will be used.

VITAMIN CORP. OF AMERICA, N. Y. (Rybutol, Juvenal and Vysons), which was resigned last week by Harry E. Cohen Agency, N. Y. [B*T, Nov. 26], names Duane Jones Co., N. Y., effective Dec. 1.

FELTON-SIBLEY PAINT Co., Phila., appoints Lamb & Keen Inc., same city.

ALLEN PRODUCTS Co., Allentown, Pa., (Al-Po, all meat dog and cat food), appoints Weightman Inc., Phila. Radio and TV will be used regionally.


people . . .

PAUL HUTH, manager of media department Procter & Gamble, Cincinnati, named director of media. In his new post he will be responsible for purchase of space and time for all of company's printed word, radio and TV advertising.

CENTRAL OHIO HAS A BIG APPETITE FOR FOOD!

and WBNS, Columbus is first with listeners and advertisers

Healthy appetites call for big food orders. And last year, Central Ohioans consumed $223,633,000 worth of food! Why not sell your brand via WBNS? Latest Hooperatings show that WBNS has more Central Ohio listeners than any other station. That's why WBNS is first choice with advertisers, too. Write us for latest ratings or ask your John Blair representative. Then watch your sales figures grow fat when you sell through WBNS.

CENTRAL OHIO'S ONLY CBS OUTLET

WBNS PLUS WELD-FM

Ask John Blair

Power WBNS 5000 - WELD 53,000 - Columbus, Ohio
more New Englanders
listen to
WPRO
than any other
Rhode Island station

TOP Ratings! Top Share of Audience! Sure! But, equally important to the buyer of radio are COVERAGE and AUDIENCE characteristics. So, advertisers looking for RESULTS buy WPRO because they want and get ratings PLUS:

- COVERAGE—5000 watts (full time) on 630 kc, blanketing NEW ENGLAND'S SECOND LARGEST MARKET, and also covering the important Fall River-New Bedford, Mass., marketing area with a signal greater than 2 millivolts.

- AUDIENCE—An attentive, active audience to which WPRO beams a balanced schedule of topflight programs ... programs designed for PRIMARY listening attention. Important because ... listeners who LISTEN, are buyers who BUY!
5-kw AM

* Completely NEW

New small size

Increase power to 10 kw with this simple kit

RCA ALL-NEW 5-kw AM transmitter, Type BTA-5G. The 10-kw Type BTA-10G is same size, same appearance. Maximum floor area, only 33 sq. ft. Both transmitters are completely air-cooled.
with a "10-kw" future!

New operating convenience · New operating economy

Just read these exclusive features...

1. It is a 5-kw AM transmitter you can increase to 10 kw—easily—inexpensively—quickly. No lost air time for conversion. One simple kit makes it easy to increase power overnight. (Yes, you can buy this transmitter ready-built for 10 kw, too).

2. It requires less "operating" floor space than other 5 kw's—saves up to 40% floor area. Entire transmitter is only 84" high, 130" wide, 32½" deep.

3. It's the ONLY "5 kw" with such low tube costs. Power and modulator stages use the new small size, lightweight RCA-5762—costing less than half that of power types in most "5 kw's".

4. It's the ONLY "5 kw" with "split-cycle" overload and voltage protection—using thyratron-controlled rectifiers. Circuits work so fast audiences cannot detect "off-air" breaks.

5. It holds power bills to the LOWEST in the "5-kw" field—through smaller power tubes, fewer stages, fewer tubes (only 24 tubes and 8 different types).

6. It's the ONLY "5 kw" with horizontally-sliding doors front and back. Benefits:
   √ Saves over 60 square feet of floor area
   √ Provides more elbow room for operator
   √ Makes it easier to get at transmitter

For all the facts about this basically new transmitter ... newest of nearly three hundred RCA "5-kw's" now on the air ... call your RCA Sales Representative.
Everybody's trying to stretch that advertising dollar these days, trying to make each one do double duty. In Baltimore, it's easy. You just buy WITH, the BIG independent with the BIG audience.

WITH is the biggest bargain buy in Baltimore. Week in, week out—year in, year out, WITH delivers more listeners-per-dollar than any other radio or TV station in town.

Here's proof: WITH carries the advertising of more than twice as many retail merchants as any other station in town! For just one good reason—WITH produces low-cost results! Get your Headley-Reed man to give you the whole story today.

THE RESULTS STATION WITH

BALTIMORE, MARYLAND

TOM TINSLEY, PRESIDENT—REPRESENTED BY HEADLEY-REED
By RUFUS CRATER

NBC'S RADIO affiliates capped the
network's Silver Anniversary Conven-
tion at Boca Raton, Fla., last week by
voting 72-62-22 to ask the net-
work to delay its controversial
new rate formula until "present
day radio values" can be researched
new.

The affiliates' action on the only
really stormy issue of the net-
work's fifth annual convention
came just before noon Friday in
overtime deliberations which had
started Thursday afternoon and,
according to NBC's timetable, had
been scheduled for completion —
Thursday afternoon.
The meeting was still in session
Friday afternoon (for later develop-
ments in this Deadline, page 6).

Despite the affiliates' stand on
the economic plan, it was appar-
ent before hand that NBC was pre-
pared to hold the line — or in any
event to hold fast to the plan's
broad features but perhaps make
concessions on subsidiary points.

Affiliates in most of the markets
which NBC regards as essential,
it was learned, already had given
their approval.

July 1 had been set as the date
for putting the new network rates
of the affiliates into effect.

Fundamental issues among the
affiliates, it was known, are (1)
the rate formula, which is based on ra-
dio circulation market-by-market but
gives effect to TV penetration
and (2) the network's bid for an
additional hour of daytime option
time, to bring NBC abreast of CBS
and ABC in this respect.

The affiliates meeting followed a
day and a half of formal presen-
tations by NBC officials in
which it was made clear that NBC
intends to make money any way it
rightfully can.

McConnell Speaks

President Joseph H. McConnell
told the opening session that NBC
radio expects to make half a
million dollars this year but to lose
a million in "rebuilding" the network.

The plans, as detailed by top of-
ficials, include strong program-
ing, strong merchandising — on
which NBC expects to spend half
a million dollars next year, starting
with radio merchandising and mov-
ing then into TV (also see story
page 27) — and strong selling.

The network's slogan for 1952
was put in these words by John K.

TEXT of the affiliates' resolution, which was said to have drawn
the support of clear channel and regional as well as local stations
in the voting (four stations abstained in the voting) is as follows:

Whereas, the affiliates join with NBC in the confidence they
have expressed in the continuing effectiveness of radio, and
with that in view recognize the importance of a sound reappraisal of the
rate structure of network radio, and commend NBC for its initia-
tive and leadership in undertaking studies in that field, and

Whereas, the affiliates have examined the fundamental aspects of the
NBC economic plan, and

Whereas, radio values are dependent solely upon the effectiveness
of radio itself, the measurement of which involves many complex
and highly variable factors.

Therefore be it resolved that the affiliates be given an oppor-
tunity to develop immediately with NBC further pertinent data
essential to the determination of present-day radio values and
the affiliates pledge themselves to financially support such re-
search;

Be it further resolved that pending the completion of this re-
search, the adoption of new rate formula be held in abeyance.

THREE-YEAR-OLD Richards case
came to an end last week when the
FCC accepted the assurances of Mrs. G. A. Richards that the three
Goodwill Stations would operate in
accordance with a code of prin-
ciples that eschew the broadcasting of
sland and biased news.

In its order the Commission
granted the license renewals of
stations WJR Detroit, WQAR
Cleveland and KMFC Los Angeles
and also approved the transfer of
control of the three stations to
Mrs. Richards.

The celebrated case — which
brought charges of political perse-
cution from some members of
Congress and countercharges of
attempts to whitewash from other
Congressmen — ended with the FCC
accepting Hearing Examiner James
D. Cunningham's initial decision
recommending dismissal of the
case on the ground that the death
of Mr. Richards last May rendered
the issues moot [B*7, June 18].

Decision was made by the entire
Commission, with only Comr. Paul
A. Walker dissenting. Chairman
Wayne Coy and Comr. Frieda B.
Hennock issued a joint concurring
opinion.

The Commission's decision re-
ferred to Mrs. Richards' responses
to its inquiry last September [8*7,
Sept. 24] as constituting "a re-
jection of the alleged practices and
policies which led to the institution
of the renewal proceedings and a
positive representation, upon which
we rely, that the alleged practices
and policies of the type under in-
quiry in the renewal proceedings
will not occur in the future."

Coy, Hennock Disapprove

Comrs. Coy and Hennock, in
their joint concurring opinion, ex-
pressed their disapproval of the
alleged news slanting and bias and
emphasized that they voted to
terminate the proceedings "in re-
liance upon Mrs. Richards' repudia-
tion of the conduct under inquiry
. . . and her representation that it
would not occur in the operation
of the stations under her control."

Comr. Walker's dissent was
based on the ground that the hear-
ing examiner exceeded his author-
ity by recommending dismissal.

Comr. Walker felt the examiner
should have made findings of facts
and conclusions and the Commissio-
n should have judged whether Mr.
Richards' death eliminated the
charges and therefore left no ques-
tion of his conduct as a licensee to
be determined.

Ever since Mr. Richards died and
Examiner Cunningham recom-
manded dismissal of the case, FCC
General Counsel Benedict P. Cot-
tone and Broadcast Bureau Chief
Curtis B. Plummer have fought
gaining the case without a
finding on the testimony of the 290
witnesses during the 115 days of
the hearing. The Commission, ap-
parently, thought otherwise when it
accepted as final the examiner's
initial decision.

The Richards hearing filled 18-
(Continued on page 26)
REVAMP of top posts at Hearst Radio Inc. was announced last week following the resignation of Harold C. Burke as manager of WBAL-AM-FM-TV Baltimore and as vice president and director of Hearst Radio Inc., the stations' licensee [B•T, Nov. 26].

Leslie H. Peard Jr., assistant vice president in charge of the west coast stations' advertising department, was named manager of WBAL-AM-TV, was named manager of WBAL-AM-TV.

Mr. Peard is an old hand in the Hearst organization, having been with the company since 1931.

Mr. Peard was made program director and Arnold Wilkes was appointed public affairs and educational director of Hearst Radio Inc.

Mr. Wilkes succeeds Mr. Burke who has been with Hearst Radio Inc. since 1933, when he joined the company as a public relations officer. He was named sales manager in July 1940 and later in December 1944, to take a similar post with KTBZ Shreveport. In 1948 he returned to Baltimore as assistant manager of WCAO, and the following year he rejoined WBAL.

He is a native of Baltimore and was a member of the Princeton University class of 1933.

Hearst Radio Inc. operates WBAL-AM-TV and WINS-AM-FM Milwaukee and also is associated with WCAE-AM-FM Pittsburgh.

Mr. Peard was a veteran radio-TV writer, having been named assistant business manager for the Hearst Baltimore radio-TV properties. He joined WBAL-TV in September 1949 and later was named program director. He is credited by the station with having created such network programs as Howdy-Doody and the weekly Triple B Ranch.

Mr. Wilkes was public service director for WBAL and WBAL-TV. An educator with previous faculty associations, he has supervised an educational TV creative staff provided by various universities. He also directed public service programming for WBAL and WBAL-TV.

WBAL-TV, the year's past.

Mr. Peard has been associated with radio stations since 1933, when he joined WFBF Baltimore. A year later he moved to WBAL, where he quickly became one of the station's chief sales executives. He was named sales manager in July 1940 but left in December 1944 to take a similar post with KTBZ Shreveport. In 1948 he returned to Baltimore as assistant manager of WCAO, and the following year he rejoined WBAL.

Mr. Peard named V. P.

WIGHT NAMED V. P.

Read Hamilton Wight, director of radio and television, J. M. Mathes Inc., New York, has been elected a vice president of the agency.

Harris Elected V. P.

HARRIS ELECTED V. P.

Jack Harris, general manager of KPRC-AM-FM-TV Houston, has been elected vice president of the agency. Harris has been with the Post Co., publisher of the Houston Post as well as licensee of the KPRC stations.

Mr. Harris already was a member of the board of directors of the radio-newspaper company. He also is chairman of NBC's Stations Planning & Advisory Committee.

Fiebert Appointed

MURRAY FIEBERT has been appointed manager of the Government Contract Div. of CBS-Columbia, manufacturing subsidiary of CBS, D. H. Cogan, president of CBS-Columbia, announced Wednesday. Mr. Fiebert, who will be responsible for all military production activities, has been associated with the electronic industry for many years in both private and governmental capacities. He is a former contracting officer and chief of a government requirements division, a vice president of Lanagan & Hoke, manufacturers of precision test equipment, and has headed his own consulting firm.
WILL TV CODE BE ADOPTED THIS WEEK?

Adherents Explain Proposed Procedure

STATIONS filing complaints against specified stations under the NARTB Code would be required to post a "good will" bond, which would forfeit if the complaint proved groundless, it was revealed Wednesday at the American Television Society meeting in New York.

Point was raised in a question and answer period following speeches on the code by Thad H. Brown, NARTB director of TV, and James L. Caddigan, director of programming and production for the Joint Television Network. Mr. Brown also explained that although the code was supported virtually unanimously at the NARTB Chicago meeting Oct. 19, the board which drew it up can and will amend the structure as needed without waiting for approval from individual members.

Although not new in statement or principle, the NARTB Code is television's Declaration of Independence—a declaration which shows the industry's ability to handle its responsibilities to the community—the television audience, Mr. Caddigan said. A member of the subcommittee which drew up programming and production sections of the code, Mr. Caddigan said he thought one of the most important aspects of the committee's work was that final results combined station and network attitudes and did not represent the single viewpoint of any one interest-group.

Observing that the final document was "not pulled out of the blue," Mr. Caddigan explained that the code was made of similar codes established in the motion picture industry, in radio, and by networks themselves. "No broadcaster would intentionally telecast a program that would offend the standards of goodness of taste or morals of any segment of his audience," he said, and, yet, because of pressures that are increasing in force, we must watch the exception rather than the rule."

He explained that the code must nevertheless cover a general situation and could not be broken down to make special allowances for different standards of morals and taste in various areas throughout the country.

Protests against the film industry have often come only from small minority groups—or in some cases only from individuals. Mr. Caddigan explained, basing his remarks on his experience within that industry. Saying that he had been on television on at least three different occasions, he pointed out the dangers of such complaints and the resulting need for an industry-protecting code. The NARTB document indicates the industry is mature enough to fill the need itself, he observed.

Mr. Brown referred to the history behind the code-writing project, alluding to FCC's proposed TV program investigation, "nervousness" over Fort Hill and the Benton legislation.

Concern for the juvenile audience is a prime factor, he said. Recalling the committee split over the "stationary backdrops or properties" showing the sponsor's name or product, he said the proposed code language is "left very broad and flexible while experience is"

(Continued on page 104).

B●T Poll Reveals Opinions Differ

LESS THAN half of the TV stations contacted in a sample survey by Broadcasting ● Telecasting favor or oppose the proposed NARTB TV code provided necessary changes are made, according to final tabulation of replies [B●T, Nov. 26].

A bare majority oppose the code outright or will not go along with the type of document to be considered next week by the NARTB board.

Some telecasters opposed to the code refused to let their names be used, claiming they did not dare let their position be a matter of record. They feared any opposition might be damaging in relations with regulatory and legislative bodies.

In two cases, code opponents contended that adoption of the document at this time would actually hasten the passage of the very legislation and procedural code it was designed to offset. One telecaster said it would be easy to compile a list of definite or borderline violations against any station, due to the specific items laid out in the code.

(Continued on page 82).

You Can't Say That

IN A sound film sequence on Edward R. Murrow's distinguished new CBS Television show, See It Now, for Nov. 18 an infantry platoon leader, who had led a combat patrol to a perilous position on a Korean hill-top, advised a CBS correspondent with wiring whether there might be hostile action:

"If I was you, I'd get the hell back and start digging me a hole."

It doesn't seem to us that anyone in his right mind would find fault with that bit of dialogue, even though it did contain a swear word, but the incident is worth mention because the one would have had to be censored if the proposed television code and its addendum were in effect and CBS Television a code subscriber.

Among a number of words to which an addendum of the code says "no approval shall be given" is "hell." The word can be used under some circumstances that the addendum tries to describe, but none of the permissible conditions seems to apply in this instance.

This illustrates the utter futility of trying to compose a code of words, and addenda, a detailed set of instructions as to what can and cannot go on the air. There are some things that just do not go well on paper. It is almost impossible to set down in writing any conceivable situation in which "hell" might be offensive usage and others in which it might not.

And such a job is particularly difficult if done in haste. Notwithstanding the care and energies that the television code committee spent in preparing the document now under consideration, there is all too much evidence in it that it was prepared in haste. The flaws which came of hasty preparation are mostly in those areas which, we may call, the precise do's and don't's."

Despite the imperfections in such a concept, the NARTB television board is scheduled to meet in Washington Dec. 5-7 to draw up and ratify a comprehensive document of television morality modeled on the proposed code and addendum that a general assembly of telecasters approved in principle a month ago.

We suggest that the assignment is too big and too important to be accomplished successfully in so short a time. Would it not be more practical for the board to ignore the necessarily painstaking job of spelling out the detailed do's and don'ts and instead concentrate on writing a relatively brief code that establishes general policies and on designing the apparatus of a Board of Review that will administer the code and reduce its broad policies to day-to-day application?

The do's and don'ts do not belong in a code. They cannot spring full-grown from the heads of the board of directors before the Board of Review is even formed. The do's and don'ts—if they are to be created intelligently—will come of an evolutionary process inherent in the administration of the code by the Board of Review. They should not be inflexibly fixed in a code which is a formal, basic document.

Our suggestion to the NARTB television board is first to prepare a thoughtful, succinct statement of desirable policies to govern telecasting and let that stand as the code, and, second, to set up a strong administrative system to make the code function. This system might eventually evolve into a Code Authority with a man of recognized stature as its full-time chief, but whatever its form, it should have the power to enforce the code and the good sense and taste to interpret it properly. As to the explicit do's and don't's now contained in the proposed code, we suggest that the NARTB TV board extract them from the code, if the board insists on taking notice of them, and set them up in an independent document organized and presented as a guide to telecasters and to the Board of Review.

Such sections as those dealing with advertising limitations, acceptability of program material, the enforcement provisions and the issuance (and withdrawal) of seals of approval do not belong in the code. All are matters that probably will need revision from time to time and hence should repose in a guide, which can be changed more readily than the basic code can be.

It would be a pity if, in their haste to police themselves, the telecasters adopted a shortsighted and constricting set of fixed rules in a code that would discourage the development of the art. Telecasters have enough to do without attempting to write restrictions to wash the natural language out of a combat platoon leader's mouth.

BROADCASTING ● Telecasting

AN EDITORIAL

December 3, 1951 ● Page 25
Affiliates Seek Delay (Continued from page 33)

he said, already are beginning to pay off.

The closed affiliates sessions, presided over by Jack Harris, KPBC-AM-TV Houston, devoted nearly eight hours to the economic issues alone. Mr. Harris, chairman of the Stations Planning and Advisory Committee, was under-

stood to favor the overall plan. Primary objection was voiced against the use of "television penetration" as the base for the rate adjustments, limited to 20% up or down at this stage.

In the affiliate debate over the economic issues, leaders of the op-

position included Paul W. Morency, of WTIC Hartford, who is chairman of the all-industry Affiliates Committee, which recently con-

demned the NBC plan or any like it which may be developed; Clair R. McCollough, Steinman Stations, and G. Richard Shafto, WIS Comida, both of whom are also members of Mr. Morency's Affiliates Committee.

The affiliates meeting reached a stalemate late Thursday, after the group had nothing more to do but re-

quest—NBC Executive Vice President Charles R. Denny explain points which were troubling them. The affiliates also requested and heard dates of Stations Relation-

tions Vice President Carleton D. Smith, Hugh M. Beville, NBC plans and research director, and John Adams, assistant to the ex-

ecutive vice president. Mr. Denny, who heads NBC's radio operations, bore the brunt of the questioning.

All meetings in the Wednesday through Friday convention were re-

closed, but portions of the talks were supplied to newsmen by NBC.

President McConnell held a news conference to review developments after the close of the official presen-

tations Thursday. Approximately 450 persons, including affiliates, wives and network officials attended the convention.

President McConnell also told the affiliates NBC intends to move three ways on the radio front—to sell it harder, to program it better

and to merchandise it on an un-

precedented scale.

From the radio network stand-

point, it was reported, NBC has netted half a million dollars this year but expects to lose one million dollars next year in rebuilding the NBC Radio Network. Even so, Mr. McConnell said NBC has "complete confidence in radio," and he ap-

peared confident that if the net-

work's basic economic plan suc-

ceeds then NBC's radio operations will "make money" in 1955.

"If there is optimism and con-

fidence in the future of network

radio than I have ever had before," President McConnell said, adding that he thought NBC is "develop-

ing patterns that will keep radio

strong for the future."

He continued: "We're finally selling radio on its solid advertising values in moving merchandise, instead of on a show-

business basis alone. To do this, we've established dollar-and-cents comparisons, so that the values of NBC Radio can be stacked up against those of the other media."

Mr. McConnell said NBC is en-
larging its news service, bolstering its music schedules and planning to present a talent array compar-
able to the old days but at reason-

able rates.

Turning to the subject of televi-

sion (also see page 27), President McConnell urged his listeners to take a close look at UHF.

"If there is a prospect for de-

veloping a profitable television op-

eration in your market, find out about it and make the right deci-

sion," he said. "It will probably be the most important business de-

cision you will ever have to make."

A considerable amount of the convention time was open to UHF observation, with pickups from the lunchen and dinner areas plus kinescope showings of top-ranking NBC-TV programs. The UHF shows, obviously designed to at-

tract broadcasters into this field, were commended highly for their reproduction quality.

Mr. McConnell said the sum-total of NBC-TV's operating experience is available to affiliated stations for their guidance. He also expressed confidence that it can be sold to ad-

vertisers so long as it continues to sell audiences.

NBC is determined to keep out bad taste, he continued, noting that the network is following a pro-

gram of self-policing in addition to subscribing to the industry code.

The task of sketching broad fea-

tures was left to Charles R. Denny, who devoted most of his Wednesday after-

noon session to that subject.

He said NBC expects to have completed rate negotiations with stations in time for the new rates to become effective about next July 1.

"Realistic" rates, as envisioned in the plan, are essential to effec-

tuating other features of the over-

all program, he declared.

As for rates, however, that NBC's formula for determining in-

dividual stations' network rates should have no effect on an affili-

ate's local or national spot rate.

These rates are determined on a competitive basis and should not depend on the network rate, he explained.

Cites CBS' Option Time

On the subject of network option time, Mr. Denny alluded to CBS having registered higher gross time sales and pointed out how

CBS has more option time avail-

able than NBC.

NBC, he noted, is seeking an add-

dition of a "classical" morning option time—30 minutes at the rate of $200 next year, and another 30 minutes by the following October, when the first half-hour will have been sold.

Reviewing the mechanics and objectives of the economic plan, Mr. Denny declared that "at NBC we have great confidence in net-

work radio both for the present and the future."

"We are proud that our network has taken the leadership in roll-

ing up its sleeves and tackling these basic problems," he said.

This year's plan to strengthen its radio network, he said, has seven key

points:

(1) To enlarge the network by 100 to 200 stations, it has been esti-

mated, in order to give advertisers "unequalled" breadth and depth of coverage; (2) to get an "adequate amount" of network option time; (3) to offer "programs "geared to the future," concentrating on programs which radio does best and also capitalizing on NBC-TV's top talent; (4) "fair and realistic" rates for the talent and talent; (5) sound sales policies to hold present advertisers and attract new ones; (6) strong merchandising in support of net-

work advertising; (7) developing network's "invaluable" network radio value to the public.

Mr. Denny said the new rate for-

mula is based market-by-market on current radio homes circula-

tion, with adjustments for where TV is a local factor. While the formula will raise some stas-

ions' network rates and lower oth-

ers, it will result overall in an

(Continued on page 34)

THE GROWTH of radio and television, and of their importance in American life, are reflected in NBC's development during its first quar-

ter-century. President Harry S. Truman said last week in a silver

anniversary message.

The Presidential message, ad-

ressed to NBC President Joseph H. McConnell and read by him to

the network's convention at Boca Raton, asserted:

"The 25th anniversary of the Na-

tional Broadcasting Company natu-

rally brings to mind the truly re-

markable progress made by radio in a quarter century. An industry which was still new and on trial with the publie 25 years ago, has grown to be

one of the most important industries in the country.

When people sometimes bemoan the loss of our more capable frontier areas and say we no longer have great new

opportunities, I think they should be reminded of the creation of new wealth in your industry, and many

other industries, in recent years. We are an inventive, creative people. The spirit of innovation is the

basis of our superiority in the medical, agricultural, industrial and other fields, we are on the threshold of

still other wonders which will add

greatly to our well-being.

Radio and television are important not only because they have contrib-

uted so much to the growth of our economy and our entertainment, but

especially because of what they have done, and are doing, in providing news of direct concern to the people.

It is necessary that people have easy access to authentic unbiased in-

formation and then draw their own con-

clusions.

Democracy will flourish and this country will remain vigorous and strong as long as Americans are well-

informed and free to speak and vote as we please, as well as worship and work as we please.

We would certainly not be in good shape if we had access only to un-

truths and slanted, biased news. NBC performs a vitally important public service when it presents facts and different points of view in the political, economic and social affairs.

Very sincerely yours.

(Signed) Harry S. Truman.
NBC'S TV FUTURE

Outlined at Affiliates' Florida Meeting

NBC'S PLANS for a department of merchandising experts to bolster the radio network's sales operations were disclosed to the network's affiliates convention at Boca Raton, Fla., last Wednesday by Fred N. Dodge, who will head the new department. Mr. Dodge said the department will be "superior to anything in the advertising media field and tops in radio broadcasting."

He will be assisted, he said, by 12 expert merchandisers. Most of these have not yet been selected, nor have Mr. Dodge and his associates completely finished the task of laying out the country into the geographical areas—presumably 12—in which these experts will operate.

NBC's merchandising team, he said, will operate throughout the nation, helping network advertisers to get retailer cooperation and assisting NBC affiliates with their own merchandising problems. The department also will offer advertisers retail survey and spot-checking opportunities, Mr. Dodge reported.

The network's representative in each area, he said, will serve as the merchandising consultant for NBC affiliates and will organize merchandising departments for the stations upon request.

Additionally, Mr. Dodge declared, NBC will offer free retailing lettings to its stations for mailing to the food and drug trade; will submit "how-to" merchandising material for use by the network's field men, advertisers' salesmen and station personnel, and will serve as a clearing house for stations on merchandising problems.

"In return for these services," he said.

(Continued on page 88)

Bows at Boca Raton

NBC's merchandising programs from planes on several occasions, Mr. Shelby said the proposed flying box-car would be composed of a small mobile unit and TV plane capable of transporting it to scenes of immediate interest. On arrival, it would relay its program to the home station either directly or via an airborne transmitter in the "mother" plane, he said.

Mr. Shelby also described NBC's new master control room in New York, now nearing completion, as the most important of its kind in existence, designed to coordinate the operation of 18 studios and distribute eight programs at once.

Discussing other research and development projects, Mr. Shelby said both NBC and RCA are at work on a "Videograph"—a means of making electronic "recordings" of TV pictures—pursuant to the recent request of Brig. Gen. David Sarnoff, RCA director. Another invention which Gen. Sarnoff requested—a "Magnalux," or light-amplifier—would permit easy TV viewing outdoors or in brightly lighted rooms.

In the field of programming, the affiliates were told by Robert W. Sarnoff, vice president in charge of unit productions for television, (Continued on page 86)

five-second network identification breaks to be used for promotion, with approximately 7,800 chime breaks to be produced in the next 12 months representing a worth of $2,820 each in network time. These won't be mere slides, he said, but will constitute the shortest full-length feature films ever made.

Edward D. Madden, vice president in charge of television sales and operations, reported in an address to the affiliates that approximately 86% of sponsored radio time is bought by the same advertisers, whereas in TV the same money would buy 35% of the advertising time.

NBC Tele- vision's future effects upon the public were appraised by Sylvester L. (Pat) Weaver Jr., NBC vice president in charge of television, who called upon affiliates to cooperate with the network to develop an enlightened, alert and mature public opinion.

"Television can clarify the great issues of our times and be a force for good, a force for broad public action unique in world history," he asserted. "NBC Television by itself, and I exaggerate only slightly, can be the most important single influence for a better adjusted, more mature, more stable, more enlightened, more peaceful world and accomplish its mission before this decade is out."

With affiliates' aid in carrying out network plans, Mr. Weaver said, then "your children in five years can tell you every statesman's name on sight, what country he comes from, what he does, what he's like, and then tell you about his country, its people and their customs, dress and geography."

TV's influence on "men, mores and survival," he said, is greater "than was the discovery of print, the only invention comparable in potential."

On Planning Boards

On the planning boards of NBC, according to Robert E. Shelby, director of television technical operations, are a disaster mobile unit, a flying box-car and a remote control camera operated like a robot plane, along with airborne television.

The proposed disaster mobile unit, he said, will be a complete broadcasting unit which is not dependent on external wire connections and which will have, aside from complete TV facilities, motion picture equipment including an instantaneous film developer. The latter would enable the unit to make delayed telecasts of film shots without having to take the film back to the studios first.

Noting that NBC has telecast programs from planes on several occasions, Mr. Shelby said the proposed flying box-car would be composed of a small mobile unit and TV plane capable of transporting it to scenes of immediate interest. On arrival, it would relay its program to the home station either directly or via an airborne transmitter in the "mother" plane, he said.

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PRESENT and future plans for NBC-TV, starting with a 26-hours-a-week expansion of morning programming and extending to such envisioned developments as disaster mobile units and airborne TV, were unveiled for NBC affiliates Thursday morning at the network's Boca Raton convention.

At the same time President Joseph H. McConnell predicted that by 1985 television alone will account for one billion dollars worth of advertising, counting time and talent for network, national spot, and local advertising. At the rate it is progressing today, he continued, radio advertising in 1985 will fall short of that predicted for TV.

Mr. McConnell also ventured that this year's network and national spot advertising—not including local—will total $325 million for television as compared with $350 million for radio.

The plans include a "Magazine Concept" of TV advertising, that advertisers may buy into TV shows in much the same way they buy into different magazines, and chime-break promotion material estimated at $17 million worth of network time.

In the field of fact rather than plans, the affiliates were told that advertisers will spend approximately $20 million on NBC-packaged programs—currently representing two-thirds of sponsored NBC-TV time and 78% of NBC-TV advertisers—during the next 12 months. Where the second network has 19 hours of sponsored programs packaged by the network, according to Ruddick C. Lawrence, network director of TV sales development, NBC-TV has 33 1/2 hours.

Describes 'Magazine Concept'

Mr. Lawrence outlined the "Magazine Concept" of TV advertising, describing it as one answer to the problem of selling large programs at relatively small costs. Advertisers, he said, "will have a choice of large or small show segments and will be able to get for their dollars greater frequency and continuity than is possible with traditional formats."

He said NBC has research studies under way "of even greater scope" than the network's "Television Today" analysis, which he said has stimulated "a traceable flow of advertising money."

"Our goal is, first, to show how many sales the television dollar will produce compared to that dollar spent in printed media," he asserted, "and second, to determine what new and improved commercial techniques will help advertisers get the most for their money."

Now in preparation, Mr. Lawrence reported, is a new series of

NBC MERCHANDISING

ELEPHANTINE fun was had by (I to r) President Joseph H. McConnell; Ted Taylor Jr., whose father is owner of KANS Wichita, KRGV Weslaco, Tex., and KTOK Oklahoma City and head of O. L. Taylor Co., station representative for NBC; and Niles Trammell, NBC board chairman. NBC's press department produced the elephant to demonstrate the volume of its newspaper and magazine promotion of NBC programs—more per day, spokesmen claimed, than the elephant's 20,000 square inches of hide.

BROADCASTING • Telecasting
HAS RADIO been given a short count by audience surveys which fail to disclose the volume of listening to "secondary" sets? Judging by this report the answer is yes. This special survey found out that more than half the total listening is done elsewhere than the living room in non-television homes, more than three-fourths the total listening away from the living room in TV homes. Some other findings of significance: radio-TV homes contain more radio sets than radio-only homes do; the average person spends three times as much time listening to the radio as he does reading newspapers and five times as much as reading magazines. It all adds up to the fact that . . .

THE BIGGEST CROWD ISN'T IN THE PARLOR

THE "BIG SET" in the family living room is no longer the point of most radio listening, according to a survey made last August by American Research Bureau under the joint sponsorship of CBS and NBC.

Out-of-the-living-room listening is particularly marked in television homes (where presumably the TV set is the living room's focal point), which reported 77% of radio listening done on "secondary" sets. But even in radio-only homes, 51% of all listening occurred outside the living room.

Listeners to a morning show, for instance, were found 49% in the kitchen, 39% in the living room, 11% in bedrooms, 2% in the dining room and 5% out of the home. But the living room is not entirely displaced as a listening point. Audience of a Sunday evening musical program was distributed 63% in the living room, 11% in bedrooms, 10% in the kitchen, 2% in the den, 2% in the dining room and 12% away from home. The away-from-home figures in these examples and in the adjoining tables may be higher in August than they would be in December, when the out-of-doors is not an inviting listening location in much of the country.

The joint NBC-CBS study also revealed that radio-TV homes have more radio receivers on the average than radio-only homes—203 radios in working order in 100 homes with television to 219 in radio-only homes. The nation's video families also include 46% with three or more radios, while only 35% of the radio-only families own three or more sets.

Radios in TV Homes
Radio-only homes have more living room radios than are found in radio-TV homes (85% to 73%), but in all other locations the families with television have more radios: Bedroom (66% for radio-TV homes, 38% for radio-only homes), kitchen (45% to 33%), auto (44% to 36%), portable sets (15% to 8%), others (20% to 15%). In more than half of the homes with video as well as radio receivers, the mother was found to use radio the most (32%), with 21% reporting father as the top listener, 13% daughter, 10% son and 4% other. Comparable figures for radio-only homes were not divulged.

Analysis of the time spent listening to radio, reading magazines and newspapers, in all U. S. homes shows that the average individual (not family and including individuals of all ages) devotes 19 minutes a day to reading magazines, 35 minutes to reading newspapers and 109 minutes a day to listening to the radio.

Presenting the study at a news conference Tuesday, George Bristol, manager of sales promotion and advertising, CBS Radio, said that the survey was made in August primarily to provide its sponsors—the NBC and CBS radio networks—with ammunition on summer listening for use in next summer's selling.

ABC and MBS were invited to participate but did not do so, he said, in answer to a question.

Data were collected by ARB through diaries distributed to 3,600 persons throughout the country, each asked to report on his individual listening for quarter-hours throughout the survey week. A total of 3,120 (87%) were usable for final tabulation, of which 74% represented individuals in radio-TV homes and 66% in radio-only homes.

Multiple Sets
Results, showing 68% of radio-only homes and 77% of radio-TV homes with two or more radios, 35% of radio-only and 48% of radio-TV homes with three or more, 14% and 22% respectively with four or more and 5% and 10% with five or more radios, are in line with other studies of set ownership. They indicate that the Nielsen surveys, based on 2,000 Audimeters in 1,500 homes, may not be doing full justice to secondary set listening, it was pointed out.
POLITICAL TIME

Don't Censor, FCC Reminds

BROADCASTERS are still in the dark about their rights and responsibilities under the libel laws as far as political broadcasts are concerned. Only sure thing, radio men now know, is that censorship is one thing they are no longer benefiting from.

Last week’s FCC pronouncement in renewing the license of WDSU New Orleans (CLOSED CIRCUIT, Nov. 26) did not help clear up the political censorship issues that broadcasters face.

In fact, the FCC made it clear that even though the political campaign season is still unsettled, the Commission will no longer be sympathetic to the woes of broadcasters faced with suits due to defamatory remarks made on the air by political candidates.

Previously the Commission had gone lightly on stations charged with exercising their constitutional rights.

In its Nov. 21 memorandum opinion and order (released Nov. 26) the FCC found that because, in its judgment, there is no longer any reason to defer application of what we believe Section 315 of the Communications Act to the broadcasting industry, there is in any case of censorship of political broadcasts, and hereafter we will not accept the plea of doubt and uncertainty in the state of the law as a reason for not administering the law as we read it.

Found Censorship

The FCC renewed the license of WDSU even though it found that the station had attempted to censor the broadcast of unsuccessful 1950 Mayoralty candidate Alvin A. Cobb. Station asked Mr. Cobb to delete a portion of his speech which was considered libelous. When he refused, the station refused him air time. The license was renewed because, the Commission found, the station “had not acted in good faith, nor on the basis of legal advice” and “it cannot be said that the conduct of the licensee was in deliberate and obvious violation of Section 315 . . .”

Disappointed broadcasters, who thought they would have a clearer guide to the coming 1952 campaign, were left with notice that candidates’ speeches are sacrosanct—no matter what. Some radio legal observers fear that the Commission’s interpretation may play into the hands of unscrupulous politicians who will assume they have license to say anything over their air.

Other observers consider the WDSU decision more a censure of Congress than of the station. They point to the 1948 Port Huron decision, where they believe the FCC would enact specific legislation to relieve broadcasters from responsibility for libel uttered over the air. The Port Huron decision, which still has not been done [B*T, July 5, 1948].

The Port Huron case involved a 1946 municipal election in Port Huron, Mich., during which WHLS forbade its facilities to all candidates after a non-candidate had made political charges in what was billed as a non-political speech. The Commission renewed the license of WHLS, but propounded a rule that political candidates and their advisors may not use radio facilities to defame themselves or another. The rule requires a number of things that guarantee the public free access to political candidates’ speeches.

Conroy, Jones dissented from the Port Huron decision on the ground that it included dicta which the Commission was not qualified to propound in the case in question. He took the same position in dissent from last week’s WDSU decision.

During the course of his testimony before a House Select Committee investigating the FCC in August 1948, FCC Chairman Coy expressed the belief that:

No broadcaster is going to get into serious trouble who operates in the public interest by carrying speeches of political candidates. The broadcast networks have been told, and have told political candidates of all parties fairly and does not try, by one device or another, to halt the public radio frequency, to give advantage to one candidate as against another, or to one party against another. When some broadcasters have attempted to use radio frequency, attempts to that radio frequency to the advantage of a particular candidate or a particular party, there is likely to be very serious trouble.

Rep. Forest Harness (R-Ind.), chairman of the Select Committee, interjected at this point:

For the time being, at least, until the matter is settled, the honest and conscientious radio broadcaster is in a peculiarly common sense in trying to prevent any kind of malice on the part of the broadcasters. Earlier this year, Louisiana representatives enacted a limited liability law protecting broadcasters from libel suits due to political candidates’ speeches over the air. Of one thing broadcasters may be sure, according to most lawyers: Although candidates themselves cannot be censored, speeches by supporters can be. This was established in the 1949 Feite v. West- rhousse Radio Stations case in which the U. S. Court of Appeals ruled that stations can be held responsible for broadcast utterances of non-candidates in a political campaign [D*F, March 20, 1960]. The Supreme Court has been asked to review the case when it denied a request for a writ of certiorari last April [B*T, April 8].

All in all, the result of a $50,000 libel action against Philadelphia stations KYA, WCAU and WYIL individually as a result of a speech by William F. Meade, chairman of a Republican City Committee, during the 1949 municipal election there. Mr. Meade was alleged to have maligned David H. Felix, a local attorney, by implying that he was a communist. The stations defended themselves by declaring that Sec.

(Continued on page 88)

NETWORK GROSS

PIB Issues Oct. Report

<table>
<thead>
<tr>
<th></th>
<th></th>
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</tr>
</thead>
<tbody>
<tr>
<td>ABC</td>
<td>$2,369,514</td>
<td>$2,013,938</td>
<td>$27,209,667</td>
</tr>
<tr>
<td>CBS</td>
<td>$5,615,074</td>
<td>$6,676,037</td>
<td>$58,248,614</td>
</tr>
<tr>
<td>MBS</td>
<td>1,759,468</td>
<td>1,534,526</td>
<td>14,620,653</td>
</tr>
<tr>
<td>NBC</td>
<td>4,411,380</td>
<td>4,954,307</td>
<td>45,662,244</td>
</tr>
</tbody>
</table>

**TOTAL** $14,966,436 | $16,196,808 | $145,741,179 | $151,891,528

** NETWORK RADIO TOTALS TO DATE **

<table>
<thead>
<tr>
<th>ABC</th>
<th>CBS</th>
<th>MBS</th>
<th>NBC</th>
</tr>
</thead>
<tbody>
<tr>
<td>January</td>
<td>$1,099,418</td>
<td>$6,833,426*</td>
<td>$1,542,887</td>
</tr>
<tr>
<td>February</td>
<td>2,702,721</td>
<td>6,097,737</td>
<td>4,126,705</td>
</tr>
<tr>
<td>March</td>
<td>2,891,339</td>
<td>6,793,966</td>
<td>4,146,006</td>
</tr>
<tr>
<td>April</td>
<td>2,980,183</td>
<td>6,487,717</td>
<td>5,359,811</td>
</tr>
<tr>
<td>May</td>
<td>2,991,227</td>
<td>6,744,998</td>
<td>5,101,818</td>
</tr>
<tr>
<td>June</td>
<td>2,720,268</td>
<td>6,201,963</td>
<td>1,191,691</td>
</tr>
<tr>
<td>July</td>
<td>2,267,674</td>
<td>4,387,193</td>
<td>1,347,841</td>
</tr>
<tr>
<td>August</td>
<td>2,210,352</td>
<td>4,440,261</td>
<td>1,299,375</td>
</tr>
<tr>
<td>September</td>
<td>2,180,514</td>
<td>5,615,074</td>
<td>1,324,061</td>
</tr>
<tr>
<td>October</td>
<td>3,180,514</td>
<td>5,615,074</td>
<td>1,759,468</td>
</tr>
</tbody>
</table>

**TOTAL** $27,209,667 | $58,247,614 | $153,348,653 | $45,662,244

*Revised as of Nov. 27, 1951.

December 3, 1951  •  Page 29
When you add it all up...

**CBS Radio reaches more economy than it delivers advertising cost-per-thousand-network radio—lowest**
more people with any other network. at the lowest homes in all by 18%.
NEARLY two-thirds (64.0%) of the population of continental United States, 36,467,686 out of 56,655,223 in 1950, was enumerated in urban places when the 1950 Census was taken, according to an analysis just completed by the U. S. Census Bureau.

Of the urban population, 69,244,000 or 76.4% of the total enumerated in 157 urbanized areas around central cities of 50,000 or more population. The remaining 27,215,638 (23.6%) lived in urban places of 2,500 or more located outside these 157 urbanized areas.

Final figures showing the population by cities, with breakdowns by urban and rural population in the vicinity of larger cities, can be obtained from Frank R. Wilson, information assistant to the director, Bureau of the Census, Washington 25, D.C. This study also includes rank of urbanized areas according to population (see table below) and urban and rural population of states.

The following is a summary of population and percentages for the United States by urban and rural categories:

<table>
<thead>
<tr>
<th>Areas</th>
<th>Number</th>
<th>% of U. S.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Urbanized areas</td>
<td>49,244,148</td>
<td>67.4%</td>
</tr>
<tr>
<td>In central cities</td>
<td>46,377,340</td>
<td>62.1%</td>
</tr>
<tr>
<td>Other urban areas</td>
<td>27,318,539</td>
<td>39.0%</td>
</tr>
<tr>
<td>Rural areas</td>
<td>17,311,385</td>
<td>24.1%</td>
</tr>
</tbody>
</table>

Mr. Wilson explained that many of the larger cities are confronted with problems that arise out of the daytime congestion in downtown areas, loss in tax values due to the deterioration of once highly-preferred residential areas abandoned by former owners for suburban developments and loss of downtown business to suburban commercial centers.

New Problems

He said their suburbs are confronted with new problems arising from the need for more schools, fire and police protection, sanitation, other health facilities, street improvements, extension of public utilities and expansion of other public services.

The Census Bureau has specific definitions for Standard metropolitan area as well as urbanized areas.

A standard metropolitan area includes a city with 50,000 inhabitants and all the communities within 50 miles of it. An urbanized area includes more than one city within this size. Conversely, each city of such size is included in a standard metropolitan area. The county in which the city of 50,000 or more is located by definition is included in the standard metropolitan area. Contiguous counties are included if they are an integrated economic unit with a large volume of daily travel and communication between the central city or cities and the suburban areas.

An urbanized area includes at least one city with 50,000 inhabitants or more plus the surrounding closely-settled urban fringe. Its boundaries are not political but based on such features as roads, streets, railroads, streets and other clearly defined lines. Maps of many urbanized areas have been prepared by the bureau.

Urban places include all incorporated places of 2,500 or more population, and all unincorporated places of 2,500 or more for which the Census Bureau has established boundaries.

RANK OF URBANIZED AREAS

<table>
<thead>
<tr>
<th>RANK</th>
<th>Urbanized Area</th>
<th>Population</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Cleveland, Ohio</td>
<td>881,128</td>
</tr>
<tr>
<td>2</td>
<td>Columbus, Ohio</td>
<td>417,069</td>
</tr>
<tr>
<td>3</td>
<td>Cincinnati, Ohio</td>
<td>351,176</td>
</tr>
<tr>
<td>4</td>
<td>Newark, N.J.</td>
<td>346,963</td>
</tr>
<tr>
<td>5</td>
<td>Philadelphia, Pa.</td>
<td>346,709</td>
</tr>
<tr>
<td>6</td>
<td>Pittsburgh, Pa.</td>
<td>332,959</td>
</tr>
<tr>
<td>7</td>
<td>Buffalo, N.Y.</td>
<td>328,450</td>
</tr>
<tr>
<td>8</td>
<td>Baltimore, Md.</td>
<td>294,244</td>
</tr>
<tr>
<td>9</td>
<td>Boston, Mass.</td>
<td>293,656</td>
</tr>
<tr>
<td>10</td>
<td>Chicago, Ill.</td>
<td>257,524</td>
</tr>
<tr>
<td>11</td>
<td>St. Louis, Mo.</td>
<td>257,051</td>
</tr>
<tr>
<td>12</td>
<td>Richmond, Va.</td>
<td>249,211</td>
</tr>
<tr>
<td>13</td>
<td>San Francisco, Calif.</td>
<td>238,809</td>
</tr>
<tr>
<td>14</td>
<td>Detroit, Mich.</td>
<td>238,622</td>
</tr>
<tr>
<td>15</td>
<td>Los Angeles, Calif.</td>
<td>228,652</td>
</tr>
<tr>
<td>16</td>
<td>Kansas City, Mo.</td>
<td>224,595</td>
</tr>
<tr>
<td>17</td>
<td>Portland, Ore.</td>
<td>210,181</td>
</tr>
<tr>
<td>18</td>
<td>Cleveland, Ohio</td>
<td>209,927</td>
</tr>
<tr>
<td>19</td>
<td>Milwaukee, Wis.</td>
<td>207,451</td>
</tr>
</tbody>
</table>

SALARY POLICY

For Over-Scale Group May Be Set Soon

GOVERNMENT policy governing salary increases for over-scale performers in radio TV and other entertainment fields may be issued shortly, setting the pattern for the Stabilization Board last Thursday- which recommends against controls when they would reverse existing business practice.

Another would contravene regulations of the Office of Price Stabilization allowing exemption of independent producers on amounts paid for program elements.

With respect to wages, WSB has taken no action which would square with the necessity of establishing a price-control status, as well as that of other fields. The board has been acting on the premise that radio-TV workers are entitled to roughly 10% wage boosts within a designated period of time.

The board is now headed by Justin Miller, NARTB board chairman and general counsel. The report was prepared by Roy F. Hendrickson, National Federation of Grain Cooperatives; Philip F. Siff, investment banker, and Neal Agnew, consultant to the Independent Motion Picture Distributors.

The report delves into question of exemptions, how they should be administered, what personnel they shall cover and a host of other policy issues.

Problem of setting policy for commission earnings under the wage stabilization program also hangs fire. The WSB has received a report similar to that filed for the talent field. It carries 16 recommendations to which dissenting opinions were filed last week.

The study covered so-called "outside salesman" and others receiving individual compensation and will lead to legislation for Economic Development's Research and Policy unit.

The chamber called for abolition of all controls, claiming price ceilings "never worked in the face of strong inflationary pressures" and that wage controls "largely set aside the individual negotiation and collective bargaining built up over the past decades."

A similar proposal, advocating monetary fiscal and savings policies to control inflation. Such controls, the committee held, reduce "the freedom of the market" and "tend to distort production" and may even reduce it.
Advertisers who participate in The Yankee Network News Service have one idea in common — they want their broadcasts inside each local area... from home-town station to home-town audience... for maximum local effectiveness. For example:

**FIRST NATIONAL STORES***

Who better than they know the Home-town pattern? Who better than they, from their many years' experience in radio, know that it pays off to use the Yankee station nearest the First National Store in any community. First National

Go Yankee with the Yankee Network News Service
8 A.M.  9 A.M.  1 P.M.  6 P.M.  11 P.M.

A crowning achievement in home town acceptance

**THE YANKEE NETWORK**

DIVISION OF THOMAS S. LEE ENTERPRISES, INC.

21 BROOKLINE AVE., BOSTON 15, MASS. Represented Nationally By EDWARD PETRY & CO., INC.
Affiliates Seek Delay

(Continued from page 26)

increase in the total network rate for morning and afternoon time and average out to little change the full-network evening rate, he said.

The greater flexibility afforded advertisers by dropping the "must-buy" category of stations and requiring instead that advertisers use enough stations to equal, in terms of cost, at least 76% of the full-network rate, he said, the new rate formula will result in a slight increase or decrease for advertisers, depending on the particular group of stations they own.

Rate discussions with approximately 50 affiliates thus far have resulted in general acceptance of the new rate plan, he said.

When all the new rates go into effect, he said, NBC will have "broken loose from an obsolete rate structure" and will have taken a long-ship in coming up with a formula that reflects current realities; will have taken the initiative away from one-sided approaches which generally support because of the only approaches before the industry; by basing rates on market-by-market circulation, will have established a rate and a way of doing away from the flat across-the-board device recently introduced; will have unlagged daytime rates from evening rates so that each segment of the day is priced in accordance with its own values, market by market."

He continued: "The very fact that NBC, in a rational system underlyng our rate structure gives us more medium stability, increases advertisers' confidence in it, and puts us in a better position to lead a movement away from the deal basis of doing business."

Trammell's Plea

Niles Trammell, NBC board chairman, called upon affiliates for cooperation in a "market intelligent and more self-analysis to insure expansion in both radio and TV.

Apparent, foreseeing possibilities of disension within the affiliates' ranks, he pointed out that all of NBC's forward moves here-to-date were at times greeted at the outset by expressions of opinion. But in the long run, he added, the changes eventually worked to the benefit of both affiliates and network.

In the field of history, Mr. Trammell cited especially NBC's substitution of written contracts for gentlemen's agreements, the abolition of duplicating AM programs on FM.

All are now accepted, he noted, adding: "When you think back, I know you'll agree that the big decision to use logic, and realistic and have operated to our advantage."

The features of NBC's new basic economic plan, he said, are in his opinion essential to a sound future for broadcasting and the forerunner of a pattern that will benefit radio.

The "Market Basket Plan" of advertising was outlined by Mr. Herbert, who also explained the "Advertising Assured Plan" which he had made known 10 days earlier [BTT, Nov. 19].

Mr. Herbert also presided over an extraordinary message by Ben Dauff of TBD and Stanley Reoser of J. Walter Thompson Co. lauding the Advertising Attention-Guaranteed

Registration at Boca Raton

Mr. & Mrs. F. L. Allman, WSYA, Harrisburg, Va.; Mr. & Mrs. Campbell Aurenz, WYAT Norfolk, Va.; Ray Baker, KHQ Seattlet; Mr. & Mrs. David Boltimore, WSCB Scranton, Pa.; Louis G. Baltimore, WERE Wilkes-Barre, Pa.; Tom Barns, WDAY Fargo, N. D.; Paul R. Bartlett, KERO Bakersfield, Calif.; Mr. & Mrs. Joseph Badger, Weading-Shell Station; Mr. & Mrs. E. V. Bax- ter, WFST-AM Ft. Myers, Fla.; Mr. & Mrs. Ernest Black, WBMJ Mason, Ga.; Mr. & Mrs. Walter Bowry Jr., WNBG Richmond; Mr. & Mrs. Douglas Brad- ham, WFNZ Charlotte, N. C.; Mr. & Mrs. Charles Bridges, WDBU Duluth, Minn.; Mr. & Mrs. George Burkhardt, KSD St. Louis; Mr. & Mrs. Harry C. Butcher, KIST Atlanta, Ga.; Mr. & Mrs. Martin B. Campbell, WFAA Dallas.

James Carmine, WPST (TV) Phila- delphia; Mr. & Mrs. C. C. Clements, KSVY Mankato, Minn.; Mr. & Mrs. George Clement, WGOV Clarksville, Va.; B. M. Conroy KGW Portland, Ore.; Dan Craig, WCRS Green- wood, S. C.; J. Roy Dabade, WJBO Baton Rouge, La.; Mr. & Mrs. Howard Allman, WBKJ LaCrosse, Wis.; Walter Damon, WTMJ Milwaukee; Mr. & Mrs. Hardee Daniel, WSAY Savannah; A. D. Dan- geaham, WPVI Philadelphia; Mr. & Mrs. Aldo DeDominici, WMHC-TV New Haven; Don Detelich, WJW Detroit; Mr. & Mrs. Lyle Demoss, WNOA Omaha; John DeWitt Jr., WSM Nashville, Tenn.

Mr. & Mrs. Gene DeYoung, KERO Bakersfield, Calif.

Mr. & Mrs. Victor C. Diehm, WAZL Hamilton, Va.; R. O. Donald, KBEK Spokane, R. E. Dunville, WLW Cincinnati, T. W. Duval, KGDX Springfield, Mo.; Mr. & Mrs. W. M. Eikner, KRIS Corpus Christi, Tex.; Mr. & Mrs. Harold Exxex, WJIN Winston-Salem, N. C.; Mr. & Mrs. Ralph Evans, WGC Vancou- ver, Idaho; Mr. & Mrs. P. K. Evans, S. J. WGR Greenwood, Miss.; Mr. & Mrs. D. S. Faw & Mrs. J. D. Fox, WJW Green Tree, Calif.; Mr. & Mrs. J. B. Fallon, WJBA Raton, N. Mex.; Mr. & Mrs. Howard Finch, WJIM Lansing, Mich.; O. W. Fisher, KOMO Seattle, Wash.; Mr. & Mrs. Dean Fitcher, WTVX Kansas City, Mo.; Mr. & Mrs. F. E. Fleming, WMBP Pittsburg, Pa.; Mr. & Mrs. J. Har- old Horace Fitzpatrick, WLIS Winston-Salem, N. C.; Mr. & Mrs. Frank Pagarty, WWO Omaha; Mr. & Mrs. Milton Fox, KSIX Alexandria, La.; Mr. & Mrs. F. S. Fox, KDLY Salt Lake City; Mr. & Mrs. Har- old W. Fulton, WDM Moines; Mr. & Mrs. J. B. Fuqua, WJB Augusta, Ga.; Mr. & Mrs. George P. Gable, WFBG Altoona, Pa.

Mr. & Mrs. G. David Gentile, KROC Rochester; Minn.; Earl G. Gook, WSCO Charlotte, N. C.; Mr. & Mrs. Paul B. Goodland, KXRN Mouat, La.; Mr. & Mrs. Clarence Graham, WHIZ Zanesville, Ohio; Mr. & Mrs. John Graham, WHIZ Zanesville, Ohio; Tru- man Green, WFLA Tampa, Fla.; Mr. & Mrs. Milton Greenbaum, WSAM Savannah, N. Y.; George O. Griffin, WHAM Providence; Mr. & Mrs. Harold Gross, WMTU Binghamton, N. Y.

Mr. & Mrs. J. Robert Guilick, WGLC Lancaster; Pa.; Allen Haid, WSPD To- ledio; Payton Hall, WO Omaha; C. P. Hamann, WIBR Birmingham; Charles C. Hamilton, KFI Los Angeles; Mr. & Mrs. S. Hahn, WBRB; R. B. Hahn, WGBQ Schenectady; Vernon Hansen, KSCA Sacramento; Thomas Harper, FTI Industry Co.; Mr. & Mrs. Jack Harriss, KPRC Houston; George W. Har- vey, WFLA Tampa; Mr. & Mrs. William H. Havens, WNBK Richmond, Va.; Mr. & Mrs. Carl Raymond, Yakima, Wash.; Mr. & Mrs. Eugene H. Hall, WIZQ Orlando.

WHILE their husbands canvased network-affiliate problems, this threesome unlimbered golf clubs. Left to right: Mrs. Harold Essex, wife of the vice president and managing director of WJSJ-AM-FM Winston-Salem; Mrs. Carlton Smith, whose husband is NBC station relations vice-president, and Mrs. Niles Trammell, wife of the NBC board chairman.

Sears Roebuck Spots

SEARS-ROEBUCK & Co., through its local outlets, has outlined saturation campaigns for five stations, all of which will use World Broad- casting System productions, during next three weeks. WJON St. Cloud, Minn.; WNDM Daytona Beach, Fla., and WKST New Castle, Pa., will carry Christmas shopping day jingles, while WBSR Pensacola, Fla., will broadcast Santa Claus jingles, KOJO North Platte, Neb., will carry the Christ- mas shopping bag series of 21 half- hour programs.

and by Fairlane Corner, Corner & Fielding supporting the Miss Basket Plan.

Market Basket offers three shows to three advertisers, each of which pays time and talent costs for one- thing. The programs are called Man Called X, on Thursdays; the second half of Seven Directors Playhouse on Fridays, and My Secret Story on Saturday mornings.

Local Promotion

Under the plan, NBC will program each show for 24 minutes 40 seconds, and in this time each advertiser will have one-minute of commercial a la the "Tandom Plan." Then 60 seconds will be de- voted locally, if the plan is accepted, to announcement of the car show which handles the products mentioned on the show, etc.

The local store in these cases, it is envisioned, will be super-mar- kets (wholesale). Then they will not advertise other nationally adver- tised products that might logically be boosted on a network basis via Market Basket.

Overall, Mr. Herbert said, Mar- ket Basket will enable network stations and advertisers together to "bring to the selling of grocery products the tremendous force and economical advantage of radio advertising."

In the field of radio generally, Mr. Herbert said, NBC already has begun to feel the "more inquiries" and "a better appreciation of radio's flexibility and economy."

Contributors to this feeling, he said, were rising newspaper and advertising costs, more articulate and unified stands by radio itself and aggressive selling by the NBC network.

This was seen by Charles C. Barry, NBC vice presi- dent in charge of radio programs, as the key to keeping radio where it is. Radio's future, he said, lies with "radio's future," TV and radio merging, its talent and properties and employ- ment of star names in low-cost packages.

Cites Radio's Uniqueness

He said: "There are certain things radio does better than any other medium. It moves faster, it gets there quicker, and the news bulletin or flash accurately, quickly, easily. It brings the government's message of information with un- paralleled speed and facility. It presents the greatest music of all time. It uses the eye of imagina- tion in the ancient art of storytelling with felicity and grace."

Radio must learn to share the home with TV, but that "no single medium can ever completely hold the interest of everybody, whether it be TV, radio, or anything else. And radio's future will be secure with the aggressive programming we intend to continue and expand."
THE FORT INDUSTRY CO.

announces the appointment of

ROBERT C. WOOD

as Midwest National Sales Manager

MIDWEST NATIONAL SALES HEADQUARTERS:

230 NORTH MICHIGAN

FRANKLIN 2-6498
Never before has an advertising medium guaranteed that your message would receive attention... until now.

For decades, advertisers have bought media on the basis of the number of times that an advertisement might be read (or heard) ... not the number of times that it would be.

Publications offer "guaranteed circulation" ... but no guarantee of the attention that will be given to your ad.

Today, NBC Radio invites your participation in a plan which guarantees that your advertisement will be heard in American homes 5,300,000 times each week at the low, low cost of $2.75 per thousand.

*Based on Nielsen Radio Index... a measurement of the specific minute your advertisement is on the air.
attention
guaranteed

Significantly, this announcement is made as NBC begins its second quarter-century of leadership in the industry.

There is no if, and, or but about this plan. The Nielsen Audit Bureau,* a division of the A. C. Nielsen Company, will audit and certify the number of times your commercial is heard each week.

If, according to Nielsen's audit, your commercial is heard less than an average of 5,300,000 times weekly, you get a pro-rata refund at the end of 13 weeks. Delivered messages in excess of 5,300,000 are bonus.

The "guaranteed circulation" of the nation's biggest weekly magazine is 5,200,000 and the cost to you for just the "opportunity" to get attention in this magazine is $3.48 per thousand for a black-and-white page. You pay $3.48 for 1000 chances to have your ad read. Compare this with NBC Radio's $2.75 guarantee that your ad will be heard.

Three leading network programs are yours to sponsor in this plan. Your cost of sponsoring all three jointly with three other advertisers is only $14,600 per week, including time and talent. You get a one-minute commercial plus opening and closing "billboards" in each show.

Only three advertisers can participate at this time . . . the first three that sign.

NBC
radio network
Where people sell better than paper
a service of Radio Corporation of America


Upcoming

Dec. 3: Tennessee Assn. of Broadcasters, annual convention, Nashville.
Dec. 4-6: School Broadcast Conference, 15th annual meeting, Hotel Sherman, Chicago.
Dec. 6: NABTB Board of Directors, Washington.

Dec. 7-8: Television Authority Convention, Park Elevation Hotel, New York.
Dec. 10: Columbia Affiliates Advisory Board meeting, Districts 4, 5, and 6, Hotel Statler, New York.
Dec. 13: Columbia Affiliates Advisory Board meeting, Hotel Muehlebach, Kansas City.

1952
Jan. 8: Second session of the 82d Congress of the U.S. begins.


Defense Drill

NEW YORK City broadcasters gave full cooperation to the city's civil defense organization during the city-wide air raid drill last Wednesday morning. Alerted at 10:33 a.m. by a series of beeps sent out over a special line to all the city's radio and TV stations from WNYC, municipally owned station, they promptly tuned up their regular programs for the ten-minute duration of the drill, substituting a special broadcast including address by Mayor Vincent R. Impellitteri.

Christmas P.I.s

"CHRISTMAS is just around the corner," the Hollywood firm of Peterson, Schafer & Busby Inc., wants a vast number of listeners to be aware.

And if they'll dish up one little dollar, a radio station's coffers will be richer by 25 cents, under terms of an offer by the agency.

All stations need for this P.I. fortune is run a terse 650-word announcement about an "introductory offer" of Hollywood Records. The listener is promised a set of records containing eight Christmas carols sung by the Hollywood Choraliers and the Cheerleaders.

"Ordinarily you'd expect to pay as much as five dollars for a set, but this one offer explains well up front in the terse 650-word announcement.

Then there's this unique bonus: "Pack them away with your Christmas trimmings each year and the money you paid has them all ready to play through another Christmas season."

For lovers of unique offers, Lewin, Williams & Saylor, New York, has a plan that brought varied reactions from Jerome Sill, general manager of WMIL Milwaukee.

Under this plan, TeleGift Inc. has teamed up with Western Union and about a hundred department stores to send gifts by wire. TeleGift Inc. found in a test campaign placed with Lewin, Williams & Saylor that "radio outpulled newspapers by a wide margin."

TeleGift Inc., according to the agency's letter, has authorized it to place Christmas cards with 75% of the retail price of each sale produced by the station.

In writing WMIL, the agency's executive of our color" reports Sidney Matthew Weiss, said in the second paragraph, "We have neither sought nor would we handle the type of account that paid for its advertising on a P. I. basis.

Mr. Sill found "several things wrong" with the letter. "In the first place," he wrote, "a radio station is not in the business of financing clients, which is about what your deal adds up to. In the second place, as far as we are concerned, we do not accept P. I. deals..."

Mr. Heffernan continued: "We have had our arduous period of experimentation. But we have had our accomplishments, too. I want more of the support from you in these achievements. The RCA compatible color television system itself is the outstanding one. And the RCA tri-color tube is its own support. But most of all I am proud of the courage our people have displayed in the color fight."

Mr. Heffernan voiced confidence that "color will attract new advertisers whose products cannot now be fully appreciated in black-and-white" and that "present sponsors will welcome the fresh original appeal that color will offer."

Meanwhile, NBC-TV's plans for opening up additional morning hours for black-and-white programming were announced to the affiliates by Frederick W. Will Jr., vice president in charge of television production.

He said the new morning schedule will be as follows: Monday through Wednesday, starting Jan. 7: 10:10-11 a.m., Mel Martin Show from WLWT (TV) Cincinnati; 10:30-11:30 a.m., film drama with new "house" personality as host; 11:30-11:45 a.m., Dana Willcock and Cliff Arquette from Hollywood; 11:45-12 noon, Richard Harkness newscast from Washington; 12 noon-1 p.m., "Letter from Hollywood."

This schedule is in addition to the recently announced new 2½-hour morning schedule.

Deals Underway Again

CURTIS O. Liles of WMSL Sylacauga, Ala., had some pointed observations on a proposal of Walker Saussy Adv, New Orleans. He says the agency in this vein: "Have you stopped to consider the fact that if I showed my present advertisers and any advertiser who has been on my station within the last 18 months (the last schedule placed with us by your agency was over 18 months ago) the courtesy you request, it would be necessary for me to broadcast 18 hours on Christmas day and that would be quite impossible since I operate a daytime station."

NEW subscriber to services of the National Bureau is WIRE Indianapolis. All five Indiana- polis stations are now members of the group.
You're too smart...

...to pay $3,000 for a 1914 automobile. Yet once upon a time some models did cost that much...and they were worth it—then!

Radio time buying, too, is a new science today—at least in Milwaukee. Rates have changed and audiences, too. Be sure you are getting a modern value in the Milwaukee market. Buy WEMP!

For $50, $75, $100, $150 or more you can buy
2 times the audience of Network Station #1
2½ times the audience of Network Station #2

<table>
<thead>
<tr>
<th>NUMBER</th>
<th>COST PER WEEK</th>
<th>TOT. WEEKLY HOOPER</th>
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<tr>
<td>WEMP</td>
<td>14 100-Word Spots</td>
<td>$108.00</td>
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<tr>
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<td>5 100-Word Spots</td>
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<tr>
<td>Net Station #2</td>
<td>5 100-Word Spots</td>
<td>$116.20</td>
</tr>
</tbody>
</table>

Join other shrewd national advertisers using high-rated, low cost saturation schedules on one of the nation’s strongest independent stations!

*Based on best rated periods, 8:00 a.m. to 6:00 p.m., according to Oct.-Feb., 1951, Hooper Comprehensive.
KSL REVAMPS

Halliday, Murdoch Named

IN AN expansion of Radio Service Corp. of Utah (KSL-AM-TV Salt Lake City), the posts of top executives have been realigned, according to Lewis Sharp, executive vice president, and C. Richard Evans, vice president.

Eugene M. Halliday, KSL-TV sales manager, has been named manager of KSL-TV. Murdoch, director of TV operations, has been appointed manager of KSL-TV.

Frank B. McLatchy, KSL's sales manager, has been made manager of a regional network now under formation by Radio Service, it was announced. Melvin B. Wright was named merchandising director for the network. He is also merchandising director of KSL.

In other changes, Joseph A. Kjar was named program director of KSL; Curtis C. Neilson, chief engineer; Alfred Novo, sales manager. Former posts held were assistant program director, assistant chief engineer and account executive, respectively.

Further Promotions

At KSL-TV, Edward B. (Ted) Kimball, program director of the AM operation, and Scott R. Clawson, director of TV film services, were appointed sales manager and production director, respectively.

Unchanged are the posts of Paul S. Dixon, comptroller; Wayne Keri, promotion's manager of KSL; and Elvon W. Orme, the regional network's farm director.

STEPHAN RAISED

To A & R Partnership

Milton J. STEPHAN, radio and television director of Allen & Reynolds, Omaha, has been made a partner in that advertising agency upon retirement of Karl H. Allen. It was announced last week.

Mr. Stephan joined A & R in 1945 from KJON Omaha where he was continuity director. In the new partnership, he continues in charge of all the agency's radio and television.

Original and senior partners in the agency are Milton H. Reynolds and Karl M. Joens. Additional executives named as partners were Robert H. Reynolds, Quentin H. Moore and Helen Moeller. The firm continues under its present name at its present offices, 1300 Woodmen of the World Bldg., Omaha.

Mr. Allen, a senior partner, retired after having been with the agency he founded since 1931.

LEE ESTATE

Craig Again Files 'New Will' Plea

TWO DOCUMENTS designed to block distribution of Thomas S. Lee's $12,500,000 estate until full investigation determines whether a 1945 will exists (B*T, Nov. 19), is on file in Los Angeles Superior Court.

They were filed Nov. 20 in behalf that he, along with several other persons, were mentioned as heirs in the missing will.

Mr. Craig was identified as a Honolulu automobile distributor and friend for many years of Thomas Lee and his late father, Don Lee, founder of the broadcasting and automobile distributing fortune. Mr. Craig made a futile attempt Nov. 15 in Superior Judge Newcomb Condee's court to block distribution of the estate, which was left to R. Dwight Merrill, 52, and son-in-law of Mr. Lee, and niece and nephew of Mr. Lee, in a 22-word will dated Dec. 6, 1934, "to divide as he sees fit."

Mr. Merrill was in court to receive permission to distribute the estate in accordance with wishes of Mr. Lee (B*T, Nov. 26). Taking nothing for himself, Mr. Merrill, received court sanction to give half of the estate in equal shares to 10 relatives of his late nephew and the other half in equal shares to his own five grandchildren.

Asks Investigation

Documents filed in Mr. Craig's behalf, however, asked the court to halt all distribution, including $1,500,000 already approved. He demanded further that the court in-struct Public Administrator Ben H. Brown, who has been administering the estate, to conduct an investigation and search for the missing will.

In an affidavit filed with the petition, Mr. Craig declared he saw the will, written entirely in Mr. Lee's hand and dated about Jan. 15, 1945. It was shown to him by Mr. Lee, he declared.

Mr. Craig recalled that some two dozen persons were named beneficiaries under this missing will. He said in the affidavit he could only recall offhand about eight mentioned. Included was Willet H. Brown, now president of Don Lee Broadcasting Systems, who was left $1,500,000. Others he identified as Jim Lee and a Mr. M. Musgrave, who were bequeathed $175,000 each.

Affidavit further declared Mr. and Mrs. Sy Hunt, household employees, were to receive $30,000 each, and a housekeeper, whose

NEW TEX. GROUP

TeePee' Stations Formed

FORMATION of a new three-station "sales package" in West Texas was announced last week by James E. Stanton, general manager of KFDL Floydada.

In addition to KFDL, the group will include KPNF Hereford and KVMC Colorado City. The trio will be known as the Texas Plains (TeePee) Stations.

The TeePeé sales card will be in the form of a tepee and will carry market statistics on the 42 counties that lie within the primary signal range of one of more of the three stations.

TeePee rates will be about 20% lower than the sum of the individual rates of the three stations and all "lays." These rates, according to company's performance affidavits, billing and traffic on spot schedules will be handled through the KFDL office, P. O. Box 955, Floydada, Tex.

Beds ridden to New York City, will handle national sales promotion.

Principal owners of the TeePee stations are Marshall Formby, of KPNF and KFDL, and Eldon Mahon, of KVMC. Station managers are Clint Formby, KPNF; Len Sucher, KFDL, and Walter Grubbs, KVMC.

Trade Rules

TRADE practice rules governing radio and other media representations in the cosmetic and toilet preparations industry were issued by the Federal Trade Commission last week as the result of hearings. The Commission found that such practices were "unfair trade practice to use . . . any false, untrue, or deceptive statement, representation, or endorsement, by way of advertising (through radio or any medium)" which would mislead purchasers.

YULE PROJECT

WRUN Makes Tapes for GIs

TAPE recordings for Christmas will be sent to 40 Korean servicemen of the Mohawk Valley area under a drive set in motion by WRUN Utica-Rome, N. Y.

Parents of the GIs are being asked to make public their recordings at WRUN studios in time for shipment to Korea. Civic leaders also are encouraged to participate. Two blank tapes will accompany each tape—one for personal messages from servicemen to loved ones, the other for public presentation.

The idea was pressed into action after appeals for collection of toys to be distributed to Korean children at Christmas time. A captain in Korea made the request, which was given wide display in Rome and Utica.

WRUN hopes to launch a long-range tape plan covering all men in Korea if successful.

Page 40 • December 3, 1951
36 MILLION TONS THIS YEAR VS. 3 MILLION TONS LAST YEAR.
Overseas exports of U. S. coal, principally to Europe, exceeded 24 million net tons for the first 9 months this year, and are continuing to climb. In September, overseas coal loadings passed the 4-million-ton mark. The total for the year is now expected to reach 36 million net tons exported to destinations overseas. Last year, exports overseas of U. S. coal amounted to less than 3 million tons. The enormous difference bespeaks the coal deficiencies in the Atlantic Pact countries, which the United States is being called upon to make up.

TVA'S NEW ELECTRIC POWER PLANTS TO BURN COAL.
TVA is embarking upon a construction program designed to double its electric power capacity. At present only about 14 per cent of TVA power comes from steam-generating plants; the rest is water power. But of the new capacity aggregating almost 3 million kilowatt-hours which are to be added in the next 2 years, about 2 million will be steam-capacity fueled with coal. The Federal Power Commission has vetoed a gas pipeline proposal that was intended to supply natural gas as part of the fuel for TVA's huge new plant now being built at Johnsonville, Tenn. The FPC held that the coal available was ample.

STEEL CAPACITY INCREASED 17 MILLION TONS A YEAR.
Since Korea, America has increased its steel output by 17 million tons a year. Only part of this greater capacity is due to new steel mills. Much of the increased tonnage has come through manufacturing developments, including the use of better coking coal. Great advances have been made in coal preparation, and studies show that this better-prepared coal produces a coke that makes steel faster and more economically. Other coal users, such as industrial power and commercial heating plants, have also increased their efficiency and economy by using coal specifically tailored for their needs by modern preparation plants.

FIRST LIGNITE RESEARCH LABORATORY OPENED.
The nation's first lignite research laboratory was recently opened at Grand Forks, North Dakota—forecasting lignite's future as one of America's most valuable resources. As better ways of processing and utilizing lignite are found, lignite's importance will grow, both as a fuel and as a source of synthetic petroleum products and chemicals. North Dakota alone has over 300 billion tons of recoverable lignite.

BITUMINOUS COAL INSTITUTE
A Department of National Coal Association
320 Southern Building, Washington, D. C.
It takes *roots of a different kind*, for the youngest
tree in the grove to become the largest of all.

Mutual, largest of all radio networks for the past
12 years, owes its stature to a unique root-structure:
552 affiliated stations in 48 states—nearly
twice the size of the next-largest network.

During the heavy weather of the past three years, the
penetrating grip of these roots has provided Mutual clients
with plus-benefits available in no other medium.

**root-structure in all advertising**

To present and prospective clients, Mutual promises
an ever-greater yield from this thriving root-system.
(Already, Nielsen reports more family-listening to
sponsored shows on MBS, 1st 8 months of '51 vs. '50.)

To the individual stations that make this promise
possible, Mutual pledges ever-stronger network service.
(We are now adding 10 M-G-M all-star shows, full network,
6 evening hours every week, starting December, '51.)

And to other networks lately engrossed in plans for
adoption of the Mutual pattern, we offer all good wishes.
(All rights reserved, however, on *unmatchable combination*
of MBS plusses: flexibility, economy, TV-resistance, etc.)

**THE 552 AFFILIATED STATIONS OF**

**the mutual network**
**FARM DIRECTORS**

RADIO FARM directors agreed last week to work a stride a "three-legged stool" in the interests of the sponsor, the educational and home economics colleges, and the farmer and homemaker.

Meeting in Chicago's Conrad Hilton Hotel for their sixth annual convention, the radio farm directors heard farmers, housewives, college professors, agency men and sponsors suggest how they might best serve each element within the business of farm service and product selling via radio and television programs.

Some 150 of the 250 National Assn. of Radio Farm Directors members met for a two-day convention Nov. 24-25 as they visited Chicago for the International Live-stock Exposition at the Amphitheatre.

Election of Officers

Sam Schneider of KYVO Tulsa was elected president of the group, in which he was a charter member, succeeding Phil Alampi, WIZ New York. Mr. Schneider has been at KYVO 10 years and in radio 14 years. He operates three ranches and one farm, totaling 11,000 acres, for KYVO near Tulsa. Working with him for a year was Bob Miller of WRFD Worthington, Ohio, vice president, and Mal Hansen, WOW Omaha, secretary-treasurer. Mr. Schneider served as secretary-treasurer during the past year.

The week-end session came to a close Sunday afternoon with a panel discussion centering on the theme, "How can farm broadcasters better serve the sponsor, the college of agriculture and home economics, and the farmer and homemaker?"

The sponsor-agency panel was moderated by Larry Haag, WCCO Minneapolis, who introduced Arthur Meyerhoff, owner of the Chicago agency of the same name; Marshall Smith, director of radio promotion for Gardner Advertising, St. Louis, and James Gillie, advertising manager, Thurston Chemical Co., Joplin, Mo.

Charging that most radio people "seem to think farmers prefer hillbilly music to stable, usable information," Mr. Meyerhoff said radio people themselves are more interested in such entertainment than in farm information because they are mainly in show business.

"Listening to entertainment is superficial, and the commercial brings the same response. I would rather settle for a smaller but more effective audience-sales-wise, combining informational talk with commercial talk rather than music with a spoken commercial."

Radio does its best selling job when the farmer is given information he can use, Mr. Meyerhoff said, adding "it is not easy to get the idea over to the farmer, but it pays off when you do." He recommended constant repetition of a basic idea, in commercial as well as editorial matter, claiming the best results for either come between six months and a year after the message has been introduced.

"The big people in the advertising business keep the same message, selling the same point: The amateurs want a new idea every day. An idea can't take hold with only a few exposures." He suggested farm directors "take a couple of simple informational themes and pound away," choosing data which is needed and can be used by the listener.

Selling is a part of the radio farm director's job, in the opinion of Mr. Gillie of Thurston Chemical.

 Asserting that many station salesmen and advertising agency representatives know little about farming or the product which sponsors a farm show, he suggested the farm directors work closely with the sales staff in the initial sales presentation and report directly to the client as to what the farm director is doing after the show is on the air.

"We seek direct contact with you, because you can be the eyes and ears of a commercial company, particularly a small one," Mr. Gillie said.

Both he and Mr. Smith of Gard-

ner Advertising recommended that farm directors meet the sponsor's field and district representatives. Smith said the sponsors suggested "don't know much about farm service programming and the personality they are selling." Seeking a working relationship between the radio farm director and the salesmen on farm service shows, Mr. Smith also asked the farm director to "help keep the show sold." He accused salesmen of forgetting about an account after the contract is signed.

He saw a "lack of new ideas" in the entire structure of farm service programming and asked for "new approaches" which will add to the standard farm program features of weather-markets-government bulletins. He reported television as "making inroads on large regional stations," with the result that Class A time periods are opening up for farm broadcasts.

Two farm couples from Illinois and Wisconsin earlier in the afternoon outlined their reaction to broadcasts for the farmer and the homemaker, other radio farm directors too often "look down" upon the farmer and consider him a "different" breed from a city dweller. They seek more factual information which can be used to make more money, less generalities, no talking down, guest speakers with practical as well as academic experience and data which can be digested quickly and easily without the broadcast of long, complicated government bulletins.

Suggest Selling Job

Kathleen E. Stephenson, a home demonstration agent for Wetzel County, West Virginia, and John Murray, farm program director at WWJ Urbana, suggested the radio farm director sell himself and his services to the county agricultural and home economics agents. Frank Atwood, a farm program director of WTVIC Hartford, suggested the farm director sell ideas as well as products and help bring the city and country closer together. "Keep on the same wavelength but let the city people listen in."

The panels were moderated by Jack Jackson, KCMO Kansas City, and Robert Rice, WYCT Indianapolis.

Herb Plambeck, WHO Des Moines, chairman of the wire services committee, suggested in his report that the services make several improvements in farm news and market coverage. Among his recommendations were that they shorten wire copy, send out more local and regional stories, give additional background material on market trends, move market material earlier, give coverage to all national farm meetings, eliminate much of the "rehash" of Washington and U.S. (Continued on page 68)

**FARM DIRECTORS**

WORLD'S BIGGEST SQUEEZE!

If you drive a car, a truck or a bus—
You're in the middle of the world's biggest squeeze.

You know what they say . . .
"The U.S.A.'s a nation on wheels."

No argument there. Fifty million motor vehicles—all trying to get somewhere—certainly makes us a nation on wheels.

Trouble is—we're trying to roll those vehicles over main roads designed for less than half the traffic.

So, from coast to coast, you're in the middle of the world's biggest squeeze.

Millions of times a day, the wheels of our vehicles are stopped dead. Locked in the greatest traffic jam on earth.

And as it gets worse instead of better, the toll of deaths, injuries and accidents is rocketing to shocking levels.

What's the answer, then? Stop building cars, trucks and busses? Naturally not. Unless we want to halt all progress.

The answer is adequate highways to keep pace with our growth. Highways designed for today's modern vehicles.

Main roads that let us move the way we want to move—comfortably, at reasonable speeds, in safety. Main roads that give us a reasonable return on our investment.

Highways that let us get the most for the billions of dollars we put into our cars, trucks and busses.

We have the world's finest highway departments; the world's most efficient road-building industry; and we assess motor vehicles the taxes to pay for the world's most modern highway system.

If we all get together and plan for action—for highway improvement—for roads we can use—we'll get them. But it needs everybody who uses the highways.

And that's just about all of us.

It Can Be Done By Making as a National and State Project—Adequate Roads

THE AMERICAN TRUCKING INDUSTRY

AMERICAN TRUCKING ASSOCIATIONS, WASHINGTON 6, D. C.

BROADCASTING • Telecasting
AGENCY CHANGE
A M & W to Realign
NAME of Aubrey, Moore & Wallace Agency, Chicago, will be changed Jan. 1 to Aubrey, Finlay, Moore & Son, Inc., Aubrey and Finlay having coupled with a change in executives’ status.
James T. Aubrey, president of the agency since it was established in 1922, said last week he will be- come board chairman and chief executive officer, with John Finlay, who has been with the agency since 1926 and a vice president since 1955, serving as president.
Robert C. Marley, H. Earl Hodgson, Leonard Krick, Richard Fechheimer and D. R. Collins, all employed with the agency, have been named vice presidents. A. E. Fergen, now secretary, will be- come treasurer. Mr. Krick will also continue as general manager. Mr. Aubrey said no other changes are planned.
The agency was incorporated by Mr. Aubrey and John C. Moore in 1922, with L. T. Wallace joining them in 1923 when the name became Aubrey, Moore & Wallace. He withdrew in 1943, with Mr. Moore doing the same in 1947, but the name remained the same. Off- fices are on two floors of the Car- bide and Carbon Bldg., 200 N. Michigan Ave.

IKE TO RUN?
Definitely—NBC’s Beatty
GENERAL of the Army Dwight D. Eisenhower will leave his Euro- pean command no later than Feb- ruary “to seek and accept” the Republican nomination for Presi- dent, according to a report carried on Morgan Beatty’s News of the Week over the NBC network radio at 7:30 p.m. Tuesday.
The information was attributed to NBC’s Rome correspondent, Jack Begon who has been in the Italian Capital since the end of the World War and who formerly pub- lished The Daily American. Mr. Begon said the “hard and fast” decision was already given to “au- thority” after the general gave the information to intimate military associates. A public announce- ment is expected in Lisbon at the January meeting of the North Atlantic Treaty Organization, he added.
Another NBC correspondent, John Mitchell, beat wire services when he reported the Korean cease-fire news in time for 8 a.m. broadcast Wednesday. At 7:30 p.m. the same day, he said the fighting was still in progress and at 11:55 p.m. the network carried a tape he recorded of an American lieutenant relating the contrary cease-fire order to his troops.
BOARD of Directors of Phloto Corp., Philadelphia, have declared the regu- lar quarterly dividend of 40 cents per share on company’s common stock pay- able Feb. 15 to holders of record Dec. 1. Board also declared regular quar- terly dividend of 93 cents per share on company’s preferred stock.

1912 Elias I. Godofsky 1951
ELIAS I. GODOFSKY, 89, presi- dent and general manager WHLI-AM-FM Hempstead, L. I., died sud- denly at a doctor’s office in Hempstead Thursday afternoon of a heart at- tack while driving his car on Sunrise Highway, Lynbrook, Long Island. His broth- er Paul Godofsky, executive vice president of the station, was with him when he was stricken.
Mr. Godofsky
Mr. Godofsky was instrumental in the founding of WHLI—a said to be Long Island’s first FM station— in July 1947 and has personally supervised each phase of its opera- tion since then. His interest in community affairs and attempts to better local conditions led to sev- eral radio “editorial” campaigns in the form of documentary broad- casts, specifically directed to appeals for improvement of con- ditions on the Long Island Rail- road.
He first entered radio in 1940 when he became general manager of WCNW, 280 w Brooklyn inde- pendent. When the station’s call letters and its location were changed to WLJB New York in 1942—power having been increased to 1 kw—Mr. Godofsky was the moving factor behind the change. He remained president and gen- eral manager of WLJB until 1944 when he sold his holdings to the New York Post. From 1944 until 1946 he remained with the station, although he had relinquished his management titles.
Born in Brooklyn, Mr. Godofsky attended St. John’s and New York U’s. Beginning his career as re- porter for Standard News Assn., he was successively a reporter for New York Journal and New York Evening Graphic, then editor and publisher of King’s County Observ- er-Guide Brooklyn community weekly, where he remained until 1940. Funeral services were held Thursday. Surviving are his wife, Mrs. Miriam Newman Godofsky of Brooklyn; two daughters, Laura and Marilyn; his brother, Paul, and his parents, Mr. and Mrs. Bennie G. Godofsky. Interment was at Wellwood Cemetery, Pine- lawn, L. I.

SET OUTPUT
Lower This Year
PRODUCTION of radio receivers in the first 10 months of 1951 to- talled 10,935,701 sets, compared to 11,974,800 for the same 1950 period, according to the monthly analysis for the industry by Radio-Television Mfrs. Assn.
Output of TV sets was 4,382,724 compared to 5,872,000 for the same 10 months last year, according to RTMA, whose estimates include both member and non-member companies.
October production of radios to- talled 874,732 sets compared to 1,229,900 a year ago, with TV out- put of 411,867 sets compared to 889,300 a year ago.
Of radio sets produced in October, an estimated 50,065 had FM tuning facilities. Another 17,100 FM tuning circuits were in- cluded in the production of TV rec- eivers.
Here are radio-TV production figures for the first 10 months of 1951:

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<th>Month</th>
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<th>Home Radios</th>
<th>Portables</th>
<th>Autoset</th>
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<td>Jan.</td>
<td>645,716</td>
<td>750,289</td>
<td>79,859</td>
<td>437,779</td>
<td>1,894,433</td>
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<td>Feb.</td>
<td>679,319</td>
<td>764,679</td>
<td>85,034</td>
<td>437,779</td>
<td>1,894,743</td>
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<td>March</td>
<td>874,634</td>
<td>988,078</td>
<td>147,037</td>
<td>545,297</td>
<td>2,552,130</td>
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<td>April</td>
<td>649,157</td>
<td>619,651</td>
<td>150,494</td>
<td>542,021</td>
<td>1,961,318</td>
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<td>May</td>
<td>339,132</td>
<td>581,557</td>
<td>164,171</td>
<td>603,534</td>
<td>1,790,484</td>
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<td>June</td>
<td>326,547</td>
<td>346,135</td>
<td>226,454</td>
<td>49,205</td>
<td>944,337</td>
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<td>July</td>
<td>152,711</td>
<td>184,000</td>
<td>70,538</td>
<td>293,955</td>
<td>600,204</td>
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<td>Aug.</td>
<td>146,705</td>
<td>295,587</td>
<td>77,569</td>
<td>190,252</td>
<td>619,134</td>
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<td>Sept.</td>
<td>337,341</td>
<td>603,055</td>
<td>103,355</td>
<td>393,836</td>
<td>1,336,538</td>
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<td>Oct.</td>
<td>411,867</td>
<td>513,609</td>
<td>94,053</td>
<td>267,061</td>
<td>1,380,601</td>
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<td>Total</td>
<td>4,382,724</td>
<td>5,646,642</td>
<td>1,191,823</td>
<td>4,114,736</td>
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NAME AFA JUDGES For Achievements Awards
JUDGES for the twelfth annual club achievement awards, sponsored by the Advertising Federation of America, were announced Tuesday to be William K. Pearson Jr., pres- ident of Associated Business Publica- tions; Reginald T. Clough, pub- lisher of Tide magazine; Edward N. Mayer Jr., president of James Gray Inc.; George A. Phillips, ad- vanced management of Duets, body & Co., and William B. Ryan, Broadcast Advertising Bureau presi- dent.
Competition for club achievement in advertising education, public service and public relations for ad- vertising closes May 6, 1952, and awards will be presented at the 48th AFA convention, to be held in New York June 8-11.

Johnson Co. Signs
S. C. JOHNSON Co., Racine, Wis. (wax products), through Needham, Losu & Brooby, Chicago, has pur- chased Bright Star, radio series starring Irene Dunne and Fred MacMurray produced by the Fred- éric W. Ziv Co., for broadcast throughout Canada during the next two weeks.

No Name Calling
THERE’S only one Tallulah Bankhead and the star of NBC’s Big Show and her at- torneys are determined to keep it that way. Last week they won the second of what appears to be a continuing series of battles when National Newspaper Service agreed to seek another name for the stagewoman heroine of an NNS comic strip. Nearly two years ago the intrepid Miss Bankhead killed a soap company with the tenuity to put a shampoo bearing her first name. Her latest victory was made particularly sweet when she learned that the comic strip gal will hence- forth be called “Jeezabel,” name of a character por- trayed in the movies by Tallulah’s best hated friend, Bette Davis.
THOSE TEEN-AGE DRIVERS:

Washington, D. C. -- Don't scoff at teen-aged drivers until you take a look in your back yard. Maybe you're one of the millions who own teen-aged or near-teen-aged automobiles. Today more than 18 million cars are nine years or more old -- and more than nine million are 12 years old or older. Mature enough, certainly, to need replacement or good care -- dealer care.

And Those Taxes. That new car you're planning to buy actually hasn't gone up as much as you might think. It may shock you to know that 29¢ of every dollar you'll spend goes to taxes...Federal, State and local.

Want a Trip to the Moon? Let the rocket experts dream about space travel. You've had it. In one year, Americans put 316 billion miles on the speedometers of the nation's cars -- an average of 9,340 miles a year. That would equal a trip to the moon for every passenger car in the city of Los Angeles.

Or Just Staying at Home. You can roll up a lot of milage just staying inside most city limits, as a matter of fact. The average car in a metropolitan area has 41,000 miles on its speedometer, and 67% of that total went into trips for shopping and making a living -- not pleasure driving. It's a big world and cars are essential in it.

For a Spry Old Age. Actually, a car with that kind of mileage is old, even though nominally teen-aged. And it's due to the skills of the new car dealer's factory-trained mechanics that these cars are still running. More than half of all American car owners prefer to take their cars to "their new car dealers" for maintenance and repair, according to a recent study.

Without Social Security. Mature cars go into the essential supply lines of the used car market, but the really old ones have no graceful old age. Three million were actually junked last year, a record high, 58% above pre-war levels. That means more people are driving cars that are in their prime and, better still, it means more driving security.
Ray of Sunshine

EDITOR:

I want to . . . thank you for bringing a lot of cheer to a great guy many miles away in the northern part of England on the coast, blocks from the North Sea. I received a letter from Stan Jr., the junior member of our firm, in which he . . . said:

"You have no idea, Dad, what a lift this magazine gives me; and it actually keeps me up-to-date on what's happening in the radio world so that I don't go stale until I can get back in the harness again after I have completed my hitch in the Air Force." . . .

Stanley G. Boynton
Stanley G. Boynton Adv.
Birmingham, Mich.

* * *

Felows Has a Friend

EDITOR:

The fantasy by Mr. Harold Felows [B*T, Nov. 12] was one of the finest pieces I have seen this year. I am sending the page to the editor of Torch, the Milwaukee Ad Club magazine. Along with my suggestion that it be reprinted in your paper, I'm suggesting that copies be made available by the Milwaukee Ad Club for mailing to all advertisers in the Wisconsin area.

Perhaps Broadcasting • Telecasting would like to suggest the same thing for other advertising agencies across the country.

H. Ellis Simon
The Saxon Agency
Milwaukee

* * *

Recommended Reading

EDITOR:

We here in the [FCC] library have depended on Broadcast, Telecast, and other [many years] not only for its accuracy but for choice of materials and real sparkle . . .

Ruth Bredkamp
Art Director

[EDITOR'S NOTE: Miss Bredkamp, legislative assistant in the FCC library, retired last year after 17 years with the Commission.] . . .

Don't Stop Now

EDITOR:

Congratulations to Bruce Anderson on his article, "The Writer's Lament" [B*T, Nov. 12]. It makes a wonderful read should be read by every manager of every station. And, Mr. Editor, don't stop with one article on this subject. Advertising is salesmanship, but too few know it.

Edgar Kobak
New York

* * *

Pity the Announcer

EDITOR:

This letter is in regard to "The Writer's Lament" in the Nov. 19 issue . . . The position of copy writer is by no means the only one in radio with disadvantages in both pay and working conditions. Take a look at the man the public blames it all on. Regardless of why the copy is bad, the announcer, again, is the sitting duck. The public doesn't say, "His copy writer isn't any good." . . . The public says, "He stinks." . . .

If the announcer takes the library of changing the copy so it makes sense (if it doesn't make sense to him, it sure as heck isn't going to make sense to anyone else) or so it is deliverable (spoken word vs. written word), there are repercussions rivalry those on Frenchman's Flat . . .

However, a person's value to an organization is not enhanced when he (or she) looks at his (her) fellow employees and says, " Everybody gets gray but me; I'm overworked, underpaid and unappreciated." If this is true, which is very unlikely, there is usually a very good reason why, and the reason probably lies nestled in that person's own outlook.

Bob McFadden
Assistant Program Director
KGAK Gallup, N. M.

* * *

Objection Overruled

EDITOR:

In your recent article which appeared in the Nov. 19 issue of Broadcasting • Telecasting enti-titled "How to Stay Out of Jail," you make the following statement, to wit:

"A worse, and probably less predictable, fate awaits the broadcaster who, in conforming to fed-eral law, puts a political candidate's libelous speech on the air and is sued in a state or local court. In such courts federal laws do not apply." . . .

It [has] been my impression that state court laws were sub-ordinate to federal statutes which contradicted or abrogated some and that, although a state court might have jurisdiction over a case under the laws of libel or slander, it must, nevertheless, take cognizance of and interpret, if . . .

(Continued on page 98)
Jimmy said two billion prayers

"'God bless everybody!' he said... short and sweet.

"Then I kissed him goodnight, tucked him in, put out the light and went downstairs.

"That was a big order! Two billion people on this earth... and Jimmy was praying for them all!

"Now... if you were going to have that many people blessed, what one big blessing would you wish for them all?

"Freedom! What finer thing than Freedom for all the peoples of the world? Why, anybody who knows what our Freedom really means would give his eyeteeth to be an American citizen. Let's see why:

"Here we have freedom of religion. Our newspapers can say anything they want and so can we, short of libel, slander or sedition. Our kids are taught Freedom from kindergarten up. Here we have a free choice of places to live in, businesses to go into or jobs to work at, like mine at Republic (you ought to see the steel we're producing down at the plant!)

"Come voting time, nobody sees us mark our ballots... nor can he know whom we vote for. And we can squawk our heads off in town meetings or write what we think to our Congressmen... and nobody puts us in jail for it.

"As long as we don't step on the other fellow's Freedom, we Americans are the freest people in the world. But there are plenty of people trying to rob us of those Freedoms and run things their way. Outside enemies... but we have plenty inside, too. They sneak into our schools, businesses, unions, social clubs... everywhere!

"Let's keep an eye on those who attack our Freedoms... while Jimmy prays for the other two billion whose greatest blessing would be the Freedoms we already have!"

REPUBLIC STEEL

Republic Building, Cleveland 1, Ohio

LIKE GOLD, SCRAP IS WHERE YOU FIND IT! And there's scarcely an industry, business or storage yard that cannot yield a rich load of Scrap Iron. Do you know that it takes 100 tons of Scrap Iron to produce 200 tons of new steel? Of course, you know how badly America needs that new steel today. For Defense. For Construction. For Production. And for Civilian needs. Prospect around your place for all the discarded, broken, worn or obsolete equipment, tools and machines today. And sell it to your local "junk" dealer for Scrap tomorrow!

* * *

This message is one of a series appearing in national magazines, and in newspapers in communities where Republic mills, mines and offices are located. For a full color reprint, or permission to broadcast or televise, write Dept. M, Republic Steel, Cleveland 1, Ohio.
DALLAS PROPOSAL
AM Grant Recommended

INITIAL DECISION proposing grant of application for an AM outlet in Dallas, Tex., to Lakewood Broadcasting Co. for 1480 kc, 1 kw day, 600 w night, was issued by FCC Hearing Examiner Fannen N. Lott in late week.

Examiner found that benefits to the public outweighed "unsubstantial deviations from the [engineering] standards" with reference to minimum field strength, that 6 to 7 kv/m over all residential sections of the city. The proposed station falls slightly short of FCC standard in this instance, but meets all other requirements, the examiner found.

Question of interference to any foreign stations protected under terms of the North American Regional Broadcasting Agreement was resolved in favor of the proposed station when the applicant amended application to change directional antenna pattern to avoid conflict with XEAR Monterrey, Mexico.

Partners in Lakewood Broadcasting Co. are Eldridge C. Harrell and Dallbert Davison, Dallas businessmen.

A. EARL CULLUM SR.
Consulting Engineer Dies
A. EARL CULLUM, Sr., 65, Dallas consulting radio engineer, died Nov. 21 after a six-month illness. Mr. Cullum had been the consulting engineering business with his son, A. Earl Cullum Jr., for fifteen years.

He was born in Weatherford, Tex. Mr. Cullum Sr. in 1936 left the Texas highway department to join his son in a consulting engineering company as the business partner. Mr. Cullum is survived by his wife; a daughter, Mrs. C. E. Reed, and his son. Mr. Cullum Jr. has interest in KYBE Oklahoma City, Okla., KCIC Texarkana, Tex., and KFDM Beaumont, Tex.

MISSOURI Farm Bureau Federation has signed for Bright Star, transcribed-synched radio series produced by WBNC, 2lv Co. for broadcast in Clinton, Carthage, Kennett, and Chillicothe, Mo.

DUPONT DENIED
On Stock Purchase in CHLP
ON GROUNDS that he already owned one broadcasting station in the Montreal area, Arthur Dupont, CJAD Montreal, was denied purchase of 92 1/2% common shares of CHLP Montreal at the Nov. 23 meeting of the board of governors of the Canadian Broadcasting Corp. at Ottawa. The board ruled that "such extension of multiple ownership is not in the interest of broadcasting or the public."

While the CBC board ruled favorably on share transfers of 10 other stations, it denied the request of CPCF-FM Kitchener to temporarily discontinue broadcasting and retain its license. In the case of CHLM Three Rivers, the CBC board ruled favorably on a change in ownership from Hon. Jacob Nicol to Honore Dansereau stating that "this transaction represents a reduction in multiple ownership of stations."

KOREAN NEEDS STIR STATION ACTION
TO AID replenishment of blood supplies in Korea, stations have continued their concentrated efforts. In addition to those individual station accounts previously reported (B&T, Nov. 26), still more reports came in last week.

Pledges totaling 1,569 pints of blood for servicemen fighting in Korea were received within 46 minutes after KING Seattle Disc Jockey Gil Henry made a plea for "a gift of life" on his regular afternoon program, KING's Open House. In a dramatic episode on a KING-TV show, March On, a Marine private who had received blood in Korea after being wounded made a donation. This program was presented over KING-TV by the Armed Forces Public Information Office for the Pacific Northwest Area.

Pleas over KOOK Billings, Mont., in cooperation with the CBS Radio Network nation-wide campaign, evoked more than 7,000 pledges, involving one-sixth of the city's 43,000 residents.

In addition to the CBS all-day marathon Nov. 15, KMOX St. Louis produced its own jamboree on behalf of the Red Cross blood drive. More than 2,000 pints of blood were pledged.

Staff Donors
Staff members of WAAM (TV) Baltimore gave blood on the Nov. 20 edition of the John Hope Science Review which dealt with the topic, "The Blood Bank Pays Dividends."

During a WMT Cedar Rapids promotion of the blood campaign, Newman Bill Roberts played a tape recording of his own donation. Cleveland stations WEWS (TV) and WXEL (TV) combined services last week to spur donations for the Cleveland Regional Blood Bank drive. The two stations presented a TV project in which "Mr. Average Cleveland" made appeals to fellow citizens. Stations reported that the non-professional appeal was effective. Stations also produced a new series of spots which each outlet aired.

WRIGHT REPLY
Denies FTC Complaint
AN ANSWER denying charges that it violated the law by making certain advertising and promotional allowances to retail drug customers has been filed by Wildroot Co., Buffalo, with the Federal Trade Commission.

The reply said that allowances for advertising and promoting Wildroot hair tonic and shampoo were made available to all customers on "proportionally equal terms" and conform with established custom in the drug trade.

The firm asked the commission to dismiss the complaint.

Payments were made for cooperative advertising, special promotional sales and for maintenance of window and counter displays, Wildroot said. Advertising included radio-TV commercials, FTC said in filing the complaint last October (B&T, Oct. 29).

WIBK Operation
OPERATION OF WIBK Knoxville was extended by the FCC until Feb. 1, 1952, or until 30 days after entry of U. S. Court of Appeals decision on pending petitions of the applicant and the Commission, whichever is sooner. Last October, Court upheld FCC decision refusing a license to Rev. J. Harold Smith because of misrepresentation (B&T, Oct. 29). Rev. Smith petitioned the court for reconsideration, and the FCC filed an opposition to this petition. Until these petitions are decided, the Commission has extended temporary authority to continue operating the station.

SIX YEARS OF LEADERSHIP IN CINCINNATI
See Centrespread This Issue
ON THE AIR EVERYWHERE 24 HOURS A DAY
50,000 WATTS OF SELLING POWER

BROADCASTING • Telecasting

Page 50 • December 3, 1951

AFIELD BOOKLET
Shows Anti-Red Stand
IN ITS latest booklet issued to radio and television workers in the attempt to keep them within the fold of the AFL, the Radio and Television Organizing Committee of the National Labor Council (AFL) offers assurance that on the basis of its history there is no danger of Communist infiltration into the union.

Entitled Our Record Is Not Red, the booklet reviews the union's "defeat of the Communist conspiracy to control the motion picture industry." It noted that a creation of the strikes by the Conference of Studio Unions against the motion picture studios.

Although the Communist campaign to control the motion picture industry has been routed, the booklet points out, "substantial evidence" before the House Un-American Activities Committee in Los Angeles suggests that Communists and "ardent fellow travelers" have invaded the radio and television fields.

History proves, the booklet concludes, that the best insurance against the need for some future investigation of radio and television in Hollywood is for workers in the radio and TV field "to join the effective anti-Communist AFL unions in the amusement industries."

GUYER TO WMOA
R. SANFORD GUYER, former general manager of WBTM Danville, Va., and WMT Buffalo, has been named general manager of WMOA Marietta, Ohio, according to William G. Wells, WMOA president. Mr. Guyer had operated a consulting practice after resigning from WMOA. He was active in NARTE affairs and served on the former Small Market Stations Executive Committee. He took over the new post Dec. 1.

ENTERS PRIESTHOOD
DR. MAX JORDAN, former NBC foreign correspondent, will be ordained a Roman Catholic priest on Dec. 8 at the Abbey of Beuron in Wurttemberg, Germany. He will say his first mass the following day. Dr. Jordan joined NBC as a correspondent in 1931, becoming director of religious programs for network in 1943. He accepted appointment as correspondent for the National Catholic Welfare Conference in Switzerland in 1946, and held that post for the next three years. According to an NBC spokesman, Dr. Jordan, in exclusive broadcast from Berne, was first to announce Japan's acceptance of armistice terms which ended World War II on Aug. 14, 1945.
**It's the TRUTH that HURTS!**

Your CRUSADE FOR FREEDOM is telling the truth, the truth that undermines the communist lie. Via Radio Free Europe, you, and all the freedom loving world, are bringing to the people of Czechoslovakia the truth that gives them hope of eventual liberation — the hope that respect for human dignity will triumph over a godless tyranny. Radio Free Europe is helping the people of Czechoslovakia by telling them where missing friends now are. Identifies by name the quislings and informers. And RFE sends messages from escapees to their families and friends voiced in their own language by their own countrymen.

Your Crusade for Freedom hurts the Communist dictators because RFE tells the truth behind the Iron Curtain where truth is an alien freedom. Freedom is indivisible. Where some men have lost freedom, the freedom of men everywhere is in danger. The Crusade for our freedoms may be beginning in Munich today. You and 25,000,000 freedom loving Americans—with your dollars and cents are setting up more transmitters beamed to more communist dominated countries in Europe and Asia. The Crusade for Freedom is a continuing agency for piercing the Iron Curtains. Its address is: Crusade for Freedom, 308 Empire State Building, New York 1, New York.

**Wincharger**

Broadcasting Towers were selected for RFE Munich to permit it to beam the truth that hurts the communist line in Czechoslovakia.

It is these four Wincharger Towers and their scientifically engineered arrangement that keeps RFE Munich on the air in the homes of freedom-loving Czechs.

Each of these towers, type 300, rises 350 feet from ground level. At these heights, Wincharger Towers will withstand winds of 100 M.P.H. velocity. Each side of these triangular cross section towers is only 28½ inches wide. Heavy hot-dipped galvanized high carbon steel is used throughout all Wincharger Towers. Three insulated guys at 50 foot intervals add to the strength of the type 200 tower.

Strength plus accurate, easy to tune, easy to hold, sinusoidal current distribution keeps the powerful 135,000 Watt Radio Free Europe installation tuned to Czechoslovakia.

The Wincharger Corporation engineering skill can help every station, commercial, police—or freedom, with their antenna problems. Let us help you keep your station on the beam.

**Wincharger Corporation**

TELEPHONE 2-1844 Dept. 3

SIoux City 2, Iowa, U.S.A.
MAJOR ANNOUNCEMENT

Mr. Donald Manson, since 1944 assistant general manager of the Canadian Broadcasting Corp., last week was named general manager, succeeding Dr. Augustin Frigon.

Dr. Frigon relinquished that post because of ill health. However CBC announced Dr. Frigon will assume a new post of director of planning for CBC. He will handle senior planning and advisory work.

Also appointed was J. Alphonse Ouimet, who has been serving as chief engineer of television and chief engineer. Both Messrs. Manson and Ouimet have been with CBC since its beginning in 1936 and with CBC's predecessor, Canadian Radio Broadcasting Commission. Mr. Ouimet started with CRBC in 1934 and with CBC in 1939 after two years with an experimental Canadian TV company in Montreal.

Mr. Manson, a native of Wick, Scotland, first entered radio in 1906. He took part in the first trans-Atlantic transmissions, working with Guglielmo Marconi at Glace Bay, Nova Scotia, shortly after going to Canada.

Oppose CBC Controls

RESOLUTIONS against further control of broadcasting and television in Canada by the Canadian Broadcasting Corp., and license fees for TV receivers were passed at the annual meeting of the Canadian Chamber of Commerce last month at Quebec. The organization will present its resolutions to the Canadian government, asking for the freedom of private enterprise into TV development in Canada; that license fees for receivers be confined only to those areas where Canadian TV stations are in operation; that more stations be permitted in British Columbia where reception of Canadian stations is not good in daytime; and that daylight saving time be on a uniform basis.

Three officers of American Women in Radio and Television greeted Gov. and Mrs. Thomas E. Dewey when they arrived to attend New York State Chapter meeting in Albany last month. (L to r): Doris Cowlish, vice president of AWR eastern region; Edythe Mesterand, national AWR president; Gov. and Mrs. Dewey; and Gertrude Grove, AWR New York State chairman. The New York Governor addressed a luncheon meeting of the New York chapter, meeting Nov. 16-18, describing radio-TV women as "the most dominant factor in public life" because of their influence on women voters.

DUNTON DEFENDS

CBC Freedom of Views

BROADCASTING of unconventional or unpopular views on ethical and other controversial problems by the Canadian Broadcasting Corp., was defended by A. D. Dunton, CBC chairman, before the Canadian Parliamentary Radio committee at Ottawa on Nov. 20 on grounds of freedom of media. Members of Parliament had criticized the CBC for a recent series on these controversial topics, as being improper, irreverent and even aiding communism.

Mr. Dunton pointed out that what the members asked of the CBC was a form of censorship to protect the public from views which the members believed to be harmful. He stated that the programs were the responsibility of the CBC, and not any one person or group. Mr. Dunton further declared it was the responsibility of the CBC to broadcast all different points of view as expressed by informed persons on questions in which a section of the public was interested. Some of the programs were re-broadcasts of a series by the British Broadcasting Corp.

HITS CBC CONTROL

Chandler Cites Evils

"JUST so long as the Canadian Broadcasting Corp. has the power to control private broadcasting stations, it is in its interests, in its interest of survival, that it use these regulations in a manner so that privately operated broadcasting cannot look too good in relation to the CBC," stated George Chandler, owner of CJOR Vancouver, in a talk on "The Case for Private Broadcasting."

Mr. Chandler reviewed broadcast history in Canada since its inception, showed how the bureaucratic elements have hindered the growth of broadcasting and now television in Canada, and has hampered freedom of speech. He recommends that a regulatory body be empowered to regulate both the CBC and privately operated stations, that its regulations be as flexible as are absolutely essential and should have no aim at curtailing freedom of speech or freedom of expression or freedom of use.

Mr. Chandler pointed out that control of network operations by CBC benefited American companies and subsidiaries in Canada and American companies and hampered development of talent since private stations could not compete with programs bought by the financial resources of a network. He also pointed out that the most popular programs on Canadian networks were commercial programs, not produced by the CBC, and that cultural programs favored by the Massey Commission entered only to a small minority.

KLRA Little Rock, Ark., was cited by J. L. Wright, chairman of Arkansas' Agricultural Mobilization Committee, as being an outstanding contributor in the publicity campaign of the Farm Scrap Drive. The station has collected over 3,600 tons of scrap metal for the defense effort.

"STUMPUS"

. . . AVERAGING OVER
9,000 LETTERS
A WEEK
(see inside front cover)
CLEAR CHANNEL Home of the NATIONAL Barn Dance

CBC FUTURE

More Funds Requested

FEWER daytime serials and plans for TV development throughout Canada were announced by A. D. Dunton, chairman of Canadian Broadcasting Corp., during investigation of CBC operations and financing by a Parliamentary committee at Ottawa last week.

Mr. Dunton told the members of Parliament that daytime serials are here to stay. He said if CBC were given enough financial aid by the government, the number of serials would be reduced, but the CBC had no intention of dropping them all at any time.

A number of the serials would be taken off the networks when the CBC has the money to develop good programs to replace the serials, Mr. Dunton told the committee. He noted the serials are popular with women listeners.

How CBC obtains its news and the possibilities of the CBC setting up its own news-gathering organization including members in the Parliamentary Press Gallery, were discussed at sessions on Nov. 22. Mr. Dunton stated he was satisfied with services provided by Canadian Press, British United Press and Agence France Presse. CBC rewrites the news obtained from those services at its central newsroom at Toronto and regional newsrooms across Canada, to fit CBC requirements. Unless the agencies charged now $147,000 a year, for the services CBC would not operate its own news-gathering organization, he said.

Mr. Dunton told the committee that after Toronto and Montreal TV stations are in operation, Ottawa, Windsor, and Quebec City would be on the list for TV stations. In Canada, the microwave relay system now being built by Bell Telephone from Buffalo via Toronto to Montreal, extending into Windsor, and opposite Detroit, and to Quebec City, east of Montreal, would follow.

Later, western cities, Vancouver and Winnipeg, would have CBC TV stations with programs supplied from national outlets at Toronto and Montreal, by film.

Some commercial TV programs will be carried, Mr. Dunton stated. No discussion was held on the role of private enterprise in TV stations.

Mr. Dunton also told the committee that logs of independent stations would be produced to show that little could use more live talent shows. He also pointed out that new program headquarters were needed at Toronto, that better facilities were needed at Winnipeg and present facilities for the French-language station should be built by CBC in the Atlantic coast provinces.

The Parliamentary committee also is to hear the Canadian Assn. of Broadcasters, representing 104 independent stations, and to listen to representations for an independent broadcasting tribunal.

Page 52 • December 3, 1951
milesstones...

gram is heard daily on WEEI, 8:15-8:30 a.m.

RAY GIRARDIN, WEEI Boston program director, was presented a watch from General Manager Harvey J. Struthers, marking his 20th anniversary with the station.

TO MARK the 50th anniversary of the first radio signal across the Atlantic Ocean on Dec. 12, 1918, the Canadian Broadcasting Corp. is using three talk shows on the event the first three Sundays in December. The first will be on Marconi's Kite, and the early experiments; the second, Sparks Takes His Place, deals with Marconi's Cape Breton experiments and development of radio to 1918. The third in the series, Pounding Brass on Sable Island, will deal with the experiences of a radio operator on this Atlantic Ocean radio watchtower.

MORE than a half century of combined service has been rounded out this month by five staff members of WLAW Lawrence, ABC's Greater Boston outlet. Names and length of service of each: Chief Announcer Arthur Flynn, 11 years; Engineers James H. Riley, 19 years, Ernest A. Pfeiffer, 11 years, Alden M. Doughty, 11 years, and George F. Jowdy, 5 years.

WDAS Philadelphia Sportscaster Sherry O'Brien begins his 25th year on the air this month.

JERRY ELLIS, manager of Columbia Transcriptions in Chicago, last month marked his 25th year in radio. Mr. Ellis has worked at Columbia Transcriptions 14 years.

ELEVENTH year of broadcasting over WSTV Steubenville was celebrated Nov. 14 by The Neapolitan Serenade, Sunday, 11:30 a.m.-1 p.m. with a special show presented at the local high school auditorium. Guests of honor were Mayor Walter C. Sterling and WSTV's manager, John J. Loux.

WILLIAM SHEEHAN, WDRB Hartford announcer, observed his sixth anniversary with the station during November.

DAILY pre-Christmas program for children, Billie the Brownie, starts its 21st year on WTMJ, the Milwaukee Journal outlet. Presented 4:45-5 p.m., the program has been sponsored throughout its broadcast history by Ed Schuster & Co., Milwaukee, owner of three department stores. Larry Teich is writer-producer.

WSOK TAKES AIR

Opening Set This Month

WSOK Nashville, Tenn., takes the air the first part of December, according to the station, which is owned and operated by the Nashville Broadcasting Co. It will operate from sunrise to sunset on 1470 kc with 1 kw.

Station's president is H. Calvin Young, former program director, WMAK Nashville. Other executives are Dean W. J. Faulkner, Fink U., vice president; Larry Dean Faulkner, former assistant program director of WERD Atlanta, program director, and Charles H. Webster, of National Baptist Sunday School Publishing Board. Station is interracial and aims for the Negro listening audience. Studios and executive offices are located in the Boray Bldg., 140 4th Ave. North.

THE BRANHAM COMPANY
THE LATEST WCKY STORY

After Six Years,

STILL #1 IN CINCINNATI!

THE WCKY DAILY HIT PARADE

The Highest Rated Local Evening Show in Cincinnati

— BEATS ALL COMPETITION —

6:15 - 7:00 PM Monday thru Friday Rating*

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(* - Pulse Sept. - October 1951)

INVEST YOUR AD DOLLAR

WCKY’s -LY
THE DAILY HIT PARADE

Gives You Ratings

HIGHER THAN NETWORK!

In Cincinnati, The Daily Hit Parade gives you higher evening ratings than such network shows as Lowell Thomas, Three Star Extra, Lone Ranger, One Man's Family, the Beulah Show, Contented Hour, Stop the Music.

THese Top Flight Advertisers Are

Now Using The Daily Hit Parade

MGM Pictures
STANBACK
GROVES LABS.

Dodge
CROSLEY
HUDEPohl
BEER

Kroger Grocery Co.
General Electric
Procter & Gamble
Joy

On The Air Everywhere

24 Hours a Day

7 Days a Week

Call Collect:

Tom Welstead
Eastern Sales Manager
53 E. 51st St., New York City
Phone: Eldorado 5-1127
TWX: NY 1-1688

or

C. H. “Top” Topmiller
WCKY Cincinnati
Phone: Cherry 6565
TWX: Ci. 281
False Whiskers

ON OUR WAY to work the other morning we noticed a seedy Santa Claus listlessly tolling a corroded bell on a windowseat street corner, the advance guard of thousands who soon will be at their posts, gladdening the hearts of young children and costume renters.

Immediately we made a mental note to sound an alarm to broadcasters. Christmas is coming, gentlemen, and with it the hazards of mail order offerings of Christmas trinkets.

We may expect that some office-in-their-hats promoters will try to use broadcast advertising, in either a P.J. or straight contract basis, to sell their merchandise, ornaments, decorations, toys and such. Unless history chooses not to repeat itself, some of these offers will shake a lot of people's faith in Santa Claus.

It is timely to recall that last year at least two outfields left stations holding the bag on such deals. In both cases the promoters not only failed to pay some stations for their advertising but also failed to deliver some merchandise that listeners had paid for in advance. Messrs. Cowan and Whitmore, of Los Angeles, the operators of one of these enterprises, are now awaiting federal trial for fraud.

Thus, we called which, called itself Midland Advertising, New York, but which had no connection whatever with the reputable Midland agency of Cincinnati, is scot free.

We suggest that broadcasters who are invited to do Christmas business with any unfamiliar mail order operation investigate the organization's credit rating and also have a look at samples of the stuff being sold. Not everybody who wears a Santa Claus suit is Santa Claus.

End of An Era

LAST SATURDAY, Transradio Press Service signed off after 17 years of operation. It had been formed to provide a radio news service when the old-line press associations, because of newspaper commitments, looked with disdain upon radio as a news medium.

Transradio folded because three press associations (radio and TV) with full news wire service, in recognition of the status of broadcasting as a news vehicle.

In its day—before the breakdown of the Press Radio Agreement of 1984—Transradio performed yeoman service to radio. It was this service that led primarily to the breakdown of the Agreement. In its founder, Herqert Moore, TR had a brilliant and courageous editor and publisher perhaps he was too militant.

Until he turned over the reins of Transradio to his brother, Robert E. Lee Moore, a few years ago, Herb was fighting his battles on any pitched front.

Transradio actually was the second to enter the radio news field. No. 1 was Consolidated Press Assn., headed by David Lawrence, now the publisher of U. S. News and World Report. It was in the radio in the late '20's. That was far ahead of his time, and typical of his vision. Radio wasn't ready. So Mr. Lawrence wound up the CPA in 1934—the very year in which the Press Radio Agreement (which had supplied a watered-down new report processed from the press-association wires) broke down.

Whatever the reasons, Transradio Press sent its "SO" last day. Thus ended an era in radio.

Port Huron Revisited

THE FCC last week issued an order which it advertised as intended to clarify the rules governing political broadcasting but which only added confusion to a regulatory record that already was a model of legalistic doubletalk.

In the order the Commission rebuked WDSU New Orleans for violating Section 315 of the Communications Act by censoring what the station regarded as libelous material from a mayor's candidate's speech. As far as that part of the order went, the Commission was on clear ground. But the Commission did not stop there. It plunged on into a jungle of its own making. If the FCC has not always been that explicit, as pointed out by this publication three weeks ago ("How to Stay Out of Jail," B&T, Nov. 19).

FCC's order last week referred to its Port Huron decision unfortunately was hopelessly inarticulate on the question of whether Section 315 applied to candidates only or to all kinds of political broadcasts.

Last week the Commission had the chance to clear up its interpretations of this question. It missed its chance, perhaps out of typical bureaucratic unwillingness to simplify anything for the public.

But on the basis of its future review of political censorship, the Port Huron decision unfortunately was hopelessly inarticulate on the question of whether Section 315 applied to candidates only or to all kinds of political broadcasts.

Last week the Commission had the chance to clear up its interpretations of this question. It missed its chance, perhaps out of typical bureaucratic unwillingness to simplify anything for the public.

The Commission owes it to the cause of good government and to the broadcasters it polices to clarify its WDSU order of last week. Once and for all, it should admit that its interpretation of Section 315 was incorrect and should say, in so many words, that the broadcaster must live with Section 315 only when dealing with candidates and not with anybody else.

At Last

AFTER nearly four years of tortuous investigation, the expenditure of millions of dollars, and the accumulation of thousands of pages of testimony the Richards case has been closed.

The FCC last week found that the operation of KMPC Los Angeles, WJR Detroit and WGAN Cleveland under the revised maintenance structure created after G. A. Richards' death would "serve the public interest."

It has been our contention all along that this same interest was being served before he died. No conclusion of seven was ever presented that Mr. Richards' personal views were actually broadcast over his stations.

But that point, like all the others in the case, has been "rendered moot." The Commission had no choice but to renew the licenses which have so long been in jeopardy.

WINSLOW PERCY LEIGHTON

SCHENECTADY business firms currently are being bombarded with mailing pieces which state, "WSNY is just the tonic your business needs now."

These mortar shells, in the form of six letters and four cards, pound realistic attitudes. Then the foot soldiers—the WSNY salesmen—move in.

Terms of surrender—in the parlance of WSNY salesmen—simply is willingness to see the light: That radio is the best, low-cost mass medium and that WSNY is the station best suited to the Schenectady market.

The general officer directing this campaign in Winslow Percy Leighton, president and general manager of the Western Gateway Broadcasting Corp., licensee of WSNY Schenectady.

Mr. Leighton points out through these mailing pieces that in the Schenectady market there are 50,000 radio homes with 120,000 radios, plus 25,000 automobile radios. There are four times as many radio as TV sets, he adds.

The WSNY executive wants prospective accounts to realize that for the price of a single two-column, seven-inch ad in just one Schenectady newspaper, they can buy six five-minute news programs on WSNY.

His mailing pieces ask prospective clients: "Isn't it time for you to investigate this powerful low-cost medium?"—or re-examine the WSNY in the light of new, proven sales experience, 100% increased newspaper costs and increasing WSNY values?"

Always a strong believer in promotion, merchandising and exploitation, Mr. Leighton personally directs all such activities for the station.

Although maintaining a staff of 22, which is above average for a 250-watt, he continues to write copy and continuity, produce and supervise programs and sell.

At 45, he is one of the few 20-year radio men who have spent all their working lives in the broadcasting field.

Born in New Haven May 17, 1906, Mr. Leighton was schooled in Bermuda, Florida and California. He was graduated from Yale U. in 1929.

First job immediately after graduation was as an announcer for WGY Schenectady. An announcer's job in those days, he relates, meant also writing copy and continuity, producing programs, selling, answering fan mail and actually sweeping the floor on occasion.

Within a year, he created the position and became WGY's first sales manager. This required setting up standard rates and sales

(Continued on page 65)
Top Programing means Top Listening on WOV

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

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

(6:30 to 9 a.m.)

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

(10 to 12 p.m.)

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

(2:30 to 9 p.m.)

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

(12 to 3 a.m.)

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

(9 to 10 p.m.)
IT COULD HAPPEN ONLY IN
Radio has a long, long reach.

Long enough to give you complete coverage...to pull in mass returns not only from metropolitan areas but from hundreds of "outside" communities and rural areas as well.

Typical example #1: Blue Cross-Blue Shield wanted new subscribers in the Northwest. Using 15-second Class A station breaks only on WCCO, they pulled 12,000 mail and phone requests for applications in three weeks. From 500 different communities in Minnesota and 180 communities in seven neighboring states.

Typical example #2: French Market Coffee decided to test the pulling power of its WBT show. So they offered a "Bible reminder coin" to the first 5,000 listeners who wrote in. After three broadcasts the offer was hastily withdrawn, because 6,137 requests flooded in from 244 communities in North Carolina and 142 in South Carolina.

Whenever and wherever you want to reach customers throughout a wide area, Radio can get you there. Economically! And in each of thirteen of your most important markets, the top-rated, most sales-effective Radio station is the station represented by CBS Radio Spot Sales.*

*Representing:
WCBS, New York
WCCO, Minneapolis
KMOX, St. Louis
WTOP, Washington
KNX, Los Angeles
WCAU, Philadelphia
WBEM, Chicago
WAPI, Birmingham
WBT, Charlotte
WBVA, Richmond
WEBI, Boston
KCBS, San Francisco
KSL, Salt Lake City
and the Columbia Pacific Network

RADIO ...and for the best in radio, call CBS RADIO SPOT SALES
FLY, SHUEBRUK & BLUME law firm, Washington office, moves to new offices in the Wyatt Bldg. Telephone remains Metropolitan 6190.


**Personal**

SIMON GOLDMAN, vice president and general manager WJTN Jamestown, N. Y., named chairman of business development commission of local Chamber of Commerce. . . . LOUIS WOLFSON, account executive WTVJ (TV) Miami, and Lynn Rabin, married Nov. 21. . . . JAMES H. QUELLO, advertising and public relations director WJR Detroit, elected monthly chairman of United DJR Detroit Radio Committee. WENDY DELL PARMELEE, sales manager WWJ Detroit, elected vice chairman. . . . BRUCE BARRINGTON, assistant to the general manager KXOK St. Louis, named chairman of legislative committee of Missouri Broadcasters Assn.

JIM THOMPSON, Chicago manager of Taylor Co., returns to work after being hospitalized with pneumonia. . . . CARL WARD, general manager WCBS New York, father of son, Nov. 11. . . . ARTHUR E. GERBEL Jr., assistant manager KJIR Seattle, elected chairman of board of Catholic Children's Bureau, Diocese of Seattle. . . . MORGAN RYAN, vice president and general manager WPTP Albany, father of boy, Steven Hobday, Nov. 13. . . .

**PUTNAM NAMED**

**Heads Wage-Price Control**

ROGER LOWELL PUTNAM, Massachusetts industrialist and prominent Democrat, was named by President Truman last Monday to direct the nation's wage-price stabilization program.

Mr. Putnam, three times mayor of Springfield, Mass., was to have been sworn in last Saturday as Economic Stabilization director succeeding Eric Johnston, who returns to private life as president of the Motion Picture Assn.

As chief of the Economic Stabilization Administration, the New England industrialist will rank second only to Defense Mobilizer Charles E. Wilson, with responsibility for setting wage and price policies for all industries.

Mr. Putnam is the nephew of the late A. Lawrence Lowell, president of Harvard U. and a member of the prominent New England Lowell family. He is president of the Package Machinery Co., Springfield, Mass., and Lowell utilities, a philanthropic organization, are among a half-dozen colleges and universities comprising the Lowell Institute Cooperative Broadcasting Council, which has sponsored the "Adult Education by Radio" movement the past five years and operates WLHH (FM) there.

**UNESCO SURVEY**

Covers Communication Media

SURVEY of the world's mass communications media has been completed by UNESCO (United Nations Educational, Scientific and Cultural Organization) and published in a new volume, Press, Film, Radio, 1950. UNESCO's National Commission has announced.

A 606-page report, representing the fourth annual UNESCO communications study, delves into the technical structure, operation and facilities of radio, news agencies, press and film in some 44 countries. Programs are reported in relation to the quest for international understanding and the historical development of each medium.

The survey is divided into 150 separate reports and is available from Columbia U. Press, International Documents Service, 2960 Broadway, New York 27, N. Y. Cost is $3.50 per copy.

SEVEN packaged Christmas shows have been sent by SESSAC to its transcribed library subscribers. Shipment includes a half-hour of the Mr. Maggin's Rabbit series. Several of the programs feature the Trinity Choir of St. Paul's Chapel, New York.
**PREPAREDNESS LAG**

Set. Output Questioned

IS the nation's military preparedness program being sacrificed at the expense of a healthy civilian economy for essential durables such as radio-TV sets and other appliances?

That question was raised on Capitol Hill last week in hearings held by a Joint Congressional Committee set up to oversee the U.S. re-armament drive.

Defense Mobilizer Charles E. Wilson and Defense Production Administrator Manly Fleischmann told a Senate-House "watchdog" group that the blame should not be placed on maintenance of the consumer goods industry but rather on design problems and re-tooling of industries, as well as scarcity of materials.

Shortly afterward, a Senate Preparedness Subcommittee scored the nation's top two mobilization-pro-duction agencies for a "preparedness lag" in military output and held that civilian cutbacks had not been imposed "soon enough."

Almost simultaneously, electronic industry representatives warned the National Production Authority that radio-TV set inventories—once bulging on dealers' shelves—are now low and future output will hinge on allotments of controlled materials.

Meeting with NPA officials, the Radio and Television Set Manufacturing-Industry Advisory Committee recommended a re-evaluation of allotment levels taking cognizance of the seasonal upsurge in sales September through December each year. About 60% of annual sales of receivers are made in this period. NPA has set a Dec. 22 deadline on applications for second quarter quotas to be used in receivers, transmitters and other Class B electronic products.

Industry members urged the agency to use reports on production of various type radio, TV and combination sets instead of the quantity of materials used in these products. They also reported that suppliers of metals are requiring a longer lead-time on components and materials.

On the government side NPA:

- Advised that copper will remain scarce throughout 1952, as will nickel, tungsten, cobalt and selenium. Aluminum shortage may ease, however, by July 1, 1952.
- Told manufacturers should file immediately, if they have not done so, for second quarter quotas.
- Stressed the urgency of returning unused allotments. This will not work to the hardship of manufacturers in obtaining subsequent quantities, which are based on the average use of usage during the base period—first six months of 1960.
- Sought more data looking toward a better balance between tubes and components (in fact, all parts) and number of sets to be turned out.

Substitutes have been devised for selenium in rectifiers in the wake of shortages of that metal and aluminum, it was explained. Subject was also posed by a Selenium Rectifiers Industry Advisory group with NPA last Thursday. The industry is operating on a shortage basis, having to service nearly 30 million rectifiers now in use, primarily in smaller radio-TV sets.

Attending the radio-TV producers session were representatives of Emerson Radio & Phonograph Corp., John R. Mack Industries, Motorola Corp., Philco Corp., Trav-Ler Radio Corp., Zenith Radio Corp., Radio Craftsmen and Fads Radio & Electric Co. Leon Golden, NPA Electronics Division, presided over the meeting.

There was some emphasis of NPA-DPA's formalization of the color TV equipment ban last week. Criteria included as the basic criterion as to whether materials would be allotted for manufacture of color television equipment.

Distinction was drawn between color receivers and black-and-white sets which could be equipped to house the color tube. Materials earmarked solely for color are flatter prohibited, NPA officials explained, while metals to be used in circuitry for installation of color tubes in monochrome sets may be granted.

Exception Noted

Under the government's formal ban, no prohibition would be placed on "the manufacture of color television equipment for use on a closed circuit for industrial purposes, or by hospitals or educational institutions for instructional purposes" [B*E, Nov. 26].

NPA officials speculated that the regulation means in its present form, that Paramount Pictures Corp. would be permitted to obtain materials to incorporate the so-called Lawrence tri-color tube, for example, into existing black-and-white receivers. Other methods requiring extensive change of circuitry would not be as fortunate, however.

Another method touching on color TV is the Eidophor-CBS large screen TV unit which 20th Century Fox Film Corp. plans to demonstrate in New York this month. The materials outlook for the enterprise, under 20th Century's Chromatic Television Labs, is unknown. It was understood, however, that 20th Century attorneys plan to seek a clarification of the order from NPA.

NPA was besieged with queries from manufacturers seeking a clarification of its order (M-90), pointing out that in most instances only small amounts of materials are needed compared to metals for monochrome set production.

One issue involved the future of color TV equipment which would, by implication under the NPA directive, be banned. NPA officials conceded that as commercial institutions, such enterprises may fall under the ban, though the agency has not set a policy.

The exemption for "experimental" uses was regarded as limited in NPA circles, referring largely to defense-supporting programs and frankly industrial or factory firms.

Testifying on Capitol Hill, Mobilizer Wilson told the Joint Committee that military production has not been "substantially affected" by maintenance of reasonable levels for civilian hard goods. But shortage of nickel may necessitate a reduction in products next year. He also cited strikes as a reason for production lags.

Mr. Fleischmann declared that "if you cut civilian production completely, it would not increase the production of planes one bit in 1962."

The Senate Preparedness Committee, headed by Sen. Lyndon Johnson (D-Tex.), is considering ideas, however, which it expressed in an interim report. It urged a "procurement czar" to speed up the re-armament program.

ARmed and bewhiskered Westerner is Ray Livesay, president, WLBS, AM-FM Mattoon, Ill., and president, Illinois Broadcasters Assn., returned from his sixth annual deer hunting trip in the Colorado mountains. Mr. Livesay took along a small motor generator to operate a tape recorder with which he taped 10 quarter-hour shows on his hunting experiences for sale to a local sporting goods store.

As a case in point, the subcommittee noted that electronics deliveries during April-June 1951 were 30% "behind the target." Data was compiled on the basis of figures provided by defense agencies. Another complaint was that small business is not getting its share of defense orders.

WDBJ for Roanoke and Southwest Virginia

The million people in WDBJ's coverage area will earn nearly a billion dollars this year. Here's WDBJ's family coverage, according to the 1949 BMB:

Day — 110,590 families in 36 counties
Night — 85,830 families in 31 counties
and 3 to 7 days weekly

Day — 90,320 families
Night — 66,230 families

For further information:
Write WDBJ or Ask FREE & PETERS!

WDBJ Established 1924
CBS Since 1929

AM — 5000 Watts — 960 Kc.
FM — 41,000 Watts — 94.9 Mc.

SOUTHWEST VIRGINIA'S Pioneer Radio Station

December 3, 1951 • Page 61
CAEPHART PLAN

BATTLE lines were drawn anew last week between government price stabilization officials and proponents of the controversial Capehart formula for allowing advertising and other overhead costs.

Temper flared again on Capitol Hill before a Joint Defense Production Committee in what appeared to be a dress rehearsal for an administrative move to repeal or modify the formula next January.

Chief protagonists on the congressional firing line were Price Stabilizer Michael V. DiSalle and Sen. Homer Capehart (R-Ind.), author of the plan which since has become law.

Sessions were called by the committee under the chairmanship of Sen. Burnet Maybank (D-S.C.) for the purpose of reviewing the existing Defense Production Act and studying possible changes when Congress reconvenes next month.

Under regulations issued by the Office of Price Stabilization last month, manufacturers may self-authorize price boosts based on GPR 22—the general industry order—as implemented by the Capehart formula. They may compute new ceilings, taking into consideration advertising, selling, research, administration and other “reasonable” costs incurred to July 26, 1961. [B.T., Nov. 12.]

GPR 22 becomes mandatorily effective Dec. 19. Producers of multi-product lines also may take advantage of these new allowances, but radio-TV set manufacturers will be exempt pending issuance of tailored regulations [B.T., Nov. 26, 19].

Even as OPS put teeth into the Capehart option, administration forces complained that they had no other choice, despite the prospect of higher prices on many products and the “unworkability” of the allowance plan.

This complaint was renewed again last week by Mr. DiSalle, who told the committee it has been “very hard” to hold the price line. He expressed hope, however, that once costs are absorbed, the price level may remain steady.

Sen. Capehart accused Mr. DiSalle of defying his plan, which provided for advertising and other allowances for the first time, and charged that OPS had “sat around for four months and done nothing.” Price officials had taken no action, contending administration of the Capehart amendment would be “unwieldy” and waiting for Congress to modify the formula along administration lines—that is, generally on industry-wide bases.

In other developments last week CITATION of Merit goes to Fred Nohas, vice president and general manager of KXYZ, Shamrock, Tex., for Disabled American Veterans. Bronze plaque was presented during a Sat-

 How to add to your coverage

AM, FM and TV stations can employ the Collins 26W-1 limiting amplifier to their great advantage.

It limits loud audio passages, thus preventing over-modulation and the accompanying distortion and adjacent channel interference. This limiting action permits a higher average modulation level, and consequently a stronger transmitted signal.

The 26W-1 performs with equal satisfaction in recording operations. It regulates the audio level and prevents overloadng the cutting head, and by raising the average audio level it improves signal to noise level.

Write your nearest Collins office for further information.

Collins 26W-1 Limiting Amplifier

Collins RADIO COMPANY
Cedar Rapids, Iowa

For broadcast quality, it’s . . .

Collins 26W-1

How to add to your coverage

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New ACLU Report

REPORT of American Civil Liberties Union on blacklisting in the radio and television industries will be published early in 1962 by Doubleday & Co. Novelist Merle Miller, an ACLU board member, prepared the report after a year-long study of the problem, with Red Channels and its companion newsletter Counterattack his major subject of investigation.

GREENVILLE is SOUTHERN METROPOLITAN AREA

In RETAIL SALES

GREENVILLE $151,050,000
Columbia 136,965,000
Charleston 125,097,000

Sales Management, 1951

IBMW STAFF
Radio-TV Unit Realigned

BROADCASTING staff of International Brotherhood of Electrical Workers has been realigned, President D. W. Tracy announced last week.

With the union’s growth in the broadcast field, he said, a more clearly defined area is devoted its attention exclusively to radio and TV has been created. The division will handle recording and allied fields.

Albert G. Hardy, former business manager of Local 1215, Washington, D.C., has been named international representative in charge of broadcasting and recording. He resigned from WTOP Washington and has just completed a three-month special assignment for the union.

Harold J. Becker, past president and former business manager of Local 1217, St. Louis, has been named an international representative assigned exclusively to broadcasting. He is currently on special assignment in the West. For several years he was at KMOX St. Louis.

Ms. Mason Wimberly, who has directed and supervised radio and TV activities at IBEW since 1940, will devote more time, as assistant to the international president, to the TV set servicing field. Under Mr. Wimberly’s regime IBEW’s station list increased from 70 to more than 600 AM and FM outlets, with the number of locals growing from six to 65. IBEW currently has a national contact with RCA Service Co. for TV servicing and already has 40 locals in this field.

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WGIL Philadelphia is making available to bar association of Ohio, North Carolina and Tennessee specialty packed transcriptions of station’s prize-winning What America Means to Me program series. The lawyers’ groups have requested the recorded programs in response to a WGIL offer to furnish the transcriptions at cost to such organizations and to more than 9,000 AM, FM, and TV stations throughout the country.

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FCC WOULD REQUIRE FILING

TO FILL a hole in the information it gets from licensees, FCC last week proposed to require patent information from all who hold broadcast authority [CLOSED CIRCUIT, Oct. 29].

Proposed rule would require all patent holders, or those licensed by a patent holder, to annually furnish the FCC with such information as numerical listing of patents, rights of persons using them, Patent Office classification and subclassification numbers, filing and expiration dates, service or services for which the patent is being used, names of patent holders, agreements involving patents and patent licensing policies.

Comments on the proposal are called for by Jan. 5, 1962.

FCC for some time has been interested in patent information in the communication and broadcast field. In the common carrier services it has for many years been getting this type of information voluntarily. This has been less true in the broadcast field—including safety and special services (police, amateurs, industrial, etc.).

Most recent instance of patent requirements by the FCC was during the TV color hearing when all parties were requested to disclose patent information. Earlier there had been patent disclosures during the 1946 FM hearings.

The Commission apparently is relying on the “new uses” and anti-trust provisions of the Communications Act (Sections 303, 311 and 313) as well as other provisions for its power to require the filing of patent information.

WCRB TRANSFER BID

Jones and Paine Acquire

UNDER terms of a stock transfer application filed with FCC last week, Theodore Jones and Stanley Paine will purchase WCRB Wal-

tham, Mass., from Richard C. O'Hare and Deuel Richardson. Price is $40,000.

Mr. Jones, executive manager and one-third owner, will acquire more stock and become president, treasurer and general manager of the station. Mr. Paine, who is with the Boston investment brokerage firm of Paine, Webber, Jackson & Curtis, in buying Mr. Richardson's one-third interest for $20,000, and he and Mr. Jones are each paying $10,000 for Mr. O'Hare's one-third interest. This was one of the six transfer applications filed with the FCC last week, (see FCC ROUNDUP, page 105).

FCC MONITORS

Heroes in 'SEP' Story

CRACKING good man-hunt story—with FCC Field Engineering & Monitoring Service engineers as heroes—is contained in Dec. 1 Saturday Evening Post. First of two-part series, entitled "They Track Down Outlaw Broadcasters" by SEP Editor Robert M. Yoder, relates how FCC technicians tracked down two illegal transmitters used to broadcast race track results—so that accomplice with receiver could put down a bet on a horse that had already won.

Article describes how big "fix" is made from main monitoring stations and how regional and local FCC engineers close in on the illegal transmitting site through use of direction finding equipment mounted in automobiles, in suitcases and even in pockets.

FCC tracks down 150 illegal transmitters a year, the article says. It also states that there are 430,000 transmitters on the air—of which only 4,000 are broadcast stations (AM-FM-TV and auxiliaries). It also describes how extensively radio is used today—by cattlemen, movie directors, doctors, railroads, even cemeteries.

OPERATIONS and staff of KLKD-AM-FM-TV, Dallas, were covered with stories and pictures in Dallas Times Herald's 75th anniversary edition Nov. 25.

We go OUT OF OUR WAY to find the facts

AT THE MUTUAL Life we are very anxious to know what people really think of us. And—because public confidence is important to the success of a life insurance business—we go out of our way to find out.

We conduct surveys among different groups of people . . . our policyholders, our own home office employees, branch office employees and salesmen out in the field. We even solicit the opinions of strangers, such as the salesmen of competing life insurance companies and the general public.

From our policyholders we seek opinions on the quality of the services we offer. Our employees have a chance to tell us what they think about working conditions and the various personnel programs carried on for their benefit. We invite our salesmen to comment on virtually every phase of Home Office activity because their criticism or suggestions for improvement are welcome.

These periodic surveys help direct our efforts to improve service to our policyholders and the public.

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

THE MUTUAL LIFE
INSURANCE COMPANY of NEW YORK

1740 BROADWAY AT 55TH STREET NEW YORK 19, N.Y.

December 3, 1951 • Page 65
ANALUMMINGS named promotion manager and morning disc jockey at 710 KZNC Seattle. Mr. Cummings was with WWDC Washington and WSCR Scranton, Pa.

ROBERT MONTGOMERY appointed to succeeds staff WGAR Cleveland, replacing BUD HAWKINS, now with WJER Dover, Ohio, in same capacity.

BUD BOWERS, announcer WWIN Baltimore, to WBLM Baltimore in same capacity.

CHARLES HAMILTON, director of public service and supervisor of music, KFI Los Angeles, takes on additional duties of publicity director.

BOB BROWN, WGEM Quincy, III., rejoins announcing staff KGGM Albuquerque, N. M.

LOU MORTON, announcer WLW Cincinnati, named to announcing staff WMJ-AH-TV Milwaukee. Mr. Morton succeeds DAVE CHASE, resigned.

MILT GRANT, disc jockey WINX Washington, to WOL Washington in same capacity. Mr. Grant replaces HAROLD JACKSON, resigned.

JOYCE SMITH, director of women's programs, WDSU-TV New Orleans, presents citation by local commission of safety for her "uniting efforts on her television show" to promote safety.

RUTH TALLEY, record librarian WMID Atlantic City, N. J., to WIP Philadelphia, in same capacity. Miss Talley replaces GEORGE HARRIOT, who leaves to join announcing staff WHAT Philadelphia.

VIRI VOLA, featured on ABC's Mr. District Attorney as "Miss Miller," who was recently appointed chairman of United Hospital Fund radio division, last week named radio actress CLAUDIA MORGAN and ALICE FROST and announces BUD COLLYER and DAN DONALDSON to serve with her during fund's 1951 campaign. Volunteer radio stars will aid in current appeal for $3,500,000 by appearing on special program in behalf of Fund. KATH NORRIS, daytime television personality, appointed chairman of television division of United Hospital Fund. Miss Norris will direct and coordinate all TV activities during fund's 73rd annual money-raising campaign on behalf of its 82 non-profit, member hospitals.

LYAL BROWN, announcer CKGB Timmins, to CKCK Regina, in same capacity. JERRY BARB, reporter CKCK Regina, named librarian.

DON TREMAINE, announcer CBW Halifax, to CBI Sydney, N. S. JOHN MACDONALD, announcer of CBI Sydney, to CBW Halifax. NORM McBAIN, war correspondent Canadian Broadcasting Corp., in Korea, father of boy.

BILL GILMOUR, relief announcer CBX Edmonton, to CJCA Edmonton.

DICK DIESECKER, commentator CJOR Vancouver, appointed promotion manager of Vancouver Daily Province.

ROBERT FALLON, Hollywood TV producer, and Marie Wilson, film and stage actress, to be married in Santa Barbara, Calif., Dec. 16.

EUGENE W. MOSS, promotion and advertising department, WOR New York, and JACQUELINE EISENBERG, Lester Harrison Inc., N. Y., advertising agency, married Nov. 20.

GUY LEBow signed to one-year contract as ensign of Ste-Gun Playsides on WABD (TV) New York (Sat. 6-6:30 p.m.).

JERRY GRAY, orchestra leader on CBS Radio Club 15, and Gail Denby, were married Dec. 1.

JOHN EGAN, program director WQFM Wilson, N. C., to announcing staff WONS Hartford, Conn. HELEN MORRIS, women's commentator WCNX Middletown, Conn., named women's page editor WONS.

JANE LAMBERT, production staff NBC Chicago, and DON BASSLER, director of transcription department ABC Chicago, married, Nov. 10.

BROADCASTING

WBFM

When it came to football coverage last Thanksgiving Day, WBFM Morrisville, Pa., blossomed. Challenge was the scheduled broadcast by Bus Saidt, WBFM sports director, of two local high school games whose contests were 90 miles away from each other. First game—Morrisville High vs. Bristol High—got underway at 10:30 a.m. with final whistle at 12:30 p.m. The other—Trenton Catholic vs. Stepinac High (at White Plains, N. J.)—was set for a 1:30 p.m. kickoff. Mr. Saidt, after close of the Morrisville game, flew to Westchester County Airport, a 30-minute flight, then motored to the stadium in a 25-minute trip. Result: Mr. Saidt arrived 20 minutes late but was on the air at 2 p.m. taking over from his stand-in, a Trenton sportswriter. He was back home for his 6 p.m. sports show that night.

BROADCASTING

In Greater Grand Rapids
... the most ears...
Why WFBK is BIG in Baltimore

CLUB 1300 is the big participating program in the Baltimore area! Biggest average ratings for the full seventy-five minutes, biggest mail pull, biggest studio audiences, biggest in every way.

CLUB 1300 success stories are legion. Ticket requests are fabulous. Audience loyalty is tremendous! Get aboard CLUB 1300 for your share!

Ask your John Blair man or contact any account executive of . . .

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Ask your John Blair man or contact any account executive of . . .

FARM STATION?

Yes! For almost a quarter-century our entertainment and services have been planned for farmers in Kansas and adjoining states.

WIBW The Voice of Kansas

TOPEKA

BROADCASTING • Te lecastin g

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BROADCASTING • Te lecastin g
HOLIDAY FOR ROMANCE
WJOB Couple Marks Anniversary With Award

FIRST anniversary of Mr. and Mrs. Jerry Mitchell, husband-wife team at WJOB Hammond, Ind., was observed by a celebration marking award of a silver cup by the Citizens Committee for the Hoover Report. The cup was presented to the couple Nov. 25 at a breakfast held at the Conrad Hilton Hotel by the Hoover committee. Mrs. Mitchell is the former Bonnie Bonhiver, who fought partial paralysis following a fall nine years ago. She has progressed since 1942 from bed to wheelchair to crutches to a cane.

The Hoover award was based on a WJOB program by the couple in which they discussed need for reorganization of the Dept. of Agriculture according to recommendations in the committee's report.

Three days a week the Mitchells do an inspiration program on WJOB from their North Shore suburban home. "My own experiences help me understand other people's problems," Mrs. Mitchell said. Besides radio and house work, she writes magazine stories and has a book under way. Mr. Mitchell is an announcer at WJOB.

Once a week—BROADCASTING & TELECASTING arrives at the Mitchell home, says Bonnie, adding, "Then I almost wonder which he loves most, BROADCASTING & TELECASTING or me."

The romance started on Valentine's Day 1950 when Jerry taped an inspirational-type interview with Bonnie Bonhiver. Afterward he stayed to chat.

"We toasted marshmallows and hot dogs in the fireplace, and talked," she recalls. Then Jerry observed, "I'm not handicapped, Bonnie, but I want to bring inspiration and courage to people, too." He came other evenings. On Thanksgiving Day, 1950, they were married.

TECHNICAL MEET
Held on Defense Needs

INDUSTRIAL dispersion and other facets of mobilization were reviewed by government officials and planning authorities from 41 states in a three-day conference held in Washington, D. C., last week.

The fifth annual Technical Seminar for Planning and Development Agencies was arranged by the Dept. of Commerce at the request of the Asn. of State Planning and Development Agencies. It was designed to coordinate state and federal planning. Other topics included small business problems and forecast, availability of materials, American resources, and census data.

Manly Fleischmann, administrator for the Defense Production Administration and National Production Authority, addressed a dinner session at the National Press Club Tuesday. Philip Coombs, executive director of the President's Materials Policy Commission, discussed "Future of Our Resources" last Thursday. Commission director is William S. Paley, CBS board chairman.

Other addresses were given by officials of the Munitions Board (which handles military electronics procurement), the National Security Resources Board (security and censorship), Bureau of the Census, Small Defense Plants Administration and the Office of Business Economics.

Presley Lancaster, NSRB deputy director, reviewed industrial dispersion. Upwards of 60 areas have launched such a program, with at least 10 major cities reporting substantial progress.

Existing industry plants are not affected under the NSRB dispersal blueprint. Policy is to construct new plants within reasonable areas of marketing and production centers. Electronics firms which expanded would fall under this policy.

LABOR MARKET
Tobin Gives Area Report

SURVEY of major production centers by the Dept. of Labor revealed last week that roughly one-third—or 60 out of 174—have either a balanced labor supply or labor shortages.

"The outlook is for progressively tighter labor markets in many of the nation's major centers of population as defense manpower requirements expand," Labor Secretary Maurice Tobin declared. He said there are serious unemployment problems in many areas.

"Despite uncertainties stemming from tightening materials controls and the continued undermined status of the market for many civilian products, employer-hiring anticipations indicated increased factory employment by January in a total of 138 areas, Mr. Tobin reported.

Most Critical Points

Areas with the greatest shortages or 6-out-of 10 rating labor scarcity—include Hartford (Conn.), Aiken (S. C.), Augusta (Ga.), Davenport (Iowa), Rock Island and Moline (III.), Indianapolis (Ind.), Wichita (Kan.) and San Diego (Calif.).

In addition to these, 60 other areas were cited as having a "balanced labor supply"; 93 as having "moderate labor surplus," and 16 with a "substantial labor surplus."

Lightening materials controls and lagging civilian demand resulted in consumer goods unemployment in such states as Kentucky, Michigan, Ohio, Illinois, Indiana and Wisconsin.

Greystone's Musical

GREYSTONE PRESS, New York (American Recording Society), through Huber Hoge & Sons, same city, sponsored a one-time musical program starring Jacques Fray, which immediately followed the Metropolitan Opera broadcast, last Saturday. 5:30-5:45 p.m. EST over ABC Radio.

For information call
FORSO
National Representative
or DAVE MORRIS
General Manager
at KEYSTONE 2581

P.O. BOX 2135
TWX NO 414
HOUSTON, TEXAS

"STUMPS"...AVG. 9,000 LETTERS A WEEK
(see inside front cover)

CLEAR CHANNEL Home of the NATIONAL Barn Dance

BROADCASTING • Telecasting
NCAB INQUIRY

"Run Around" Charges Probed

CHARGES by two North Carolina stations that they were given a "run around" in regard to broadcasting a high school championship football game were being investigated last week by the North Carolina Assn. of Broadcasters.

Jack S. Younts, general manager of WIP Philadelphia, and NCAB executive secretary-treasurer, revealed Thursday that complaints had been filed by James McNeil, general manager of WTSP Lumberton, and Nathan Frank, general manager of WHNC Henderson.

The complaints stemmed from broadcast arrangements of the Henderson-Lumberton high school championship football game.

Mr. Younts said that the station managers told them that the high school coaches had agreed not to permit live broadcasts of the contest. They had reportedly agreed to a tape recording—to be played back after the game.

Then, according to Messrs. McNeil and Frank, five minutes before kick off time, WHNC was given permission to carry the game live.

The Lumberton coach denied making such an arrangement and declared, "There was no school plan to leave the station out.

Messrs. McNeil and Frank wired NCAB that the legality of high school stations barng local radio stations from broadcasting athletic contests live be established. Mr. Frank suggested the matter be taken up by the North Carolina High School Athlete Assn.

Reading Bid

INITIAL decision proposing to deny the application of John J. Keel and Lloyd W. Dennis for a new station in Reading, Pa., on 1510 kc with 1 kw fulltime, directional, was issued last week by FCC Hearing Examiner Basil P. Cooper. The examiner, among other things, found the new station would cause interference to WLAC Nashville in an area covering 352,000 sq. mi. with a population of more than 12-million.

WIP DISCOUNT PLAN

Issued For Saturation Ads

WIP Philadelphia has announced a new "Dollar Volume Discount Plan" to accommodate advertisers who want saturation advertising campaigns that involve large amounts of money spent over a comparatively short time. It was effective last Saturday.

The plan offers a dollar volume discount ranging from 15% after frequency discount for expenditures of $425-$999 per week, 20% for $1,000 to $1,499 per week, and 25% for $1,500 per week or over. Announcements and programs may be combined to earn this discount, which applies to time charges only.

Benedict Gimbel Jr., president and general manager of WIP, in commenting on the new discount structure said: "This new discount on WIP should attract advertisers who wish to spend large amounts of money for short campaigns, using programs, announcements, on both.

GENRER ELECTRIC Co.'s electronic division, has announced that it will use two buildings and a part of a third at Bridgeport, Conn., for the manufacture of military equipment.

WINX TRANSFER

IBEW Asks Reconsideration

IBEW Local 1215, Washington, D. C., last Thursday asked the FCC to reconsider its grant of consent for assignment of license of WINX Washington to United Broadcasting Co., operating WOOK Washington and a new station in Rockville, Md., which carries the WINX call letters.

The union charged that its contract with WINX under Banks Independent Broadcasting Co. ownership has another 5½ months to run, but the IBEW technicians have been replaced by non-union employees of United.

FCC has power to grant relief to the union under the "public interest" requirement, since this protects the rights of station employees, the union contended. The former WINX owner notified IBEW last Nov. 16 that the station had sold physical assets to United and would discontinue business Nov. 27.

WOOK changed its Washington assignment last Monday midnight to 1340 kc, 250 w fulltime, the former WINX assignment under Banks ownership. WOOK had operated as a Silver Spring, Md., station. The WINX call letters were transferred to a new Rockville station with 1 kw on 1600 kc daytime.

IBEW points out it notified the FCC, United and Banks interests last Aug. 22 that it was raising the question of its members' interests in the WINX transfer. Another letter was sent to FCC Sept. 24, the union added.

Counsel for United told BROADCASTING TELECASTING the union's petition was without precedent in FCC records. United is preparing an answer to IBEW in which it will be argued that the petition is out of order since the transaction has been completed. United will contend the FCC never intervenes in private disputes involving relationship of employees and that the action should be filed in court.

KGW

KGW Portland, Oregon on the efficient 620 frequency

Affiliated with NBC

Carries the weight in the Oregon Market

Day or Night

TOTAL BMB FAMILIES

From 1950-51 Survey

Daytime

KGW 350,900

Station B 171,130

Station D 192,640

Nighttime

KGW 367,370

Station B 186,920

Station D 255,950

Represented nationally by Edward Petry & Co.

December 3, 1951 • Page 67
Farm Directors

(Continued from page 44)

Dept. of Agriculture information, recognize farmers as producers as well as consumers and cooperate locally with NARFD on stories.

NRC and 13 stations received awards from the National Safety Council at the Sunday luncheon, when Paul Jones, director of public information, cited them for "exceptional service to farm safety." The winners, with some of the activities for which they were cited, are:

NRC, sponsoring a National Farm and Home Hour (Allie-Chalmers) served Miami County, Ohio, with a kickoff broadcast during National Farm Safety Week followed by four quarterly reports and a summary network broadcast from Lima, Ohio.

KELD El Dorado, Ark., 129 special farm safety programs and several references on regular shows.

KFEQ St. Joseph, Mo., 50 radio telephone interviews, consistent coverage on farm safety, an essay and safety slogan contest.

KLB Montana, Ore., year-round safety program, and 24 sponsored spots during National Farm Safety Week.

KPOJ Portland, Ore., year-round program, sending 15-minute safety show to 23 Oregon stations.

KUOM St. Paul, Minn., servicing taped-recorded interviews to 14 Minnesota stations, sending radio shorts to 45 stations and arranging for safety specialists from the U. of Michigan to appear on 10 shows on WCCO and KSTP Minneapolis.

KWTO Springfield, Mo., "exceptionally fruitful" contest among Future Farmers of America, reference to safety on 900 regular shows and 30 special farm broadcasts plus 400 spots.

WIBZ-AM-FM-TV Boston, all-round coverage on 590 regular broadcasts. WIFR Benton Harbor, Mich., a series of interviews with accident victims, consistent coverage.

WHO Des Moines, all-year program, farm safety contest, annual fire prevention contest, plowing contest and a system for broadcasting all available farm accident reports in the state.

WIBC Indianapolis, a farm safety quiz.

WIBX Utica, N. Y., reference to safety on all regular farm broadcasts, 92 special farm safety programs, use of Polish and Italian safety jingles, devoting the entire Farm and Home Show two hours daily to safety during National Farm Safety Week.

WJOU Kokomo, Ind., radio-telephone interviews with accident victims, reference to safety on 924 regular programs, 29 farm safety shows and "hundreds" of spots.

WNAX Yankton, S. D., "original" programming idea in Accidental Jones, first aid kit campaign, 1,400 spots and 24 special shows.

The annual banquet speaker Sunday was James E. McCarthy, dean of the College of Commerce at Notre Dame. The luncheon speaker Saturday was Tom Swearingen, public relations counsel for the Water Resources Corp., Denver, while Gene Flack, sales counsel and director of advertising for Sunshine Biscuit Co., Long Island City, gave the address at dinner that night.

Mr. Alampi opened the convention and introduced the following committee chairmen:

Paul Visser, NBC Chicago, and Roy Battles, WLW Cincinnati, convention program; Jerry Hehi, CBS Advertising, Milwaukee, convention facilities; Don Huckle, Park & Pollard Feed Co., Harrisburg, exploitation reports; Chuck Worcester, WMT Cedar Rapids, presentations; Jim E. Gilliland, Washington State College, handbook.

Herb Plambeck, WHO Des Moines, chairman; Harold Lienau, consultant; Joseph, Mo., research; Chris Mack, WNAX Yankton, public services; Jack Jackson, KCMO Kansas City, USD relations; Sam Schneider, KVJO Yankton, spring meeting; Meri Galusha, WGY Schenectady, television; Mal Hansen, WQOM Chata, Homer Mertz, KOA Pittsburg, financial chairman; Atwood, WTIC Hartford, yearbook; Erle Lindsay, WLWA Lynchburg, Va., awards; Larry Haag, WCCO Minneapolis, public relations; Bob Miller, WFLD Washington, D.C.

Also reporting were the regional chairman: Paul Leach, Chicago, Illinois; Homer Mertz, KDKA Pittsburgh; Ted Hymans, VPI College of Agriculture, Blacksburg, Va.; Marshall Wells, WJR Detroit; Bill MacDonald, KFAB Lincoln, Neb.; George Roemer, KTRH Houston, Wash; Henry Schwab, KNIC San Francisco.

VICTOR BELL DIES

Was Gillham Radio-TV Head

VICTOR VAN DYKE BELL, 40, vice president in charge of radio and television at the Gillham Advertising Agency, Salt Lake City, died Nov. 20 in a hospital in that city. He was stricken at his office two hours before his death.

Well-known in the radio field in that section of the country, Mr. Bell had been radio director at KLMP Minot, N. D., in 1936, later at KRMK Jamestown, N. D., and at KUTA Salt Lake City in 1938. In 1939, he was writer-producer and assistant director of sales service at KSJ Salt Lake City.

He joined the Gillham Agency in 1941 as an account executive and radio director. He became vice president in charge of radio-TV in 1950. He directed radio-TV placements for some of the section's largest business firms.

Tom Edwards

TOM EDWARDS, 27, chief announcer, KOA Odessa, Tex., was found shot to death Thanksgiving Day morning at the studio with a pistol lying near the body. John Guffey, station's continuity director, who was tuned to the station, rushed to KOA to take over the announcing task when Mr. Edwards' only announcer on duty, failed to come on the air. Mr. Edwards' family are all of Los Angeles.

NEW SYLVANIA PLANT

Opens at Shawnee, Okla.

SYLVANIA Electric Products' new radio tube plant in Shawnee, Okla., was officially opened last week, with Nov. 24-30 designated as "Sylvania Week" by the company. During that period, the new tube plant observed open house and conducted plant tours for Oklahoma City, Tulsa and Shawnee Chambers of Commerce, with special tour for dealers and distributors of Sylvania products.

Newly constructed Shawnee plant is brick building with approximately 34,297 sq. ft. of production area and including sq. ft. of property area. Plant will specialize in manufacture of miniature radio tubes to supplement output of tubes from other Sylvania plants.

W. J. (Tiny) Turner

FUNERAL services were held Nov. 25 for William Jasper (Tiny) Turner, 35, WFRC Reidsville, N. C., announcer and entertainer, who died Nov. 22 after a short illness. In 1944-45 he was with the Grand Ole Opry company of WSM Nashville, and one of the first performers to appear before the camera on the show. Tiny was with WFRY-TV Greenboro. He was with WFRC since July 1948. Surviving are his mother, a sister, his widow, and two step-children.

In Altoona, Pa., It's ROY F. THOMPSON and WRTA

A radio prize combination in the rich agricultural market of Central Pennsylvania.

Represented by ROBERT MIERER ASSOCIATES.
Charles Ende, vice president and general manager American Press Assn., and sales manager of Greater Weeklies, named sales manager and account executive of Fact Finders, Assoc. Inc., N. Y. LUNA RONDOT, account executive named production manager in charge of internal and field operations and will continue as account executive. Miss RONDOT, daughter of Branch, director of corporation, elected secretary of corporation. FRANK R. COUTANT, company president and treasurer, continues to direct planning as firm’s chief consultant.

JAME M. ORCHARD, program director KOTV (TV) Tulsa, appointed sales and account executive Paramount Television Productions Inc., N. Y.

HOWARD BACK named to editorial staff Telenew Inc., N. Y. He was with WERE Erie, Pa., and WOR East Liverpool, Ohio.

ORIN M. JACOBSON, international representative of International Alliance of Theatrical Stage Employees, elected eighth vice president to fill vacancy left by death last May of third international vice president FLOYD M. BILLINGSLEY.

IVAN F. BETTS named president of newly-formed Hollywood Religious Film Production. Other officers include OREN W. EVANS, West Coast director, Broadcasting & Film Commission, National Churches of Christ, USA, vice president in charge of production; PORTER RALL, vice-president; ATTY. PALMER JOHNSON, secretary; HERMAN E. WARD, treasurer.

MINDLIN & LEVY, L. A. law firm appointed counsel to National Society of Television Producers, VICTOR MINDLIN and MAURICE LEVY Jr. are firm principals.

DEFENSE OF advertising was carried in a dramatized program on Canadian Broadcasting Corp. network recently in its weekly Cross Section network public affairs program. Story started with uninformed citizens discussing their opinions on advertising, when an agency man came into the conversation and showed what an advertising agency man does and the part played by advertising in the modern economy. The program originated at CBL Toronto.

All the radio listening surveys indicate a strong preference in this area for WJDX over all popular programs. With this exceptional listening loyalty, your message is sure to win sales success on WJDX . . . the "Voice of Mississippi".

Charles Ende, vice president and general manager, American Press Assn., and sales manager of Greater Weeklies, named sales manager and account executive of Fact Finders, Assoc. Inc., N. Y. LUNA RONDOT, account executive named production manager in charge of internal and field operations and will continue as account executive. Miss RONDOT, daughter of Branch, director of corporation, elected secretary of corporation. FRANK R. COUTANT, company president and treasurer, continues to direct planning as firm’s chief consultant.

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Equipment . . .


CARL E. SCHOLZ, vice president and chief engineer All American Cables & Radio Inc. and Commercial Cable Co., subsidiaries of American Radio Manufacturing Corp., N. Y., elected vice president and chief engineer American Cable & Radio Corp.

WARD PRODUCTS Corp., Div. of The Gabriel Co., Cleveland, announces production of two new directional antenna models: Models WW-161 and WW-172 are designed for point-to-point communications. Free additional information can be had by writing the company at 1523 E. 45th St., Cleveland, Ohio.

ALTEC LANSING Corp., Beverly Hills, Calif., has introduced new 320A portable mixer, developed to fulfill all requirements of high quality broadcast mixer for field use in AM, FM and TV remote pickup. Company reports it is also ideal for public address systems as it can be quickly moved to various locations.

ANDREW Corp., Chicago, announces starting Dec. 1 all California business will be handled by NEW CALIFORNIA Corp., Simi, Calif.

JOHN S. MECK, president of Scott Radio Labs, Chicago, appointed to National Production Authority’s television manufacturers’ industry advisory committee. Mr. Meck also heads John Meck Industries, Plymouth, Ind., which recently became a division of Scott in a merger.

MILTON B. BENJAMIN, vice president and national sales manager Majestic Radio & Television, Brooklyn, Div. of Wilcox-Gap Corp., Charlotte, Mich., announces his resignation from firm. Mr. Benjamin will reveal his future plans at a later date.

JAMES T. CHATTERTON, vice president in charge of West Coast operations Mackay Radio & Telegraph Co., named regional director of Pacific area. Mr. Chatterton will supervise services at Honolulu, Manila, Tokyo and other points in the Far East for company. He will make his headquarters in San Francisco.

AUDIO DEVICES Inc., N. Y., announces publication of new 50-page handbook on Fundamentals of Magnetic Recording. Handbook contains information on recording methods, magnetic relationships, tape characteristics, AC and DC bias, frequency response, noise level, distortion, machine features and helpful hints on machine selection, operation and maintenance.

JOHN B. TUBERGEN named president Los Angeles chapter, Representatives, Inc., subsidiary of Radio Parts Mfrs. Inc. Other officers include JOHN J. HILL, vice president; GEORGE DAVIS, secretary-treasurer; E. A. ROBERTS, retiring president who becomes chairman of the board of governors. Dr. RALPH L. POWER, executive secretary-treasurer, re-appointed.

Technical . . .

GEORGE M. IVES, television maintenance supervisor ABC-TV, elected president of Brookfield (Ill.) Kiwanis Club.

DORE MALMBERG, transmitter operator GIO Lethbridge, to CBX Edmonton, in same capacity.
POLITICAL PLANS

Demos to Select Ad Agency

DEMOCRATIC National Committee within the next fortnight will select an advertising agency to handle its 1952 political commitments in radio, television and other media.

This was indicated after it was learned that National Chairman Frank McKinney had studied a list of three or four agencies as possible choices last week.

Mr. McKinney addressed the third annual Democratic National Committee dinner in New York last Monday evening. His speech was carried as a simulcast by ABC Radio and Television. The national committee is distributing kinescope film recordings to stations unable to carry the telecast live and to party workers throughout the country.

The organization is not expected to swing into broadcasting commitments until after the state primaries early next year and until after President Truman indicates whether he will run for office again.

No such limitations obtain, however, at Republican National Committee headquarters. Chairman Guy Gabrielson has thrown open the organization's complete facilities to avowed or potential GOP candidates for the presidency. The committee promised to aid Sen. Robert Taft (R-Ohio), Gov. Earl Warren of California, and campaign managers for Gen. Dwight D. Eisenhower and Harold Stassen.

They will be offered assistance in arranging radio and television time and use of mailing lists and research materials, as well as help in setting up headquarters at the Chicago convention next July. Broadcast commitments had not been explored yet.

Still hanging fire is a proposed code or standards of practice to guide the radio-TV industry in handling conversion coverage. Network representatives have not yet submitted comments on the revised draft submitted by both national committees. [81T, Nov. 20].

Thomas Velotta, ABC, is coordinating the network presentation.

Ad Film Gift

WOMEN'S Advertising Club of Chicago has given property rights to the film "Do You Belong in Advertising" to the Advertising Federation of America for exclusive distribution. It will be sold and/or rented to high schools, colleges, advertising agencies, media organizations, and firms with advertising training programs.

More than one million American Telephone & Telegraph Co. shareholders were informed last week of the company's 123rd consecutive quarterly dividend at $2.55 per share, declared by directors Nov. 21. Dividend will be payable Jan. 15 to shareholders of record Dec. 17.

PEARL HARBOR

Anniversary Programs Set

SPECIAL network broadcast marking 10th anniversary of Japanese attack on Pearl Harbor will be carried by MBS Friday, 8:30-8:55 p.m. EST from the Hawaiian naval base.

Webley Edwards, Mutual Honolo luator who broadcast original news of attack on Dec. 7, 1941, will narrate program, conducting listeners on tour of Pearl Harbor. Mr. Edwards—who was chosen by Adm. Chester Nimitz to broadcast surrender ceremonies from U.S.S. Missouri on Sept. 2, 1945—will interview various members of the armed forces who were on the base during the attack, including officers, enlisted men, chaplains, and prisoners of war.

Special a cappella choir arrangement of "America" will be background music for reading of memorial plaque on U.S.S. Arizona.

U. S. invasion by cosmic forces—Pearl Harbor Day of 1942—will be depicted on ABC-TV's Tales of Tomorrow for the Dec. 7 broadcast. Producers George Foley and Richard Gordon said last week, Screen Actor Zachary Scott will be starred in the Mel Goldberg script, based on the story, "What Would You Do?" by Russell V. Ritchie.

WEIR Weirton, W. Va., boosts two successful politicians on its staff. Harry Cochran (l), news editor, just elected to Jefferson town council, in Steubenville, Ohio, shakes hands with Dick Jackson, sports caster, who has been named Weirton councilman.

OHIO INQUIRY

Radio Role Is Noted

RADIO has a big part in political contests. Of this both Sen. Robert A. Taft (R-Ohio) and Ohio State Auditor Joseph T. Ferguson are convinced.

However, they differ about which radio commentator is on what side of the fence—that is, assuming that the commentators in question straddled either side of the fence during the Ohio election campaign last year, which resulted in the sound defeat of Mr. Ferguson by Sen. Taft.

During a Senate subcommittee hearing on the Ohio election last week, Sen. Taft declared that his opponents failed to report expenses of $750,000, which were paid to MBS "for the Frank Edwards series of broadcasts which were devoted principally to attacks on me and against my re-election."

As early as last March, Broadc asting * Telecasting reported that Sen. Taft's Washington office had set up policy of not placing any time for the Senator's radio addresses on MBS because of Mr. Edwards' broadcasts. [B+T, March 12].

Green Charges Error

American Federation of Labor President William Green (AFL) sponsors Mr. Edwards' broadcasts) countered that the Senator was in error. He reminded the Senator that he had been on the air for the union not only in 1950 but this year as well.

Again, Mr. Ferguson retorted that Sen. Taft "did not mention that great number of radio newsmen and columnists he had spreading propaganda for him." Mentioned among other columnists was MBS Radio Commentator Fulton Lewis Jr.

As testimony continued to mount at the week's end, Chairman Guy Gillette (D-Iowa) of the Subcommittee on Elections and Privileges, surmised that since Sen. Taft reported personal campaign receipts of only $1,600 and Mr. Ferguson only $14,700, there was something "peculiar nature" to the reporting system for political candidates.

Boost for VOA

FOREIGN language radio stations in the U. S. have been requested by the Advertising Council Inc., on behalf of the Dept. of State, to urge their listeners to mention Voice of America radio series when they write to friends and relatives abroad. International Voice broadcasts will have special Christmas programming. The effort was boosted in an effort to increase audiences in foreign countries.

CLEBAR WATCH AGENCY

CLEBAR WATCH AGENCY
521 FIFTH AVENUE, NEW YORK 17

Clebar
the stop watch of
split second accuracy

#650
1/5 second timer for general timing, 7 jewels Clebar quality, nonmagnetic, 30 minute register-start, stop and fly-back from crown.

There is a Clebar stop watch for every precision timing purpose. Write for new FREE catalog which illustrates more than a score of models.
Christmas gift subscription form

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$7.00 for a one-year subscription
$13.00 for two subscriptions
$19.00 for three subscriptions
$25.00 for four subscriptions
$30.00 for five subscriptions
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* The 1952 BROADCASTING or TELECASTING Yearbook may be included with each subscription for an additional $2.00 each. Yearbooks to be mailed upon publication in February.

BROADCASTING • TELECASTING: Please enter the gift subscriptions listed on reverse side and send announcement cards.

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MAIL TO BROADCASTING • TELECASTING NATIONAL PRESS BUILDING, WASHINGTON 4, D. C.
FOR THE FASTEST ROAD
TO THE MINDS OF AMERICA...
LOCALLY PRODUCED NEWSCASTS
ON TELEVISION

What better medium for selling a product or an idea to America? They provide the answer to every person's craving for news and informed opinion. They do it through the two strongest human senses, aural and visual. They include regional, community and local news in their content. As a rule, they rate considerably higher than network newscasts. Just four of the many reasons why Spot TV newscasts on these twelve leading stations should be included in your Advertising plans.

They can help make 1952 your "sellingest" year.

WSB-TV .............. Atlanta
WBAL-TV .............. Baltimore
WFAA-TV .............. Dallas
KPRC-TV .............. Houston
KJH-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
A YEAR AGO they said it was impossible. People just wouldn't watch television between 7:00 and 9:00 in the morning.

WPTZ, Philadelphia, didn't believe them. It programmed "3 To Get Ready," starring Ernie Kovacs, every morning from 7:00 to 9:00.

Now 1 year later "3 To Get Ready" is television's best and most successful early morning show. Plenty of audience, plenty of sponsors, plenty of entertainment are its ingredients.

Ernie Kovacs clowns, spins records, auditions goats, campaigns for office on the street—and does just about everything else to keep conservative Philadelphia laughing, and watching. Lovely Edythe Adams and the music of Tony DeSimone keep the viewers humming over breakfast. It's fast, it's fun and it's here on WPTZ.

Give us a call here at WPTZ, Philadelphia, or see your nearest NBC Spot Sales Representative for the full story on "3 To Get Ready." Its ratings will surprise you. Its list of top name advertisers will prove that early morning television is good time, big time, television.

At WPTZ, Philadelphia, early morning television isn't only here—it's growing up!
NINE major league baseball clubs that televised all home games or all day games in 1951 showed increased paid admissions, according to the third annual TV baseball survey conducted by Jerry Jordan.

On the other hand, the seven clubs that did not regularly played an increase of 234,169 to paid admissions, which was lower than the seven clubs that curtailed or banned TV had a loss of 1,485,070.

Mr. Jordan said these figures must be weighed in the light of team records for baseball, according to the Philadelphia analyst. He noted that major league clubs received $4,685,032 for sportscasting rights in 1951, nearly equal to the total gate receipts of the entire National League, in its biggest pre-war year. The TV rights fees guarantee player pension and welfare funds.

The figures show that "regular TV did not hurt the teams that were putting on an exciting performance, and eliminating or reducing it did not help the others," Mr. Jordan said.

"The future looks bright, too," he continued. "Television already is being in a very satisfactory new source of revenue. And this is not the peak; the intake will increase. Theatre television is developing and hundreds of new TV stations are going to be built. It is entirely possible that when the TV fees for big events and 'hot games' may swell the total far beyond anything we know today.

"In addition to the rights fees, television serves as a great promotional medium. Along with newspapers and radio it reaches many millions of people—especially women and out-of-towners who may never have seen a big league game. The high audience ratings, from 11% on weekday games to 38% of set owners on Sundays, prove that it is interesting them. And interest is the forerunner of attendance.

"If every person in the normal metropolitan area of our big league cities came out to see just one game a season, there would not be enough capacity in the parks to seat them. No matter how many games people enjoy at home, TV should help promote at least a few trips to the park each year. If and when it does, attendance records will again be broken with added millions in right fees."

The disappointing trend in minor league attendance during 1951, a sports year, was "widespread and severe," Mr. Jordan said. He feared the future of organized baseball will be seriously threatened if this trend continues.

"It is difficult to determine conclusively just what has caused this abnormal decline in minor league attendance," he said. "Television could not have been an important over-all factor, because less than 10% of the clubs are near enough to any TV area to be affected. Neither, in this instance, could performance be the cause. With over 400 clubs, gains and losses due to television would tend to cancel out. Also, many teams with excellent performance have dropped off sharply. Wilkes-Barre is a good example, losing 50% in attendance while winning two consecutive pennants. There is no major league (or minor league) TV here and performance is certainly top-flight. It was necessary for Cleveland to move the franchise.

"Something else of a very broad nature must be affecting the minors. Economic conditions, in the opinion of some, may be the cause. People have fewer 'real' dollars to spend the first eight months of this year. Undoubtedly, this situation has had an adverse effect on all attendance, but it cannot account for the sharp decline peculiar to the minors alone.

"Major league broadcasts are blamed by many owners for the drop in attendance. Over 1,000 radio stations carried baseball last year. Whether this influx of major league broadcasts has harmed minor league attendance has not yet been determined conclusively. No adequate research has been undertaken as yet. It would be very valuable to baseball if some systematic plan for studying the (Continued on page 80)
DuMONT MOVE
Plans Central Division

DuMONT TV Network is establishing a central division in Chicago, and plans to originate at least 25% of its network TV programs from that city. Plans were revealed in a wire sent by Gerald Lyons, DuMONT president, to TV trade editor, Irving Kupcinet, columnist of the Chicago Sun Times, who on Nov. 7 reported that Down Yon Go would originate in New York at the insistence of DuMONT executives.

"Quite to the contrary," Mr. Lyons wired, "Chris J. Witting, our director, insisted that it stay in Chicago... In addition to Down Yon Go, we move They Stand Ac-cused out of Chicago from 10-11 every Sunday night and likewise will be wrestling from Marigold Gardens from 9:30-11 every Saturday night... More important than that, however, Witting is actually in the process of setting up a cen-tral division of our network whose single purpose is to take advantage of the television ability and talent made available to us in Chicago through WGN-TV."

THROWER NAMED
Takes CBS-TV Sales Post

SALES department of CBS Television Network last week underwent changes in executive personnel when Ted M. Thrower, vice president in charge of television for ABC, was named vice president in charge of sales for CBS-TV, effective today (Monday), replacing David V. Mr. Thrower Sutton, resigned.

Arthur E. Duram, assistant sales manager, CBS Television, has also resigned to join Fuller & Smith & Ross, New York, in newly created position of director of TV and ra-
dio activities, effective immediately.

Mr. Sutton's future plans are ex-pected to be announced shortly.

ALLOCATION

STILL awaiting FCC action, following the deadline for the "paper" TV allocations proceedings Nov. 26, are oppositions to the Commission's recommendations to change frequencies by WSAZ-TV Huntington, W. Va., and WKY-TV Oklahoma City. Also unsettled is the qualified "yes" by WNHC-TV New Haven to changing its channel in line with the Commission's sugges-
tions.

Deadline saw 1,400 documents filed by midnight of last Monday, leaving the FCC reviewing staff of attorneys, engineers and account-
ants with the end of the mountain of filings in view. Hope continues high that the Commission can end the three-year-old TV freeze by February [B*T, Nov. 5].

Refusal of WSAZ-TV and WKY-
TV to go along with the Commis-
sion's recommendations may sty-
me processing of applications by the Commission after freeze is lifted, but only if the objections are un-
involved. It is not believed to en-
danger lifting of the freeze.

WSAZ-TV refused to change from its present Channel 5 to Channel 8 because it stated its objections [B*T, Sept. 17] it would entail a cost of $1 million to the public in its area to change an-
tenna installations from present to reach their objective. Aircraft on patrol would be equipped with parasite planes, equipped with radar and radio to send back to the nearest group of defensive fighter planes a continuous flow of signals giving positions, speeds and direc-
tions of enemy craft. Fighter planes, upon receipt of the in-
formation, would take off from land bases or carriers, fly directly toward the intruders and intercept them before their mis-
sion is accomplished.

It was suggested that the same principle could be used in peace-
time to relay television programs through a chain of planes and thus achieve a trans-oceanic TV system.

Dr. Elmer W. Engstrom, vice-

ACCOMPANYING Gen. Sarnoff's potent application, which was granted last October, was this technical representation of his recommended air relay and detection system (Fig. 1). Other diagrams show perspective view of communi-
cation radiation patterns, a shore station and two aircraft of the system being shown (Fig. 2), plane view of detection coverage of several airplanes (Fig. 2a), and section view of detection coverage of a typical plane (Fig. 2b).

SARNOFF PATENT
Would Aid U. S. Air Defense

PRINCIPLES of television, radar and microwave relay are incorporated in an automatic warning system—designed to detect planes, missiles and ships approaching the United States—for which Brig. Gen. David Sarnoff, RCA board chairman, has been granted a patent, it was disclosed last week.

Specifications call for an air-
borne radar net, in which a succession of planes leaving shore on a predetermined course search a specified area with radar equip-
ment. Information thus compiled is relayed automatically from the lead plane successively, through trailing planes and finally to a control center in the home base. Thus the radar net is moved con-
tinuously across vast distances, covering possible invasion routes and effecting protection for a greater area of national frontiers.

Television camera, added to the plane's equipment, relays radar information—plus data on air-speed, compass bearing, and alti-
tude. An in-fighting center by means of lightweight, low-power microwave relay apparatus, which would not affect the plane's freight-carrying capacity.

Equipment may also be means for intercepting enemy signals, transmitted to or from a guided missile, and provides a method for immediate transmission of identical signals to take control of that missile. In this way, the enemy equipment could be directed to a new path, which would be continued until fuel supply were ex-
hausted and the missile fell over the sea or an uninhabited land area.

A variation of the same principle allows for the control center to dis-
patch fighter planes to meet and destroy guided missiles or enemy planes long before they are ready to reach their objective. Aircraft on patrol would be equipped with parasite planes, equipped with radar and radio to send back to the nearest group of defensive fighter planes a continuous flow of signals giving positions, speeds and direc-
tions of enemy craft. Fighter planes, upon receipt of the in-
formation, would take off from land bases or carriers, fly directly toward the intruders and intercept them before their mis-
sion is accomplished.

It was suggested that the same principle could be used in peace-
time to relay television programs through a chain of planes and thus achieve a trans-oceanic TV system.

Dr. Elmer W. Engstrom, vice-

president in charge of RCA Labs Division, said, "The system pro-
posed by General Sarnoff would enable detection at much greater distances feasible. By the same time it would transmit the information to a control center that could act immediately. By this new method, countermeasures will have a greater opportunity to deal with the enemy's guided or guided mis-
siles that might be strategic atomic bombs and to destroy them at sea before they can reach targets on land."

Utilizing equipment already de-
veloped and in use, the system was des-
cribed in the U. S. Patent Of-

"Breakfast' on TV

RADIO, television and subsidiary rights to Breakfast in Hollywood have been purchased by George Foley and Richard Gordon Inc. for daily presentation as a live TV show. To be seen in the East sometime before noon, the TV ver-
sion will be budgeted at $10,000 a week and will originate from either a Hollywood restaurant or hotel. Most original features of the radio version will be live TV show, but several new contest ideas will be added, including one in which winners and their families would get a free trip to the West Coast. Former owners of the show are John Masterson, Billy Breman and Ray Morgan.

Oral Hearing Bids Pend

4 operation was requested by WKY-
TV rather than changing to FCC's proposed Channel 7 [B*T, Nov. 6].

The Oklahoma City station was granted the Commission's proposed VHF allocation to that city, Tulsa and Muskogee be revised to retain Channel 4 where it now is. Neither of the other cities would receive fewer VHF channels than proposed by the Commission, the WKY-TV presentation said. In a brief filed last week, the station not only take off to switch to any others; it also asked for an oral hearing on the subject.

Tangle with ABC's WJZ-TV and Macy's WOR-TV, both in New York, is at the root of WNHC-TV's troubles. The FCC recommended that it switch from present Chan-
(Continued on page 86)
Dennis Blames Networks

CHICAGO TV LOSS

NETWORKS—specifically NBC—are to blame for the lack of TV network origination in Chicago, which often are cheaper and as good as those found in New York productions. This was the assertion of J. Hugh E. Davis, executive vice president of Footo, Cone & Belding, Chicago, as he spoke at a joint luncheon meeting of the Chicago Television Council and Radio Management Club Wednesday in the Sheraton Hotel.

Mr. Davis said the overflow Chicago charge that agencies and advertisers are primarily responsible for production swings from the Midwest to both coasts, Mr. Davis said that agencies are interested first in bettering business for their clients.

TV network sponsor interests, he charged, can frequently be bettered more promptly with Chicago origination because of lower production costs there. He spoke to a capacity audience of some 300 persons, all of whom have been debating the issue because of the industry hubbub about Dave Garroway and Jack Carson, (both NBC-TV), during the past four months.

Claiming TV network origination are "practically dead" in Chicago, but can perhaps be revived if the networks choose, Mr. Davis said, "the little Goliath of Chicago television is now without life except for a few wriggling with all the rest being clubbed and beaten insensible by the New York production giants—and they will probably take up wacking Chicago too."

Speculating as to why shows have been taken from Chicago and others never started, Mr. Davis said he found only one reason which "makes sense" but is never given. "Either the production bosses in New York want the credit, or they have convinced themselves their product generally is better."

By having network in specific rather than broad terms, the FC & B executive eliminated DuMont, ABC and CBS from his charges. ABC, he said, has "very, very little" in Chicago, but no "gold mine" to work with although "it could have done better." DuMont has no money for "experimentation and emergence into the big time," CBS has no production facilities in Chicago, although it "might have found a way if it really wanted to." (WBKB, which is owned by Balaban & Katz Movie chain, and the proposed acquisition of WCNR-TV, now owned by ABC, has not been approved by the FCC.)

Names NBC

Naming NBC as the network most responsible for the fate of Chicago originations, Mr. Davis said, "The Jack Carson portion of the Saturday Night Review, "which had a high rating which was not improved when it went to New York and it was done more cheaply here." The Random Sherman Show "never even had a chance," he said. "Refering to The Garrvorky at Large Show as the most "famous case," Mr. Davis retold the story of how Armour had bought the program which was slotted into an time period for which only single stations could be cleared. He said Armour was offered that time period only, despite the fact NBC was planning the Kate Smith Show (on which no sales had been made) for a better hour, and put The Goldbergs into a good half-hour as a sustainer. Re pointed out the Garrvorky Show and talent are owned by NBC.

Additional costs of New York productions are passed on to the client, Mr. Davis said. FC & B has no Chicago originations, how ever, of network cooperation, and there is no chance when the program is an established New York property, when the client seeks his show with a specific show, or when the personality wants to remain in New York or Hollywood, he said. Referring to The College Show, a network feature planned by the agency early this year with college talent and community talent, Mr. Davis said CBS Chicago refused to make Chicago facilities available and plans were dropped when it was discovered production costs would have been $1,500 more per week for a New York origination.

He pointed to specific programs which could best originate in Chicago, saying top-level dramatic and variety programs should continue to emanate from the coasts. Among the types he recommended were Chicago situation comedy panel, audiences and team play, opera and mystery, all with static casts.

Cites Remaining Shows

Referring to the fact that production know-how is available in Chicago and many Chicagoans do not see the need or high-paying jobs, Mr. Davis cited several of the remaining shows, each of which he considers distinctive. They included Zoo Bar and Ollie & Jim (both cut from half-hour to 15 minutes was good and will help prolong its life"), Super Circus, Studebaker and The Wayne King Show (the latter being a partial network). Hawkins Falls, "the top-rated soap opera," gets better ratings, he said, than The First Hundred Years out of New York and Miss Susan from Philadelphia which cost, respectively, $6,000 and $3,000 per week than Hawkins Falls.

Networks also have an obligation to their audience ratings and advertisers seek to why shows have been taken from Chicago and others never started, Mr. Davis said he could find only one reason which "makes sense" but is never

TV EFFECT

SERENE outlook for the magazine business is given in a fall report on "Readership of Magazine Advertisements vs. the Growth of Television" survey by Daniel Starch & Staff, consultant in business research.

The charted upswing or downswing of movies, radio, and magazines, including a breakdown on magazine movie-going in late 1946. Starch estimated that movie attendance figures would come to the number of TV sets installed in New York in 1951 Page

MAGAZINES CLAIM LEAST INJURY

The obvious conclusion, according to Starch's figures, is that national magazines were virtually untouched by the climbing installation of TV sets.

Magazines surveyed included Collier's, Good Housekeeping, Ladies' Home Journal, Life, Look, McCall's, Saturday Evening Post, Time, Woman's Home Companion. Beginning is March 1951. Breakdown in "one page black-and-white and four-color advertisements" for readership showed women increasing their numbers a among all groups, the male readership holding their own (compared to TV set installation) for both those "noted" and those "found most." Other categories were similarly broken down—that is, food, automobile, tobacco, toilet articles—and in each case, the Starch report asserts readership was about the same despite the increase in TV set installation.

ESCORTS

1951 Page

BROADCASTING • Telecasting

ELECTRIC FIRMS

Plan TV Series on 31 ELECTRIC COMPANIES Advertiser Program. New York will sponsor a series of half-hour filmed shows [CLOSED CIRCUIT, Nov. 19] called The Electric Theatre started in the late 1940's on January 31 television stations.

Show is produced and packaged by Screen Televideo Productions of Hollywood. Format of the program will range from comedy to melodrama, from science fiction to westerns. Each film is an original, produced by Gil Raiston. Electric companies Advertising Promotions, series, Meet Corlies Archer, will continue on CBS Radio Sunday, 9-9:30 p.m. N. W. Ayer & Son, New York, is agency.

MAGNEY'S PARADE

Draws High WJZ-TV Rating

ALMOST 89% of the television sets in New York operating between 10:30 a.m. and noon Thanksgiving day were tuned to WJZ-TV New York which carried exclusively Macy's Pre-Christmas parade, according to a special Trendex rating.

Overall rating for the full hour and a half telecast was 40.1%, with 45.2% of sets in use. Half-hour breakshow gave a 36.6 rating but dropped to a 1.5 rating for first segment; 42.9 rating with 96.6% of the audience for the 11-12:30 a.m. segment; 40.7 rating with 91.1% of the audience for the last half hour.

MOTOROLA Inc., Chicago, has borrowed $7 million from Prudential Insurance Co. to pay an earlier debt to company of $8,385,000 and to provide additional working capital. This was reported in Chicago last week by Paul Galvin, executive vice president. He said the sum will be repaid on a 15-year note at 9% interest.

December 3, 1951 • Page 75
IF YOU
Your eyes, too, would reflect the uncomplicated charm of "Betsy and the Magic Key."

You'd live every magic moment of all 260 of these quarter-hour film fables...know as well as your own name bright-eyed, light-hearted puppet characters like Betsy, Texas Ranger, Mr. and Mrs. Bear, Tommy the Bumblebee, "Dumb" Bunny, Sir Anthony the Elephant...

As an advertiser, you already know that this kind of spell—with its wide-eyed fascination and day-in-and-out devotion—will help you sell more of your product.

"Betsy and the Magic Key"** will open new doors for you. For first-run rights in your television markets, subject of course to prior sale, just get in touch with...

*Written and produced by Elizabeth Raines, with the famous Sue Hastings Marionettes.

CBS TELEVISION SPOT SALES with offices in New York, Chicago, Los Angeles, Memphis, Detroit and San Francisco
**Boca Raton Registration**  
(Continued from page 54)

- Mrs. L. Tom Schmitt, WOC, Des Moines; Mrs. Frank E. Alvin, WKLL, Mobile; Mrs. H. H. Love, WORF, Evansville, Ind.; R. O. Lewis, KRAJ, Phoenix, Ariz.;
- Mrs. & Mr. Arthur Litwick, Mr. & Mrs. William D. Zebert, WEAL Lima, Mobile; Mrs. & Mr. J. E. Khoury, WEEL, Lexington, Mass.;
- Mr. & Mrs. Robert Lambe, WTAR Norfolk, Va.; Mrs. C. M. Blewer, WKLJ, KFRC Lake Charles, La.; James M. LeGate, KXNL, Helena, Mont.;
- Mrs. & Mrs. William F. Kiley, WOOD Columbus, Ohio; Mrs. & Mr. J. Calvert, WXYZ Utica, N. Y.; Mr. & Mrs. E. H. McCallister, WKEL, Kingsville, Md.;
- Mrs. & Mr. William O. Litwick, WHZI Zanesville, Ohio; Mr. & Mrs. H. B. Burkhardt, WAGS, Louisville, Ky.;
- Mrs. Walter Lech, WKYOU Youngstown, Ohio; Mrs. & Mr. R. J. Leeman, WKJY, WORF, Evansville, Ind.;
- Mr. & Mrs. P. A. Loyal, WGBH Boston, Mass.;
- Mrs. & Mrs. Edward L. Wilkes, WKJZ Jackson, Miss.; Mrs. & Mrs. W. T. McNellis, WTVT, Janesville, Wis.;
- Mr. Alvin Cumulis, WGN, Chicago, Ill.; Mr. & Mrs. John F. Meacher, KYSM Mankato, Minn.; Mr. & Mrs. T. W. Knight, WSOX, Des Moines, Ia.;
- Mr. & Mrs. W. F. Rowley, WNIT South Bend, Ind.; Mr. & Mrs. W. F. Roys, WLIW, Long Island, N. Y.;
- Mr. & Mrs. John T. Murphy, WSLJ, West Palm Beach, Fla.; Mr. & Mrs. H. B. Jackson, WWV, Atlanta, Ga.;
- Mr. & Mrs. H. W. Vinoy, WJZ Miami, Fla.; Mrs. & Mrs. H. R. Tunick, Mr. & Mrs. F. H. Belsky, WKBW Buffalo, N. Y.

**FOOTBALL SAT. 1:45 WHAS-TV CHANNEL**

**STYEDM by the NCTA in its attempt to carry the Kentucky-Tennessee gridiron clash Nov. 24 [8ST, Nov. 26]. WHAS-TV Louisville used this balbo at game time to toll viewers of its frustrated effort.**

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**FCO Proposal**

To Take Hawaiian Channels

NO GREAT loss to TV or FM in belief of occasioned by the FCC action last week proposing to change the allocation of TV Channels 5 and 6 (76-88 mc) and FM Channels 9 and 10 (102-108 mc) for the Hawaiian Islands to common carrier inter-island communications. FCC's proposed rule-making for comments from interested parties by Jan. 11, 1952.

Proposed change in TV and FM allocations in Hawaii followed a petition last June by Mutual Television, which was denied by the FCC. FCC has now claimed that it was impossible to use submarine cable among the islands of Hawaii due to the heavy surf pounding cable against coral rock. A 4200-5440 mc common carrier band caused interference to broadcast stations in the Islands and also in the continental U. S. And that the 10,700-11,700 mc common carrier microwave bands are unable to properly carry across the long water paths along the Islands.

In tests of frequencies over 460 mc, Mutual said that they showed variations in signal level in excess of acceptable commercial standards over water paths of 42 and more miles.

Maximum distance between adjacent islands in the Hawaiian group is 15 miles, with 42 and 54 miles from 24 islands to 25 miles between the non-adjacent islands of Hawaii and Saipan. Transmission distances contemplated by Mutual are based on existing transmitter locations and range from 42 miles to 92 miles.

In bolstering its plea for the additional frequencies, Mutual also pointed to the four-fold increase in inter-island radio communication traffic that has occurred since Hawaii entered World War II.

In the FCC's proposed table of TV allocations to Hawaii, Channels 5 and 6 are not assigned any specific location. In both TV and FM there is felt to be a surplus of wavelengths there. Thus, neither the public nor broadcasters should suffer any hardship, it is believed. Conn. Robert Jones dissented.

**NTSC COLOR**

FIELD TESTS of tentative standards for a compatible color TV system recommended last week by the National Television System Committee should be in full swing by the completion of the tests is March able to present its recommendation the end of this week.

Tests for the next four months will be conducted by RCA and DuMont in New York, Philco in Philadelphia, Zenith in Chicago, General Electric in Syracuse and RCA-NBC in Washington.

In releasing the technical specifications of the signal to be used in the field tests, W. E. G. Baker, GE Electronics Division vice president and chairman of NTSC, stated that they were unanimously adopted by the committee.

NTSC said it is looking for participation in the tests by all segments of the radio-television industry—manufacturers, consulting engineers, broadcast stations, engineers, amateurs and experimenters. Reports of those participating were solicited by the committee, which asked that comments be sent to Dr. Baker in Syracuse.

The test specifications are divided into two groups. The first set repeats the present black-and-white standards, except for modification of the horizontal synchronizing pulse to provide the color synchronizing signal. The second group sets forth the specifications of the color signal, which are added to the basic black-and-white standards.

Among those who contributed materially to the recommended test specifications were RCA, Hazelton, Philco and GE. The NTSC, however, is composed of representatives of all segments of the radio-TV manufacturing and broadcasting industry.

Development of a compatible TV color system is more in nature of a technical advance than of commercial import in the immediate future, due to the government's ban on the manufacture of color TV receivers for public sale. The ban was first requested by Defense Mobilizer Charles E. Wilson in October and was officially promulgated by the National Production Authority two weeks ago [8ST, Nov. 20, Oct. 22, 21].

**Field Tests Start This Week**

**BROADCASTING** • Telecasting
MONEY-MAKER of your TV station, the film camera channel is the key to your operation from a profit standpoint. But are you sure you're using the best camera equipment available?

Note these features of the new G-E units, now available from stock: high intensity edge lights and special cylindrical lenses to diminish shading and edge flare ... automatic set-up control to maintain proper background without continual readjustment by operator ... special built-in sweep failure protection to reduce the possibility of expensive camera tube replacement. The high-quality 16mm Synchrolite projector shown above with the film camera is the latest item of G-E studio equipment. Its high optical capabilities and audio fidelity make it worth your attention.

Your G-E broadcast man at our office near you is prepared to discuss this in detail. Why not call him today?

GET THIS BULLETIN FOR YOUR G-E FILE
Complete specifications and photographs of Type PE-5-A film camera channel. Write today: General Electric Company, Section 2121-3, Electronics Park, Syracuse, New York.
nel 6 to Channel 8. It said it would be glad to do so, provided present proposed rules remain unchanged—i.e., stations going to 200 kw or 200 kw powers under Commission's proposals would be required to reduce their powers if their signals cut into the Grade A service of another station [B&T, Sept. 10].

This is exactly what would happen if WJZ-TV on Channel 7 and WOR-TV on Channel 9 were allowed to go to the power limit permitted by the proposed FCC rules. Both New York stations are striving to get the FCC limitation removed.

Also still awaiting FCC action are the requests for oral hearing by KROW Oakland, Calif. [B&T, Oct. 15]; Daily News Television Corp., comprising WIBG-Philadelphia Daily News [B&T, Oct. 22] and DuMont [B&T, Nov. 5], among others. These are in addition to the WKY-TV request. Last week FCC denied request of Southern Illinois U. for oral hearing.

Still pending also is a request by Zenith asking for an FCC ruling on its rights for Chicago's Channel 2 for which it is an applicant [B&T, Aug. 6]. Under the FCC proposal, WKBB in that city will change from Channel 4 to Channel 2.

Additional documents are trickling in until Dec. 15, due to the lack of action changes made in the U. S.—Mexico agreement on border TV assignments [B&T, Nov. 12, Oct. 29]. Affirmative filings thus far received in this category indicate no problems with original presentations. DuMont made some changes in its master allocation proposal, none of which is considered significant.

KSL-TV MOVE

Would Use Only 2.5 w

PIPSQUEAK power of 2.5 w for a TV station is not as strange as it might seem at first blush. In an application filed for the current license renewal week KSL-TV Salt Lake City asked for just that. Reason is this:

KSL-TV plans to move to Coon Peak in the Quirr Range, 18 miles outside Salt Lake City. This would make its antenna height above average terrain 3,460 ft., compared to present minus 416 ft. (more average in the fact that Salt Lake City is surrounded by mountain ranges).

Since FCC rules prohibit any station from covering more area than its physical facilities would permit, KSL-TV has to say it present 18.4 kw effective radiated power to 2.5 kw in order to continue serving its present 650 sq. mi. If the station were to continue radiating 18.4 kw, it would cover 8,829 sq. mi. After the freeze is lifted, FCC is permitting 100 kw radiation of the low-band TV stations. At that time, KSL-TV could cover not the entire northern half of Utah, but parts of Idaho and Wyoming as well.

FOR SALE

For television micro-wave relay use—one 200 foot “Skyline” double guyed tower complete with required obstruction lighting.

Also, four reflecting screens which permit the mounting of micro-wave dishes on ground.

FOR DETAILS, WRITE—J. M. McDONALD, Assistant Director of Engineering Crosley Broadcasting Corporation Crosley Square, Cincinnati 2, Ohio

Standard Form Mailed

At New York Meet

THE PROPOSED standard television contract form will follow in essence the already adopted standard radio contract between agencies and stations, it was established after an all-day meeting of committees of WTEB and American Assn. of Advertising Agencies in New York last Wednesday.

The television version is expected to have several additions and some changes, but is supposed to be a bit easier to read, with subtitles dividing clauses under the highlighted lead paragraphs.

Television contract will include a rate schedule clause of six months instead of a year as in radio. It will also contain a 13-week firm contract. Although a cancellation period of 30 days must be given it cannot become effective until 13 weeks after the start of telecast.

Another clause will state that if stations do not receive the material for the telecast before show time, on notifying the agency the station may substitute another program and bill the agency. However, if a commercial program is presented for a special or special event and sold to another sponsor, the station must pay the agency for out-of-pocket production and talent costs.

Another important factor is that the contract will not be required to be enforced for the benefit of any one other than the advertiser.


**GPL VIDEO SWITCHER**
- Studio switching flexibility anywhere
- Panel and active buttons internally illuminated
- Portable, self-contained — Panel enclosed for transit
- Monitor views 5 camera inputs, 2 remotes, outgoing line
  - Styled to match all GPL TV equipment
- Sound interlock switching for remotes and 2 cameras
- Two open panel positions, 90° and 120°
- Switch panel removable, operable to 5 feet
- Twin fading levers for fades, dissolves
- Two "effects" buses

**GPL MASTER MONITOR**
- Selection of 3 pre-set inputs
- 8 1/2" Monitoring tube
- 3" Oscilloscope, also providing test facilities
- Meter readings of line voltage and power supply outputs
- Fast sweep for observing vertical sync block
- Quick-reference calibration voltage button
- Automatic sync of oscilloscope and kinescope sweeps at half-line or half-field frequency
- Regulated pulse high voltage supply isolated from sweep circuits
- High impedance bridging input
- Compact, portable
- Ready accessibility of all controls, tubes, circuits

For the new station, for the expanding station, GPL's champion team of Video Switcher and Master Monitor affords a new high in quality, in field flexibility, in rehearsal and programming control. Both units are packaged for easy portability, with self-contained power supplies. Either can be integrated into your present installation, can accommodate your particular operating conditions.

The Switcher and Monitor team is another example of GPL's unique achievement in the production of high quality, high utility equipment for TV stations -- another reason why GPL is THE INDUSTRY'S LEADING LINE -- IN QUALITY, IN DESIGN.

WRITE, WIRE or PHONE FOR DETAILS TODAY

**GENERAL PRECISION LABORATORY INCORPORATED**

Pleasantville New York

**BROADCASTING • Telecasting**

December 3, 1951 • Page 81
in the provisions.

Then the advocates of the Benton civilian advisory board proposal, with its censorship threats, could claim that telecasters had demonstrated their willingness to take their own comfort zones and hence the Benton bill should be passed, according to this position.

Final compilation of the 26 re

Based On Platitudes
Howard L. Chernoff, general manager of KFMB San Diego, Calif., said he considered the code too general and based on platitudes. He posed this question, "Do you ever get the feeling that you're a television broadcaster and his staff occupy a position of responsibility in the community and should conscientiously endeavor to be accurately and truly accurate in all the qualities of the community's best interests?"

"Should a man who doesn't know this be given a license in the first place?" he asked. "That happens to a station that violates the code but has the largest audience? Will agencies and sponsors refuse to do business with such a station or merely point a finger at it?"

I think the code should be stripped of its superficialities and reduced to a number of points which TV operators should hold. What happens to the station that violates the code but has the largest audience? Will agencies and sponsors refuse to do business with such a station or merely point a finger at it?"

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Full-hour program will be fed from the studios of WMAL-TV Washington to the Pilgrim Theatre in Boston, and relayed to theatres in Philadelphia and Richmond, Va. The demonstration will be held from 11 to 11 a.m.

Arrangements were completed and revealed by Jesse Butler, chief of FCPA's Audio-Visual Division, which prepared the demonstration in cooperation with the agency's Education & Training Section. Harold Arsin, FCDA TV director, will present the show.

The presentation will be viewed in the Warner Bros. Theatre in Philadelphia and the National Arts Theatre in Richmond, Va. but only those trainees present in the Boston theatre will be able to participate actively in the hour-long show. Six 5,000 students will view it in the three theatres.

Once again the movie houses are donating their services to the program, while AT&T is furnishing telephone charges, with expected rates by the FCPA's Audio-Visual Division, which prepared the demonstration in cooperation with the agency's Education & Training Section. Harold Arsin, FCDA TV director, will present the show.

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It took a 12-foot telegram to tell our New York office just the bare details of the fabulous new

RALPH EDWARDS SHOW

And little wonder... for this is noon-hour programming on NBC-TV that will make Hellzapoppin look like a New England church social!

At 12:30 on January 7 the fun begins (Not so funny for advertisers who miss the bus). Stars, stunts; gags, gimmicks; tears, tirades; prizes and performers... every crazy caper that ever kept an audience fastened to a TV set for a solid half-hour!

Sound like the same old words? Perhaps. But the music's changed! This is all new; this is different!...

This is pure EDWARDS pulling all the stops from Hollywood. This is the master-showman who made "Truth or Consequences" a national pastime. This is television that will pay off in pure profit for sponsors who get in early.

Better talk to us right away about a most reasonably priced 15-minute segment.

The Ralph Edwards Show
12:30 TO 1 P.M. EST

NBC TELEVISION
30 ROCKEFELLER PLAZA, NEW YORK 20, N. Y.
A Service of Radio Corporation of America
AGENDA of the 15th annual School Radio-TV Broadcast Conference, which opens in Chicago Thursday for three days, is evenly divided this year between radio and television because of increased educator interest in TV.

Numerous panels, speeches and general discussions on TV have been scheduled for the SRC session, as well as for members of the Assn. for Education by Radio and the Illinois Congress of Parents and Teachers, meeting concurrently at the Hotel Sherman.

George Probst, director of radio and television for the U. of Chi-

cago, will lead discussion at the general session Thursday morning with members of the committee who are working on development of the use of educational Channel 2 in Chicago. The U. of Chicago, which pioneered in educational radio with the U. of Chicago Broadcastable, has been given money from the Ford Foundation for its television plans.

Lester J. Schloerb, director of the Bureau of School Welfare and chairman of the general superintendent's television committee for the Chicago public schools, will preside at the three-part meeting on TV Is Everybody's Business.

The second portion will outline how "American educators accept the challenge of television," Ralph Steele, executive secretary of the Joint Committee on Educational Television, established this year by the Ford Foundation, will speak with these panelists: Dr. Frank J. Dunham, chief of radio, U. S. Of-

fice of Education; Richard S. Lambert, educational director, Canadian Broadcasting Corp.; Myrtle Stahl, educational director, WGN-AM-TV Chicago; Edgar Fuller, chief, State School Officers' Staff, Washington, and Robert S. Sandel, director of the Ford Foundation's TV Workshop, New York.

NAEB TV Reports

The third portion of the morning session will be a report on television programming from National

BOOK REVIEW


BECAUSE there have been many changes in broadcasting art since 1947, date of publication of the first edition of Broadcast Operator's Handbook, the new Harold E. Ennes volume brings these to the attention of the veteran and newcomer alike in work-a-day, how-to-do-it fashion. Operating practices in the control room, at the master control console, the studio and at the transmitter are presented in detail, plus technical data necessary for maintenance and proper operation of station equipment. As a side benefit, Mr. Ennes writes from experience.

BROADCASTING • Telecasting

On the dotted line...


CADDYBURY and Fry Chocolate Candies takes Singer Guy Cherney's weekly Wishing Well on KPIX (TV) San Francisco. l to r: Bernard Schnitzer, Bernard Schnitzer agency; Marcus Glaser, pres., Glaser Bros., candy distributor; Lou Simon, FXIX cmr., Mr. Cherney.

EXTENSIVE spot schedule of American Brewery Inc., Baltimore, is re-

viewed on WBAL-TV Baltimore. Seated: Claude Fitsimons (l), firm pres., and Leiter Fitzsimmons, vice pres. Standing: Merritt Force, WBAL-

TV sales, and Elmer Free Adv.

BUYING March of Time Through the Years on WTVJ (TV) Miami is Na-

tional Airlines. Seated: Jack Stod-


RED TOP Brewing Co. buys weekly Live It Again on WLWT (TV) Cincinnati. Seated: John T. Murphy (l), vice pres. charge TV operations, Crosley Broad-

casting, and Edgar T. Mock Jr., firm vice pres. charge adv. Standing (l to r): Bernard Barth, Mr. Murphy's assistant; Neal Van Ellis, show star and prog. dir. of WLWD (TV) Dayton; Donald Dahlman, WLWT salesman; Alan Thurstom, exec. vice pres. of firm.
TELEVISION audiences—for a sample week in October—were greater for Sunday telecasts of pro football than for Saturday college games, according to multi-market Telepulse and Videodex surveys, the DuMont network—which carries pro games—claimed last week.

Telepulse gave DuMont coverage of National Football League games a 26.1 rating, while Saturday college games—telecast under the National Collegiate Athletic Assn. experiment—received a 21.1 rating from Telepulse. Videodex ratings for October gave the pro games a 20.1 listing and put college games at 12.2.

Sample was taken for college football Saturday, Oct. 6, when the Big Ten conference clash between Huskies and Wisconsin went to 28 cities. Professional football ratings were based on the Chicago Bears-Chicago Cardinals game the following day, carried to 32 cities.

DuMont coverage of the National pro league continues every Sunday through Dec. 23, and is completed with the West-East Shrine charity game in San Francisco, Dec. 29.

### Comedy-Variety In October Favorite

TOP TEN TV program types for Oct. 11-17 as compiled by Pulse Inc., N. Y., shows 14.4% increase over September in number of quarter-hours devoted to network telecasts, and an 14.2 increase over October 1960. Time in daytime variety shows doubled compared to September, with increases also recorded by comedy, variety and drama shows. The report:

**TOP TEN TV PROGRAM TYPES OCTOBER 1961**

<table>
<thead>
<tr>
<th>Type</th>
<th>Avg.</th>
<th>Reg.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Comedy Variety</td>
<td></td>
<td></td>
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<tr>
<td>Variety</td>
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<tr>
<td>Sports</td>
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<td>Drama</td>
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<tr>
<td>Musical</td>
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<tr>
<td>News</td>
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</tbody>
</table>

### Weekly Television Summary—December 3, 1961—TELECASTING SURVEY

<table>
<thead>
<tr>
<th>City</th>
<th>Outlets On Air</th>
<th>Sets in Area</th>
</tr>
</thead>
<tbody>
<tr>
<td>Albuquerque</td>
<td>KOS-TV</td>
<td>11,200</td>
</tr>
<tr>
<td>Ames</td>
<td>WOI-TV</td>
<td>71,115</td>
</tr>
<tr>
<td>Atlanta</td>
<td>WAGA-TV, WSB-TV, WLTW</td>
<td>165,000</td>
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<tr>
<td>Baltimore</td>
<td>WAAM, WBAL-TV, WMAR-TV</td>
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<td>Birmingham</td>
<td>WNBA-TV</td>
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<tr>
<td>Birmingham</td>
<td>WAFM-TV, WBRC-TV</td>
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<tr>
<td>Bloomington</td>
<td>WITV</td>
<td>125,000</td>
</tr>
<tr>
<td>Boston</td>
<td>WENH-TV, WNAC-TV</td>
<td>809,004</td>
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<tr>
<td>Buffalo</td>
<td>WBEN-TV</td>
<td>222,494</td>
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<tr>
<td>Charlotte</td>
<td>WBTV</td>
<td>100,230</td>
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<td>Chicago</td>
<td>WKBN, WKBX, WGNR, WQNX, WNBSQ</td>
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<td>WCPW, WRCV, WILW, WLWT</td>
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<td>Cleveland</td>
<td>WEWS, WNKB, WKEI</td>
<td>329,548</td>
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<tr>
<td>Columbus</td>
<td>WBNS, W4TV, W3W, WTVN</td>
<td>191,003</td>
</tr>
<tr>
<td>Dallas</td>
<td>KRLD-TV, WFAA, WSB-TV</td>
<td>140,868</td>
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<tr>
<td>DeVry</td>
<td>W4GT-AM</td>
<td>74,014</td>
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<tr>
<td>Detroit</td>
<td>WHIO, W4TV, W4TVD</td>
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<td>WJMK, W4TV, W4TVY, WZTV, WVTV</td>
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<td>Fort Worth</td>
<td>W4CU</td>
<td>76,873</td>
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<tr>
<td>Fort Worth</td>
<td>KRLD-TV, WFAA, WSB-TV</td>
<td>140,868</td>
</tr>
</tbody>
</table>

**New GE Amplifiers Provide More Power**

GENERAL ELECTRIC Co. last week announced the development of new amplifiers which the firm said will enable TV stations to boost their power, thus improving both sound and picture in weak reception areas.

The new amplifiers, one for low channel and one for high channel transmitters, may be added to existing transmitters or may be included with those purchased by prospective station operators, Frank Barnes, GE broadcast equipment sales manager, said. Although FCC can be expected to make new power limits effective after the TV freeze is lifted, Mr. Barnes pointed out that because reception distances are limited to line-of-sight from the transmitting antenna, the higher powers will only slightly extend the range of reception, but will improve reception quality in areas presently receiving poor pictures.
You get a BIG BONUS IN SETS

Says T. L. TADE, Manager
GOODRICH TIRE AND RUBBER COMPANY STORE
Vincennes, Indiana

"In Vincennes, we get WFBM-TV best!"

- When we interviewed Mr. Tade and other leading television set retailers in Vincennes, they estimated some 500 sets were already installed in Vincennes and Knox County... and, without exception they said "WFBM-TV is the station in this area!"

That's why WFBM-TV is a big BONUS buy! On Indiana's famous "first station" you're selling the heavily populated heart of the State, with its 192,500* TV sets—and you also reach an additional well-monied audience you can count in thousands. They are the folks in large towns, small communities and on the farms outside our 60-mile area who regularly tune in the only station they can get—WFBM-TV!

Your clients distributing in Indiana will appreciate your telling them this story!

*Source: BROADCASTING-TELECASTING, December 3, 1951

WFBM Radio Is First in Listening, Too!
- First in the morning! First in the afternoon!
- and a GREAT Big First at Night! 50% more listeners at night than any other Indianapolis station.
- Hooper Ratings, February through April, 1951.

First in Indiana
WFBM TV
Channel 6, Indianapolis

REPRESENTED NATIONALLY BY THE KATZ AGENCY
Religion in TV

FCC Chairman Wayne Coy re-vised the plan for a Commission conference on the public service of TV. He added testimony to the Southern Baptist Convention’s TV clinic in Washington. The subject had been given little public attention since its announcement a year ago.

Religious groups should take part in the proposed conference, Chairman Coy said. At the same time, he referred to the NART’s move to draft a television code that is referring to “skepticism” which stems from the failure of earlier codes for standards and protection. Mr. Coy’s board meets Wednesday to act on a revised draft of the TV code.

The chairman reviewed at considerable length the complaints received last month from listeners. These complaints cover both radio and television. He said alcoholic beverage advertising drew 240 out of 296 radio complaints, or 83%, followed by complaints on alleged false advertising, indecency, obscenity or profanity.

In TV, the indecency classification drew 36 out of 149 complaints, 25%, he said.

Only nine radio complaints pertained to granting of time for expression of particular points of view and on work alleged attacks on religious faiths, he said. There were five TV complaints who alleged refusal to grant time for expression of a point of view, with no criticism in the religious category. A third of TV complaints dealt with alcoholics.

Censorship Forbidden

Chairman Coy recalled that the FCC is forbidden by law to exercise censorship so has no control over advertising of alcoholic beverages. He added that the U.S. Criminal Code makes it a crime to utter any obscene, indecent or profane language by radio communication, with fine of $10,000 or two years imprisonment or both. He referred to the difficulty of enforcement in whether a remark or scene is merely bad taste or actually indecent.

Looking into TV’s future, Chairman Coy said 1,000 applications are expected soon after the TV freeze is lifted, which means that “almost a billion dollars has already been earmarked by various corporations and individuals to construct and operate television stations.” He predicted there might be 1,200 to 1,500 TV stations on the air in five years, and 2,500 within another five years.

The FCC has always held a well-rounded program service should include adequate time for religious activities of the community, the chairman said. He scoffed at those who charge “that to forbid a broadcaster to deny free speech to the various segments of his community is to abridge freedom of the broadcaster, particularly his freedom of speech.”

Chairman Coy urged the Baptist group to utilize TV facilities and to acquaint the FCC with their views when station licenses come up for renewal. He cited the growing movement toward creation of local listener-viewer organizations.

Davidson Taylor, NBC general production executive, said NBC “for the time being does not propose to carry sponsored religious telecasts.”

Asks Equal Right

This brought the observation by Dr. Percy Crawford, ABC in New York, the ABC sponsored telecast, Youth on the March, that religious groups should have “the chance to buy TV time on an equal basis with the beer and cigarette companies.” Dr. Crawford said ABC was the only TV network that would sell time to churches.

Dr. George B. Crothers, CBS director of religious broadcasting, said many ministers are not cooperative in producing TV and radio programs. James Caddigan, DuMont TV Network program production director, advised ministers to understand the medium, realizing their programs compete with professional productions. He and Mr. Taylor both urged religious speakers to use a conversational tone instead of using a public speaking manner. Such a tone “is not adopted with ease by many ministers,” Mr. Taylor added.

In a religious panel on local TV, J. Leonard Reinsch, managing director of the Cosmos Club, said that to ignore the possibilities of TV, religious or otherwise, “is being like the proverbial ostrich with head in the sand.” He suggested TV “may help us attain world peace and brotherhood.”

Bryson Rash, special events director for WMAL-TV Washington, advocated the use of broad-devotional programs such as sign-on and sign-off features. Arnold Wilkes, director of public affairs and education for Hearst Radio, opposed red-crating of some sponsors on TV and cautioned ministers to become familiar with elementary principles of showmanship.

Participants in a panel with Chairman Coy were Carl E. Wilde, AT&T, and A. R. Hopkins, RCA.

S. F. Lowe, director of the Radio Commission, Southern Baptist Convention, presented results of a survey of religious telecasting, based on replies from 65 TV stations in 28 states. These stations have regular religious programs, totaling 130 programs, he said.

Of the 130 programs, 70 are presented locally, and 60 are coming from networks. The average religious program has been on TV five years, the survey showed, with several stations having broadcasts several years old.

Dupee Jordan, associate director of the Baptist commission, said the TV industry shows a very sympathetic attitude toward religious programs, with most feeling a responsibility in the field and desiring more and better programs. They look to churches and church leaders, he said, for advice.

The survey showed that 13 programs are in the weekly half-hour category, with 18 daily quarter-hours and three weekly quarter-hours. Two stations showed, in the case of 32 telecasts. Fourteen stations carry Sunday morning services from churches, and 22 present telecasts on special religious occasions. Seven stations open and close with devotional features.

Coy Addresses Baptist Meet

STANDARD OIL

California Fm
Enters TV

STANDARD OIL Co. of California, a major radio user on the West Coast for 25 years, will enter television with a weekly dramatic show in western markets next month, Anthony Matess, Standard’s advertising manager, announced.

The series, to be called The Chevron Theatre, will be launched on KTLA Los Angeles January 4. At approximately the same time the show will be on stations in San Francisco, San Diego, Seattle, Salt Lake City and Phoenix. Stations to be used and the exact starting date in these cities have not yet been decided, Mr. Matess said.

Standard Has Contracted

The film series is now in production by Revi-Woods and will be released by Paramount for Hollywood. The series is being re leased by MCA and Standard and has contracted for first run western rights for 62 half-hour weekly shows. The oil company also has an option on second run rights but does not expect to utilize the films second run itself, Mr. Matess said. He said the company is interested in having a voice in determining who might be granted second run rights.

The series is being placed by Standard’s agency, Revi-Woods, as an additional feature on the account are Morrie Baker and John Thomas.

The films are based on original stories and run from mysteries to romance. Cost of production for each half-hour film runs $15,000 to $35,000, but Mr. Matess said standard oil is paying only a fraction of that amount for the western first run rights.

He flatly denied a Hollywood report that Standard had invested half a million dollars in the first half (26 weeks) of the series, but refused to divulge the company’s actual investment.

Rights to the series already have been sold by MCA in other parts of the country and Sears Roebuck is currently carrying the show on WENR-TV Chicago.

Standard Oil entered radio 21 years ago with the Standard Hour, oldest hour of music on radio. Except for brief tests with special programs and some limited spot coverage, it has stayed out of television. The series starting next week marks the company’s first regular use of the newer medium.

CBS COLOR TV

Dentists to Witness

CBS COLOR television will be used to demonstrate dental operating and techniques at the 27th annual session of the Greater New York Dental Meeting to be held this week.

Demonstrations, scheduled for today (Monday), will be sponsored by E. R. Squibb & Sons, drug corn, and will be transmitted by "Vericolor" equipment, manufactured and sold for industrial and hospital use by Remington Rand Inc. Operations—including placement of a denture and plastic fillings—will be performed in a special studio set up in the Stattle Hotel and will be viewed by visiting dentists on the 18th floor.

SENDOFF is given William R. McAndrew, newly-appointed director of NBC TV news, special events and public affairs, at this party for the former general manager of WRC-AM-FM and NBC-AM-FM (TV) Washington L to R: Frank M. Russell, NBC vice president; Eugene Juster, who succeeded Mr. McAndrew as general manager of the stations, and Mr. McAndrew. Messrs. Russell and Juster were the hosts.
Housewives chase "Man On the Street", in MINNEAPOLIS-ST. PAUL!

WTCN-TV

FLAME ROOM COFFEE

pulled 3500 requests (and had to withdraw an offer of sixteen tea bags at no charge) from one

20-second spot on each of two "Man on the Street" shows with Clellan Card, at 12:45 P.M.

RUSSELL MILLER MILLING CO.

pulled over 1300 requests for a pie-making kit from one

announcement on "Cooking Is Fun" at 11:30 A.M.

ART CORRESPONDENCE SCHOOL

pulled 281 replies from one five-minute commercial in Class B time (10:45 P.M.). 168 of these replies classified as "usable" at cost-per-inquiry of 38 cents. The average national C.P.I. for this firm is approximately $1.50.

Later, same firm ran another five-minute spot in Class A time (Saturday -- 1:00 P.M.) and pulled 534 inquiries of which 243 were called "usable". The C.P.I. per usable inquiry was 72 cents.

Yes, Spot Television Sells Goods!
For Further Facts, Ask:
FREE & PETERS, INC.

Pioneer Station Representatives
Since 1932

NEW YORK CHICAGO DETROIT
ATLANTA FT. WORTH HOLLYWOOD SAN FRANCISCO

*Primary NBC Affiliates
SUMMER telecasting this past year was a profitable venture for a number of advertisers on CBS Television, according to a brochure issued last week by the network titled "Four Quarters to Make a Dollar."

The reasons cited: Year-round program continuity, decreased summertime competition and, of major importance, a 10% annual discount in time costs, which later equaled a 6% discount in time costs for the eight summer weeks, it was noted.

Lincoln-Mercury's Toast of the Town, for example, drew July-August viewers at a cost-per-thousand of $1.92 as compared with a cost of $3 per thousand during the period May-June-April season.

For Rinso's Big TV the summer average per thousand viewers was $2.77 against a winter average of $2.98.

Camel's Man Against Crime did almost as well in the summer as in the cooler months—$2.41 to $2.22.

Gross time-and-talent costs are used for the October-April season vs. gross talent and 35% of gross time costs for the summer months.

Special Inducement

These figures do not include the network's 33½% reduction of program costs offered last summer as a special inducement which J. L. Van Volkenburg, president, CBS Television Division, said is unlikely to be repeated again next summer.

Answering a question last Monday at a news luncheon in New York's Barbour Room at which the brochure was previewed, Mr. Van Volkenburg said, "It is doubtful that we will pick up part of the program costs again in 1952. I think we proved our case last summer.

Lorin Myers, CBS-TV market research counsel, who made the pre-luncheon presentation, noted that spendable income, factory payrolls and retail sales are all bigger in summer than during either the winter or spring quarters, with summer the No. 1 season for durable goods stores, automobile dealers and filling stations.

Like income and sales, TV, too, maintains a high level during the summer season, Mr. Myers reported. He cited an Advertiser Research survey made Aug. 3-11 in 767 TV homes in the New York-New Jersey area which showed that the average individual on the average summer day spent 2.21 hours watching television to 1.14 hours listening to the radio, 0.92 hours reading newspapers and 0.28 hours reading magazines.

Reach More Homes

In addition to earning the annual discounts which enabled them to reach more homes per dollar during the summer months than during the rest of the year, most CBS-TV summer clients also retained all their stations and in many cases picked up additional markets for their live station line-ups, the presentation pointed out.

These advertisers also maintained audience viewing habits in their time periods "for the big fall season" and reached audiences that in many cases exceeded the October-April average.

American Research Bureau data showed that 11 CBS-TV shows staying on the air throughout the summer in the same evening time periods suffered a drop in average ratings of only 8% in the summer months (from 27.4 to 26.2); reached 13.6% more homes in the summer (2,557 compared to 2,246 the previous October-April).

The average number of viewers per set dropped 6.7% in the summer (from 3.0 to 2.8) and the average number of viewers reached increased 8.9% (from 6,883 the previous winter to 7,459 last summer).

CBS-TV summer replacement programs fared almost as well as the holdovers and new programs started in the late spring or early summer showed growing audiences, with higher ratings in August than July in every case.

Just as there is "no summer vacation—no missing quarter"—in the selling year, there is "no summer vacation—no missing quarter"—in television's "year," CBS-TV pointed out, concluding, "it's important [for advertisers] to remember that four quarters make a dollar—in your business—in your use of television."

**NBC-TV Adds Shows**

NBC-TV will make another step toward full-time video network programming Jan. 1, 1952, when it will inaugurate three programs to be telecast on the network Saturday mornings from 11:12-3:00.

Fred- erie W. Wile Jr., NBC vice president and director of TV production, who made the announcement, said that the programs will be 10:10-3:00 a.m., Rootie Kasootie, puppet show now telecast on WNET (TV) New York Monday-Friday evening; 10:30-11:30 a.m., Cactus Jim, western films with live commentary currently on WBMB (TV) Chicago Monday-Friday evenings; 11:30 a.m.-12:30 p.m., Midwestern Happy's rustic musical variety show originating at WLWT (TV) Cincinnati. Plans for week- day morning programming on NBC-TV will be announced shortly, Mr. Wile said.

**Quarter Bonus**

NEWSMEN covering the CBS Telestar luncheon Monday got more than a story and a lunch. At each place was a copy of the presentation, "It Takes Four Quarters to Make a Dollar," and atop each were four new silver quarters.

**BLAKE PROTEST**

No Legal Action Taken Yet

NO LEGAL action has yet been taken against Republic Pictures by Mr. Blake, who is fighting for the right to telecast the release of Roy Ryder films, pending the possibility of a satisfactory settlement.

Mr. Blake, through his attorney Arskin & Weiman, Los Angeles, in a letter to Republic, demanded that the studio cease the sale or leasing to television of the series of films in which he had a featured role, according to the terms of his Republic contract [BT, Nov. 19]. Contract clauses held by Roy Rogers, who recently won against the studio in a similar case, gives the actor the right to control association of his name with any commercial product or advertising.

In a letter reply to the actor the studio announced its refusal to cease the sale of the films to television and that it still hopes that some solution can be worked out short of legal action.

**AIEE WINTER MEET**

Color TV Study on Agenda

COLOR TELEVISION will be one of the agenda for the American Institute of Electrical Engineers' winter general meeting to be held in New York's Hotel Statler Jan. 27-30.

A session on "Color Tubes for Television" will include papers on both the RCA and Lawrence color tubes for TV receivers. In conjunction with the papers, a demonstration will be held on the RCA color tube and the Lawrence tube will be exhibited. Other papers on color TV will include one on color purity and another on phosphors for TV picture tubes.

Four papers on late developments in electron emitters for tubes also are scheduled.

**TV Headache Box**

GENERAL ELECTRIC field engineers are using an especially-designed device to demonstrate the problems and troubles to distributors and dealers throughout the country. Designers at Electronics Park, Syracuse, this device is officially called a "Television application's troubleshooter" or "headache box."

By using it, the GE lecturers simply throws a switch. Some different types of trouble can be produced instantly. The cause of each effect is fully explained in a chart prepared for use with the troubleshooter.
HOW Radio-Relay WORKS
The microwaves used for telephone and television transmission travel in a straight line. So relay towers, like those shown, are usually built on hilltops, about 30 miles apart. Each tower picks up microwaves from its neighbor, amplifies and focuses them like a searchlight with electronic equipment, then beams them accurately at the next tower. Radio and television programs and telephone calls can ride the beams at the same time.

New skyway spans nation with words and pictures

On September 4, the Japanese Peace Treaty Conference at San Francisco was flashed by Radio-Relay and coaxial cable facilities to viewers throughout the nation, and coast-to-coast television was a reality.

This transmission of pictures across the United States has been made possible by the new transcontinental Radio-Relay system of the Long Lines Department of the American Telephone and Telegraph Company.

Behind this system are years of research and millions of dollars. Special equipment had to be designed and built. Personnel had to be trained in its special use.

Today, the value of the Bell System's television network stands close to $85,000,000. Yet the charges for the use of this network are low — averaging about 10 cents a mile for a half-hour program. This includes both video and audio channels, all station connections, switching and local channel charges.

BELI TELEPHONE SYSTEM

Providing transmission channels for the radio and television industries today and tomorrow.
AN ESTIMATED 48 short subjects will be offered for television by Pictorial Films Inc., which has been acquired by Milton J. Salzberg, one of the founders and current president of the organization, and Frank Soule, now president of the company, it was announced last week. Purchase involved rights to 376 features, 250 shorts, which will be released in the 16mm field within the next few months.

The company, one of the largest firms dealing with 16mm production and distribution, plans extensive distribution of features and westerns, in addition to short subjects for television, after organizational changes have been put into effect, Mr. Soule said.

-INS-Telenews is completing two half-hour programs for telecasting at the end of the year—The Story of a Dramatist, and Sports Highlights of 1951. Shows will be shipped before Dec. 25. Latest station purchasers of the programs are KMTV (TV) & WWL (AM) at Omaha, WTVN (TV) and WNCB-TV Boston, E615.

-Majestic Pictures Corp., Hollywood and San Francisco, has started production on The Differ-Terrific, a picture documenting merchandised advertising and demonstrating values available to national and local advertisers who carefully merchandize their ad schedules.

The story opens with an embryo advertising man applying at a public library for an advertising book, and the story line goes on to show methods and ideas that can be used by clients and their agencies to get maximum benefits from well-organized media, jobber and distributor cooperatives. Chicago's Ray Wright, of Frank Wright Corp. (marketing, merchandising and advertising consultant), is directing film.

-International Film Bureau announces availability of the quarter-hour motion picture, Korean Backgrounds, photographed in Korea by American cameramen. Film shows Korean people and their chief economic activities. Foreign influences on the country are traced and the background of present struggle depicted. Film may be used as a whole or in part, with or without its sound track, which has speech and no music.

International also is distributing Jordan Valley, a geographical and historical film. A trip along the Jordan from Palestine to the Dead Sea unifies the film. Numerous places of Biblical importance appear—the Jerusalem Temple, the pool of Bethesda, the cave of Elisha and the shrine commemorating the baptism of Christ. Herdsman, farmers, weavers, salt workers and fishermen are shown, and modern methods appear alongside customs 2,000 years old. The picture has been accepted and approved by both Protestants and Catholics in England where it was first shown.

Inquiries on either film may be addressed to Television Dept., International Film Bureau, 6 N. Michigan Ave., Chicago 11, Ill.

-Jane Clayworth, actress, has been signed by Jerry Fairbanks Productions, Hollywood, for featured role in The Stolen Letter, new program among group of Front Page Detective films [FILM REPORT, Nov. 28].

-Toni and Jan Arden, singers, have completed a series of shorts for Snader Telescriptions Corp., 41 E. 57th St. The musical films are the first made by the brother and sister as a team.

-The title of Jerry Fairbanks Productions' television film series for the Screen Magazine is now changed to Meet Me in Manhattan. Tom Drake and Trudy Marshall are starred [FILM REPORT, Oct. 29].

-Vic Hunter, vice president of Televison Productions Co., Hollywood, is in Chicago for trade showing of The Scarlet Skunk film stories. Following Chicago stop, he goes to New York Dec. 10 for week's showings there.

-Clare E. Rhodes has been signed by Williams Productions, Los Angeles, to star in The Last Act, program in Invitation Playhouse TV film series currently in production. All phases of television film production will be put together into one feature motion picture. Guy Roe, cameraman, will shoot ten programs of the series. Ray Heinz has been named as production manager for the programs.

-Ben Pivar & Assoc. have been formed in Los Angeles by Ben Pivar, former producer at Universal-International. All phases of television film production will be handled by the company, with headquarters at the Hal Roach Studios, Culver City. The new firm has acquired controlling interest in Independent Film Library, which has more than two million feet of catalogued footage.

-Earl McEvoy, former director of Columbia Pictures, will direct the first three in the group of 13 half-hour Raffles television film stories. Maria Palmer, screen actress, has been signed for the female lead in the first programs which are being produced by Interstate Television Corp., Los Angeles [FILM REPORT, Nov. 26, 19].

-Alliance of Television Film Producers, Hollywood, has voted to produce for the Permanent Charities Committee of the motion picture industry. The group announces that 67% of employees in the television film companies have already signed with PCC. Sid Rogell, vice president of Jerry Fairbanks Productions, is chairman of drive in TV film field.

Sales and Production . . .

SARRA, Inc., Chicago, has finished production of a series of spots for Ecko Products and the Frank Sinatra Show on CBS-TV. Products featured in five commercials, 80 to 80 seconds long, are Flint cutters, kitchen tools and Best Mixers, placed through Earle Ludgin Agency, Chicago. Mrs. Florence G. Murdock, account executive, supervised productions.

Sarra also has completed a group of one-minute spots, providing for local dealer tie-ins, for Phoenix Hostelry Co., handled by Cranner-Kasselt agency, Milwaukee.


- WILLIAMS PRODUCTIONS, Los Angeles, has started production on 10 more programs of its quarter-hour hour television film series. Eventually 26 programs will be on film, to be distributed by Syndicated Television Corp., Los Angeles. William Asher is director of the series.

MOSKOVICS TALK

Briefs Denverites on TV

FIRST of a series of TV Preparations Clinics held in Denver by KLZ was presented Monday in the Emprise Room of the Shirley Savoy Hotel with 200 Denver business leaders and advertising agency executives in attendance.

Speaker was George L. Moskovics, manager of TV development for CBS Television, who spoke for an hour and conducted a question and answer session for the Denver audience. Henry B. Terry, KLZ general manager, said the large turnout was amazing but demonstrative of interest in television in a non-TV area. Clinics will be held twice monthly with authorities in the television field invited to Denver by the station. Next meeting is tomorrow (Tuesday) and afterward, Coda television director of the KTV Agency, New York, is scheduled to speak.
necessary, a federal statute having reference thereto ...

Alfred S. Landry
Attorney at Law
New Iberia, La.

[EDITOR'S NOTE: Mr. Landry's legal eagle-eye spotted a swaying state-
ment. But whether he is technically
correct as to federal law in general,
there is, as we said in the article, no
decisive judicial history as to possible
relationships between Section 315 of the U. S. Communications Act and state
laws.] * * *

Semantics Lesson
EDITOR:
Thank you for ... the publication in the Nov. 5 issue of
an article on the research work I did on listener preference and radio
programming in the state of Iowa. Your rewrite man generally did
give a good job. It is unfortunate that
I included in the next to last paragraph a statement which
reads: "He (Starlin) said he in-
terviewed over 68,000 listeners ...". I
did not say that I interviewed
on that many listeners. I said that
program ratings reports used
carried "excellent coverage,"
and I gave you a sample of
for comparison in the study were
based on the expressed likes of over
38,000 listeners reached by per-
sonal interview in Iowa.

The reference for this statement is the Iowa Radio Audience Sur-
veys which was mentioned in a pre-
seding sentence in the copy I sent
you. These interviews were made
by numerous interviewers who par-
ticipated in the annual Iowa Radio
Audience Surveys conducted by Dr.
Forest L. Whan. I did personally
achieve the quarter-hours of pro-
gram offerings but the statement
indicating that I said that I in-
terviewed 68,000 listeners sounds
somewhat fetched and makes me look a little ridiculous.

D. Glenn Starlin
Director of Radio
U. of Oregon

[EDITOR'S NOTE: And we look
very sillier. For clumsily putting
foot in Mr. Starlin's mouth, a hat
resentment is lacing up on the simple,
declarative sentence.] * * *

Likes His Work
EDITOR:
The following is my opinion of radio ...

RADIO—serving the world with
news, music, entertainment and
information—has taken its right-
ful place in our way of life by
working constantly to make that
way of life better.

RADIO is electronics; RADIO is
art; RADIO is the combined pro-
luctive genius of the world's great
artists, distilled into a pile of
ubes, wires, metal and power.

RADIO is PEOPLE—people who
provide the wizardry that makes
your daily habits more pleasant—
wizardry that brings the world's
great men and women into your
living room— WIZARDRY that
presents the pageantry of our

Telecast ‘Greatest’
PROGRAM The Greatest Story Ever Told (ABC Radio, Sunday,
5:30-6 p.m. EST) for first time in its five-year history will be seen on two
special telescasts, Dec. 2 and
23, 7:30-8 p.m., on ABC-TV.
Show is sponsored as public service by Goodyear Tire &
Rubber Co. with no commer-
cial announcements except
sponsor identification. First

telecast will be "The Story of Lazarus," and on Dec. 23
"No Room at the Inn," story of the Nativity that has been
presented on the radio pro-
gram in former years.

Brazil Tests Begin
RADIO TELEVISAO PAULIS-
TA, Sao Paulo, Brazil, inaugu-
 rated test programming Nov. 22
[3# Nov. 26]. First reports in-
dicated "excellent coverage,"
according to those assisting in instal-
lation of equipment at the Sao
Paulo station. Two U. S. engi-
ners have been supervising instal-
lav: Joe Herold, contractor, Du-
Mont International Standard Elec-
tric, and Robert Alter, Federal en-
gineer. Regular programming date
has not been set.
Strictly Business
(Continued from page 16)

program in radio, not industrial, terms.

His third point is that an industrial association will have to handle its own program sales, if its series is prepared for only a limited length of time. Any station sales manager, in talking to prospective sponsors, should obviously give greater attention to a transcribed series that, for example, starred a well known personality in a popular mystery format, and could thus be depended upon for an almost indefinite run.

The whole problem is one of commercial operations, Mr. Zurhorst emphasizes, and industrial organizations must remember they have to meet professional standards, producing their shows well and offering them for sponsorship at competitive rates. If they fail to do this, they may find the local sponsor are trying to sign—perhaps one of their member companies—will be buying the surefire detective series instead of programs designed for their own field.

Mr. Zurhorst's own organization, the Oil Industry Information Committee, has a radio series planned for release early in the year.

Born Dec. 3, 1913, Mr. Zurhorst attended St. Alban's Preparatory School, Washington, D. C., and St. Johns College, Annapolis. After college, he was a freelance press agent until 1937 when he joined the sales staff of WOL Washington.

He went from sales into promotion, from promotion into publicity and promotion, and wound up in the station's public relations department. He became associated with Fulton Lewis Jr. at that time and now recalls, "Whether it was a matter of his being interested in me or of my being interested in him, I'm not sure, but I found myself working more and more on his broadcasts."

When the Cowles Broadcasting Co. merged with WOL, Mr. Zurhorst left the station to work exclusively for Mr. Lewis.

During the war, he found himself taking on extra responsibilities. To arrange all the requests for benefits and drives to be promoted by radio, he worked with Art Stringer of NAB to draw up the first allocation charts in the field. He became radio consultant to the Treasury Dept. He was a member of the Motion Pictures War Activities Committee and the President's Birthday Ball Committee.

He produced a 15 minute show, described it, as producer for American Forum of the Air broadcasts and he found time to handle advertising and public relations for the U. S. Recording Co.

He remembers the period as a wonderful one to have gone through and a wonderful one to have survived: "We seemed to be working 24 hours a day, but it also seemed that everything we did was helpful—and fun to do."

To Present Position

Although he hasn't yet found the reason, Mr. Zurhorst contends that the older one grows in public relations for the entertainment field, the more he grows out of that field, while the opposite is true for industrial public relations. One motion picture executive who has often said that he was growing old and so left Mr. Lewis' organization. He became associated with the American Petroleum Institute.

Radio—which this charter member of the American Television Society thinks is better off as a result of television—was and still is his first love. He even lists it as his hobby, since he devises his own humorous programs by means of a five-band Hallicrafter set and a tape recorder.

His other hobby is a 100-acre estate in Duchess County, N. Y., which he likes, so far as he has seen it, only a hideout house in the midst of "Hickories, Maples, Oaks, rocks, streams and overflows."

There are also deer, fox and mink on his mountain-top site, which overlooks the Hudson River Valley. Although it is less than 65 minutes from Times Square, there is no electricity, telephone, television—or radio, he reports. When not in the country, Mr. Zurhorst lives in Bronxville, N. Y.

Fisherman's Luck

WILLIAM I. MOORE, vice president and general manager of WDNY New York, who has seen the value of persistence demonstrated in radio, now testifies to the worth of this virtue when applied in another field. Each year, for the last five, Mr. Moore has gone to Florida in quest of a sailfish. Each year he has been luckless—until this year. Fortnight ago, persistence paid off. He caught a 6 ft. 7 in. sailfish off Boynton Beach, Fla.

PROMOTING RADIO

WGAR to Launch Campaign

RADIO faces an "exciting new challenge" from television in competing for the time and attention of American families but it will "always play an important part in people's lives," John J. Patt, president of the Goodwill Stations (WGAR Cleveland, WJR Detroit and KJMC Los Angeles), told the Ohio State News Service last week.

"Since radio appeals solely to the ear, it requires less of one's attention and can be used in compensation with other things," he declared. "For this reason, I believe it will always play an important part in people's lives."

Mr. Patt made these observations as WGAR prepared to launch a new "Radio in Every Room" drive this week. Copy to be read by station's announcers stresses that radio offers:

1. A million dollars worth of entertainment "at your fingertips."
2. The news the minute it happens.
3. A means of blending one's work with "music and fun."

Station also will use these sample slogans: "Radio takes the I.R.K. out of work. A car radio is a wonderful traveling companion. Radio makes every room a living room."

The campaign is timed to tie in with a General Electric spot series on the sale of clock radios and other Christmas gifts.

RADIO DOLLARS

Ulman Named Sales Rep.

APPOINTMENT of Richard H. Ulman Inc., Buffalo, as exclusive sales representative for "Radio Dollars" merchandise premium plan was announced Thursday.

Ben Stewart, president of Radio Dollars Inc., Washington, D. C., announced also that franchises have been issued to 13 stations and that 500 other stations are negotiating.

Stations which already have received franchises were listed as WORC Worcester, Mass.; WJHO Opelika, Ala.; WAEI Airlington, Va.; WTRF Bellsairo, Ohio; WING Dayton, Ohio; WITH Baltimore; WMIN St. Paul; KFPM Tula; WLES Richmond, Va.; WWDG Washington; WBOV Booneville, Ark., and WRAW Reading, Pa.

As explained by Mr. Strouse, here's how the plan works:

1. Radio Dollars Inc. franchises only one station in each community.
2. Participating stations, in turn, franchise its own advertisers. The advertiser agrees to purchase a minimum amount of time at twice the normal rate.
3. Radio Dollars Inc. then supplies the participating advertiser with a Radio Dollar coupon, Radio Dollar catalogue and Radio Dollar emblem for his place of business.
4. The merchant gets Radio Dollars to his patrons in the same proportion as their purchases.
5. Radio Dollar coupons are redeemed for more than 100 nationally advertised products.

Radio Dollars Inc. is incorporated in Maryland and has offices at 1621 K St., N. W., Washington, and at 125 W. Baltimore St., Baltimore. Home office of Richard H. Ulman Inc., is 295 Delaware Ave., Buffalo.

Psychological Warfare

TECHNIQUE of psychological warfare utilizing radio and other means was topic of discussion for Pentagon-Washington on December 8.

Mont Television Network Nov. 25 Program explored air-borne loudspeaker techniques, public address systems and leaflets, all designed to encourage surrender of enemy forces.

Six Years of Leadership in Cincinnati

See Centerspread This Issue

On the Air Everywhere 24 Hours a Day

50,000 Watts of Selling Power

Broadcasting Telecasting
AUTO LISTENING
VOAI San Antonio, sending trade and advertisers promotion piece along with radio station to large number of auto radio dealers "neglected" in station's area. Piece headed "In Bexar County . . . 72-32 radio are tired . . . of being neglected!" Promotion gives facts and figures on auto sets in use and over they are rated.

‘ARM INTERVIEWS
VIWB Topeka broadcast recorded interviews with agriculture leaders, exhibitors and guests at International Livestock Exposition, held in Chicago. VIVB Farm Director rrd Times. Vin Seyler, and Engineer Dale Ving, flew to Chicago to record vents at festivities.

OVERRIDE MAPS
OHN BLAIR & Co., N. Y., has released first in series of combination availability-password maps for local radio stations that represent. Heat maps are printed in blue on ray stock and are specifically designed to meet the requirements of the offices and agency and sales managers. Availability data is printed in black and appears at side of map. The new maps are the rest of several projects planned by representative firm to promote spot radio.

HOW PAYS OFF
TURRINGTON, Conn., pre- winter sports enthusiasts intime three years ago when it started broadcasts of Along the Ki Trail With Frank Ellis. Highights of the evening-time programs were the snow reports, honed in just before broadcast, from major skiing areas, upped, and played to the radio audience. Emce Ellis, an ardent tier when he's not before a microphone, got such a listener response that this year he also is airing his own Snow Service bureau, in which anyone can dial the telephone number and get a handphone report on snow conditions anywhere in the state. Ellis will remain on the air, however, interview ski celebrities—and live weather reports—with his program carried by WTHT Hartford and sponsored by The Hartford Times.

BIG RESPONSE
KING-TV Seattle reports splendid audience response to its announce- ment on morning public service program, Community Workshop. Brief audio-only announcement at 11:30 on station's behalf for victims of recent Po River Flood flood in Italy. Show was directed toward large Italian-American population in area. Station reports that listeners tele- phoned their pledges to WERI following broadcast.

FLOOD AID
WERI Westerly, R. I., Blue Waves, hour long Italian pro- gram, featuring Margaret and Attilio Russo, broadcast report for victims of recent Po River flood in Italy. Show was directed toward large Italo-American population in area. Station reports that listners tele- phoned their pledges to WERI following broadcast.

TIP TOP PROMOTION
IN THE heaviest promotion campa- ghn in the history, WMAQ (NBC) Chica- go has spotted 174 billboards throughout city and north shore area publishing various newsworthy and local features. Sales Promotion and Advertising Manager John M. Keys claims billboards alone will garner 80 million impressions during November and December. Caricature-bill- boards in color are supplemented by 1,400 on-air plugs monthly, ranging from 5 to 20 seconds in length, and by 80,000 lines of news- paper space in four Chicago dailies and in 50 other papers throughout WMAQ listening area, Illinois, Wisconsin, Indiana and Michigan. Although part of money came from the network on a cooperative basis, most of funds are from local pro- motion budget. Station is also us- ing a mechanical exhibit on second floor of its Merchandise Mart head- quarters, past which an estimated 20,000 persons walk daily.

SCRAWNY BULL
WKY-AM-TV Oklahoma City spon- sored "1951 Scrub Bull Contest" in connection with Livestock Clinic. The exhibitor show- ing the "scrawniest, scrubbiest, most slick-sided, knock-need (or bowlegged), and pin-tailed bull in the southwest," won prize of $300 in cash, a trophy, and purebred bull in exchange for scraper champion scrub bull. Purpose of contest was to encourage use of good bulls by showing up bad features and economic disadvantages of scrub bulls. WKY-TV originated direct telecast from Livestock Coliseum when judging took place.

CLOTHING PEAEPE
WVO New York, bilingual station, and LAI Italian Air Lines com- bined efforts to make a cozier Christmas for more than 2,000 maimed war orphans of Italy. Lucio Basco of WVO's Rome studios made appeal for used clothing in daily taped program, Small Talk. LAI Italian Air Lines offered to fly mercy gifts from New York to Rome free of charge, and Italian Welfare League offered WVO's facilities as depot.

Baltimore Symphony
WAAAM (TV) Baltimore opened Baltimore Symphony Orchestra 1951-52 concert season direct from stage of Lyric The- atre last week. WAAAM remote unit handled telecast, covering with two cameras on stage and one in bal- cony, with Paul Kane directing camera pickup. Arrangements for special telecast were made with Regional Stewart, conductor of symphony.

PLENTY OF RADIO
WKBN Youngstown, Ohio, sending out folder, "Straight facts—not 'claims' about radio advertising in Youngstown." Folder shows high percentage of Hooperated pro- grams carried by station. Insert reminder points out "Youngstown is not a TV town."

Further ideas or samples of the promotion items mentioned on this page are available by writing to the individual companies.

---

immediate revenue produced with regional promotion campaigns
experienced sales personalized programs throughout your coverage area

HOWARD J. MCCOLLISTER COMPANY
member N. A. B.
66 ACACIA DRIVE
ATHENOR, CALIFORNIA

PAUL W. MCCOLLISTER, General Manager

DAVENPORT 3-3061

ROADCASTING . Telecasing

97
November 26 Applications

ACCREDITED FOR FILING

KBIC Farmington, N. Y.--License for CP, as mod., new AM station.

KWCR LaGrange, Calif.--License for CP, authorizing reinitiation of daytime operation.

WQW Toledo, Ohio.--License for CP, as mod., new FM station.

November 23 Applications

ACCEPTED FOR FILING

KVTI Delta, Wash.--DSS-1, Nighthawk, Gravelly, CP to replace WAIB.

KZOK Portland, Oreg.--License for CP as mod., new AM station.

KWAV Miami, Fla.--License for CP, as mod., new AM station.

License for CP

KOSY Albuquerque, N. M.--License for CP as mod., new AM station.

WIVC Humboldt, Iowa.--License for CP as mod., new AM station.

Modification of License

KAFY Bakersfield, Calif.--License for CP, as mod., new AM station.

November 26 Applications

ACCEPTED FOR FILING

WJTP East Orange, N. J.--License for CP, authorizing power increase from 1 kw during hearing from 2 kw, to 2 kw., ending at December 18, 1959, for extension of completion date.

KWAB Dallas, Tex.--License for CP, as mod., authorizing change from DA-N to DA-D, etc., for extension of completion date.

November 23 Applications

ACCEPTED FOR FILING

KYX Columbus, Ga.--All license for CP as mod., new AM station.

KWCM Cumberland, Ky.--Return application for license for CP as new AM station.

KWBC Minneapolis, Minn.--Return application for license for change in ant., etc.

License for CP

KOSY Albuquerque, N. M.--License for CP, as mod., new AM station.

November 26 Applications

ACCEPTED FOR FILING

WJTP East Orange, N. J.--License for CP, authorizing power increase from 1 kw during hearing from 2 kw, to 2 kw., ending at December 18, 1959, for extension of completion date.

KWAB Dallas, Tex.--License for CP, as mod., authorizing change from DA-N to DA-D, etc., for extension of completion date.

Applications Returned

Cocoa Beach, Fla.--All license for CP as mod., new AM station.

WCPM Cumberland, Ky.--Return application for license for change in ant., etc.

November 26 Applications

ACCREDITED FOR FILING

WJTP East Orange, N. J.--License for CP, authorizing power increase from 1 kw during hearing from 2 kw, to 2 kw., ending at December 18, 1959, for extension of completion date.

KWAB Dallas, Tex.--License for CP, as mod., authorizing change from DA-N to DA-D, etc., for extension of completion date.

License for CP

KOSY Albuquerque, N. M.--License for CP as mod., new AM station.

KWCM Cumberland, Ky.--License for CP as mod., new AM station.

Modification of License

KAFY Bakersfield, Calif.--License for CP, as mod., new AM station.

Google Drive Document
CONSULTING RADIO & TELEVISION ENGINEERS

JANSKY & BAILEY
Executive Office
National Press Building
1339 Wisconsin Ave., N. W.
Washington, D. C.
Adams 0738
Member AFCC

Everett L. Dillard, Gen. Mgr.
INTERNATIONAL BLDG.,
P. O. Box 7037
JACKSON 5302
KANSAS CITY, MO.

JAMES C. MCNARY
Consulting Engineer
National Press Bldg., Wash. 4, D. C.
Telephone District 1205
Member AFCC

A. D. RING & CO.
26 Years' Experience in Radio Engineering
MUNSEY BLDG., REPUBLIC 2347
WASHINGTON, D. C.
Member AFCC

There is no substitute for experience
GLENN G. GILLET
AND ASSOCIATES
982 NATL. PRESS BLDG.
WASHINGTON, D. C.
Member AFCC

GEORGE C. DAVIS
501-514 Munsey Bldg.—Sterling 0111
Washington 6, D. C.
Member AFCC

GAUTNEY & RAY
CONSULTING RADIO ENGINEERS
1052 Warner Bldg.
Washington 4, D. C.
National 7757

Craven, Lohens & Culver
MUNSEY BUILDING DISTRICT 8215
WASHINGTON 4, D. C.
Member AFCC

E. C. PAGE
CONSULTING RADIO ENGINEERS
BOND BLDG., EXECUTIVE 5670
WASHINGTON 5, D. C.
Member AFCC

WILLIAM L. FOSS, Inc.
Formerly Colton & Foss, Inc.
927 15th St., N. W.
REPUBLIC 3883
WASHINGTON 7, D. C.

LYNNE C. SMEBY
“Registered Professional Engineer”
1311 G St., N. W.
EX. 8073
Washington 5, D. C.

A. R. BITTER
CONSULTING RADIO ENGINEER
1700 Wayne St.
TOLEDO 9, OHIO

GEORGE P. ADAIR
Consulting Radio Engineers
Quarter Century Professional Experience
Radio-Television-Communications
1823 M St., N. W., Wash. 6, D. C.
Executive 1230—Executive 5833
Member AFCC

WALTER F. KEAN
AM-TV BROADCAST ALLOCATION,
FCC & FIELD ENGINEERING
1 Riverside Road—Riverside 7-2153
Riverside, Ill.
(A Chicago suburb)


License Renewals
KOTV (TV) Tulsa, Okla.—Renewal of license.
WKRC-TV Cincinnati, Ohio—Renewal of license.

TV—Ch. 5
KSL-TV Salt Lake City—Amended application to change ERP from 18.4 kw vis. to 9.2 kw. vis., to 24 kw. vis. and 3 kw. aud.

TV—Ch. 6
WTVR (TV) Richmond, Va.—Amended application to change ERP from 9.9 kw vis. to 23 kw. vis. and 3 kw. aud.

Application Dismissed
KUMO Columbia, Mo.—DISMISSED application for mod. CP, as mod., new station, to change from DA-EN to non-directional, change location from Boone County, Mo., to Columbia, Mo., etc.

November 28 Applications
ACCEPTED FOR FILING
License for CP
RCNA Tucson, Ariz.—License for CP, as mod., authorizing frequency change, power increase, DA, etc.
WFNC Fayetteville, N. C.—License for CP, as mod., authorizing frequency change, power increase, DA-N, etc.

November 28 Applications
ACCEPTED FOR FILING
License for CP
RCNA Tucson, Ariz.—License for CP, as mod., new station.

November 28 Applications
ACCEPTED FOR FILING
License for CP
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RCNA Tucson, Ariz.—License for CP, as mod., new station.
Help Wanted

Managerial

Wanted: Station manager with successful record in trading area 20,000 to 60,000. Must be a man who wants a better opportunity to work in large city. Excellent salary. Some profit. Must have radio experience, present management in place. Highest in the area. Reply Box 639L, BROADCASTING.

Help Wanted

Salesman

Salesman-announcer for southern network station. Must have experience. Call, Wire, Write. Established accounts, $40 per week plus 10% commission. Starting salary $200 per month. Possibility of future rise. Experience in southern radio desired. Reply Box 624L, BROADCASTING.

Help Wanted (Cont'd)

Salesman

Salesman-announcer for southern network station. Must have experience. Call, Wire, Write. Established accounts, $40 per week plus 10% commission. Starting salary $200 per month. Possibility of future rise. Experience in southern radio desired. Reply Box 624L, BROADCASTING.

Help Wanted (Cont'd)

Mutual station needs commercial salesman. Apply KVOP, Plainview, Texas.

Announcer

Announcer wanted—announcer with good punch hard burning commercial voice. Large mid-western market. Send audition disc and all details first letter. Box 301L, BROADCASTING.

Announcer

Announcer wanted—announcer with good punch hard burning commercial voice. Large mid-western market. Send audition disc and all details first letter. Box 301L, BROADCASTING.

Assistant

Announcer-control room operator, we are adding an additional man to our staff. Start today a month with regular salary of $100.00. CBS regional station in the Minneapolis Valley. Send references and audition disc to Merrill, Program Director, WTMJ, Quincy, Illinois.

Opportunity announcer-writer with or without experience. Well established network needs a man who can write, develop, and carry on the advertising. Reply Box 632L, BROADCASTING.

Technical

First class engineer. No experience required. Virginia network station. Box 250, BROADCASTING.

Engineer

Engineer, first choice license. $50 for 40 hours; time and a half for overtime. Car necessary. Northern Wisconsin station. Write Box 301L, BROADCASTING.

Engineer

Engineer, first choice license. $50 for 40 hours; time and a half for overtime. Car necessary. Northern Wisconsin station. Write Box 301L, BROADCASTING.

Technical

First class engineer. No experience required. Virginia network station. Box 250, BROADCASTING.

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Engineer, first choice license. $50 for 40 hours; time and a half for overtime. Car necessary. Northern Wisconsin station. Write Box 301L, BROADCASTING.

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Engineer, first choice license. $50 for 40 hours; time and a half for overtime. Car necessary. Northern Wisconsin station. Write Box 301L, BROADCASTING.

Program director, some air work, preferably musical clock type, good for desert area. Must want to work in a real professional manner. Willing to work hard in Madison, Wisconsin area. Write Box 634L, BROADCASTING.

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Television

WANTED: TV engineer. Must be qualified. Must have experience and references. Box 301L, BROADCASTING.

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**Announcers**

**Experienced announcer. Commercials, news, DJ, Eastern shore. All replies carefully considered. Box 66L, BROADCASTING.**

**Sports announcer. 28, veteran, seven years experience in metropolitan area. Excellent play-by-play of football. Seek station AM or TV, strong voice, good presence, clean, sharp. All offers considered. Excellent references. Box 51L, BROADCASTING.**

**Experienced announcer. Thoroughly trained. Graduate SRT, Chicago. Disc, photo on request. Cave, Caplin, 520 S. 36 Ct., Cicero, Ilo.**

**Experienced announcer. Write Desires permanent position northeast. Box 60L, BROADCASTING.**

**Good staff announcer with solid commercial and news delivery. Three years engineering, 3½ years married, draft exempt with top voice, sound ideas. Box 610L, BROADCASTING.**

**Experienced announcer. Can operate board. Look for job with future. Phone collect. Louis, 5-3259 N.Y., after 5 P.M. Box 620L, BROADCASTING.**

**Experienced full time play sportscaster available immediately. One of country’s finest football, basketball and baseball announcers. Interested. Needed in metropolitan area. Box 99L, BROADCASTING.**

**Combie man—net, independent experience, good voice, capable of chief, best recommendations, married, draft exempt, upper midwest only. Box 610L, BROADCASTING.**

**Announcer-engineer—Four years experience Top-40 station—skilled, dependable, all phases including service accounts. Box 61L, BROADCASTING.**

**Experienced, versatile, conscientious announcer—4½ years experience at WLS, Chicago. Four years sales experience at WLS, Chicago. Four years sales experience at DARE stations. Single, enjoys fishing, good voice, all phases of good announcing. Box 11L, BROADCASTING.**

**Announcer—4½ years experience at WLS, Chicago. A good deal of programming experience. Willing to work on any station. Box 610L, BROADCASTING.**

**Experienced—Announcing, most phases, by way of experience, high engineering ability, upper midwest position. Box 610L, BROADCASTING.**

**Are you searching for a staff announcer? Experienced to operate control board and transmitter?**

**Recently employed by a large chain. Will operate control board and transmitter.**

**Seeking permanent affiliation with progressive station. Reference: Mr. Jones, 409 Main St., Frisco, Tex. Box 611L, BROADCASTING.**

**Announcer-engineer. Experienced. General manager of WLS, Chicago. Box 621L, BROADCASTING.**

**Four years sales experience on 10 sponsored networks, 4 hours personality, 10 hours morning show. Full time, half time, or part time. Self-salaried. Cold calls. Manual delivery. Full time salary. Box 622L, BROADCASTING.**

**Announcer. Available immediately. Good voice, solid experience, sales experience, two years. Box 623L, BROADCASTING.**

**For sale: 1928 White Leader, 40 miles, 6000 miles, $525. Mr. S. Andrews, Chief Engineer, WLS, Chicago. Box 624L, BROADCASTING.**

**Experience wanted—4½ years. Experienced in all phases of broadcasting. Desires commercial. Box 610L, BROADCASTING.**

**Situations Wanted (Cont’d)**

**Morning man on console. Presently employed. Experienced. Direct programs, play along with spot news. Available trial period. Base pay $50. For immediate job. Box 630L, BROADCASTING.**

**Announcer, good voice, single, draft exempt, over 5 years all-round experience. Wants position with progressive medium. Box 640L, BROADCASTING.**

**Announcer-engineer staff experience. Presently employed. Best offer accepted. Local listening. Box 641L, BROADCASTING.**

**Located out in New England, dairy farm, looking for broadcasting. Experience in play-by-play in football, basketball, baseball and others. Has position as an engineer. Box 641L, BROADCASTING.**

**Announcer, eager to get start. Experienced on independent stations. Broadcast experience. Box 510L, BROADCASTING.**

**Announcer, experienced. Desires position at station of his choice. Box 510L, BROADCASTING.**

**Program director, announcer, five year background, mature voice, sound ideas. Worth while. Box 650L, BROADCASTING.**

**Attention: Do you need a P.D.-announcer? 6 years experience. Have been P.D. of 230 watt and 1900 kw. Now announcing station’s lead. 5000 kw NBC. Looking for place to settle down. Have some ideas. Send 20 cents, draft exempt. Box 680L, BROADCASTING.**

**Infanticipating. Need permanent location. 5 years experience sales, programing, exploitation. Experience. Good Godfather today. Box 610L, BROADCASTING.**

**Young woman with network and independent experience in copy writing, sales, advertising. Has spoken newspaper, publication, etc. Available after January 25th. Box 649L, BROADCASTING.**

**Building Christmas accounts? Increasing major account advertising? College graduate writes easy year and boy that sells! Excellent voice—will create, deliver women’s programs. Eleanor P. Underwood, 122 E. 34th St., New York City.**

**BROADCASTING.**
KTUL APPEAL
Helps Homeless Family

APPEALS on two newcasts by KTUL Tulsa were enough to bolster a family of 11 children and their parents left homeless and destitute by an early morning fire.

Station reports that Newscaster Ed Neibling aired the first appeal on KTUL's 10 p.m. news show on the night following the fire and another plea was made at 7 a.m. the next morning on News Chief Jack Morris' show. Reaction was swift.

KTUL borrowed a truck and collected contributions of bedding, furniture, clothing and food. More than 50 pick-ups were made. Many Tulsans brought clothing and money directly to the studios.

Two days after the fire, KTUL notes, the station was instrumental in locating a temporary home for Mr. and Mrs. Bert Goodman and their children; had delivered enough furniture and other essentials to furnish a five-room house. The family also was provided with a generous supply of groceries and nearly $100 in cash.

WBA MEMBERSHIP
Sets Up Associates Status

ASSOCIATE membership in the Wisconsin Broadcasters Assn. is now open to transcription companies, news service, networks, equipment firms, broadcast trade papers and other radio-TV allied organizations.

Action has been taken by the WBA's board of directors in establishing an associate non-voting classification. Annual dues for associate members was set at $25 by the board. Applications for membership can be forwarded to WBA's treasurer, Mrs. Jeanne Heal, WTCX Shawano, Wis.

MORE than 80 agricultural leaders and workers from Pennsylvania, Ohio and West Virginia area took part in the 19th Annual KDKA Pittsburgh Farm Radio Conference. It was held in the Grant Bldg.

NEW ENGLAND

$75,000.00

A well established fullline network station with a consistent volume of business that has always produced a good return for the non-active owner. Located in one of New England's best markets this facility also has an interesting TV potential. Liberal financing arranged.

Appraisals • Negotiations • Financing

BLACKBURN-HAMILTON COMPANY

RADIO STATION AND NEWSPAPER BROKERS

WASHINGTON, D. C.
James W. Blackburn
Washington Bldg.
Sterling 4341-2

WASHINGTON, D. C.
Ray V. Hamilton
Tribune Tower
Delaware 7-7325

CHICAGO
Lester M. Smith
215 Montgomery St.
Extrata 1-0672

SAN FRANCISCO

Rocky Mountain

$50,000.00

A fulltime independent located in one of the very attractive smaller and isolated markets in the Rocky Mountain area. This station is showing a modest profit under absentee ownership. Well equipped and valuable real estate, including an apartment will be delivered at this price.
**Six Years of Leadership in Cincinnati**

See Centerspread This Issue

On the Air Everywhere 24 Hours a Day

50,000 Watts of Selling Power

---

**New Applications**

**AM Applications**

Knoxville, Tenn.—Knoxville Ra-Tel Inc., 600 kw, 1 kw daytime; estimated construction cost $14,075, estimated first year operating cost $4,000, estimated first year revenue $5,000. Stockholders include President Roy S. Carr (31%), and A. J. Sisson (29%), who are members of the staff and director Chatham Savings & Loan Asm., Vice President Mrs. Roy S. Carr (29%), Vice President Thomas W. Gamble (26%), owners of the Review Co. (office supply and printing), Savannah, and WAKY (44%), owned by Mrs. J. A. T. Davis (5%), chief engineer WGAT Atlanta and a consulting engineer. Filed Nov. 27.

Raleigh, N. C.—Merchants & Farmers Station 1500 kw, 600 kw, daytime; estimated construction cost 6,770, estimated first year operating cost $15,000, estimated first year revenue $20,000. Filed Nov. 29.

**New Grant Applications**

Richland, Wash.—TBNK Inc., 75 kw, 25 kw daytime; estimated construction cost $4,000, estimated first year operating cost $2,000, estimated first year revenue $3,000. Filed March 27.

**New Grant Modification**

Richland, Wash.—TBNK Inc., 75 kw, 35 kw daytime; estimated construction cost $4,000, estimated first year operating cost $2,000, estimated first year revenue $3,000. Filed March 27.

Laurel, Calif.—Arthur Westlund, 1500 kw, 250 kw daytime; estimated construction cost $13,000, estimated first year operating cost $3,000, estimated first year revenue $5,000. Applicant is manager of KEEK Berkeley, Calif., and owner Royal Recording Co. Berkeley. Filed Nov. 28.

**New License Renewal Applications**

Muncie, Ind.—WLIJ Inc., 550 kw, 250 kw daytime; estimated construction cost $9,000, estimated first year operating cost $4,000, estimated first year revenue $6,000. Applicant is manager of WJMJ Muncie, Pa. Filed Nov. 29.

Covington, La.—A. R. Bloßman Inc., 900 kw, 1 kw daytime; estimated construction cost $24,000, estimated first year operating cost $12,000, estimated first year revenue $18,000. Involuntary transfer from WJAC Mobile, Ala. to WJMJ Muncie, Pa. Filed Nov. 29.

**New License Renewal Modification**

Minneapolis, Minn.—Family Best, 30 kw, 10 kw daytime; estimated construction cost $100,000. Estimated first year revenue $6,000. Applicant is licensee of KKOC Rochester. Filed Nov. 29.

Paducah, Ky.—Paducah Newspapers Inc., Ch. 6. ERP 10 kw, visual 1.5 kw average terrain 373 ft; estimated construction cost $20,000, estimated first year operating cost $12,000, estimated first year revenue $22,000. Applicant is licensee of WVLY-FM. Filed Nov. 29.

Odessa, Tex.—Ector County Best, 25 kw, 15 kw daytime; estimated construction cost $100,000, estimated first year operating cost $16,000, estimated first year revenue $22,000. Applicant is licensee of WBIK-West Franklin, Ill. Filed Nov. 28.
GOODWILL STATIONS
Patt Issues Statement

JOHN F. PATT, president of the Goodwill Stations, issued the following statement last week following FCC's action renewing the licenses of WJR, Detroit, WOAR, Cleveland and KMPC, Los Angeles. We are gratified that the Commission has disposed of this matter. We will always remember gratefully and loyally all who offered and gave us their support. We look toward eagerly and confidently to the future of our stations—under the FCC's guidance as well as the opportunities as well as the obligations of operating under these stations under the highest standards of public service. We instruction orders and is identical to the statement of "The Goodwill Stations" in fact as a whole.

WJR, WOAR and KMPC, reaching their respective areas around Detroit, Cleveland and Los Angeles, are of vital public interest to and through the influence of their listeners, and to exhibit leadership in making radio increasingly effective as a medium of public information, enlightenment, understanding and inspiration.

Adherents Explain
(Continued from page 25)
acquired. He cited the difficulty of drawing up licenses for political telecasts and asked how a station would handle the situation that arose in Philadelphia where a candidate brought in a stuffy trunk and directed his replies on his opponent's statements to the animal. He added that the telecaster "has no right or authority of censorship.

The penal provision is "probably the most controversial," he said, being an innovation though beneficial to industries. He called the five-man review board a clearing house for complaints, public relations agencies, sounding board and public jury if necessary. Procedural changes will be submitted to the board this week.

As to the code seal, Mr. Brown said all stations will have the right to exploit it, and to surrender it if they wish. At the same time, the TV board will have the right to enjoy it.

He denied charges the code will frustrate creative effort or baffle good taste. "Would it regiment?" he asked rhetorically. "Well, the negative side would limit a degree—the positive should do anything but that."
ny of the things set forth in (1) to (5) above ... that, on the contrary, during such period the officers and employees have been and will continue to be subject to disciplinary action for violation of any of the policies refer-

to the policies set forth in the Statement of General Policies"; that

either on June 23, 1951, nor at any time since, have the facilities of

the stations been used, nor will it be used in the future, to

the things set forth in (1) to (5) above ... but that, on the contrary, the facilities have been used in accordance with the policies set forth in the "Statement of General Policies"; and that neither on

during such period, nor at any time in the future will there be, any inaccurate represen-
tations made in any or on behalf of

the proceedings licensees, or any of its

officers, employees or stockholders to the Commissio

Copies of the Commission's letters of September 6, 1951, were furnished the General Counsel of the Commissio

on March 5, 1951, there was filed with the Commissio a document entitled "Comments of General Counsel on the Letter to [blank] re: Refusal to

consider Supplementary Statements of Executives."

These comments The General Counsel and the Chief of the Broad-

cast Bureau reiterated their objection o

a "decision on the renewal applications without full consideration of the formal procedures for disposition of formal proceedings"; state that in their opin-

ion the Supplementary Statements are not responsive to the Commission's request for clarification in the letters of September 1, 1951; and that the light of the record herein and the position repeatedly taken by the corporate applicants, the Supplementary Statements do not give adequate assurance that the applicants' concept of operation "in the public interest and in accordance with the statutes, Commission rules and deci-

ions" is at all different from the policies and practices of the stations; and that the decisions on the proceeding are subject to the reliance which can properly be placed upon the representations made by the applicants that they have not been misled, but that these offers have not unequivocally repudiated past objection-
able practices and will continue to participate in such practices unless the Commission is satisfied to the contrary.

mative and credibility of various per-

sons upon whom a cloud has been cast

by the tactics of the applicants in the renewal proceedings.

Accordingly, they request that the Commissio be informed of the

hearing Examiner to issue an ini-

tial decision containing findings and conclusions upon the entire record, or

if not, an exclusion or a recasting of the view to the issuance of a decision by the Commission itself; and

pending the issuance, if any, of such a decision by the Examiner or the Commission that the Commission reject the Supplementary Statements or defer consideration thereof.

We are of the opinion that the Ex-

aminer properly concluded that on the basis of the evidence adduced, the questions presented under the issues of the renewal proceeding, as the only subject of inquiry was the qualifications of the licensees while under Mr. Richards' personal direc-

tion or control. To arrive at this de-

termined it was obviously unnec-
esary for him to make the detailed findings and conclusions requested by the

Examiner, as they were no longer material.

We cannot agree with the General Counsel and the Chief of the Broad-
cast Bureau and the FCC that the allegations of the Commissioners, the findings and conclusions of the Examiner in the record and the alleged practices and policies of the stations and the alleged decisions of the Commission based on their findings and conclusions indicate that Mr. Richards' death did not mark a terminating point in the proceed-

ings; there is no connotation in that testimony that the allegedly improper practices under Mr. Richards' regime would continue.

However, the Examiner did not rule on the ultimate issue upon which the matter was designated for hearing—whether "in the light of the facts adduced under the foregoing issues [relating to the role of Mr. Richards] to the alleged improper practices resulting from KMPC, The Station of the Stars, Inc.; WJR, The Goodwill Station, Inc.; and WGB, Broadcasting Company in the issuance of the said applications would serve the public interest, convenience and necessity" ... Despite the fact that damages to such, without pass-

ing upon the designated material is-

sues, is not a prerogative of an Ex-

aminer, any strictures against the propriety of the Examiner's ruling herein are of no moment in the light of the action we ourselves are taking today.

We have given careful considera-
tion to the Supplementary Statements and the Comments of the General Counsel and the Chief of the Broad-
cast Bureau. The Supplementary Statements, in our opinion, are re-

lative to our letters of September 6, 1951, and constitute a rejection of the alleged practices and policies concerning the alleged applications for renewal proceeding and a positive representation, upon which we rely, that the alleged representations and practices in the record under inquiry in the re-

newal proceeding will not occur in the future.

FEB. 28, 1948: Clete Roberts and George E. Lewin, former employees of KMPC Los Angeles, charge news slanting by the station.

MARCH 5, 1948: Maurice Starrels, formerly of KMPC, files deposition with FCC charging news slanting by KMPC.

MARCH 18, 1948: American Jewish Committee, CIO, Americans for Democratic Action, National Assn. of Radio Writers, and National Federation of Radio Artists and California Demo-

cratic State Central Committee (James R. Richards, vice-president) file answers to the action for the injunction brought by Mr. Rayner.

MARCH 19, 1948: American Jewish Congress petitions FCC to revoke li-

ence of KMPC.

MARCH 24, 1948: CIO asks FCC to hold hearings on news slanting charges.

MARCH 24, 1948: FCC announces investigation of KMPC.

NOV. 12, 1948: FCC orders public hearings on charges.

SEPT. 29, 1949: FCC designates hearing examiner in license renewal applica-

tions for WJR Detroit, WGBR Cleveland and KMPC Los Angeles.

MARCH 13, 1950: Hearings begin in Los Angeles before Hearing Examiner J. Fred Johnson.

MAY 2, 1950: Hearing Examiner Johnson dies.

MAY 10, 1950: FCC appoints Hearing Examiner James D. Cunningham

to replace late Mr. Johnson.

JUNE 22, 1950: FCC strikes the record, including testimony and de-

positions held before late Mr. Johnson, orders hearing de novo (new) in Los Angeles.

JUNE 29, 1950: FCC issues findings and conclusions held in Los Angeles.

NOV. 21-DEC. 21, 1950: Hearing held in Los Angeles.

APRIL 30, 1951: Proposed findings and conclusions filed by applicants.

MAY 14, 1951: Proposed findings and conclusions filed by FCC General

Counsel.

MAY 25, 1951: G. A. Richards, prin-

cipal owner of stations and subject of charges, fires Mr. Cunningham.

JUNE 14, 1951: Initial decision, re-

commending dismissal of case due to death of Mr. Richards, issued by Hear-

ing Examiner Cunningham.

JUNE 15, 1951: FCC General Counsel and Chief of Broadcast Bureau petition FCC to set aside initial deci-

sion.

JUNE 25, 1951: Stations' counsel opposes petition.

JUNE 29, 1951: Applications for in-

voluntary transfer of control of sta-

tions are filed with FCC.

SEPT. 7, 1951: FCC asks Mrs. Rich-

ards for clarification of program poli-

cies of stations.

NOV. 28, 1951: Mrs. Richards re-

plies to FCC letter on program poli-

cies.

NBC Merchandising

(Continued from page 27)

he told the affiliates, "we want you ... to provide the means for cen-

tralizing our merchandising operations in the interest of network ad-

vertisers at the local level."

This means that we want you to pro-

vide the manpower for the all-

important follow-up.

"NBC merchandisers will ar-

range for the cooperation of the big

chain organizations, as well as

the important department store and other key outlets, but it is

vital to the success of this plan that

some means be provided for imple-

menting the job at the local level."

The first strictly "merchandised" program series advanced by NBC is its "Market Basket Plan," con-

sisting of three shows to be offered to prominent independent outlet stores, and each store will be asked to devote one minute per hour to show local super-market handling the products advertised on the shows (see story page 23).

NBC's Belief

NBC, Mr. Dodge reported, "has fully recognized the significance of merchandising and firmly believes that this vital force is absolutely essential to the continued success of our \[sic]

merchandising operation in today's market."

He thought his network's service would correct existing "misunder-

standing" about merchandising by helping stations to offer advertisers a rounded and effective mer-

chandising service.

Stations, he continued, cannot be "unprepared for the sales battles of 1952 and the years beyond, or

oblivious to the growing competition and the sales facts of life."

Mr. Dodge said:

"Merchandising will force a closer relationship between us and the sponsors and their advertising media. At the same time it will build trade acceptance for radio as a medium of large and

important retail organizations in all fields and thereby strengthen your position with local and spot advertisers. But if this work is properly done, it will act as insurance on the good will of present sponsors, help sell new advertisers and, most importantly, stabilize and maintain rates."

Another BMI "Pin Up" Hi—Published by Marks

On Records: Dinah Shore-Tony Martin: 20-4315; Mickey Rooney—MGM 3017; Jimmy Dorsey-Pat O'Connor—Columbia 10578; Lee Wiley—Col. 39202; George Auker-Coral 60612.

On Transcription: Coconut Grove Orch.—

Standard.
NEW APPOINTMENTS ANNOUNCED BY FCC

APPOINTMENTS to head branches of FCC Broadcast Bureau divisions were officially announced Friday. Following are new chiefs:

- Aural Facilities Division, James W. Barr, chief—David S. Stevens, New & Changing Facilities Branch; Wallace E. Johnson, Existing Facilities Branch; Bruce S. Longfellow, Allocations Branch.
- Renewal & Transfer Division, Dwight D. Doty, chief—Walter R. Powell Jr., Transfer Branch; Sol Schildhause, Renewal Branch; LeRoy Schaaff, Compliance Branch.
- Hearing Division, Frederick W. Ford, chief—Robert Raymond, assistant chief Rules & Standards Division; Paul Dobin, chief—Arthur Scheiner, assistant chief. Named as Administrative Assistant of Broadcast Bureau was Lavell W. Hughes. Broadcast Bureau is headed by Curtis B. Plummer, with Joseph M. Kittner as assistant chief.

NEW COLOR TUBE

NEW COLOR TV tube announced by Lee Hollingsworth, president of WKBS Oyster Bay, N. Y. According to description small cobalt ray tube has mercury, oil or other liquid within bulbous end. From outside tube, three colored lights, triggered in synchronization with color TV camera, direct beam to strike liquid in tube, thus producing color picture. Invention described as mainly for amplification for large screen color TV. Use of liquid indicates kinship with Swiss Eidophor system of theatre TV, for which 20th Century-Fox has U. S. rights [B+T, Nov. 19]. Use of outer light source sounds similar to Skatron system of large-screen TV.

WBKB (TV), IBEW AGREE

WBKB (TV) Chicago and IBEW Local 1220 came to agreement on new contract last week. Signing delayed by Wage Stabilization Board. Will convene Wednesday to consider reduction in escalar clause from four to three and one-half years for workers to receive maximum wages. Contract, when signed, will be retroactive to May 1 and will expire Sept. 1, 1952. It provides for starting wage of $50 instead of $75.50 for engineers and technicians, three instead of two weeks vacation and extra pay for holidays. Maximum remains at $187.50 weekly.

WCOL SALE HEARING

HEARING on sale of WCOL Columbus, Ohio, from Pixleys Inc. to Secretary of Commerce Charles Sawyer was postponed from Dec. 6 to Jan. 10 Friday. FCC acted on motion of both parties. Petitions for reconsideration of FCC's hearing order was filed last month, showed that overlap among Sawyer-owned WIZE Springfield and WING Dayton and WCOL were negligible, should not be considered reason for questioning $100,000 purchase of Pixleys Columbus station [B+T, Oct. 29].

TV HELPS FOOTBALL GATE

THREE times as many men in families having TV sets attended professional and college football games in Pittsburgh than attended from families without TV sets, according to a survey conducted by Guide-Post Research, Pittsburgh.

Survey showed that 32% of men in families with TV sets attended at least one game of Pittsburgh Steelers in 1950 compared to 11% of men in non-TV homes. In case of college games, 24% of men in TV families attended a game compared to 8% in non-TV families.

Of men who attended Steeler game, 62% also watched team on TV with 32% of non-attenders watching games on TV. Of men attending college game, 75% also watched college games on TV, with 60% of non-attenders seeing college games on TV. Some of reported viewing on TV includes films shown several days later.

NCAA FOOTBALL TEST SUCCESS, SAYS FUREY

EXPERIMENTAL football TV program of National Collegiate Athletic Assn. was success despite efforts of pressure groups to wreck it, Ralph Furey, Columbia U. athletic director and member of NCAA TV committee, asserted Friday.

Dept. of Justice claim that plan violated anti-trust laws constitutes reversal of Dept.'s 1949 stand in baseball case, he said, adding that results of survey will be ready for NCAA convention in January.

Robert Hall, Yale U. athletic director also member of NCAA committee, refused to divulge names of pressure groups but said he would like to see list of phone calls to Dept. of Justice between February and September of this year.

NAM BROADCAST

SPECIAL broadcast from Dec. 7 Congress of National Assn. of Manufacturers and featuring interview with newly elected NAM president, scheduled for 6:15-5:30 p.m. (EST) over ABC radio network as culmination of three-day 56th annual NAM congress.

NBC CODE CONSCIOUS

TOP NBC television performers have received letters from President Joseph H. McConnell in which he urged them to be on guard against "borderline material" and to feel personally free to bring possible instances to his personal attention. Citing criticism of industry for violations of good taste, he wrote, "My honest belief is that in the main, NBC programs do not constitute targets at which shots can be aimed justifiably. Unfortunately, however, there are exceptions which have occurred as the result of bad judgment here and there."

SCOTT EDDY, of Badger & Browning & Hershey where he was American Chicle account executive, is New York radio sales staff of The Katz Agency.

RALPH DENNIS, ABC-TV network sales slated to join The Katz Agency, New York, as video salesman effective Dec. 17.

SAMUEL MENDLESON, director of advertising and sales promotion, MOAR Inc., Omaha to B. T. Babbitt Inc. (BAB-O and Gilim) N. Y., as director of advertising and merchandising.

DWAYNE MOORE, NBC, to Lennen & Mitchell, N. Y., as analyst on radio and television ratings.

WILLIAM KING Jr., general sales manager International Milling Co., Minneapolis, to Kenyon & Eckhardt, N. Y., as account executive.

DR. ALLEN B. DU MONT, president of Allen B. DuMont Labs, will be principal speaker at annual convention of National Appliance and Radio Dealers Assn. in Chicago's Conrad Hilton Hotel Jan. 15-18.

GERTRUDE BERG, creator of The Goldbergs, both as author and actress, Thursday appointed chairman, women's division, Sistei Kenny Foundation. Mrs. Berg will direct women's activities for 1951 fund drive, Dec. 1 through 15.

IRV R. RILL, specialist in food and drug advertising, formerly with Grant Adv., has joined Duane Jones Co., New York, to handle Vitamin Corp. of America, fourth account announced by Jones since re-opening agency. Billing of account reported at rate of seven figures.

MILTON E. KRENTS, producer, Eternal Light, Brandt & Brandt Productions, named story consultant on Robert Montgomery Presents on NBC-TV.

JOSEPH WARD, president of Advertising Research Bureau Inc., Seattle, has accepted in-vitation to address January meeting of Chicago Radio Management Club.

KSYL TO BUY KVOB

CONTRACT has been signed by Louisiana Baptist Convention officials to sell KVOB to owners of KSYL, both in Alexandria, La. Owners of KSYL will sell that station if KVOB purchase is approved. Price about $50,000, same amount which Louisana Sen. Dudley J. LeBlanc had contracted to pay for station. Sen. LeBlanc's application for transfer was disapproved by FCC earlier this month. KSYL on 1400 kc with 260 w, is jointly owned by Harold Wheelahan, general manager of WSMB New Orleans and Milton Fox. KSYL manager. KVOB is licensed for 97 kc with 1 kw and has FCC approval to remain silent pending sale. Sen. LeBlanc, in petition to cancel purchase, gave as reasons financial difficulties, political ambitions, and trouble with government.

SWIFT CANCELS

SWIFT & Co., Chicago, for Jewel shortening and oil, canceled with NBC from WSM Nashville Dec. 21. J. Walter Thompson, Chicago, considering use of regional networks, and spot programming for same show.
Wholeheartedly reliable . . .

In the course of more than thirty years of broadcasting, Arthur B. Church, president and founder of the KMBC-KF RM Team, has taught the folks in the Heart of America a great lesson. That lesson is the fact that wherever they go there will be radio—and—if it's KMBC-KF RM, it will be good radio.

This earnest policy of reliability spreads both ways. Listeners in the rich Kansas City Primary Trade Area look to The KMBC-KF RM Team as they have for years, for the latest and greatest in broadcasting. They name The Team their favorite source for news, sports, special events, educational programs and fine wholesome entertainment day in, day out, year after year.

At the same time, advertisers find that radio schedules placed on The Team get results. They know that they can depend on KMBC-KF RM for reliable service, and be sure that their sales messages are reaching the major share of the radio audience.

Yes indeed, The KMBC-KF RM Team is wholeheartedly reliable. That's why KMBC-KF RM has and holds the audience and why to sell the whole Heart of America, wholeheartedly, it's . . .
For the SECOND TIME the Grocery Manufacturers of America have chosen Kay West of KEX as FIRST PLACE AWARD WINNER in their "Life-Line of America" competition. This second GMA award is proof of the programming excellence of this outstanding KEX women's program.

And—proof of KEX Preference by the women of the Pacific Northwest is shown by the fact that Kay West consistently sells her sponsors' products. For details, check KEX Sales or Free & Peters today.

Kay West receiving GMA trophies from Paul S. Willis, GMA president (right) and J. E. Baudino, general manager, Westinghouse Radio Stations, Inc., during the presentation ceremonies at the Waldorf-Astoria.

KEX

Oregon's Only 50,000 Watt Station

KDKA - WBZ - WBZA - WOWO - KEX - KYW - WBZ-TV

National Representatives, Free & Peters, except for WBZ-TV; for WBZ-TV, NBC Spot Sales