WOR-tv

New York's youngest tv station—is New York's most popular independent tv station. In fact, it tops a network station!

In two years, WOR-tv has zoomed to the top . . . ranking today, as the leading independent station in the New York market.*

It delivers more audience than any other independent tv station in New York.

It pulls more viewers than one of New York's network stations.

"Trapped" — a station-built mystery drama — draws more viewers in New York than 34 sponsored nighttime network shows.

Summer and winter, WOR-tv is the city's favorite sports station. It was tops in sports with the Brooklyn Dodgers and it's still tops . . . pulling more audience than Madison Square Garden events on another station.

It's getting results for 77 national advertisers,

Since boosting power in August, WOR-tv has been delivering a PLUS audience of 1,000,000 potential viewers.

Rates have remained the same.

WOR-tv delivers viewers at low, low cost. A minute commercial on the average sports show can sell 293,700 viewers for only $1.33 per 1,000. Or — on the average movie — it can sell 285,240 viewers for only $1.02 per 1,000.

Keep these facts in mind when you are making your television plans. For more sales at less cost put your message on . . .

*November 1951, Telepulse
In 1948 Havens & Martin dedicated Television Station WTVR to the people of Virginia.

How well it’s appreciated is expressed by the fact that today there are over 95,000 sets installed in the WTVR area. Yet as Christmas 1951 rolls around, WTVR, now nearly four years old, is still the only TV station operating in Richmond.

Nearly 25 years ago WMBG took the air as a pioneer radio station. Its record is studded with firsts. In this postwar era WCOD, the FM outlet, was added to the Havens & Martin group to provide Virginia’s only complete broadcast advertising service.

Linked with NBC through the years, these First Stations of Virginia have captured the fond loyalty of a people who fully appreciate pioneering and public service.

WMBG AM
WTVR TV
WCOD FM
WKMH
5000 WATTS DAYTIME
1000 WATTS NIGHTS

* IS NOW NO. 3 STATION HEARD IN DETROIT Monday thru Friday — 12 noon to 6 P.M.

* IS NOW NO. 2 STATION HEARD IN DETROIT on Saturday Same Time

IS NOW NO. 1 "BUY" IN THE GREAT DETROIT MARKET (based on cost per 1000)

* Detroit Pulse Report Sept.-Oct. 1951

Congratulations to our Sister Station WKHM Jackson, Mich. 1000 watts
Full time, NOW ON THE AIR... 970 on the dial

---

that each may share with his neighbor...

First contributor to the Salvation Army Christmas Fund is Mayor James F. Hearn

A familiar part of the holiday scene in Wilmington, the smiling Salvation Army lassies with their tinkling bells and Christmas kettles. This kettle collection, used for the city's less fortunate families... food, clothing and toys... was formally opened this year on WDEL-TV. Participating in the telecast with Wilmington's Mayor Hearn are members of the Salvation Army Board and Staff.

This WDEL-TV feature is indicative of the active, constructive role the station plays throughout the year in assisting local welfare agencies. Thus, WDEL-TV serves its communities and contributes to and helps improve the lives of all the people in its viewing area.

WDEL-TV
WILMINGTON, DELAWARE

Represented by
ROBERT MEEKER Associates Chicago • San Francisco • New York • Los Angeles
WESTINGHOUSE last Friday notified NBC it’s constrained to withhold approval of new radio rate plan despite projected immediate increases for its four affiliates. Conversations were between Walter Evans, WR5 president, and Joseph H. McConnell, NBC president. Westinghouse stations are under temporary license because of FCC study of parent company status under old anti-trust action. Thus, in view of FCC’s preliminary look at network radio-TV rate situation, cessation of rate formulation discussions was decreed for present.

THOUGH it’s not common knowledge, Salary Stabilization Board plans an override entertainment panel (radio, TV, theatre, motion picture) on overscale performer policy. Later recommended voluntary code for industry, but SSB intends to set up self-administering regulations anyway [BT, Dec. 10]. Because of this—and similar sports study—panel report won’t be released this month—may never be issued.

QUIET test runs under way by group proposing new radio news wire geared to serve small stations on low-cost basis. Project grew out of Transradio’s recent demise.

NBC IS SEEKING not one but several top broadcast executives [BT, Dec. 10]. They’re looking for top man in radio station relations, owned and operated stations and radio spot sales.

TREMENDOUS surge of TV activity throughout Latin America is foreseen with several hundred installations likely within the next year or two, if equipment is available. Virtually all equipment will come from U. S. Sao Paulo, Brazil, last month put its second TV station on the air, and third is under preliminary construction.

IS SENATE Interstate Commerce Committee still looking into Defense Production Chief Charles E. Wilson’s ban on color-TV set production? There were signs last week that it isn’t satisfied with order which stopped CBS set-production, dealing with end product for first time.

GLAD TO OBLIGE DEPT.: Copies of remarks by Sen. William Benton (D-Conn.) on his “advisory council” bills to be distributed by NARTB to its members—at request of Sen. Benton.

OLDSMOBILE Div., General Motors Corp., Detroit, understood considering refreshment in TV budget by cutting down two of its five-weekly sponsorship of Oldsmobile News, 7:30-7:45 p.m. on CBS-TV, through D. P. Brother Inc., Detroit. Several advertisers understood to be willing to pick up the availability after February.

SHARP CRITICISM of Dr. Matthew Chappell’s analysis of coincidental and roster audience measurements as revealed in summary (Continued on page 6)
NCRA RESTRICTIONS WIN SUPPORT OF EASTERN GROUP

TELEVISION was in spotlight at annual meeting of Eastern College Athletic Conference last Thursday when delegates by almost unanimous vote opposed removal of NCRA restrictions on telecasts and endorsed proposal that NCRA adopt supervised-TV program. NCRA convention is Jan. 10-12 in Cincinnati.

Francis T. Murray, U. of Pennsylvania, presented 7-point letter advocating each collegiate institution make such arrangement as it wishes for TV in home stadium. Asserting that TV is "strong ally" in promoting and establishing good public relations, he charged NCRA resolutions about it were unconstitutional and, further, that control of TV rights by the body is violation of U. S. anti-trust laws. Number of paid admissions to U. of Pennsylvania games has steadily decreased, under controlled TV, he said, from 54,000 in 1950 to 49,564 in 1950, to 35,756 for 1951.

Ralph Furey of Columbia, co-chairman of ECAC TV committee, opposed Pennsylvania resolution, saying public, accustomed to free TV coverage of college games, could most certainly have been expected to raise objections. He insisted control of TV programs is not only constitutional under NCRA terms, but is also legal—clearly made valid so far as Dept. of Justice is concerned.

Delegates almost unanimously rejected Pennsylvania resolution to adopt one posed by their TV committee to effect that NCRA adopt a revised resolution, as results of National Opinion Research Center survey on the 1951 season have been fully tabulated. Meanwhile, ECAC endorses interim TV policy for the duration of colleges' which precludes any institution's entering into contracts or commitments until national policy is effected.

WJ ALLOWED TO LEASE RACE WIES, SAYS FCC

RADIO and television stations will be among those permitted to lease Western Union facilities for transmission of horse and dog race news under new tariff filed with FCC Friday. Other legal customers for such news will be press associations, newspapers or periodicals with second class mailing privileges and organizations engaged in collecting and transmitting such information to above clients.

New tariff, second move Western Union has made to get off gambling hook, automatically goes into effect Feb. 1—unless anyone complains to FCC. On Dec. 8, new individual message tariff went into effect prohibiting transmission of betting messages or money orders. It applies in all states except Nevada, where gambling is legal.

Meanwhile, Michigan State college issued temporary injunction Thursday against Western Union, restraining it from furnishing horse race results to WKMW Dearborn and 14 allied hangouts in Detroit.

Ralph S. Bowles, FTC chairman, said, "This is being a dead horse. We discontinue this service 90 days ago when there was the first hint that the program even conceivably might not be in the public interest." Program was a 6:30 p.m. resume of day's race results sponsored by Detroit Daily Sport News. Mr. Knorr emphasized that program was broadcast long after same information was printed in daily papers.

Page 6 • December 17, 1951

In this Issue—

Radio research is always a lively topic of discussion, but last week it was argued—sort of in unusually serious terms. One expert lambasted printed media for failure to provide adequate research and, another issued a comparative study of various radio research services. "Research Headaches at Migraine Stage," Page 28. And a national station representative made a survey of agency opinion of existing services. "How Do the Agencies Rate the Rates?" Page 86. The FCC is casting a curious eye at network radio rate plans. Page 28. ABC management criticizes NBC rate plan, believes this is time to open up rate question and that eventually it will be possible to increase daytime rates. Page 25.

CBS Radio's new selling schemes draw generally favorable comment. Page 87. There's a paradox in television buying. Some big advertisers are reducing time to cut program costs, but prime time periods still are in great demand. Page 71.


WJ Congressmen to clarify the perplexing laws governing political broadcast. Maybe—if enough pressure is brought to bear. Page 89.

Louis G. Caldwell, dean of radio law, goes into a field at 60. Page 88. In case of national emergency, broadcast stations will become part of the defense system. Here's the new federal executive. Page 58. The winner—a TV owner has a television set, the more he's sure he wants radio too. Page 90.

U. S. Supreme Court affirms injunction punishing Lorain (Ohio) Journal from trying to destroy radio station by depriving its advertisers of newspaper space. Page 28.


Closed Circuit

(Continued from page 5)

released last week by C. E. Hooper (see story, page 23) to be sent advertisers, agencies and broadcasters in this market. Dr. Sydney Roslov, director of Pulse Inc., declares "half research is worse than no research."

PEPTO-BISMOL, made by Norwich Pharmacal Co., Norwich, N. Y., preparing radio spot announcement campaign starting Feb. 4 for 13 weeks in 100 markets. Benton & Bowles, N. Y., is agency.

ABC ENGINEERS reportedly sold now on aerial measurements of TV signal strength on basis of their helicopter tests of WJZ-TV radiations from Empire State Bldg. tower. Airborne measurements understood to have disclosed clover-leaf pattern though ground tests had indicated more uniform circular-like pattern would result. Having made adjustments to affect more even coverage, they plan soon to make data available to four other stations using Empire State tower.

PETRILLO THREATENS FINES FOR EXTRA WORK VIOLATORS

STAFF musicians at Chicago network stations are threatened with suspension from American Federation of Musicians Local 10, if they take any more outside jobs. James C. Petrillo, warned in telegram to network music contractors there.

Mr. Petrillo, who is president of Chicago local as well as national union, was understood also to have imposed a possible $10,000 fine on violators, although this was not verified. It was reported measure was taken after several violations of agreement that staff musicians taking outside jobs notify union and take day off so substitute could be sent. Telegram is understood to have gone only to Chicago network O & O outlets.

RADIO CLUB NOMINEES

NOMINEES for 1952 officers of Radio Club of America, 42-year-old organization of engineers, announced Friday; For president, John H. Bosse, WDIB, M. Akin, Hudson Wire Co.; vice president, Ralph R. Batchler, RTMA, and Bernard D. Loughlin, Hazeltine Electronics Corp.; secretary-treasurer, Mr. Bosse, Elmer K. Harriman, and Frank A. Gunther. There also are 20 nominations for seven vacancies on board of directors. Mail ballots going out shortly, with returns tentatively set for announcement at club's Jan. 24 meeting.

FIELD SYSTEMS DENIED

CONSULTING engineers lost attempt to find permanent place in 150 mc industrial radio services frequency band for field communic- tions system when FCC Thursday turned down application of Dr. D. Blum, Co., Washington, D. C. Washington consultants. Denial was made on ground consulting engineers provided service, while rules held industrial radio services are for those engaged in product, construction, fabrication, manufacturing or similar process. Engineers, who use radio communications extensively when making antenna field measurements, are provided use of 27 mc band, but have to take interference as well as share service.

for more at DEADLINE see page 110
Obviously

... no head for figures

... but anyone with even the mildest comprehension of digits can see what WGBI's Hooper ratings mean to the advertiser.

This is how faithfully the 674,000 spending people in the Scranton-Wilkes-Barre Metropolitan Market listen to WGBI: 61.1% in the morning ... 53.6% in the afternoon ... 71.0% in the evening*. What's more, WGBI heads all CBS stations in the morning, afternoon and evening.

WGBI's time costs are extremely low, considering such deep penetration of an important market. How low? Call your John Blair man today!

*Figures from Hooper Scranton Radio Audience Index, March-April 1951
You Can Cover the Rich Central New York Market with One Radio Station

BMB Nighttime Audience Families

WSYR — 214,960
  Station A — 164,720
  Station B — 148,340
  Station C — 76,920
  Station D — 68,970

WSYR—ACUSE

570 KC

THE NEWSWEEKLY OF RADIO AND TELEVISION
Published Weekly by Broadcasting Publications, Inc.
Executive, Editorial, Advertising and Circulation Offices:
870 National Press Bldg.
Washington 4, D. C.
Telephone ME 1022

IN THIS BROADCASTING

DEPARTMENTS

Agency Deals ........................................ 18
Aircasters ........................................... 64
Allied Arts .......................................... 68
Editorial ............................................. 58
FCC Actions ......................................... 102
FCC Roundup ........................................ 107
Feature of the Week .............................. 16
Film Report ......................................... 84
Front Office ......................................... 60
New Business ....................................... 12
On All Accounts ................................. 18
Open Mike ........................................... 38
Our Respects to .................................... 58
Programs, Promotions, Premiums ......... 94
Strictly Business ................................... 16
Upcoming ........................................... 36

TELECASTING Starts on page 69

WASHINGTON HEADQUARTERS

SOL TAISHOFF, Editor and Publisher

EDITORIAL: ART KING, Managing Editor; EDWIN H.
  JAMES, Senior Editor; J. Frank Belay, Earl B. AYERS, Associate Editor; Fred Fitzgerald, Assistant
  Managing Editor; Dave Berlyn, Assignment Editor; Lawrence Christopher, Technical Editor; STAFF:
  John H. Kearney, William D. McCarthy, John Osborn, Keith Trantow. EDITORIAL ASSISTANTS: Pat
  KOWALCZYK, Don Mortimer, Jean D. Slats, Hilda Toler, Nellie Youso; Gladys L. Hall, Secretary to
  the Publisher.

BUSINESS: MAURY LONG, Business Manager; Win-
  field R. Levy, Assistant Advertising Manager; George
e L. Daily, Production Manager; Harry Stevens,
  Classified Advertising Manager; Eleanor Schadi,
  Doris Keller, B. T. Taishoff, Treasurer; Irving C.
  Miller, Auditor and Office Manager; Eunice Weston,
  Assistant Auditor.

CIRCULATION AND READERS' SERVICE: JOHN P.
  COSGROVE, Manager; Doris J. Huschling, Ruth W.
  Davis, Grace Schorn, Elwood M. Siele, Clyde Baker.

NEW YORK BUREAU

468 Madison Ave., Zone 33
Plaza 3-8355; EDITORIAL: Rufus Crater, New
York Editor; Florence Simon, Agency Editor; Dor-
othy Munster, William Ruchti, Lila Thackston.

Bruce Robertson, Senior Associate Editor.

ADVERTISING: S. J. PAUL, Advertising Director;
  Eleanor S. Manning, Assistant to Advertising Di-
  rector; Kenneth Cowan, Advertising Representative.

CHICAGO BUREAU

360 N. Michigan Ave., Zone 1
Central 6-4155; William H. Shaw, Midwest Advertis-
  ing Representative; Jane Pinkerton, News Editor.

Hollywood Bureau

Taft Building, Hollywood

and Vine, Zone 28, Hemipede 8411; David Glick-
man, West Coast Manager; Ann August.

TORONTO: 417 Harbour Command, Empire 4-0773
James Montagnes.

Broadcasting * Magazine was founded in 1951 by
Broadcasting Publications, Inc., using the title
Broadcasting—The News Magazine of the Fifth
  Estate Broadcast Advertising * was acquired in 1953
and Broadcast Reporter in 1958.

* Reg. U. S. Patent Office
Copyright 1951 by Broadcasting Publications, Inc.

Subscription rates $7.00 for 52 weekly issues; BROADCAST-
ING or TELECASTING Yearbooks 32.90 each additional if
ordered with subscription. Add $1.50 per year for Canadian
and foreign postage. Single copy 35c.
REPORT ON MAGGIE WULFF

<table>
<thead>
<tr>
<th>SPONSORS</th>
<th>APPEARED BEFORE</th>
<th>MEMBER OF</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hills Brothers Coffee</td>
<td>Federation of Woman's Clubs of Greater Cleveland (and its individual units)</td>
<td>Women's Advertising Club</td>
</tr>
<tr>
<td>Ladies Home Journal</td>
<td>Catholic Federation of Women's Clubs</td>
<td>Trustee &amp; Secretary of the Press Club of Cleveland</td>
</tr>
<tr>
<td>Lipton's Tea</td>
<td>Jewish Federation of Women's Clubs</td>
<td>Cleveland Playhouse</td>
</tr>
<tr>
<td>Du Maurier Cigarettes</td>
<td>Cleveland Council of Parent-Teacher Associations</td>
<td>Lakewood Little Theatre</td>
</tr>
<tr>
<td>La France Bluing</td>
<td>Catholic Parent-Teacher League</td>
<td>Karamu House</td>
</tr>
<tr>
<td>San-A-Lee Products</td>
<td>Cuyahoga County League of Women Voters</td>
<td>Altrusa International (a service organization of business and professional women)</td>
</tr>
<tr>
<td>Sofskin Hand Creme</td>
<td>Metropolitan YWCA (including its branches and branch units)</td>
<td>Publicity Chairman of UNESCO Children's Book Fund</td>
</tr>
<tr>
<td>Downeyflake Frozen Waffles</td>
<td>Daughters of the American Revolution (and their individual chapters)</td>
<td>Honorary Member Fraternal Order of Police</td>
</tr>
<tr>
<td>Detroit Studios</td>
<td>Daughters of American Colonists</td>
<td></td>
</tr>
<tr>
<td>Bowling Proprietors Association</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Dura-Kleen Silver Polish</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Cedar-Lux Mothproof Paint</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Ideal Macaroni</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Solicious Cheeries</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Spang's Hollywood Health Bread</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Hamilton Gas Dryer</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

MAGGIE WULFF will sell for you too!

O. L. TAYLOR COMPANY—National Representatives

5000 WATTS • 1300 KC

CLEVELAND, OHIO

BROADCASTING • Telecasting

December 17, 1951 • Page 9
SEASON'S
t to our many friends in radio, and to all who may chance to read this, our sincere and warm good wishes for a joyous holiday season.

REPRESENTED BY

EDWARD PETRY & CO., INC.

**SPOT RADIO LIST**

<table>
<thead>
<tr>
<th>Station</th>
<th>City</th>
<th>Network</th>
</tr>
</thead>
<tbody>
<tr>
<td>WSB</td>
<td>Atlanta</td>
<td>NBC</td>
</tr>
<tr>
<td>WBAL</td>
<td>Baltimore</td>
<td>NBC</td>
</tr>
<tr>
<td>WNAC</td>
<td>Boston</td>
<td>MBS</td>
</tr>
<tr>
<td>WICC</td>
<td>Bridgeport</td>
<td>MBS</td>
</tr>
<tr>
<td>WBEN</td>
<td>Buffalo</td>
<td>NBC</td>
</tr>
<tr>
<td>WGAR</td>
<td>Cleveland</td>
<td>CBS</td>
</tr>
<tr>
<td>WFAA</td>
<td>Dallas</td>
<td>NBC</td>
</tr>
<tr>
<td>WFAA</td>
<td>Ft. Worth</td>
<td>ABC</td>
</tr>
<tr>
<td>KSO</td>
<td>Des Moines</td>
<td>ABC</td>
</tr>
<tr>
<td>WJR</td>
<td>Detroit</td>
<td>CBS</td>
</tr>
<tr>
<td>KARM</td>
<td>Fresno</td>
<td>ABC</td>
</tr>
<tr>
<td>KPRC</td>
<td>Houston</td>
<td>NBC</td>
</tr>
<tr>
<td>WDAF</td>
<td>Kansas City</td>
<td>NBC</td>
</tr>
<tr>
<td>KFOR</td>
<td>Lincoln</td>
<td>ABC</td>
</tr>
<tr>
<td>KARK</td>
<td>Little Rock</td>
<td>NBC</td>
</tr>
<tr>
<td>KFI</td>
<td>Los Angeles</td>
<td>NBC</td>
</tr>
<tr>
<td>WHAS</td>
<td>Louisville</td>
<td>CBS</td>
</tr>
<tr>
<td>WTMJ</td>
<td>Milwaukee</td>
<td>NBC</td>
</tr>
<tr>
<td>KSTP</td>
<td>Mpls.-St. Paul</td>
<td>NBC</td>
</tr>
<tr>
<td>WSM</td>
<td>Nashville</td>
<td>NBC</td>
</tr>
<tr>
<td>WSMB</td>
<td>New Orleans</td>
<td>ABC</td>
</tr>
<tr>
<td>WTAR</td>
<td>Norfolk</td>
<td>NBC</td>
</tr>
<tr>
<td>KOIL</td>
<td>Omaha</td>
<td>ABC</td>
</tr>
<tr>
<td>WIP</td>
<td>Philadelphia</td>
<td>MBS</td>
</tr>
<tr>
<td>KPHO</td>
<td>Phoenix, Ariz.</td>
<td>ABC</td>
</tr>
<tr>
<td>KGW</td>
<td>Portland, Ore.</td>
<td>NBC</td>
</tr>
<tr>
<td>WEAN</td>
<td>Providence</td>
<td>MBS</td>
</tr>
<tr>
<td>WRNL</td>
<td>Richmond</td>
<td>ABC</td>
</tr>
<tr>
<td>WOAI</td>
<td>San Antonio</td>
<td>NBC</td>
</tr>
<tr>
<td>KOMO</td>
<td>Seattle</td>
<td>NBC</td>
</tr>
<tr>
<td>KTBS</td>
<td>Shreveport</td>
<td>NBC</td>
</tr>
<tr>
<td>KGA</td>
<td>Spokane</td>
<td>ABC</td>
</tr>
<tr>
<td>WMAS</td>
<td>Springfield</td>
<td>CBS</td>
</tr>
<tr>
<td>KV0O</td>
<td>Tulsa</td>
<td>NBC</td>
</tr>
<tr>
<td>KFH</td>
<td>Wichita</td>
<td>CBS</td>
</tr>
</tbody>
</table>

THE YANKEE NETWORK
TEXAS QUALITY NETWORK
Where there's P. KGNC ALLENTOWN, NASHVILLE, FORT SPOKANE, they've been. But what a lot of LETTUCE they've got:

<table>
<thead>
<tr>
<th>MARKET</th>
<th>POPULATION RANK</th>
<th>METALS, METAL WORK—1948 WHOLESALE SALES</th>
</tr>
</thead>
<tbody>
<tr>
<td>AMARILLO</td>
<td>162</td>
<td>$1,909,000</td>
</tr>
<tr>
<td>SPOKANE</td>
<td>86</td>
<td>1,298,000</td>
</tr>
<tr>
<td>FORT WORTH</td>
<td>46</td>
<td>1,203,000</td>
</tr>
<tr>
<td>NASHVILLE</td>
<td>54</td>
<td>833,000</td>
</tr>
<tr>
<td>ALLENTOWN-BETHLEHEM</td>
<td>38</td>
<td>657,000</td>
</tr>
</tbody>
</table>

*Figures from Printers' Ink, May 25, 1951*

Where there's money, there's a market! And KGNC is the only medium that reaches and delivers the green-backed Amarillo market!

P. S. The AMARILLO WHOLESALE MARKET is the largest non-TV market in Texas, New Mexico and Oklahoma.

**Network**

MARS Inc., Chicago (candy), which sponsors People Are Funny, Tues., 8:30 p.m., on CBS Radio on alternate-week basis, will begin weekly sponsorship Jan. 1. Agency: Leo Burnett Co., Chicago.

KELLOGG Co., Battle Creek, to sponsor five-minute, Mon.-through-Fri. series of hillbilly songs, featuring Carl Smith, on CBS Radio, 3:45-4:15 p.m., effective Jan. 3. Agency: Leo Burnett Co., Chicago.

HALLMARK GREETING CARDS, Kansas City, to sponsor world premiere performance on Christmas Eve of Gian-Carlo Menotti's opera "Amahl and the Night Visitors" on NBC-TV, 9:30-10:30 p.m. Agency: Foote, Cone & Belding, Chicago.

R. J. REYNOLDS, Winston-Salem (Cavaller Cigarettes), starts sponsorship of series of four dramas on NBC-TV, Wed., 10:30-11 p.m., effective Dec. 5. At conclusion of series, firm's Camel Cigarettes will pick up time and place quiz type format. Agency: William Esty & Co., N. Y.

ARTHUR MURRAY Inc., N. Y., will increase its teletcast of The Arthur Murray Party, every other week on ABC-TV, to once a week effective Jan. 6. Agency: Ruthrauff & Ryan, N. Y.

STANLEY HOME PRODUCTS Inc., Westfield, Mass., will sponsor the Boys' Town Chorus on special program on ABC Radio Network, Sun., Dec. 23, 6:30-7 p.m. In addition to the choral concert, Megs. Wegner will deliver brief Christmas message and greeting from Boys' Town and F. Stanley Beveridge, president of Stanley Home Products, will deliver Christmas message. Agency: Charles W. Hoyt & Co., N. Y.

**Spot**


CHALLENGE CREAM AND BUTTER Assn., L. A. (dairy products), will spend $87,516 over a 6 week period for three hours weekly programming each on three Don Lee network stations in same number of California markets starting Jan. 1, 1952. Stations are KFJ Los Angeles; KGB San Diego; KPDC San Francisco. Included in the time purchase are five transcribed MGM Radio Attractions, consisting of four one-hour programs, Story of Dr. Kildare; Gracie Fields Show; The Hardy Family; Crime Does Not Pay; to be aired on stations Tues. through Fri., 8:30-9 p.m. (FST); and hour-long MGM Theatre of the Air, Sat., 8-9 p.m. (FST). Agency: Ross Sawyer Adv., Pasadena, Calif.

**Agency Appointments**

McCORMICK & Co., Baltimore (spices, extracts and teas), appoints Cecil & Prebrey, N. Y. TAYLOR S. CASTELL is account executive.

ALLIED FLORISTS of GREATER WASHINGTON, Washington, D. C., appoints Hal Ehrlich & Merrick, Washington. Radio and TV will be used. JOSEPH WEINSTEIN is account executive.

LEJON FRERES Inc., Phila. (Necklace Beauty Cream), appoints Weightman Inc., same city. Radio and TV will be used.

**Adpeople**

JOSEPH F. KINSELY, sales supervisor, New York district, J. C. Johnson & Son Inc. (Johnston's Wax), appointed regional sales manager of Pacific area, headquarters in Honolulu, T. H., replacing JOHN VAUGHN, returning to U. S.

PAUL H. HILL, director of sales Nesco Inc., Chicago, elected vice president in charge of sales.
Again for the 1951-52 season, WJBK heads hockey net! For the third consecutive year, WJBK has been selected exclusive Detroit outlet for the Red Wing hockey games and key station for the largest hockey network in the nation. Broadcasting all the Detroit Red Wing home games, plus important away games and the Stanley Cup play-offs, WJBK feeds 16 out-state stations which make up the Stroh hockey network. Is it any wonder that WJBK is considered Detroit’s greatest sports medium!

Al Nagler, sportscaster in this red-hot hockey town for 20 years and play-by-play announcer for the Red Wings since 1935, is once again thrilling hockey fans with his colorful reporting.

Sure, it’s logical that WJBK was chosen to originate the fast-moving Red Wing hockey games. And it’s just as natural that smart sponsors everywhere choose WJBK to advertise their products in Detroit. The tremendous sales response of WJBK’s vast listening audience can make your advertising dollar pay top sales dividends.
What goes on in a clam-bed goes without saying. They're gulfs apart from people: there's no exchange, no buying and selling. . . . Sellers talk—buyers listen. Sound marries their minds. And the medium that does most for sound is radio. In the whole wide world, no other voice holds so many listeners. Or persuades so many. . . . And in all radio, more people listen—and listen longer—to CBS Radio
than to any other network. It offers more of radio's top-ranking programs than all other networks combined... attracts the largest volume of advertising. For new sponsors this leadership assures greater returns from the start than on any other network....If you have something to sell, you have something to say. Say it where your customers listen most...on the CBS Radio Network.
WRC Welcomes
The P. J. Nee Co.
and its
"HOUR OF DREAMS"
with Lee Dayton

Starting this week
11:15-11:45 p.m.
Mon. thru Sat.

It is with pride that WRC adds the P. J. Nee Company to its ever-growing and ever-loyal list of local advertisers.

"The Hour of Dreams," presided over by Lee Dayton on another Washington station continuously since Jan. 17, 1944, is an outstanding addition to WRC's late evening schedule of music and news.

The P. J. Nee Company's decision to place its "Hour of Dreams" on WRC bears out the station's 28-year reputation for top shows in a top market.

FIRST in WASHINGTON

WRC

5,000 Watts • 980 KC

Represented by NBC SPOT SALES

Page 16 • December 17, 1951

HYPNOTISM by radio, a stunt brought off successfully by KYA San Francisco, paid off with some of the largest promotion dividends ever collected by the station.

The dividends were split six ways. Cashing in, in addition to KYA, were Zenith Radio, Klor's Television Center in San Francisco, "The Great Franquin," English hypnotist, and Dr. J. C. Geiger, director of public health for San Francisco.

The idea was conceived and the experiment handled by Harrison Wooley, KYA promotion manager. Mr. Franquin was appearing at a San Francisco theatre, his first American appearance, and business was bad. He needed some unusual promotion to boost attendance. Mr. Wooley provided it.

Klor's and Zenith were sold on the idea and agreed to sponsor the show. The public demonstration was conducted in Klor's store window in the busy Mission shopping district. Two models were used—Lorraine Clements, a young psychiatric nurse, and Matilda Thomas, an airline hostess.

Mr. Franquin, broadcasting from KYA studios on top of Nob Hill several miles from the store, completely mesmerized the two girls for 18 minutes during a half-hour broadcast.

The girls sat in Klor's window facing a receiver and listening to Mr. Franquin's voice. Traffic was blocked by the crowds of Christmas shoppers who gathered on the street outside to watch and hear the demonstration.

For the full 18 minutes the girls were kept in the trance, Dr. Geiger used every test known to check and confirm their condition.

Before the girls were awakened, Mr. Franquin ordered them to embrace and kiss when coming out of the trance. Then he asked them casually to wake up. They did. They looked wide-eyed and puzzled at the crowds, then immediately threw their arms about each other and kissed.

The program was carried at noon. By nightfall mail and telephone calls began pouring in to the KYA studios, the Department of Health and Klor's. More than 1,000 telephone calls were received by KYA alone, Mr. Wooley said. He described the mail response as "mountainous." The sponsors, Zenith and Klor's, also declared the promotion and outstanding success.

strictly business

RADIO SPOT has never been bigger or better, and this trend will continue in the opinion of James D. Bowden, Minneapolis manager of the John E. Pearson Co., station representative firm. Mr. Bowden, who opened company offices there last September, has little direct contact with television because "we're not in that business yet and our AM stations are in non-TV markets.

An advertising man who has never worked at anything else, he was hired on his first job as an office boy and inter-departmental "snooper" (in an effort to learn what everybody else did, and why) at BBDO in Chicago. He had just returned from two years of service with the Third Army, 85th Divi-

(Continued on page 106)
WTMA
CHARLESTON, S. C.

IS PLEASED TO ANNOUNCE THE APPOINTMENT OF
JOHN BLAIR & COMPANY

as exclusive national representatives
effective January 1, 1952

Affiliated with The Charleston Evening Post and The News and Courier, WTMA represents an unusually solid market for the advertiser. Here population is rapidly expanding... net effective buying income is considerably higher than the national average... retail sales show the largest gain of any city in the State. Your John Blair man will show you how these imposing upward trends tie in with WTMA's audience figures, and will give you the full story of the results you can expect over this station.

WTMA
CHARLESTON, S. C.
NBC Affiliate
1250 KC
5000 Watts Day, 1000 Watts Night
HARRY E. CUMMINGS, SOUTHEASTERN REPRESENTATIVE

BROADCASTING * TELECASTING
You can't afford to overlook this sales-winning pair of CBS stations when you make out that schedule for the Great Southwest. For availability and rates, write, wire or phone our representatives.

**TWO TOP CBS STATIONS**
**TWO BIG SOUTHWEST MARKETS**
**ONE LOW COMBINATION RATE**

WARD L. WEIST named vice president J. Walter Thompson Co., Chicago. He has been personnel director since 1943, and in 1945 was named assistant secretary of the company.

JOHN R. BISSELL, vice president and account executive Benton & Bowles, N. Y., resigns effective Dec. 31, to join Charles King Radio Productions, N. Y., as chairman of board. In that capacity he will act as a consultant to advertising agencies and assist in the creation of advertising and merchandising ideas in print and radio and TV media.

RICHARD BELLAMY, director of publicity Benton & Bowles, N. Y., father of boy, Paul, Dec. 4.

LUCILLE WEBSTER, named business manager of TV and radio programming department Biow Co., N. Y., in addition to her duties in charge of legal and budget control.

KARL SCHULLINGER, radio and TV supervisor, Young & Rubicam, N. Y., named manager of production under NAT WOLFF, vice president in charge of radio and TV production. ELIZABETH HART, production assistant in TV, named casting director.

WHEN TV first arrived in Boston one of the leading agency pioneers of radio was ready, willing and able to help prospective video clients map their campaigns.

The agency is David Malkiel Advertising. Its president is Julian (Julie) Malkiel, who joined his late father's company upon graduation from school, to the great surprise of no one. Mr. Malkiel stayed on to become president of the firm, sharing his father's enthusiasm for radio and branching off into television with equal vigor.

Advance planning for TV recently won recognition in the form of the Gold Award presented annually by the Affiliated Advertising Agencies Network. The Malkiel organization won the coveted award for its TV campaign on behalf of Serta-White Cross Co., over WHZ TV Boston.

Mr. Malkiel evaluates the two media in this capsule comment: "Radio, of course, is here to stay, but TV has already proven itself a dynamic revolutionary force equalled only by the development of the automobile. . . ."

He likes to recall, too, the claim that the agency founded by his father was first in radio history to use dramatic radio transcriptions for one-minute commercials. In 1932, he says, Kasper-Gordon Studios of Boston conceived "Minute Dramas" and produced them in collaboration with the Malkiel organization. He has continued to emphasize radio advertising despite TV's growth.

But Mr. Malkiel's current pride and joy are the commercials for Serta-White Cross Co. (Perfect Sleeper Mattress), consisting of 50 seconds of sound film and 10 seconds of silent footage. Price and dealer identification slides are superimposed over footage—a new TV technique, he believes.

Mr. Malkiel attributes the agency's readiness for TV to AAAAN membership. "Even though television came to Boston long after it was in operation, we were able to use it for our clients immediately due to advance cooperation" with affiliates in Philadelphia, Chicago, and New York, he explains.

A native of Boston, Mr. Malkiel attended the U. of Massachusetts and majored in English. Equipped with creative talents, he directed and acted in theatrical productions. He also wrote continuity and directed broadcasting activities for the campus radio station.

In those days, he reminisces, "it was considered a major triumph if we just got the program on the air. The sponsor had to glue his ear to a radio within the very shadow of the transmitter if he was to hear his commercials."

The agency president is a member of the Boston Advertising Club and Brookline Chamber of Commerce. He is the exclusive Massachusetts member of the AAAAN. Occasionally he takes a breather from business and goes fishing. There's always a portable radio in his boat so he can hear his clients' advertising, he reports.

BROADCASTING • Teletasking
WILLIAM T. CRAGO, staff announcer ABC Hollywood, to Leonard Shane Agency, Los Angeles, as radio-TV director effective Jan. 2. Mr. Crago will continue special talent assignments for television programs packaged by agency.

GEORGE I. BUSHPFIELD, vice president and account executive, BBDO, N. Y., resigns from agency Jan. 1 to establish personal consulting business on advertising and public relations problems among firms not now employing advertising agencies in his home town area, Hunterdon County, N. J.

L. C. BARLOW, vice president and member of executive planning committee Brooke, Smith, French & Dorrance Inc., Detroit, appointed account supervisor.

RICKARD & Co., N. Y., moves to new office at 11 E. 36th Street. Telephone Murray Hill 6-4870.

C. W. (Bill) BAILEY, to Chicago office Marsteller, Gebhardt & Reed. He was with Allied Radio Corp., Chicago, and NBC in Cleveland and New York.

BING & HAAS Co., Cleveland, has changed name to RALPH BING ADV. CO., following purchase of firm by RALPH BING. Mr. Bing reports that there will be no change in personnel and accounts.

ROGER BOWMAN, radio and TV producer-director, appointed director of radio and TV Turner & Dyson, N. Y. He will supervise procurement of all talent and program direction.

LOUIS BLOCK Adv. Agency, Chicago, moves to offices in First Federal Bldg. at 7 S. Dearborn St. Telephone RANDolph 6-5886.

SIL FLEISCHMAN, radio-TV director Sidney Clayton Assoc., Chicago, opens his own Chicago agency at 188 W. Randolph St.


B. B. GEYER, president Geyer, Newell & Ganger, N. Y., elected chairman of board of directors for Reconstituted Advertising Research Foundation.

EDWARD H. BENEDICT, assistant to television network sales manager ABC, to J. M. Mathes Inc., N. Y., as contact man on Canada Dry Inc., account.

CHARLES McCORMACK, treasurer Compton Adv., N. Y., elected to board of directors.

OLIVE JENNINGS, radio director Grant Adv. of Canada Ltd., Toronto, named account executive and radio director Harold F. Stanfield Ltd., Toronto.

ROBERT MCNELLY, radio and TV department, Biow Co., N. Y., to W. Earl Bothwell Inc., same city, as director of radio and TV department.

ALLAN R. SILLS Co., Toronto, enfranchised as advertising agency by Canadian Assn. of Broadcasters.

ARTHUR O. WURTMAN, St. Georges & Keyes, N. Y., to Marschalk & Pratt Co., N. Y., in creative capacity in radio and TV department.

ROBERT KIBBRICK, business manager of research department Kenyon & Eckhardt, N. Y., named director of media research and statistical analysis, succeeding JAY ELIASBERG, resigned.

Comdr. EDWARD W. FOSTER, USN (Ret.), named technical and engineering specialist Haight & Welsh, Hartford, Conn.

WIL ROBERTS Adv., Phila., moves to new offices at 1524 Chestnut St.

THOMAS R. COOPER, J. Walter Thompson Co., S. F., transfers to firm's Los Angeles office, as account supervisor.

FRANK LOUGEE, N. W. Ayer & Son, Phila., to Wank & Wank Adv., S. P., as account executive.

She's so nice to come home to!

"Soothing" is the word most often used by listeners to describe Diane — WBEN's Lady of the Evening. Among the hundreds of fan letters she receives every week a large number are from swing shift workers and other folks who catch her show on their car radios, and at home, too! They say Diane is so nice to come home to.

Diane spins restful records, gives special attention to requests and reads romantic poetry. She's on Monday thru Friday from 11:20 P. M. till midnight. So if you want to catch listener-buyers in their most relaxed moments, grab a segment of this popular show.

Ask Petry about availabilities . . .

WBEN
NBC BASIC - BUFFALO

December 17, 1951 • Page 19
Stylied to match your audio

Ideal for EMERGENCY

NEAT AND SIMPLE—with everything up front in easy reach.

RCA TYPE BTA-250M. Same size as an audio rack.
RCA's All-New 250-watt AM Transmitter (Type BTA-250M)

Now you can take advantage of the surest, swiftest method known for staying on the air—regardless of what happens to your main transmitter. The answer—a standby station within the four walls of your control room, including a complete transmitter and FCC-required monitoring equipment!

"Feather-quiet" in operation—with no air blowers or A-C contactors—Type BTA-250M is the ideal transmitter for this "security" service. It is a single unit—same size as your audio cabinets—and can be installed in almost any control room set up. It was planned that way!

Operation of the BTA-250M is simple. Just one control for tuning, and one for power output. Operating expense is next to nothing. Unmodulated, the transmitter takes only 700 watts of power to run. Only 10 tubes all told. Only 3 tube types to stock—the RCA-807, 813, and 866A (carefully chosen for their economy, reliability, and availability under present-day conditions).

Here is a 250-watt AM transmitter with the latest electrical and mechanical features. No trick circuits. Compare its performance specifications with those of other AM transmitters. The BTA-250M will outperform any other transmitter in its class!

Be ready for the long pull ahead—with a reliable BTA-250M. It's a major advancement in plant economy for local broadcast stations.

Ask your RCA Broadcast Sales Engineer about delivery. Or write Dept. 22XC, RCA Engineering Products, Camden, N. J.

In Canada: RCA VICTOR Company Limited, Montreal
NORTH CAROLINA IS THE SOUTH'S No. 1 STATE AND NORTH CAROLINA'S No. 1 SALESMAN IS

NBC WPTF 50,000 WATTS 680 KC.

also WPTF-FM

AFFILIATE for RALEIGH-DURHAM and Eastern North Carolina

NATIONAL REPRESENTATIVE FREE & PETERS, INC.

North Carolina Rates More Firsts In Sales Management Survey Than Any Other Southern State.

More North Carolinians Listen to WPTF Than to Any Other Station.
RESEARCH HEADACHE AT MIGRAINE STAGE

Chappell Describes Rating Conflicts

PRIMARY source of differences between Pulse program ratings and Hooper ratings of identical programs is the inclusion in the Pulse roster of the names of many programs not heard by the respondent.

That is the conclusion of Dr. Matthew Chappell, head of the department of psychology, Hofstra College, in a study just completed for C. E. Hooper Inc. He was engaged to provide an answer to the question raised more than a year ago by Mr. Brent Breyer, commercial manager of KJBS San Francisco.

In a full-page advertisement in BROADCASTING * TELECASTING (July 5, 1950) Mr. Breyer declared, "Two umpires behind the plate isn't any good in broadcasting, either," and proposed that the Hooper and Pulse organizations jointly finance a house-to-house coincidental survey whose findings would be compared to the regular Pulse and Hooper ratings to determine which "umpire," if either, would give the more reliable information.

A committee of executives representing the various groups interested in radio research—advertisers, agencies, broadcasters, researchers—was organized to establish rules for the test survey suggested by KJBS. Instead, the group which was known as the Test Survey Committee broadened the scope of the survey to include all types of audience measurement and to cover other market areas in addition to San Francisco.

No Action Taken
The committee deliberated for months and completed a set of recommendations for the expanded test survey, then adjourned. Their recommendations have not been acted on.

In the absence of industry action, C. E. Hooper Inc. retained Dr. Chappell, formerly associated with the Hooper organization, and who had been a member of the Test Survey Committee (proposed, incidentally by Dr. Sydney Boslow, radio director of the Pulse), to attempt to provide answers to the still open questions posed by Mr. Breyer.

Chappell's full report is now being prepared for publication by the Hooper organization, which meanwhile is releasing today (Monday) a 13-page digest consisting largely of "industry" questions which are answered with quotes taken from the Chappell manuscript.

In Four Parts
The full Chappell report is in four parts. Part I compares Nielsen Radio Ratings with U. S. Hooper ratings, finding, the Hooper release states, "high correlation." Part II compares roster radio ratings (Pulse) with coincidental radio ratings (Hooper), finding "low correlation." Part III compares "Duplex Coincidental" (a Hooper system of providing reports on both radio and TV audiences) with both radio and TV coincidental, finding "high correlation." Part IV compares "Duplex Coincidental" with roster on TV ratings, reporting "same variable difference found in radio ratings is found in television."

The comparison between coincidental and roster ratings was made from reports on three cities, New York, Chicago, and the San Francisco Bay Area, chosen to represent low, medium and high percentage of home telephone installations, respectively. Charts A and B, illustrating "systematic" differences found in San Francisco, were said to represent similar findings for New York and Chicago as well.

Describing the coincidental and roster methods, Dr. Chappell said:
"Both are designed to measure psychological behavior—listening. The coincidental method, as a measure of behavior, has much to recommend it. It involves no significant span of retention and presents no stimuli which could lead to confusion in recognition. It requires of the respondent only that he report on what was being listened to just prior to answering the telephone. On the fact of it, it seems highly probable that the method is capable of yielding a more accurate measure of the psychological behavior of listening in telephone homes than any other method that has been devised."

"The roster requires considerably more psychologically of the respondent than does the coincidental. The respondent is presented with a list of program names, classified by station and time period for all the major stations in a given area. He may, therefore, report his listening for any given time period (Continued on page 108).

THERE WERE clear indications last week that the radio research muddle had reached the point of desperation. It was a situation that had been growing progressively complex for 25 years as both sellers and buyers of radio time sought to measure that elusive quantity, the radio audience. But the problem was made more acute by television. When TV came along, so many different services were measuring radio, each in its own way, that radio was, and still is, in danger of being measured to death. How critical the condition had become was evident last week in several ways: A survey of advertising agencies showed alarming lack of agreement among them as to which if any existing rating service was dependable (see page 26). Dr. Hans Zeisel, a leading research expert, excoriating the printed media for failing to provide up-to-date and accurate information on what TV has done to them (see this page). Dr. Matthew Chappell, another research expert, wound up a painstaking comparison of research techniques that showed, if nothing else, that wide discrepancies exist among radio rating services (see this page).

Are Printed Media Hiding TV Facts?

A STinging Rebuke to magazine publishers and researchers for failing to make available the same statistics about the effect of television on magazine circulations and readership—as are readily obtainable for radio—was delivered Thursday by Dr. Hans Zeisel, director of research of the Tea Bureau.

Speaking on "The Effects of Television on Other Media" at a luncheon meeting of the New York chapter of American Marketing Assn., Dr. Zeisel distributed a midium of Christmas cheer to radio broadcasters in TV cities by stating that so far as they are concerned "the worst is over."

Cites Research
Nobody doubts that TV has had an effect on radio, he said, especially after the radio rate reductions which made it "official." The only remaining question, as to the magnitude of this effect, can easily be answered for the present and predicted for the future, he said, citing the results of research conducted by Foote, Cone & Belding on which he was a consultant.

The traditional formula for computing TV's effect on radio, Dr. Zeisel stated, goes like this: If at a certain hour radio listening in TV homes is 20% of the radio volume at that hour in radio homes, then this conclusion was drawn: radio loses listeners at the rate of 80% of the homes which it loses to TV—because the remaining 20% are still devoted to radio listening. Hence, the radio loss can be, at worst, as great as the loss of homes to TV, but never greater.

But, he pointed out, "the facts show the opposite. At a point where 20% of all homes had TV, radio ratings were down some 30%. The interesting solution of this puzzle is the fact that the homes who switch first to TV are the heavy radio listeners, causing radio's loss to be heavy and out of proportion."

The relationship between TV (Continued on page 90)
KATZ AGENCY

A REALIGNMENT of sales management of The Katz Agency is being announced today (Monday) by George W. Brett, vice president and AM-TV sales manager, who will become director of radio and television sales management when the changes become effective Jan. 1.

Other changes in the representation firm's executive lineup:

Morton S. Kellner, assistant sales manager for radio, to be sales manager with complete autonomy in radio sales management.

Scott Donahue Jr., assistant sales manager for television, will be sales manager with complete autonomy in TV sales management.

Margaret Alcott will be sales service manager for radio and TV. Earlier in the week, the agency announced that Ralph E. Dennis, former manager of ABC Radio Spot Sales and later of ABC TV Spot Sales has been appointed to the TV sales staff of the Katz Agency effective today (Monday).

Explaining the changes and his own role in the realignment, Mr. Brett asserted: "I shall continue to be active in sales, but not in its administration. There are basic industry problems in both radio and television demanding concentrated and continuing attention, but impossible to give under daily priority pressures."

The Katz Agency's sales management realignment will enable me to devote the necessary time to press for standards of practice influencing the long-range development of national spot radio and television, to resist network encroachment and other attenuation of national spot revenue. "These changes are to meet the expansion needs and plans of The Katz Agency and its radio and television stations."

Mr. Kellner has been with Katz for more than 19 years, having joined the representative firm in 1932 following graduation from Rutgers U.

Mr. Donahue was identified with WPIX (TV) New York from its inception and previously served in the advertising department of the New York Daily News, which owns WPIX. He joined Katz about two years ago.

BLAIR CHANGES

Chicago and Detroit Shifts

FOUR major changes in the Chicago and Detroit offices of John Blair & Co., national radio station representatives, were announced Friday by Chairman John Blair.

Charles F. Ochier was named manager of the Chicago office and Gale Block Jr. will undertake special assignment of creative sales work with advertisers and agencies.

Harry B. Simmons, formerly with the Paul H. Raymer Co., was appointed to head the Blair office in Detroit. George Rapp, former account executive for Moloney, Logan & Schmitt, newspaper representatives, joined the Blair Chicago office as account executive Dec. 1, Mr. Blair also reported.

Mr. Ochier, prior to joining Blair as account executive in 1947, had been associated with the Western Advertising Dept. of Scripps-Howard newspapers both in Chicago and as manager of the Dallas office for five years.

Mr. Blocki has been a Chicago account executive since 1935 and a Blair vice president since 1938, has had agency experience with Erwin, Wasey & Co. and media representative work with American Boy magazine Good Housekeeping, and General Outdoor Advertising.

C&W Names Gort

NORMAN G. GORT, in charge of public relations for Liggett & Myers Co. at Cunningham & Walsh, New York, has been made director of radio and television for Chesterfield cigarette advertising. He will be assisted by Moulton Sawan, manager of radio and TV copy, and R. F. Dunnell, associate producer, named manager of radio and TV production. D. E. Provost will be in charge of public relations activities for the account at the agency.

Sales Realignment Is Announced

Mr. Donahue  Miss Alcott

Mr. Brett  Mr. Kellner

Mr. Dennis

FINESHRIBER

Becomes MBS Exec. V.P.

WILLIAM H. FINESHRIBER Jr., MBS vice president in charge of programs since July 1949, has been appointed Executive Vice President of the network, Frank White, president, announced Thursday following a quarterly meeting of the Mutual board which approved the appointment.

Mr. Fineshriber succeeds to a post left vacant since Robert D. Sweezy, now general manager of WDSL-AM-TV New Orleans, resigned as executive vice president in 1947. Mr. Fineshriber will continue in charge of programs, it was further stated last week.

After graduation from Princeton in 1931 and some advanced study at the Sorbonne in Paris, Mr. Fineshriber on his return to America joined the public relations staff of CBS, which he left after three years to serve temporarily as the manager of Carnegie Hall in New York.

Rejoining CBS, he was successively producer-director of a number of network programs, commentator, director for shortwave programs during the war, director of operations and from 1946 to 1949, general manager of the CBS program department. From there he went to MBS.

HOWARD MEYERS

Joins Taylor Office

APPOINTMENT of Howard (Howdee) Meyers, sales manager of NBC's WMAQ Chicago, as head of the Chicago office and representative in the territory of the O. L. Taylor Co. was announced last week by O. L. (Ted) Kellner, Jr., president of the station representative firm.

Mr. Meyers will succeed James Thompson, who is leaving the Taylor organization to join the new station representative firm of Henry I. Christal Co. (see story page 29). The appointment is effective Jan. 2.

Mr. Meyers, who is president of the Radio Management Club of Chicago, was with WGN Chicago from 1938 to 1942, and in 1942-43 was radio director of the Chicago Office of Civilian Defense. In the infancy from 1943 until the end of World War II, he rose from private to first lieutenant, and after the armistice became program director of the Armed Forces Network. He returned to the U. S. in 1946, joining NBC in Chicago where he served first in the program department and then in ABC Spot Sales. He was made sales manager of WMAQ in December 1950.

Page 24 • December 17, 1951

Drawn for Broadcasting • Telecasting by Sid Hix

"Are you still looking for a seal of approval?"
NETWORK RATES

By EARL ABRAMS

NETWORK radio rate plans are getting the once over from the FCC. Chairman Jones charged to see whether networks are building up the visual broadcast medium at the expense of sound broadcasting (CONSUMER REPORTS, as well as others). Thus far BROADCASTING • TELECASTING has confirmed that: 

- FCC General Counsel Benedict P. Cotton has been asked to look into the NBC plan, so far the only one announced, to determine whether the Commission has the power to stop it—if it decides it is not good for broadcasting. 

- FCC Economics Chief Hyman H. Goldin has prepared a memorandum on the NBC plan which is a detailed exposition on the subject. The memorandum contains no recommendations. 

- No formal motion for an inquiry has been filed. 

Comr. Robert F. Jones, who was instrumental in having the economics study instituted several weeks ago, last Friday summed up his view on NBC's proposed rate adjustments in these words: "If NBC is trying to depress AM by using TV's impact on radio to cut its affiliates' rates, then I think we should consider acting on this. After all, we are the umpire for broadcasting and we are responsible for AM as well as TV." 

He, as do other Commission officials, stress that what they are doing is only a look-see and that the current study might result in nothing being done.

The NBC economic plan, announced last month, envisages the weighting of several factors in making up its affiliates' network radio rates. One of the factors is the number of TV sets in a market [B&T, Nov. 5]. 

That FCC has been keenly aware of the play of economic forces becomes clear at one point in this no segment.

Item: FCC Chairman Wayne Coy's "big wind" speech at the 1951 NARTB Chicago convention last April [B&T, April 24].

Item: Comr. Robert F. Jones' "have the facts" speech to Ohio Assn. of Broadcasters last year [B&T, May 29, 1950].

TV is going to be the No. broadcast medium, Chairman Coy declared to NARTB members, and radio broadcasters better get ready for that day. He urged more and better local programming as one means of counteracting a radio station's standing in the community.

Big, bad wolf of rural broadcasters is the multiple-interest broad- casters, Comr. Jones chided in his speech. He referred, he said, to those who had bigger investments or incomes in TV broadcasting or manufacture.

In one vein he warned: "Whenever the network decides that there are enough TV sets in the mass areas so that the TV dollar is easier to garner than the sound dollar, then network's works can blow the whistle on every network-affiliated sound broadcaster by merely refusing to buy-in the affiliation station except at a lower rate..." 

He also said then, "You broadcasters are not confronted with a competitor who is primarily interested in this second medium, but one who may be interested in seeing it live long enough to make the transition to the new medium [TV]."

It is not always necessary for the Commission to act formally in these matters. Sometimes by just permitting the broadcaster to know that he is slightly doubtful of his actions it can force him to backwater, observers noted.

Scans 'Show of Shows' That power was exemplified early last year when NBC's Saturday night show 'Show of Shows' extravganza found its way into the shack of FCC's diversity [B&T, Jan. 2, 1950 et seq.]. Without putting the FCC's authority to test, NBC revised its plan. So far as we know, no official complaints have been made to the FCC by any NBC affiliate on the matter of its economic plan. 

Additionally, Chairman Coy has made no bones about the Commission's intention to look into net-work operations. From time to time he has mentioned that the FCC was considering taking a new look at the chain network rules. 

One of Mr. Coy's earliest remarks on the subject, and one that illustrates his thinking best, in many feel, was made at Amherst College in 1949. During the course of his speech there, he told the students:

"Almost a decade has elapsed since that network investigation. There have been far-reaching developments in all phases of broadcasting since that time. In view of those developments the Commission has long realized the desirability of another survey of network practices—not only to determine how the regulations are working with respect to standard broadcasting, but also to examine some of the problems concerning the relationships of the networks to talent bureaus and recording companies and to examine carefully the effect of the regulations in the FM and television fields."

When FM and television emerged, the chain regulations were applied to them almost in toto without a separate rate investigation. It is entirely possible that the conditions in FM and television are sufficiently different from those in AM that other or additional regulations are needed to protect against monopoly.

Subject of the Commission's chain network regulations thun- dered through FCC hearings beginning in 1941 and ended in 1943 with the Supreme Court upheld FCC's rights to promulgate such rules. 

It was in the same year that the Commission put into effect a previously passed regulation forbidding the ownership of more than one broadcast station in the same market area. This is the FCC's

ABC RATE VIEW

ABC contends NBC's station rate adjustment not only is untimely and unwise, but that the time is foreseeable when radio will be "properly" appraised and daytime rates can be raised.

These views, it was learned last week, have been stressed repeatedly by ABC officials in a series of closed meetings—now nearing completion—with the network's affiliates throughout the country.

In these sessions, President Robert Kinnter of NBC's affil- iate associates have made clear that they think "opening up" the rate question at this time will automatically subject rates to pressures for downward adjustments.

They also have gone on record as holding that the NBC rate re-adjustment formula, aside from being unforeseeable, emits a major indicator of the FCC's downward rate adjustment. Management of each station, they contend, must always be among the factors considered in reappraising the station's rates. The ABC affiliates also have been told that NBC's formula is "wrong" for other reasons—because adequate data are not available to...
DO THE BUYERS of broadcast advertising have faith in present audience measurement services? This ambitious survey, conducted by the Paul H. Raymer Co., indicates they don't. Or at least such faith as is expressed certainly isn't absolute. Both buyers and sellers of broadcast time will find provocative reading in this article which describes the most definitive study recently made into the question....

By ARTHUR C. Schofield
Director, Promotion and Research
Paul H. Raymer Co.

Some years ago I heard a street-corner missionary, in an attempt to cast doubt upon the larger, better established denominations, say this: "They all can't be right, and there is a great possibility they are all wrong."

The same could be said about the present methods of audience measurements.

Last year, $463,605,722 was spent for the purchase of radio time; with, of course, the larger share going to those time segments with the best ratings.

Whose ratings? What did the rating mean? How much of a station’s service area did the surveys cover? Why were certain ratings used, while others were rejected?

With over $450 million-odd dollars at stake the answer to those questions is important. Accordingly I mailed to over 1000 time-buyers and agency executives, representing all types of agencies in every section of the country, a simple, three-part questionnaire:

Question 1. Do you believe, accept and use audience data (share of audience, composition of audience, time segments, ratings, etc.) of:

<table>
<thead>
<tr>
<th>ARB</th>
<th>yes</th>
<th>no</th>
</tr>
</thead>
<tbody>
<tr>
<td>Conlan</td>
<td>yes</td>
<td>no</td>
</tr>
<tr>
<td>Hooper</td>
<td>yes</td>
<td>no</td>
</tr>
<tr>
<td>Nielsen</td>
<td>yes</td>
<td>no</td>
</tr>
<tr>
<td>Pulse</td>
<td>yes</td>
<td>no</td>
</tr>
</tbody>
</table>

Question 2. Please rate the services in the order of your preference (1-5 etc.):

<table>
<thead>
<tr>
<th>ARB</th>
<th>Conlan</th>
<th>Hooper</th>
<th>Nielsen</th>
<th>Pulse</th>
</tr>
</thead>
</table>

Question 3. For total station audiences do you accept:

<table>
<thead>
<tr>
<th>BMB</th>
<th>yes</th>
<th>no</th>
</tr>
</thead>
<tbody>
<tr>
<td>1/2 MV/M contour</td>
<td>yes</td>
<td>no</td>
</tr>
<tr>
<td>Prefer BMB</td>
<td>yes</td>
<td>no</td>
</tr>
<tr>
<td>MV/M contour map</td>
<td>yes</td>
<td>no</td>
</tr>
</tbody>
</table>

Responses were asked to check spaces best expressing “your and your agency’s opinions.” Signatures were requested, but all respondents and agencies involved were guaranteed their names would not be divulged. Realizing what might happen I made one further request: “No curses words, please; my secretary has led a cloistered life.”

Big Agencies Replied

Returns from the agencies far exceeded my most optimistic expectations with more than 18% returns. I knew those interested in time-buying activities were concerned with the confusion now present in the industry, but I was delightedly surprised at the cooperation I received. Every one of the country’s largest agencies returned the questionnaire or, in some cases, two-page letters explaining their feelings on the “muddle” created by claims and counterclaims of various services. In fact, the comments accompanying the questionnaires proved invaluable in the appraisal of the entire rating picture.

Because respondents were assured of complete anonymity, they spoke honestly and freely. Reflecting the spirit and sentiment of many was this from an eastern agency:

“You'll probably get this reaction from every quarter, but...I might as well get it in my two cents worth. While I'm ready to accept the three surveys checked, how much more useful any one of these alone would be! This idea of 10 rating services is a fiasco. The smallest 'coffeepot' in existence, by selective quoting from various findings could conclusively prove (just see what Conlan, Nielsen, Trendex, etc. has to say about us) that ours is the best station in the market. When there are that many rating services in existence, they cease to be a service and become a racket. While the government is so busy slapping ceilings on everything, I wish they'd direct their attention to this. The situation is completely out of hand and gets worse every year. If things are to progress as they are going now, and you were to send me this questionnaire five years from now, I'm pretty sure I'd answer "NO" to my acceptance of any service you might list. And that's about all I dare say on this subject without offending the shell-like ear of your cloistered secretary.”

To those stations who fail to merchandise, or publicize, their SALES results and rely heavily on published ratings, let me point to several comments, among many received, that prove sales are important. Here's one:

“Definitely feel that every rating service has its drawbacks and that they can be used only as a trend at best. Past and present sales results much more important.”

Here's another:

“We do not believe any of the rating systems are 100% accurate. We accept and use the audience data only because the client wants ratings. We always indicate to our client the discrepancies. Sales are the best answer to a program's popularity.”

Some years ago, while serving as sales promotion manager of a 50,000 watt NBC affiliate, I was shocked to receive a rating report indicating "no listeners found" in one segment of our long-established, highly-successful woman's program. As the announcement rate on this show was the highest on the station, everyone involved examined the situation thoroughly. First we discovered the program received more mail than the rating service made phone calls; and secondly, advertisers, fully satisfied with the program, reported sales were up. Not an advertiser cancelled, and their SALES proved the program had more than an audience; it had a receptive audience.

Do the agencies have confidence in the present rating services?

Replies to question 1 clearly indicate opinion to be divided on the subject. However, not one of the eight services listed received a "YES" from as many as 80% of

(Continued on page 98)
**AFFILIATES GENERALLY ENDORSE PLAN OF CBS**

**New Orleans Meet Expresses Approval**

WORK of the all-industry Affiliates Committee in connection with network rates and evaluation of the medium was "heartily endorsed" by representatives of CBS affiliates in Districts 4, 5 and 8. The action was taken during a joint session of the districts, held last Monday in New Orleans.

Chief interest in the meeting centered around the new p.l.a. of CBS Radio permitting advertisers to buy on a selective basis (see story, column four). Text of the resolution approving work of the all-industry group follows:

"Resolved that the affiliates of the CBS Radio Network of Districts 4, 5 and 8, meeting at New Orleans Dec. 10, 1951, do hereby heartily endorse the work of the Affiliates Committee and are particularly desirous of recording their wholehearted approval of the recent report submitted by the Committee, in connection with the evaluation of radio."

"It is further resolved that a copy of this resolution be sent to Paul Morency, chairman of the Affiliates Committee, for the information of the committee."

In other resolutions the joint meeting thanked Howard Summer-ville, WWL, New Orleans, for arranging the session and serving as

(Continued on page 87)

**BAB Gives Details**

Details of an extensive 17-project radio promotion campaign for 1952, calculated to promote the sale of radio on an overall basis as well as to help stations to help themselves, were announced by BAB last Wednesday.

The program includes, at the national promotion level, a series of special studies and presentation, regular contacts with advertisers and agencies, and basic research on radio's power and penetration, including research on competing media; and, at the local level, regular issuance of a variety of sales aids, an annual sales opportunities calendar, and a blueprint for joint promotion of radio by groups of stations within individual markets.

The campaign plans were outlined at a news conference by BAB President William B. Ryan; Kevin B. Sweeney, vice president in charge of promotion and sales, and John F. Hardesty, local promotion director.

Contacted for data on "radio's uncounted audience" — automobile sets, radio sets in TV homes, size of the extra-set market, auto listening, and other out-of-home listening — one of the projects in promotion at the national level.

While the studies in some instances will include bringing together data already collected in individual markets, Mr. Sweeney said, the project also includes original studies. For instance, he said, Pulse Inc. is conducting a pilot study in 20 areas to determine the extent of the extra-set market. Another feature, slated for March, is a 50,000-interview survey on listening in automobiles.

Effectiveness Tests

Plans also envision tests to measure radio's effectiveness against that of (1) television and (2) magazines for national advertisers in the packaged goods and heavy appliance fields if arrangements can be worked out with advertisers and stations. These tests would be similar to the American Research Bureau Inc.'s radio-vs.-newspaper tests — 50 of which have been compiled by BAB under the title "Count Your Customers," further exploitation of which is another part of BAB's 1952 plans.

Also in the radio-vs.-competitors category, BAB is planning a report on magazine penetration and circulation; a second edition of an earlier BAB breakdown on magazine circulation, county-by-county, with radio-magazine comparisons on a national basis; compilation of data to show that TV penetration is spreading down, and a salaried men's handbook on newspaper readership.

Special presentations on radio's values as applied in specific industries already are under way in the publishing, tire, and paint fields, and will be followed in the spring with one dealing with the farm market.

To urge that they give radio a chance to prove its worth, BAB representatives are making sales calls on national chains and associations, national-local advertisers, and strictly national advertisers as these calls already have been started and will continue in January.

Regular contact will be maintained.

(Continued on page 87)

**SELL RADIO DRIVE**

Agency, Advertiser, Station Reactions

NEW plan of CBS Radio to let advertisers use any reasonable number of affiliates for a generally favorable comment last week from CBS affiliates. The CBS "Selective Facilities Plan" and "Standard Facilities Plan" greatly liberalize the purchasing of network time [B&T, Nov. 12].

Endorsement of the project came from many of the CBS affiliate representatives who attended a joint meeting of CBS Districts 4, 5 and 8, held last Monday in New Orleans (see story, column four).

First advertiser reaction to the CBS Radio plan, based on preliminary study, appeared to be favorable to the move to increase the flexibility of network advertising — a key feature of both the "Selective Facilities Plan" and the liberalized "Standard Facilities Plan."

Pro-Rated Costs Seen

It appeared certain, however, that advertisers buying time under the "selective" plan — which requires a sponsor to make his program available to all CBS Radio affiliates and allow it to be sold through CBS Radio to non-competitive advertisers in markets he himself does not use — would insist that a formula be provided for pro-rating program costs.

What effect the new sales policies would actually have on advertisers' buying habits remained to be seen. One observer, at least, took occasion to express the view that advertisers traditionally insist they should be granted privileges — but often fail to take advantage of them when they are offered.

Agency spokesmen offered no comment on the play pro or con, apparently preferring to wait until they have received a direct bid before formulating final judgments.

In some quarters there was speculation that CBS Radio will encourage difficulty in implementing the "selective" plan, in that it may be hard to make "subsidary" contracts coincide exactly with the 13-week cycles of the "original" advertiser.

The National Assn. of Radio & Television Station Representatives similarly had no comment. In NARTSR's case, however, the absence of a statement of views was attributed by a spokesman to the feeling that NARTSR members' interests are not affected. These spokesmen looked upon the plan as strictly a network sales device which has no bearing on spot broadcasting.

Nor did leaders of the all-industry Affiliates Committee choose to pass upon the proposal immediately. Observers noted, however, that CBS Radio's elimination of "must buy" status under the "selective" plan might come within the range of gunfire released by the committee in its protest again NBC's basic economic plan.

At that time the committee said, in part:

"The basic reason for the existence of national networks is to provide national coverage. Any steps which tend to break down this concept will redound to the injury of the network, the affiliate, and the public" [B&T, Nov. 12].

Following are views expressed to Broadcasting * Telecasting* by CBS affiliates, CBS officials and others:

Clyde Rembert, KRLD Dallas

"On the selective plan, I think it's good. However, I really haven't had to digest it and find out exactly what its effect is going to be. The programs that are the going to be guaranteed to the stations, either on a commercial or sustaining basis, is a good thing and certainly will hold up CBS ratings and audience."

John S. Hayes, WTOP-AM-TV Washington — "The CBS Selective Facilities Plan represents a forward-looking step for network advertising. He feels it should be clarified in its application to different situations and also endorsed the liberalized Standard Facilities Plan.

William B. Quarton, WMT Cedar Rapids, lowa — "I hope to prove wrong but it looks to me like another step in the wrong direction."

Charles C. Caley, WMHD Peoria,

(Continued on page 109)

**CORRIDOR discussion at the CAAB meeting in New Orleans last week is held by (1 to r): David Smiley, WDAE Tampa; Howard Summerville, WWL New Orleans; Glenn Marshall, WMBR Jacksonville; Howard S. Meighan, CBS Radio president; and Spencer Mitchell, WDAE.**

**December 17, 1951 • Page 27**
Louis G. Caldwell
1891 – 1951

FINAL tribute to Louis Golsbrough Caldwell, 60, often called the "Dean of Radio's Regulators," paid Friday in small, private funeral service held in Tecumseh, Mich. The service was in accord with his wish, as was omission of services in church.

Known throughout the world for his achievements in the fields of communications law and regulation, Mr. Caldwell worked up to the day of his death, last Tuesday. He was found dead in his bedroom by a servant bringing his supper. Immediate cause of death was a heart attack, a condition from which he had suffered several years.

A fortnight ago Mr. Caldwell suffered a stroke and had been under a doctor's care. He had worked up to the time of the attack. His last appearance at the office was Dec. 6, when he took sick in bed.

He had been advised for some time to avoid activity, but held a private belief that complete rest would be detrimental to his efficient work and regenerative system and aggravate high blood pressure. For several weeks he had grieved the death of his younger brother, Edward C. Caldwell, also a member of the Chicago law firm of Kirkland, Fleming, Green, Martin & Ellis.

Surviving are his mother, Mrs. John D. Caldwell, Oak Park, Ill.; one daughter, Mrs. G. K. Brobeck Jr., Holyoke, Mass.; a sister, Mrs. Margaret Dal, Libertyville, Ill., and three grandchildren.

The body rested in the Gaylor funeral home, Washington, until Thursday afternoon when it was moved to Tecumseh for the services. The family requested omission of Washington, D.C., Children's Hospital, Washington, D.C.

First General Counsel

To a considerable extent, Mr. Caldwell was a man of the radio regulatory pattern he personally outlined when the old Federal Radio Commission drafted him in the summer of 1928 to serve as its first general counsel. The three-month draft lasted a full eight months, a period in which he worked night after night and frequently slept on a couch at his office.

He gave so much of his body and mind to the critical task of shaping radio's regulatory and legal framework that he left the job in a state of near physical collapse. He rested several months before returning to private practice.

A shock of prematurely white, wavy hair was a trademark known in many nations. His hair had turned the way of his voice, still a young man, at that time giving him an appearance of maturity that belied his years.

Besides his worldwide fame in communications, Mr. Caldwell was a prominent figure in national and international legal circles. His hobbies included documentary studies of World War I, international law and music. For years he had planned to write a book, the background of the first war but was never able to find time for the undertaking.

His collection of documents on the subject is one of the finest in the world. He often obtained relaxation at the piano, and in addition played violin and accordion. He enjoyed composing ditties and skits, some of which were performed at legal functions, and at Washington's famed Gridiron Club.

Mr. Caldwell went to work with the Kirkland, Fleming law firm in 1916. Shortly after getting his salary raised from $10 to $12 a week he was turned down by the Army because of his sight, but got into the European proceedings via the ambulance service and then the Foreign Legion where he won a lieutenancy and the Croix de Guerre.

His radio career grew out of the 1926 breakdown of regulation under the Dept. of Commerce, of which Herbert Hoover was secretary. At the time WGES Chicago decided to squat on a frequency that of WGN Chicago, a Kirkland, Fleming client. Mr. Caldwell took the case to court, winning a temporary injunction before the dispute was referred to the then new FRC.

Set Up Law Department

His pleading led the FRC to set up a law department instead of having him as general counsel. In the eight months as general counsel he and a small group of attorneys around him operated almost without furniture, even purloining a stack of wastebaskets to use as files.

That brief regime produced a complete set of FRC regulations, along with many reports and decisions. Besides, Mr. Caldwell aided in the general and shortwave broadcast allocations and successfully defended the Radio Act against charges of unconstitutionality.

In 1928 he became convinced that the Radio Law limited the government's licensing powers and he opposed use of the licensing system as a device to extend FRC's jurisdiction. He became an ardent advocate of free speech and opposed any regulation covering censorship aspects. These beliefs he held and fought for to the very last.

Returning to Kirkland, Fleming in 1929, he made so many trips to Washington that the firm opened a capital office and later named him senior partner in 1930. His subseuent hearings he fought the clear-channel battle in the belief the clears could provide needed service to many areas not adequately served by smaller-power outlets.

Acted in Advisory Capacity

At most of the international radio conferences Mr. Caldwell was active in an advisory capacity and he was considered by many to be the outstanding authority in such matters. He had tried during the Madison conference of the ILO to broadcast frequencies in the 400-500 kc band but this was scuttled by the military. He felt such frequencies would have cured many of broadcasting's allocation troubles.

Both Press Wireless and Aeronautilcal Radio Inc. were formed by Mr. Caldwell to meet service needs of French and English in World War II. He devoted much time to their early activities. Through his career he was the author of a large number of articles on radio, and he edited the Journal of Radio Law and George Washington Law Review. He was known as an authority on administrative law.

He corresponded with leaders of the bar in other nations and wrote a number of articles on radiocopyright law. Reading and speaking German and French fluently, he translated countless works into English.

Never active in politics, he nevertheless was the friend and confidante of many persons high in Washington life.

Mr. Caldwell was a native of Oak Park, Ill., attending public schools and De Paul University. He received his AB degree in 1913 at Amherst, where he was named to Phi Beta Kappa. Later he became a trustee of the college. He received MA. and LL.B degrees at Northwestern, U. Law School, going directly to Kirkland, Fleming. After World War I he lectured at Northwestern. In 1921 he married Irene Buyssse, from whom he was divorced several years ago.

The list of posts he held in the legal and radio world is long and imposing. Among them were: chairman of American Bar Assn. Committee on Radio Law, 1928-29; chairman, ABA Committee on Communications, 1928-33, member of Washington Committee of ABA; first president of Federal Communications Bar Assn., 1938-37, and executive committee member 1937-40; member of Illinois and Chicago bars, Assn. of Practitioners before FCC; American Judiciary Section; American Society of International Law; American Law Institute; Institute of Radio Engineers.

Clubs and fraternities included Delta Upsilon, Phi Delta Theta, Metropolitan, National Press Club and Order of Cof. He was founder and president of Inquiring Club, which met at his home, 2900 Cleveland, N.W. During World War II he provided homes for some three-score service people to help meet the capital housing shortage, and was forced to dismiss his chauffeur for running a house operator. The house was known as "Malay Club" after some trophies left by a British guest.

At the time of his death, Mr. Caldwell was defense counsel for the Washington Times Herald in a $5,100,000 suit brought against the newspaper and others by Drew Pearson, syndicated columnist. The Times-Herald is owned by Col. Robert R. McCormick, also owner of the Chicago Tribune, (WGN Chicago) and the New York Daily News (WPIX (TV)).

Served Without Fees

Many times Mr. Caldwell served without fees in radio cases involving questions of general industry interest. He was Washington counsel for two G. A. R. chapters when they fought the legal battle to protect the Richards property from deletion by FCC. Similarly in the FCC's newspaper ownership proceedings a decade ago he fought bitterly any attempt to prevent newspapers from owning radio stations. On the other hand, he supported FCC in its network monopoly regulations of the early 40s, as counsel for Mutual.

Under terms of the will, written last Oct. 21, Mr. Caldwell's entire estate goes to Mrs. Brobeck. Named executrix and guardian for his three children, Mary Griffith, Chauncey P. Carter Jr. and R. Russell Eagan, associates in the law firm. No estate of the property value could be made be this time. The will stipulates that Mrs. Brobeck is to receive at least $6,000 a year income from the property for the next ten years at which time she and her children receive the principal. In case buying power of the dollar is reduced, the $6,000 is to be increased. Mrs. Brobeck's children would receive the estate if she died during the 10-year period.
POLITICS ON AIR

CONGRESS, which long has considered the political broadcast issue a "hot potato," apparently has not changed its attitude.

As a result, Congress will probably have to prepare for another round of hearings on the BROADCASTING Hearing held last week by the Senate Interstate & Foreign Commerce Committee. The Senate is reportedly scheduled to act on the bill next month, with possible action in the House shortly thereafter.

The bill will provide that after the broadcast period of the Act, the broadcasting companies will be able to exercise "due care." However, the House has already passed a similar bill, and the Senate is expected to do so.

Legal sources in Washington agree that a third of the states now have laws which do not hold the broadcaster liable if he exercises "due care." These are: Wyoming, Virginia, Colorado, Nebraska, Kansas, Colorado, Louisiana, Maine, Michigan (this year), Nebraska, South Dakota, Utah, Oregon and Nevada.

States which exempt the broadcast from libel liability include: California, Colorado, Maine, Nebraska, New Mexico, Montana, and Ohio.

The bill is designed to provide a legal framework for the broadcast industry to operate under in the face of the pending Supreme Court decision in the case of WWSB v. Ruffin, now before the U.S. Supreme Court.

The bill is expected to be passed by Congress this session, with possible action in the House shortly thereafter.

The bill will also provide for a new "due care" standard for the broadcasters, designed to protect them from liability in cases where they have exercised reasonable care in preparing their broadcasts.

The bill is expected to pass both houses of Congress, and to be signed into law by the President.

HENRY F. CHRISTAL, Chicago

Mr. CHRISTAL

from the O. L. Taylor Co. (story page 24). Irving Gross, formerly with the Taylor organization, will hold a key post in the new Chistral firm. Mr. Christal is a former owner of Edward Petry & Co. and retains a stock interest in that firm.

SCOTUS Upholds

HENRY F. CHRISTAL Co., new station representation firm now in the process of formation, is opening offices at 300 Park Ave, New York, and will open shortly at 333 N. Michigan Ave, Chicago.

Mr. chistral, a veteran in the sales field, heads the new company and will headquarters in New York. Chicago office is to be headed by James Thompson, who is resigning

CHRISTAL FIRM

Set for N. Y., Chicago

Mr. CHRISTAL, a veteran in the sales field, heads the new company and will headquarters in New York. Chicago office is to be headed by James Thompson, who is resigning from the O. L. Taylor Co. (story page 24). Irving Gross, formerly with the Taylor organization, will hold a key post in the new Chistral firm. Mr. Christal is a former owner of Edward Petry & Co. and retains a stock interest in that firm.

CHRISTAL FIRM

Set for N. Y., Chicago

Mr. CHRISTAL, a veteran in the sales field, heads the new company and will headquarters in New York. Chicago office is to be headed by James Thompson, who is resigning from the O. L. Taylor Co. (story page 24). Irving Gross, formerly with the Taylor organization, will hold a key post in the new Chistral firm. Mr. Christal is a former owner of Edward Petry & Co. and retains a stock interest in that firm.

CHRISTAL FIRM

Set for N. Y., Chicago

Mr. CHRISTAL, a veteran in the sales field, heads the new company and will headquarters in New York. Chicago office is to be headed by James Thompson, who is resigning from the O. L. Taylor Co. (story page 24). Irving Gross, formerly with the Taylor organization, will hold a key post in the new Chistral firm. Mr. Christal is a former owner of Edward Petry & Co. and retains a stock interest in that firm.
EMERGENCY PLAN

MACHINERY to put broadcast stations under emergency operation in case of attack is being set up by FCC and other federal agencies under a revised executive order providing a number of protective conditions inserted at industry suggestion.

At the weekend it appeared FCC had made little progress on appointment of a broadcast advisory committee, as authorized under the new order, Specific authority for FCC to name such a committee had been urged by Broadcast Advisory Council at a meeting with White House and other federal representatives last Nov. 2 [B&T, Nov. 5].

It was assumed FCC would confer on committee membership on the council, headed by Judge Justin Miller, NABTE board chairman. The council is representative of broadcasting, TV, manufacturing and related equipment suppliers.

Conelrad Formula

Basis of the broadcast shutdown is the Conelrad formula. Under this plan all stations not joining the Conelrad project will be silenced in case of emergency. Stations subscribing to Conelrad will notify listeners to tune their broadcast receivers to two specified frequencies.

TV and FM stations probably will be completely silenced, under present thinking.

Stations will be notified by an automatic radio alarm that an emergency has arisen. When they go into the Conelrad operation they will use civil defense programming, recorded in advance, though it is possible live material may be used in some cases. The civil defense programming tells the public what to do, Conelrad provides sequential broadcasting under a specific formula.

A number of important changes

KBA RESOLUTION

Would Limit Tax Use

KENTUCKY Broadcasters Assn. last week voted 25-3 in favor of a resolution opposing use of public tax funds for noncommercial, educational stations.

The resolution had been submitted by Steve A. Cliser Jr., vice president in charge of operations, WKYV Louisville, at the NABTE Dominican meeting in Louisville, Nov. 8-9 [B&T, Nov. 12]. The resolution follows:

Be it resolved, that the KBA opposes the use of public tax funds to construct or operation of federal, state or local educational stations and further, that the representatives of Kentucky in the Congress of the United States be notified of the resolution by any legislative or government regulatory body having any authority over the matter and that the resolution be reported to the FCC.

Executive Order Issued

TOBACCO NETWORK, eight-sta-

tion North Carolina regional group, names John E. Pearson Co., New York, as national representative effective Jan. 1. Continuing ap-

pointment are (1 to r) John E. Pearson, head of the representative firm, and A. Hartwell Campbell, WGTN Greenville, N. C., and TN president.

Wilson Sees More Cutbacks

meeting in Washington with gov-

ernment officials. A second indus-

try-government defense session was held April 16 during the NABTE convention.

At the convention meeting, civil defense officials said radio is the best means of getting essential information to the public and the only means of reaching a large section of the populace instantaneously.

Text of the executive order as

(Continued on page 66)

PRODUCTION

THERE will be many more guns and much less butter" in 1952— and materials allocations for radio-

TV manufacturers and broadcast-

ers will be based on that assumption further starting next April 1.

That forecast was offered by Defense Mobilizer Charles E. Wilson, head of the agency, at the convention meeting, Washington last Thursday.

Mr. Wilson's remarks served to douse speculation, temporarily, at least, that the civilian economy—and particularly television receiver output—would be scrapped early next year. Mr. Wilson's first major address in the capital since his conference with Presi-

dent Truman in Key West, Fl.

[BT, Oct. 10].

Mr. Wilson made no direct reference to television in the Press Club speech. But earlier, in a dedication address, he expressed hope that television set production could get by "in the post emergency period" by substituting certain metals, notably aluminum for copper. "Post-emergency" pre-

vail.

The defense chief recalled that shortage of copper led to the gov-

ernment's recent blackout of color TV manufacturing [B&T, Oct. 23, 22]. But, he pointed out, "even if copper continues scarce, there will be ample aluminum to serve as a substitute. . . ." The aluminum situation is expected to ease by mid-1952.

By 1953 production should reach its peak, and demand will again. for automobiles, radio-TV sets and other appliances, he said. This will, he said, be possible, but the administration will try to make the production program is ful-

filled, Mr. Wilson added. By that time, additional aluminum markets should be in full swing.

Speaks at Opening

Mr. Wilson spoke at the opening of a new National Aluminum Co. plant at Chalmette, La., located on the outskirts of New Orleans.

The obvious conclusion is that the consumer goods market is slowly being squeezed out in favor of increased military production, over and above the materials shortage. As a result, severe cut-

backs in radio-TV set production will be severely felt after next July 1.

Piningpointing these course were these other facts:

(1) About 80% of structural steel used in the first quarter of 1952 will be shipped off to mili-

tary and defense-supporting indus-

tries. Radio-TV broadcasters will be cramped accordingly on new construction projects.

(2) The government set up new procedures for meeting military and atomic energy schedules—a veiled priority system assuring a flow of component parts to certain industries and "bumping" civilian orders where necessary.

Focal point of the week's activ-

ity was the government's operating production agency, the National Production Authority, which

• Reported that the shortage of radio receiving tubes is due largely to production for other uses, insufficient skilled labor and inadequate producing facilities.

• Placed all domestic selenium (used in rectifiers, though sub-

stitutes have been devised) under complete allocation, with the necess-

ity of agency authorization.

• Noted that the scarcities of radio-TV antennas have eased slightly in recent weeks.

• Blueprinted an additional 10% cutback in copper, steel and aluminum for most civilian goods beginning with the second quarter (April-June).

But the general course was charted by Mobilizer Wilson. He told newsmen that "some industries will get only 10% of copper and 20% of aluminum they used in January 1950. Overall, cut-

backs for civilian goods will amount to about 50%. The radio-

TV manufacturing industry gen-

eral
More for your money There's just one radio station in Baltimore that's a real bargain buy—that really gives you more for your money. And that station is WITH, the BIG independent with the BIG audience. From WITH you get MORE listeners-per-dollar than from any other radio or TV station in town.

Here's proof: WITH regularly carries the advertising of more than twice as many Baltimore merchants than any other station in town! Just because WITH produces low-cost results! See your Headley-Reed man today for the whole WITH story.

The results station in Baltimore W-I-T-H

TOM TINSLEY, President • Represented by HEADLEY-REED
NARTB MEET

PLANS for a record exhibition of new broadcast and TV equipment, with emphasis on UHF and VHF television transmitters as well as TV film products, are already under way for the annual NARTB convention in Chicago March 30-April 2.

Arthur C. Stringer, who has managed the exhibits for many years, has been retained by NARTB as exhibition manager. Heavy exhibits will be shown in the basement of the Conrad Hilton Hotel (formerly Stevens), with light exhibits on the fifth floor, following customary convention pattern.

C. E. Arney Jr., NARTB secretary-treasurer, was in Chicago last week arranging with the hotel for exposition space and lining up contractors and suppliers for the show, one of the nation's large industrial displays.

Mr. Stringer said that prospect of an early end of the FCC's television freeze has whetted interest in TV equipment, ranging from transmitters and antennas to lighter items such as turntables and film equipment.

Register on Sunday

The show will open Sunday, March 30, and remain open through the four-day convention period.

Sunday, as usual, will include special committee meetings and side sessions. Registration opens at that time.

Monday morning will mark the opening of formal convention events, with two sessions scheduled. One will be devoted to discussion of FM problems. The others will be closed TV session for member stations.

Entertainment features are contemplated for the Monday luncheon. The afternoon belongs to Broad- casting Advertising Bureau, with the meeting to be held in the Grand Ballroom. The annual Engineering Conference starts Monday afternoon, running simultaneously with the broadcaster-telecaster meetings.

Title of the Tuesday morning session will be "NARTB-Radio." As the topic indicates, the meeting will be confined to radio issues. A featured speaker is scheduled at the luncheon. In the afternoon radio and TV operators will get together, with telecasters giving broadcasters the benefit of their experiences.

Wednesday morning will be strictly TV, followed by a luncheon with a featured speaker. Convention business proceedings will wind up with radio and TV workshop meetings in the afternoon. The annual banquet will be held Wednesday night.

The Engineering Conference is expected to draw unusual attention this year as TV enters a new phase with anticipated end of the FCC's freeze. Neal McNaughten, NARTB engineering director, and a special programs committee will map the agenda with emphasis on UHF and other technical developments growing out of TV's imminent expansion.

Engineering interest is being shown in TV receivers and converters because of the additional UHF channels about to be opened. Community antenna systems may be included in the conference program as well as papers on remote control of transmitters.

To Stress UHF, VHF And TV Film

LEAVES LBS

Koste Rejoins Indie Sales

JACK KOSTE, vice president and director of national sales for Liberty Broadcasting System, announced late last week that he is resigning, effective Dec. 31.

Mr. Koste said he intends first to take a short vacation, and then to return to Indie Sales Inc., radio station representative organization which he established, in the post of president.

Mr. Koste joined Liberty last July. He formed Indie Sales three years ago, and before that was New York sales manager for For- Joe & Co., for about three years. Before W O R M D during which he served in the Army—he was with William EASY Co. for more than 10 years. His successor with LBS has not been disclosed.

SEATON CHOSEN

As Wherry Successor

FRED A. SEATON of Nebraska, who succeeds the late Kenneth S. Wherry as U. S. Senator, has radio holdings.

Gov. Val Petersen appointed Seaton to the Senate Republican vacancy, caused by the death of Sen. Wherry, minority floor leader, who died two weeks ago.

Sen. Seaton—designate Seaton is of the same state which was represented by the late "Radio Congressman," Karl Stefan (R), who died in October (B&T, Oct. 8).

Mr. Seaton, who is 42, will take his seat in the Senate today (Monday) and, according to the senator-designee, will probably seek re-election after January 1963. Sen. Wherry's term expires in 1966. Mr. Seaton's plan of not running for the office will leave the seat to Gov. Peterson, who said he may seek the office next November.

Mr. Seaton is known in radio, particularly in the Midwest. His familiarity with broadcasting stems from his association in ownership with his brother, Richard M. Seaton, and his father, Fy K. Seaton, the founder of KGGF, Coffeyville, Kans., which was purchased KGGF in 1947 and built KMAN, Manhattan, both in Kansas, and KHAS, Hastings, Neb.

He is president of KHAS, which he has been associated since 1929, and is also president of KMAN and vice president of KGFF. The Seaton purchased KGFF in 1947 and built KMAN in 1950. Other interests are seven daily newspapers and a farm magazine.

McCANN-ERICKSON

International Meeting Held

FIRST International Advertising Conference was held by a single advertising agency in New York last week when 135 top executives of McCann-Erickson gathered together from 26 offices in various parts of the world. The conference started Monday at the Waldorf-Astoria office and concluded Saturday.

Marion Harper Jr., president, explained at the opening session that while only 82 of its clients were in the United States they were responsible for three-quarters of agency's current billings of about $50,000,000 a year.

Mr. Harper said that reports from Europe indicated little growth in radio and television. However, both radio and television advertising in Latin America were described as developing rapidly. He said, too, that Canada and Brazil might well be described as boom areas with advertising rapidly increasing there.

BROADCASTING • Telecasting
Behind its varied and widely publicized activities, WOR — that power-full station — does things for its sponsors that are not generally known.

Here for the benefit of the thousands of people who read WOR's advertisements, is a list of things that this great station does for its sponsors, their agencies and many others.

They're some reasons why WOR is the greatest salesmaker of American radio.

P.S. the words that follow are taken from a pamphlet mailed or sent with all contracts, new or renewal, from WOR's offices.
The station that sells more to more people more often than any other station in the United States

**NOTE:**

This is merely a mirror reflection of the broad scope of special promotion that WOR puts behind the product or service of every sponsor, or non-sponsor, and his advertising agency and company and company affiliates.

For instance...

WOR, in cases where the product and sponsor merit it, will obtain the personal endorsement of its top personalities who are known and loved and listened to by hundreds of thousands of buyers every day of every year.

WOR will add the power of its skilled promotion department to the preparation of letters, folders, etc.

WOR will contribute the skilled help of its research and publicity staffs.

WOR will have its talent appear at special sales, conventions or other gatherings.
would like to have you know that...

To keep your product moving across the counter; to keep wholesalers, distributors, dealers and employees happy, to make the public — the buying public — more and more aware of every WOR sponsor's product or service...

1. **WOR Conducts Product Polls —**

These are privately and industriously coordinated station services showing the status of 12 basic products.

<table>
<thead>
<tr>
<th>Product</th>
<th>Product</th>
<th>Product</th>
<th>Product</th>
</tr>
</thead>
<tbody>
<tr>
<td>Beer</td>
<td>Coffee</td>
<td>Hair Shampoo</td>
<td>Scouring Powder</td>
</tr>
<tr>
<td>Cereals</td>
<td>Dentifrices</td>
<td>Laundry Aids</td>
<td>Tea</td>
</tr>
<tr>
<td>Cigarettes</td>
<td>Facial Tissues</td>
<td>Packaged Soaps</td>
<td>White Bread</td>
</tr>
</tbody>
</table>

& Detergents

These are the only free services providing advertisers with semi-annual information for the New York area.

2. **WOR Conducts Consumer Panels —**

Listeners are invited by WOR to its studios at regular periods so that the station can frankly determine just how they — the buying public — feel about the sponsors' products or services. Information covers such facts as — taste; packaging, regularity of buying habits, etc.

Advertisers who have used this panel to their financial benefit are...

- Libby, McNeill, Libby
- Armour and Company
- The S.O.S. Company
- The Nestle Company
- Frank C. Shattuck Company
- Carter Products
- Wheatena Corporation
- Welch Grape Juice Company

This money-saving service is available to all advertisers and their agencies, whether they're on WOR or not. And it's exclusively a WOR sponsor or advertiser service in New York.

3. **Special Habit Studies —**

How are buying habits in New York — the nation's #1 market? WOR knows and makes sure it's right at regular intervals. Studies are now on file and new ones are being prepared regularly as for one or all of them according to what field you're interested in.

WOR's out to make sales for you.
WOR's out to build goodwill for you.
WOR's done this for more than a quarter of a century
for thousands of people and their products and services.
WOR can and will do it for you.

---

WOR — that power-full station
at 1440 Broadway, in New York
LONGacre 4-8000
that their network will not take the lead in making rate adjustments—but that if other networks make the plunge, then ABC will take whatever steps it considers necessary to “meet the competition.”

ABC’s stand on the rate question is one of several policy issues which have been outlined, along with network plans and prospects, in district meetings with affiliates—approximately 205 thus far—at Los Angeles, Boston, Philadelphia, Atlanta and Chicago. One other district meeting remains. It is scheduled to be held in Fort Worth in February.

**RADIO’S 50TH**

Sarnoff, Others Note

FIFTIETH anniversary of the first trans-Atlantic radio signal was celebrated by international radio station WRUL, Boston Dec. 12. Among those commemorating wireless inventor Guglielmo Marconi’s feat half a century ago were Brig. Gen. David Sarnoff, RCA board chairman.

It was Dec. 12, 1901, that Marconi at St. John’s, Newfoundland, picked up (from the air three dots (Morse code for the letter S). They came from Marconi’s transmitter at Poldhu, England.

Since then, according to an FCC release last week, 82 foreign countries and U. S. territories are served by American radiotelegraph companies, 85 countries counting all such communication carriers. In the U. S. there are 60 different kinds of radio services, not including military and government.

Domestic radio operation comprises 4,700 broadcast (AM-FM-TV and auxiliaries), 33,000 marine, 32,000 aeronautical, 11,000 industrial, 10,000 public safety, 5,000 land transportation, 500 common carrier, 450 experimental and almost 100,000 amateur stations.

And there are more than 700,000 authorizations to individuals, the FCC reported.

International station WRUL was established in 1935 and operates on 11.74 and 15.35 kc. It is one of seven U. S. international stations broadcasting to all parts of the world—the only one privately owned and operated. Walter S. Lemon is president of World Wide Broadcasting Corp., licensee of WRUL.

General Sarnoff’s message was broadcast first to Europe and then rebroadcast to Latin America.

**BIG LEAGUES**

**FUTURE plans of ABC are discussed during day-long meeting in Chicago by (1 to r) William J. McNally, president, WTCH Minneapolis; Ernest Lee Johncke Jr., vice president in charge of radio for ABC, and F. Van Konynenberg, WTCH general manager.**

**Midget Grid Game**

MBS will carry the Santa Claus Bowl national championship football game from Lakeland, Fla. Dec. 28, from 8 to 9 p.m., it was announced last week. Paul Jonas, Mutual’s director of sports, will handle the play-by-play coverage. This will be the first nationwide coverage of the midget event.

**Sit Tight On Radio-TV**

**JOINT meeting of American and New York the weekend of Dec. 8 resulted in “no action” regarding radio and television, although the New York Yankees had announced earlier that toward radio and TV coverage of baseball, that one involving the major league games in minor league territory.**

Sen. Johnson was quoted as saying that he had been told “by the best minds in the Dept. of Justice” that such a policy would be in restraint of trade, and only 33 of the necessary 36 votes were cast for re-election of major league games in minor league territory.

Defeat came as a surprise, especially since some of the leagues' own lawyers had said such an amendment violated no laws they knew of, and if it did, it was the time to test it.

House Monopoly Sub-committee in Washington showed that the major league clubs received $3,364,000 in 1950 and $3,377,000 last season from sale of radio and TV rights. If majors were forced to yield 50% of the take to minor leagues, fund would be administered by Commissioner League President George M. Trautman and the executive committee. Payments would be distributed on pro-rata basis to those clubs that could prove attendance cuts resulting from major league broadcasts in their area.

Late last week, the proposal to split profits was being hot-potatoed. Conn. Frick’s office said it lay beyond their interest, and it was a matter for the leagues to decide for themselves. League members had nothing to add, insisting only that no decisions had been made.

**Upcoming**

Dec. 27-29: Canadian Copyright Appeal Board meeting, Ottawa.


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


Jan. 18: Washington State Assn. of Broadcasters meeting, Quality Hotel, Tacoma, Wash.


Jan. 21-26: American Institute of Electrical Engineers, winter general meeting, Hotel Statler, New York.


Jan. 25-26: Assn. of Railroad Ad- v, Managers, St. Louis.

**GANNETT BOARD**

TRIPP, Miller Promoted

FRANK E. TRIPP, general manager of the Gannett group of radio stations and newspapers, was elected first chairman of the board last week in Rochester, N. Y. Among other executive changes was the election of Paul Miller, vice president and director, as executive vice president.

Radio stations controlled by the Gannett Co. include WHEC Rochester, WENY Elmira; WDHL Olean, N. Y. (minority); WGAN Danville, Ill.; WABY Albany, N. Y.; and WHTF Hartford, Conn.

**Joints Representative**

JACK HETHERINGTON, former time buyer of Gardner Agency, St. Louis, and commercial manager of KWKY Hot Springs, Ark., has been appointed manager of the St. Louis office of Adam J. Young Jr., radio station representative organization.

**Emma Gertrude Rogers**

PRIVATE funeral services were conducted Friday for Mrs. Emma Gertrude Rogers, 55, wife of Naylor Rogers, executive director of Keystone Broadcasting System, who died Thursday in Chicago at the chapel adjoining St. Luke’s Hospital. Mrs. Rogers died Thursday at her Chicago home after a five-month illness. She served as stations’ business manager for Keystone from 1948 until the time of her death. Surviving, in addition to Mr. Rogers, are a son and a daughter.
The clear picture of the TV audience in the Fort Worth-Dallas cities

OCTOBER, 1951, HOOPER TELEVISION AUDIENCE INDEX OF THE COMBINED FORT WORTH-DALLAS AUDIENCE SHARE OF TELEVISION AUDIENCE

<table>
<thead>
<tr>
<th></th>
<th>WBAP-TV</th>
<th>Sta. B</th>
<th>Sta. C</th>
</tr>
</thead>
<tbody>
<tr>
<td>Monday through Friday 12:00 Noon to 6:00 P. M.</td>
<td>50.3</td>
<td>22.3</td>
<td>27.4</td>
</tr>
<tr>
<td>Sunday through Saturday Eve. 6:00 P. M.-11:00 P. M.</td>
<td>44.3</td>
<td>36.6</td>
<td>19.0</td>
</tr>
</tbody>
</table>

The first clear picture of the TV audience Outside the metropolitan cities

(Over 22% of the audience is outside of the two-city corporate limits.)

SEPTEMBER 1951 BELDEN* SURVEY—SHARE OF TELEVISION AUDIENCE

<table>
<thead>
<tr>
<th>Station</th>
<th>Daytime</th>
<th>Nighttime</th>
</tr>
</thead>
<tbody>
<tr>
<td>WBAP-TV</td>
<td>60%</td>
<td>54%</td>
</tr>
<tr>
<td>Sta. &quot;B&quot;</td>
<td>29%</td>
<td>33%</td>
</tr>
<tr>
<td>Sta. &quot;C&quot;</td>
<td>11%</td>
<td>13%</td>
</tr>
</tbody>
</table>

*Joe Belden & Associates is a pioneer research firm of the Southwest and numbers among its clients advertisers and agencies from coast to coast.

DONT BE SPOTTY WITH YOUR SPOTS...REACH ALL ALL ALL
The Fabulously Rich Fort Worth-Dallas Market

WBAP AM-FM-TV 570 - 820 Channel

STAR-TELEGRAM STATION
FORT WORTH, TEXAS

FREE & PETERS INC. Exclusive National Representatives
AMON CARTER, President
HAROLD HOUGH, Director
GEORGE CRANSTON, Manager
ROY BACUS, Commercial Mgr.
The other day one of our Colonels was quite surprised and gratified when an agency friend told him that the F&P Profit-Share Plan, now in its seventh year of successful application, is "a big plus to F&P customers".

This is the way he figured it, and it makes sense to us:

"After all is said and done, one of the most important things a media salesman can do for us agencies and advertisers is to deliver the hardest, most intelligent solicitation possible for his particular medium.

"Until we agencies know we've had that kind of solicitation from every medium, how can we be sure we'll select the best?

"So—good salesmen are a boon to us.

"But everybody knows that it takes good money to buy good salesmen. Hence I, for one, am glad to hear of your Profit-Share Plan. It's an enlightened and intelligent forward step for us as well as for F&P".

* * * *

Good men, well-paid men, have always been our key to success here at F&P. Our Profit-Share Plan is only one of several "enlightened forward steps" we've taken to that end. We hope you see the results, in every call we make.

Free & Peters,

Pioneer Radio and Television Station Representatives
Since 1932

NEW YORK	CHICAGO	DETROIT	ATLANTA	FT. WORTH
FREE & PETERS
PROFIT SHARING TRUST
Effective Jan. 1, 1945

THE HARRIS TRUST
AND SAVINGS BANK
Chicago, Illinois

INC.

HOLLYWOOD SAN FRANCISCO

REPRESENTING RADIO STATIONS:

EAST, SOUTHEAST
Boston-Springfield   WBZ-WBZA
Buffalo              WGR
Philadelphia         KYW
Pittsburgh           KDKA
Syracuse             WFBL

Charleston, S. C.    WCSC
Charlotte            WIST
Columbia, S. C.      WIS
Norfolk-Newport News WGH
Raleigh-Durham       WPFT
Roanoke              WDBJ

MIDWEST, SOUTHWEST
Des Moines           WHO
Davenport            WOC
Duluth-Superior     WDSM
Fargo               WDAY
Fort Wayne           WOWO
Kansas City          KMBC-KFRM
Louisville           WAVE
Minneapolis-St. Paul WTCN
Omaha                KFAB
Peoria              WIMBD
St. Louis            KSD

Beaumont            KFDM
Corpus Christi      KRIS
Ft. Worth-Dallas    WBAP
Houston             KXYZ
San Antonio         KTS

MOUNTAIN AND WEST
Boise               KDSH
Denver              KVOD
Honolulu-Hilo       KGMB-KHBC
Portland, Ore.      KEX
Seattle            KIRO

December 17, 1951 • Page 39
WMGM TO LBS

Affiliation Pact Is Formalized

WMGM New York, 50-kw independent outlet of Metro-Goldwyn-Mayer, became a key affiliate of the Library Broadcasting System last week [B-T, Dec. 5, 10], and is scheduled to start shortly to feed a substantial number of live programs to the network.

Although WMGM did not commence network origination immediately, spokesmen said the affiliation was in effect, the station was receiving some sports broadcasts from LBS, began identifying itself as a Liberty affiliate on station-breaks Wednesday and plans for feeding programs to the network are being worked out.

In addition, an effort is being

Coy, Sterling Trips

FCC CHAIRMAN Coy will vacation at St. Petersburg, Fla., with his family, from Dec. 20 to Jan. 3. Comr. George E. Sterling spent last week inspecting radio installations at oil refineries in New Orleans and Houston. In latter city, he sat as examiner in hearing on revocation of amateur license of Henry W. Sr., of Madisonville, Tex., who allegedly operated an unlicensed TV station rebroadcasting KPRC-TV Houston programs [B-T, Nov. 26]. Upon his return, Comr. Sterling is planning to take a short vacation. Accompanying Mr. Sterling was Douglas Anello of the Industry and Commerce Div. of the Safety & Special Radio Services Bureau.

WMGM under the affiliation agreement was the Detroit Lions-Los Angeles Rams professional football game from Los Angeles on Sunday, Dec. 9—after the agreement had been reached but before it had been formally signed. WMGM was established in 1922 and in recent years has specialised, like Liberty, in extensive sports coverage.

CENTRAL OHIO'S POPULATION INCREASE ADDS UP TO MORE LISTENERS FOR WBNS...

Latest Hooperatings show WBNS with more listeners than any other station

There's more buying power than ever in Central Ohio! New arrivals twist their dials exploring for the best radio entertainment. They find it... as the life-long listeners can tell them... on WBNS Radio. Yes, twin statistics go and grow hand in hand; as Central Ohio's population grows (up 29.5% in the Columbus area alone) so grows the list of WBNS listeners!

For time availabilities and rates, write directly or contact your John Blair representative.

GROWTH WITHOUT GROWING PAINS/ MULTIPLY THE EFFECT OF YOUR SALES MESSAGE ON WBNS
WOWO land—
a $383 million “supermarket”
for food sales!

Retail food sales in the 49-county WOWO area now surpass $383,000,000 a year... and leading food store operators use WOWO consistently to build their share of this important market!

For example: Kroger has advertised on WOWO without interruption since 1932. Bluffton Grocery, a regional wholesaler with 1,500 accounts, reaches its customers on WOWO every night. Bursley Company, sponsor of a 660-unit voluntary chain, uses both the WOWO Home Forum and a regular series of spot announcements. And there are many other star names in the food field on WOWO's list of advertisers!

If you’re not already using WOWO to influence housewives (and store operators) in this BIG Midwestern market, better get the facts now. Check with WOWO or Free & Peters.

WOWO FORT WAYNE
NBC AFFILIATE

WESTINGHOUSE RADIO STATIONS Inc
KYW • KDKA • KEX • WBZ • WBZA • WOWO • WBZ-TV

National Representatives, Free & Peters, except for WBZ-TV; for WBZ-TV, NBC Spot Sales

RADIO — AMERICA'S GREAT ADVERTISING MEDIUM
Entering the New Year with a record based on aggressive growing radio...with proven results for advertisers!

Vigorously and Effectively Creating Desire and Making Sales For Advertisers Using Its Facilities

Keep your commercial eye on WLS in 1952. For, as the new year approaches, WLS continues to offer outstanding opportunities for results, based on aggressive, growing radio. The examples shown here partially tell the story of WLS in 1951. Confidence in the New Year is based on the solid foundation of past experience—with proof of increased listenership that comes from consistently sound programming and that results in greater sales records.

Keep your eye turned to WLS in 1952. Be a part of this aggressive, growing radio service. See your John Blair man today for complete information on how WLS can help you sell in the rich Chicago Midwest market.
**PROVEN MAIL RESULTS**

During a typical two-week period an insecticide company, using eight early morning WLS programs a week, received 2,651 orders for their $2.98 direct mail item. The cost-per-order received of 38c represents only 13% of the sales price—traceable sales results from WLS early morning advertising!

Another manufacturer sold 6,771 packages of his product at $2.95 each thru the use of 72 early morning SMILE-A-WHILE program (5:30-5:45 A.M.) — $19,974.45 in traceable sales.

A manufacturer selling thru grocery outlets established distribution of his product in various important Chicago chain groups thru use of the Saturday night NATIONAL BARN DANCE. The outstanding results obtained by this account so impressed the local broker that he has recommended WLS to other of his food accounts.

Here is again proof of a responsive audience — the power to produce tangible sales results!

---

**EFFECTIVE MERCHANDISING**

This summer, WLS inaugurated its highly successful Summer Food Promotion Plan. Thru cooperation with eight leading food groups, WLS was able to offer food advertisers exciting merchandising cooperation in 2,300 grocery stores in the Chicago area. Letters of appreciation from chain executives attest to the effectiveness of WLS advertising.

Mr. E. J. Chapicki, Chicago Branch Manager of National Tea Company, wrote, "You will be interested to know that a review of our promotion for the first half of 1951 shows that our 'World Leadership Sale,' sparking WLS advertised brands, was one of the most successful sales and prestige building promotions we've experienced this year."

Central Stores, another co-operating group, reported an average increase of 25% in case lot movements of WLS advertised products during their participation in the plan!

It's a plan that brought concrete results to WLS food advertisers in 1951—and will be continued in 1952.

---

**WLS SPECIAL EVENTS DRAW THONGS**

As in previous years, the WLS NATIONAL BARN DANCE opened the Illinois State Fair in 1951... and played before one of the biggest crowds ever to see the program at the Fair! 12,331 people paid to see the 27 year old NATIONAL BARN DANCE broadcast from before the Fair Ground Grandstand!

In October, WLS again sponsored the INTERNATIONAL SQUARE DANCE FESTIVAL. Gay crowds watched 1,700 sparkling dancers from 22 states "do-si-do" to the music basic to American culture. WLS talent appeared before more than a million people in personal appearances this year—indicative of the acceptance enjoyed by the station and its entertaining personalities!

Everywhere it's the same... bigger, more enthusiastic crowds attending WLS special events—and watching WLS talent perform.

---

**TOP MAIL RESPONSE**

A cough remedy company, using one Saturday night WLS program, offered listeners a free sample of their product. Listeners were required to enclose the name of their local druggist. From this one program 1,051 requests for samples were obtained!

One offer of a recipe booklet on WLS FEATURE FOODS brought 1,534 letters and cards from the Midwest Area.

STUMPUS, an afternoon WLS participation program, has been averaging 10,000 letters a week from listeners — better than 1,500 per program!

A mail order account, using only WLS, has received over 39,000 orders for a $1.00 plastic item.

WLS listeners have written the station another million letters in 1951... one million pieces of listening and responding evidence!
WMT
CEDAR RAPIDS
5000 WATTS, 600 KC
REPRESENTED NATIONALLY
BY THE KATZ AGENCY
BASIC CBS RADIO NETWORK

WMT, Cedar Rapids, Iowa
Send me the corn, I can go along with a gag.

Name
Firm
Street Address
City............ Zone.... State

CBS NEWS POSTS
Wood, Kees Named

TWO KEY appointments—one of them involving a complete separation of CBS Radio and TV network operations in Washington—were announced by CBS Television last Monday.

David Kees, former technical director and production manager of KPIX (TV) San Francisco, was named special events director for the CBS TV Network. He succeeds Robert Bendick, who has resigned to join Thomas-Todd Productions, New York, and will headquarter in New York.

Simultaneously, the appointment of William A. Wood, radio-televisioon chief, Dept. of State, as director of CBS Television news and public affairs for Washington operations was also announced. He assumes his duties Jan. 1.

Mr. Wood's appointment is a new one, laying the groundwork for a complete separation of the network's radio-TV news functions in the nation's capital. Ted Koop, news and special events director for CBS Washington and the Washington Post controlled WTOP-AM-FM-TV Outlet will continue his present duties, concentrating largely on CBS Radio news.

Inherent in the Wood appointment and split of radio-TV news functions is the eventual expansion of television news and special events for CBS Television in Washington, though details had not crystallized last week. The move implements a separation already realized for network sales, programming and production in CBS Washington operations, and confirms a new pattern mapped for CBS Radio and Television in New York and other cities.

Reports to Mickelson

It was understood that Mr. Wood would report to Sig Mickelson, CBS TV news and public affairs director, and Mr. Koop to Edmund Chester, CBS Radio news chief, on network originations. Locally, both report to John S. Hayes, president of WTOP Inc. (WTOP-AM-FM) Washington, owned 55% by CBS Inc. On network activities, Messrs. Wood and Koop are responsible overall to Earl Gammons, vice president in charge of CBS Washington operations.

Mr. Kees has been with KPIX since it began telecasting in December 1948. Prior to joining that station, he spent six years as engineer in charge of special events for KSFO San Francisco, operated by Associated Broadcasters Inc.

Mr. Kees served as director of the Japanese Peace Treaty TV coverage in September and earlier handled the 11-station network of Gen. Douglas MacArthur's San Francisco arrival.

Mr. Wood, a veteran of five years with the State Dept., has been serving as liaison with the broadcasting industry for all department and foreign affairs programs as chief of its radio-television-visual media activities. He also is assistant chief for the department's Public Liaison Division. He has been active for 10 years as announcer, producer, news writer and script writer.

MEAGHER CHOSEN
For State Dept. Post

APPOINTMENT of John P. Meagher, KYW Philadelphia account executive, as radio information officer for the Dept. of State was announced last Monday.

Mr. Meagher, a veteran of 10 years in broadcasting, reports as assistant to William A. Wood, chief of the department's Radio & Television Branch. Mr. Wood becomes director of news and public affairs for CBS Television in Washington next Jan. 1 (see adjoining story). Mr. Meagher is slated to succeed him as acting chief. The branch is within the Public Liaison Division.

Mr. Meagher [pronounced M-a-y-e-r; no relative to John F. Meagher, general manager, KYSM Mankato, Minn.] entered radio in 1942, joining the publicity and special events staff of WGN Chicago. After World War II he became public relations director of KYW for three years and has been account executive the past two years.

A native of Chicago, Mr. Meagher attended Loyola U., the U. of Redlands and St. Joseph College. During the war he was radio information officer on the staff of Adm. Chester W. Nimitz and later attached to the office of the Secretary of the Navy in Washington in similar capacity.

Sign No-Red Oaths

ALL membesr of the staff of WWWW and WJPB (FM) Fairmont, W. Va., have signed anti-Communist affidavits, according to J. Patrick Beacom, owner of Fairmont Broadcasting Co. The station has adopted a new personnel policy providing that only American citizens will be employed.
YOU MIGHT CLEAR 15' 7 3/4"*

BUT...

YOU NEED
THE FETZER STATIONS
TO GO OVER THE TOP
IN WESTERN MICHIGAN!

If you’re trying for the rich Western Michigan market, WKZO-WJEF and WKZO-TV are far and away your best radio and television values.

RADIO: WKZO and WJEF deliver about 57% more city listeners than the next-best two-station combination in Kalamazoo and Grand Rapids — yet cost 20% less! In addition to acknowledged home-town superiority, WKZO-WJEF have also greatly increased their unduplicated rural audiences over 1946 — up 46.7% in the daytime, 52.9% at night, according to the 1949 BMB Report. In the Grand Rapids area alone, this means an unduplicated coverage of 60,000 homes, day and night!

TELEVISION: WKZO-TV, Channel 3, is the official Basic CBS Television Outlet for Kalamazoo-Grand Rapids. A new 24-county Videodex Diary study, employing the BMB technique, shows that WKZO-TV delivers 54.7% more Western Michigan and Northern Indiana homes than Western Michigan’s other TV station!

Get all the facts on WKZO-WJEF and WKZO-TV! Write direct or ask Avery-Knode, Inc.

*Cornelius Warmerdam of the San Francisco Olympic Club set this world's record on May 23, 1942.
the biggest PLUS in network radio history: 10 all-star shows

the movie stars are moving to MUTUAL!

in 6 prime evening hours every week starting New Year’s Eve

Leo (MGM) Lion provides Hollywood star-talent...
and
Mr. (MBS) PLUS provides new Multi-Message Plan for unprecedented advertiser benefits
FOR NATIONAL ADVERTISERS...

- Bette Davis & George Brent
- Orson Welles
- MGM Musical
- Comedy of the Air
- Errol Flynn
- Ann Sothern

...the MUTUAL broadcasting system

FOR LOCAL ADVERTISERS...

- Crime Does Not Pay
  - Lew Ayres & Lionel Barrymore
- Mickey Rooney & Lewis Stone
- Gracie Fields
- MGM Theatre

for facts on how to reach the most-per-dollar in all radio, call:
MBS-PE 6-9600
ANNOUNCING winners of its first annual "Radio Gets Results" contest, BAB reported last week that the entries showed that apparently there is nothing radio cannot sell.

The contest to find the best radio success stories drew 269 entries from 34 states demonstrating radio’s effectiveness for a great variety of sponsors. Among advertisers cited by BAB to show radio’s versatility were "Shuttlecock manufacturers . . .; a cotton mill . . .; a cattle auctioneer; a zoo; a game farm; a wire rope manufacturer; a scenic cave; a home fencing contractor, and a manufacturer of a product designed to put an end to ‘chiggers’.

BAB President William B. Ryan announced 27 winners of first, second and third place awards, plus honorable - mention winners, in eight categories. To award winners will go wall plaques; to those who won honorable mentions, scrolls; and to all entrants a citation for participation.

"We are well on our way to achieving the No. 1 objective of this contest," Mr. Ryan said. "The returns assure us of a base for the establishment of an extensive file of radio case histories for as many different classifications of advertisers as possible."

The material thus gathered will be released to BAB member stations on a continuing basis.

Winners were announced as follows:

**AUTOMOTIVE:** First Prize: KIUL Tulsa (Oklahomas Tire & Supply); Second Prize: KWNO Winona, Minn. (Winona Motor); Third Prize: WEMP Milwaukee (Wisconsin Independent Oil); Honororable Mention: WCHL Carbondale, Ill.; WKNE Keene, N. H.; KSWO Lawton, Okla.; KWNO Winona, Minn.; WDTA Dayton, Ohio; WTTM Trenton, N. J.; WHBC Canton, Ohio.

**BANKS-INSURANCE-LOANS:** First Prize: KSWO Lawton, Okla. (The City National Bank); Second Prize: WEMP Milwaukee (City Loan Co.); Third Prize: KDYL Salt Lake City (Forrester's Underwriters Inc.); Honororable Mention: KOIL Omaha; WAKO Harrisburg, Pa.; WIZZ Decatur, Ill.

**CLOTHING:** First Prize: WOR New York (Bond Stores); Second Prize: KTUL Tulsa (Clark's Clothes); Third Prize: WJTJ Jamestown, N. Y. (Turner's); Honororable Mention: WTTB Bloomington, Ind.; WGH Norfolk, Va.; WTTM Trenton; KCOW Alliance, Neb.; WOR New York.

**DEPARTMENT STORES:** First Prize: WSAM Saginaw, Mich. (Sears Roebuck & Co.); Second Prize: KOIL Omaha (Philip's Department Store); Third Prize: KINO Monroe, La. (Delta Dept. Store); Honororable Mention: WJTN Jamestown; WTTM Trenton; WHAM Rochester, N. Y.; KWNO Winona, Minn.; WTCJ New Brunswick.

**FOOD & DRUG PRODUCTS:** First Prize: WTTM Trenton (Trenton Beverage); Second Prize: WKBK Sheereport, La. (Sheereport Syrup Co.); Third Prize: KPDP Pampa, Tex. (Sunshine Dairy Foods); Honororable Mention: KTUL Tulsa, Okla.; WGH Norfolk, Va.; KFDX Wichita Falls, Tex.; (3 awards) WRCO Richland Center, Wis.; WTTB Bloomington, Ind.; WTRP Wheeling, W. Va.

**FOOD & DRUG STORES:** First Prize: KBKB Baker, Ore. (Henry Levering's Rexall Drug Store); Second Prize: WTXL W. Springfield, Mass. (Memorial Supermarket); Third Prize: WOC Darwin, La. (Cal & Bob's Grocery Store); Honororable Mention: KSWO Lawton, Okla.; WTTM Bloomington, Ind.; KWPC Muscatine, Ia.; WMT Cedar Rapids, Ia.; KBON Omaha.  

**HOME IMPROVEMENT PRODUCTS:** First Prize: WJTN Jamestown, N. Y. (Geo. B. Pitts Co.); Second Prize: KFDR Lincoln, Neb. (Hardy Furniture Co.); Third Prize: KBRC Mt. Vernon, Wash. (Johnson Appliance Co.); Honororable Mention: WKAB Mobile; KDYL Salt Lake City; KNOE Monroe, La.; KSWO Lawton, Okla.; WTTM Trenton; WABJ Adrian, Mich.; KSTL St. Louis; WMT Cedar Rapids, Ia.

**SPECIAL PRODUCTS:** First Prize: WKNE Keene, N. H. (Simon's Jewelers); Second Prize: KSWO Lawton (Rallie's Book & Gift Store); Third Prize: WGY Schenectady, N. Y. (Catskill Game Farm); Honororable Mention: WKBK Arkansas; KSWO Lawton; KWNO Winona, Minn.; KSWO (2 awards) WTTM Trenton, N. J.; WGY Schenectady, N. Y.

**SPECIALIZED SERVICES:** First Prize: KDA Seattle, Wash. (Ernie's Restaurant); Second Prize: KSTL St. Louis (White Line Laundry); Third Prize: WTTM Trenton (Hot Hildebrght); Honororable Mention: WHK Cleveland, Ohio; WNMP Evanston, Ill.; WOC Davenport, Iowa; KFOR Lincoln, Neb.

(Five stations: WEMP Milwaukee, Wis.; WJTN Jamestown, N. Y.; WTTM Trenton; KSWO Lawton and KTUL Tulsa received double awards.)


---

KANSAS farmers raise most of their own food. Their cellars are bulging with home canned fruits and vegetables...lockers packed with 56 steaks and roasts. They have no bills for milk, cream, poultry or eggs. Cash rent is almost unheard of. WIBW listeners' income is SPENDABLE!

WIBW gets outstanding results for advertisers because we're a farm station...programmed for farm listeners...the station that Kansas farm families listen to most.*

When WIBW tells these able-to-buy families about your product...you get ACTION.

* Kansas Radio Audience '51
CHRISTMAS...AND EVERY DAY!

IT'S NOT HARD TO FIGURE OUT WHAT EVERYBODY WANTS

Dear Santa: I can't do without my Trains!
John Q. Public

Dear Santa: I want a Model Train
American Boy

U.S.A.

Dear Santa: I've got to have TRAINS!
Uncle Sam

for the ASSOCIATION OF AMERICAN RAILROADS
Edward G. Gardner  
General Manager  
WBTM, Danville, Va.  

"Year after year ... a steady source of income."

Gordon Allen  
President  
KGAL, Lebanon, Ore.  

"66 AP news programs sponsored!"

15%-20% of income from  

Hundreds of the country's finest stations announce with pride "THIS STATION IS A MEMBER"
"AP service pays its way for us," says WBTM General Manager Gardner. "We carry 56 Associated Press news shows each week, every one sponsored. Biggest sponsor is the First National Bank with a daily 15 minute AP program. They've had this show for 10 solid years. In surveys it pulls an astounding 72% share of audience. Nearest competition has 22%. No wonder AP news sells itself! Year after year it provides us with a steady source of income. In the past 10 years we calculate AP has been responsible for 15% of our local income."

Says Ben Booth, Jr., Vice President of the First National Bank of Danville: "Our AP newscasts over WBTM do a fine job. We ran a special promotion on savings accounts. We were swamped with responses. The results far exceeded even our most optimistic expectations."

AP NEWS

Report President Allen of KGAL: "All our 66 AP news programs are sponsored. KGAL derives 20% of its income from newscasts sold to year-round sponsors. We go heavy on our own staff's good local coverage along with AP. This is an unbeatable combination. Of our audience, 75% prefers news over all other programs. When I saw the percentage of gross gained from news, I took one salesman off...made him News and Public Relations Director. We have no trouble at all selling AP news."

Delmar Clem, owner of Delmar Clem Men's Clothes, KGAL's largest sponsor of AP news, says: "I've sold suits to people from all over the Willamette-land area who listen to my 7:15 A.M. newscast. KGAL's AP news is tops!"

OF THE ASSOCIATED PRESS."
In Canada
Even Beavers are on the Increase!

Though rabbits, oddly enough, are merely holding their own.
[According to the Dept. of Lands and Forests]

Almost everything in Canada is getting bigger, more abundant, more prosperous. For instance:

Lumber production is booming. There's enough timber in Canada's forests to build 24 million homes.

There's a 200 million dollar fishing industry off each coast and in the lakes and rivers in between.

Last year, we produced about $150 millions worth of gold. Perhaps best of all, 1 in 4 gallons of gas consumed in Canada now comes from our own oilfields; production was up 30% this year.

Even the population has risen 22% in the last ten years—more than 14 million people now against 11.5. No other country is growing so fast!

This is a rich market, located in a vast, widespread country—4,280 miles from coast to coast, nearly 4 million sq. miles in area. The problems of transportation—and communication—are immense.

With 3,572 persons per sq. mile (45.1 in the States) the people are too spread out for shouting. And with nearly half of them living in rural areas, the most economical, most effective way to reach 'em is—RADIO.

Radio offers far more complete coverage than any other medium, or combination of media.

Radio is your salesman-in-the-hearth, a welcome visitor and a permanent guest in every home in the fastest growing market in the world.

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

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

Canadian Association of Broadcasters

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

---

Junk Heap
EDITOR:

This is the time of year when most radio stations are flooded with Christmas ornaments, toy packages, balloons, etc., accompanied by advertising copy designed to mislead listeners. Most of this merchandise is not good value, but it is described in such glowing terms that listeners fall victim to the sales pitch and then of course, blame the station for deceiving them. . . .

I have personally examined a considerable number of items of this sort and found none of them acceptable.

It is my humble opinion that if we as radio station operators do not become more vigilant in protecting our listeners from some of these ridiculous offers, the matter may be taken completely out of our hands.

Richard E. Jones V.P. & Gen. Mgr. WIBK-AM-FM-TV Detroit

Editor's Note: Thanks to able broadcaster Jones for underscoring a rear editorial tee, which pointed out that not everybody who wears a Santa Claus suit is Santa Claus.

---

Legal Footnote
EDITOR:

I have had an opportunity to read the transcript of the hearing on the San Francisco case involving station KSFO since publication of the very interesting article on political broadcasts by Edwin H. James ("How To Stay Out of Jail") in Broadcasting • Telecasting of Nov. 19 and I want to correct one statement which he made about that case on the basis of the news reports . . .

It [was] stated that the action for the temporary restraining order to compel the station to furnish time to the representative of the Communist candidate was brought to enforce a contract which had been made with the station and which the station was trying to cancel. It was accordingly concluded in the article that the legal issue in that case did not hinge exactly on the application of Section 315 of the Communications Act.

Although the committee representing the plaintiff signed the usual contract form and took the position at the hearing that there was a contract, actually the form contained the standard provision requiring that a request for time be accepted by the company, and the management, after investigation, rejected the request in this case.

In any event, the court in deciding the matter appeared in no way to consider the question of the existence of a contract as important, but rather treated the problem solely as one of application of Section 315. And, as pointed out by Mr. James, the court, in ordering that the station make time available to the committee for the candidate, ignored the case of Felix v. Westinghouse Radio Stations decided by the Third Circuit Court of Appeals last year.

Peter Shuebruck Fly, Shuebruck & Blume New York

Editor's Note: Attorney Shuebruck's interpretation is correct. The article went to press before the transcript was available.

---

Razor's Edge
EDITOR:

I would appreciate your sending five reprints of these two articles so I might send them to some friends in Washington and in our state legislature to see what can be accomplished to help the broadcasters get off the razor's edge. . . .


---

The "H" Was Silent
EDITOR:

In your Nov. 26 issue under FCC Roundup on page 172, you listed under new AM applications our application as "McGehee, Ark." This should have been "McKehee, Ark."

Since the error has caused some mixture in my mail, I thought I would advise you as you might possibly be able to make a correction.

Abbott F. Kinney President Southeast Arkansas Broadcasters, Inc.

---

Hand in Glove
EDITOR:

On Dec. 3, the Town Crier, a local newscast sponsored by the Atlantic Refining Co. on WBBQ Augusta, Ga., reported the apprehension of a one-armed man wanted for pass-

(Continued on page 95)
A valuable addition to your technical library

COSTS YOU NOTHING—CAN MEAN REAL SAVINGS IN TIME AND MONEY

You'll find this 20-page compilation of technical data and manufacturing criteria a veritable gold-mine of hard-to-get electrical insulation information. Complete in content, it not only encompasses the wide range of MYCALEX Insulation in all its various grades and characteristics, but includes comparative data on other important dielectric materials as well. Write today. Your copy will be forwarded promptly.

FOR QUICK REFERENCE—CONSULT THE 1950 IRE YEARBOOK

For your added convenience the entire MYCALEX 20-page catalog appeared as a section in the 1950 IRE Yearbook. It's the seventh catalog in the special manufacturers catalog section at the back of the 1950 issue.

MYCALEX CORPORATION OF AMERICA

Owners of 'MYCALEX' Patents and Trade-Marks

Executive Offices: 30 ROCKEFELLER PLAZA, NEW YORK 20 — Plant & General Offices: CLEVELAND, O.
FEDERAL QUIZ

CURRENT investigations into the alleged skullduggery in connection with a "General Offices of government personnel Phonevision" last week.

Chairman Frank E. McKinney reported that "somebody is snooping around" in connection with a television audience he and Indianapolis associates have on file with the FCC.

WISH is a TV applicant in Indianapolis. In addition Universal also owns the licensees of WANE Fort Wayne, WHBU Anderson, WHOT South Bend, all in Indiana.

"I personally will never set my foot inside the FCC, which I am sure will give all applications for TV licenses close scrutiny," Mr. McKinney declared.

Mr. McKinney called the press conference to refute implications of skullduggery in connection with a 910 Kilocycles

WFDF FLINT
MICH.

McGrath told the House Ways & Means subcommittee investigating the Internal Revenue Bureau scandals that James P. Finnegan, indicted former St. Louis Collector, was "selling influence" when he took $50,000 from Zenith Radio Corp. to get films for its Phonevision tests early this year [B&T, Dec. 10]. Mr. McGrath said that the Justice Dept. already was working on an anti-trust complaint against the movie companies who refused to give films to Zenith. He also said Mr. Finnegan never approached the Justice Dept. in order to sell influence.

In response to a question from Rep. Robert W. Keen (R-N.J.) asking if the fee paid Zenith was "money down the drain," Mr. McGrath answered, "Absolutely." Rep. John B. Byrnes (R-Wis.) asked, "Was he trying to sell political influence?" Mr. McGrath answered, "Yes, what else could it have been?"

IAAB MEMBERSHIP

Mestre Extends Invitation

RADIO and TV transmitter manufacturers have been invited to join Inter-American Assn. of Broadcasters as associate members to help spread the free enterprise system in the American nations.

Invitation was extended Monday night at a dinner held at the Waldorf-Astoria Hotel, New York, with Goar Mestre, IAAB president, as host. Mr. Mestre is owner of CMQ Havana and associated stations.

Several large manufacturers indicated an interest in the idea and are expected to enter the IAAB fold. At the Monday dinner were prominent American and Latin American broadcasters as well as manufacturer representatives.


McCarthy Libel Suit

SUIT for $800,000 in damages has been filed against the Syracuse (N. Y.) Post Standard and its owner, S. I. Newhouse, and its editor, Robert L. Voorhees, by Sen. Joseph R. McCarthy (R-Wis.). Mr. Newhouse also owns Central New York Broadcasting Co., licensee of WSYR-AM-FM-TV Syracuse.

Attorneys served a summons and complaint last Wednesday. Suit alleges libel and defamation of the Senator in an Oct. 19 editorial.

IAAB MEMBERSHIP

Mestre Extends Invitation

RADIO and TV transmitter manufacturers have been invited to join Inter-American Assn. of Broadcasters as associate members to help spread the free enterprise system in the American nations.

Invitation was extended Monday night at a dinner held at the Waldorf-Astoria Hotel, New York, with Goar Mestre, IAAB president, as host. Mr. Mestre is owner of CMQ Havana and associated stations.

Several large manufacturers indicated an interest in the idea and are expected to enter the IAAB fold. At the Monday dinner were prominent American and Latin American broadcasters as well as manufacturer representatives.


McCarthy Libel Suit

SUIT for $800,000 in damages has been filed against the Syracuse (N. Y.) Post Standard and its owner, S. I. Newhouse, and its editor, Robert L. Voorhees, by Sen. Joseph R. McCarthy (R-Wis.). Mr. Newhouse also owns Central New York Broadcasting Co., licensee of WSYR-AM-FM-TV Syracuse.

Attorneys served a summons and complaint last Wednesday. Suit alleges libel and defamation of the Senator in an Oct. 19 editorial.
For uninterrupted operation in all kinds of weather, WHAS-TV at Louisville and WSM-TV in Nashville linked themselves together with an inexpensive but efficient microwave relay that enables them to telecast each other's programs. For positive targeting between screen and parabolic reflector, Blaw-Knox was called in to design, fabricate and erect all towers for this temporary video hookup... Should your plans call for a similar project avail yourself of Blaw-Knox experience.
Allan Jones adds a new

Says QU
“Here's another feather for Allan's hat. Congratulations on your new Allan Jones package — it is an excellent musical show of extremely high standing. KGW is using The Allan Jones Show as part of the Monday night music festival which includes such important NBC shows as The Voice of Firestone, Mario Lanza, The Railroad Hour and The Telephone Hour. The Allan Jones Show stands up beautifully with these stellar network attractions.”
Lorain Precedent

THE SUPREME COURT’S affirmation of an injunction prohibiting the Lorain (Ohio) Journal from trying to put WEOL-AM-FM Elyria, Ohio, out of business by refusing to take advertising from anyone who bought time on the station establishes sound and resounding precedent for conduct of competition among the various advertising media.

Particularly, we believe, the court is to be commended for saying that the injunction in no way abrogated the basic freedom of the press (which includes freedom of broadcasting) to people, nor did it mean freedom from responsibility or freedom from laws that have repeatedly withstood court test—in this case the Anti-Trust Act.

What the Lorain Journal had in mind in refusing to sell space to advertisers who used WEOL was, quite plainly, the destruction of the station and the re-establishment of a monopoly that the paper had enjoyed before the station went on the air. It would be stretching the protection of press freedom too far to apply it here.

Commercial competition between newspapers and radio is an essential fact for the good of the public it must not degenerate into a vendetta in violation of anti-monopoly laws. Citizens of the Lorain-Elyria area today are better off for the SCOTUS decision.

Air Raid Channels

WHEN PRESIDENT Truman last week signed an executive order to authorize silencing or curtailment of emissions of all kinds of radio stations to thwart enemy planes or guided missiles from using such signals as “homing” beacons, there was the sensitive role of broadcasting in this emergency.

The executive order, and the legislation enabling it adopted last fall by Congress, should cause no real alarm. It is far less stringent than that proposed originally by the Air Force, which would have given the military—rather than the executive branch—control over all electromagnetic communications, which means everything on the air. Actually, the new order simply implements the authority given the President under Section 606(e) of the Communications Act, in force since 1934.

As a matter of fact, the executive order, enacted by Congress, contains the technical control authority, and the Broadcast Advisory Council of NARTB, actually spells out the degree of government authority. It precludes the taking of temporary action without the ordinary choice of any authority over content of programs. It prevents the taking of over equipment silenced. It specifies the return of stations to “normal operations” as soon as is possible.

What should the station operator concern is that which isn’t covered in the executive order. The order deals only with technical operation under the duress of war.

The program responsibility devolves upon the station licensee. Programs are produced and presented by people, and people, notably the technical and artistic field as radio and TV, have all shades of opinions and views. Doubtless, 99% plus are loyal Americans.

This is no Red-scare. It is a grim, realistic recognition of what could happen. One hopes to remember the Orson Welles’ Men from Mars to grasp the power of radio (and even more so of TV) to incite a nation into panic.

The responsibility of the broadcaster, the program director, the newscaster, the engineer, and one and all (of the board of directors and the agency) in this atomic age, is frightening. No more important job devolves upon the executive than constant screening of those people who have access to the microphone.
Chorus of 100,000...
with JIM BOYSEN at the mighty Cash Register

To over 800 independent grocers in the Minneapolis-St. Paul Market who sponsor Jim Boysen's afternoon radio show on WTCN—there is no music so sweet as the hundred thousand pairs of feet that walked into their stores in recent months—to register in person for a prize! Jim Boysen, on his Carnival of Foods program, told them to!

Before Thanksgiving Jim's pet turkey required a name. In one week 2205 people tried to win one of five turkeys offered for the best name!

He also has a program, "At Home with Boysen", on week days—6 to 7 a.m. The Boysen kids—obviously unrehhearsed—help Jim and Mrs.

Tops in uncalculating selling! Several mornings currently open for sponsorship. More about it from our representatives?

"They knew his bell, his voice: and so the friendship of a voice with many people was formed"

WTOWN Crier N of the Northwest

National Representatives
FREE AND PETERS
MINNEAPOLIS—ST. PAUL
RADIO ABC 1280 • TELEVISION ABC CBS DUMONT CHANNEL 4
WALTER M. GRIFFITH named to sales staff WJMO Cleveland.

BRUCE COMPTON and BILL ELLIS to sales staff WTVN (TV) Columbus, Ohio. Mr. Compton was in advertising and promotion in Philadelphia. Mr. Ellis was with United Film Corp., N. Y.

ALLAN ROGERSON, secretary-treasurer CKSM Shawinigan Falls, Que., named manager and managing director.

PAUL H. MARTIN, general manager WSKI Montpelier, Vt., appointed national sales manager KFXM San Bernardino, Calif.

JOSEPH HERSHEY McGILLVRA, Chicago, named national representative for WOPA Oak Park, Ill.

WALTER HOLOHAN, radio network sales ABC Chicago, to spot and local sales staff ABC-TV Chicago.

WILLIAM PEAVEY and JAMES RICHARDS, co-managers John Blair & Co., S. F., radio station representatives, announce organization change in firm. Mr. Richards is now sole manager of radio, while Mr. Peavey joins Blair & Co., S. F., television representatives, as associate to LINDSEY SPIGHT.

MAX LERNER to television division, legal department, ABC. JAMES A. STABLE named to legal staff for network. Mr. Lerner is a graduate of Brooklyn Law School. He was with The Legal Aid Society from 1946 until August of this year, and in 1944 he was the Republican-Fusion candidate for City Councilman in the 18th Senatorial District. Mr. Stable is a graduate of St. Johns Law School. He was with William Morris Agency, N. Y.

Mr. Stable

Mr. Lerner

Mr. Lerner named to sales department ABC to radio and TV department, Branham Co., N. Y., station representatives.

YVONNE SUMMA to commercial department WTAG Worcester, Mass. She was with WAAB Worcester.

JOHN E. PEARSON Co., N. Y., named national representative for WECU Rocky Mount, N. C.

RILEY R. GIBSON, manager KXO El Centro, Calif., appointed manager KOME Tulsa (B+BT, Dec. 10). Mr. Gibson succeeds J. T. MEYERSON, resigned.

ROBERT W. WARD, sales department WJJD Chicago, named sales manager.

JOSEPH McQUAY, formerly WWVA Wheeling, named TV planning consultant and program director WVWV and WJJP (FM) Fairmont, W. Va.

JERRY ELLIOTT, news director WCBT Roanoke Rapids, N. C., appointed assistant manager.

Mr. Gibson

Mr. Gibson

Mr. Gibson

Mr. Gibson

Mr. Gibson

John I. HYATT, south-central manager Johnston Publishing Co., N. Y., named to local sales staff KMOX St. Louis.

MARY CORRIGAN, secretary to general manager LLOYD E. YODER, KNBC San Francisco, rejoins her former boss, JOHN W. ELWOOD, now director of Radio Free Asia. JEAN STRUBEL, Mr. Yoder's former secretary at KOA Denver, to KNBC to rejoin Mr. Yoder.

PERSONALS

ROY F. THOMPSON, owner and general manager WRTA Altoona, Pa., re-elected chairman of Blair County Foundation for Infantile Paralyzsis. ... ARTHUR HULL HAYES, general manager KCBS San Francisco, named radio chairman for 1952 March of Dimes in San Francisco area. ... J. B. CONLEY, general manager KEX Portland, Ore., elected to board of directors Portland Chamber of Commerce. ... LLOYD E. YODER, general manager KNBC San Francisco, elected to 1952 Board of directors San Francisco Chamber of Commerce. ... RALPH MCKINNIE, sales manager Paul H. Rayner Co., Chicago, re-elected president of the Colomnade Corp., and vice president of the Sheridan Willows Corp., Chicago real estate properties.

Capt. WARREN C. PARKINSON, former commercial manager WILF South Boston, Va., now stationed at headquarters of U. S. Air Forces in Europe, Wiesbaden, Germany. ... HARRY SYLK, vice president WPEN Philadelphia, recently received the "Torch of Hope" award for contributions to charity on national basis without regard to race, color or creed from City of Hope, nationally known sanatorium located near Los Angeles. ... DONN B. TATUM, director of television ABC Western Div., nominated for membership to board of directors, Los Angeles Chamber of Commerce. ... KEN NELSON, manager WMAQ Chicago, father of daughter, Denise Annette, Dec. 4. ... MILT KLEIN, operations manager KLAC-TV Hollywood, and JACQUE REID, married Dec. 8. ... JACK MULLIGANS, account executive KLAC Los Angeles, father of daughter, Christine, Dec. 2. ... DAN FARK, general sales manager WIRE Indianapolis, named Indiana radio chairman for 1951 March of Dimes. ... PATRICK RASTALL, sales service manager ABC Chicago, father of boy, Patrick William, born Nov. 23. ... LEONARD THORNTON, network salesman ABC-TV Chicago, father of daughter, Mary Sheila. ... JOHN H. NORTON Jr., vice president ABC Central Div., elected to board of directors of the Chicago Electric Club.
Another Masterpiece of Truscon Engineering Skill

TRUSCON

"G-W"

UNIFORM CROSS-SECTION
GUYED RADIO TOWER

Here again is another example of Truscon leadership in antenna design—another example of skill gained by nearly a half-century of experience in the fabrication of structural steel products. Truscon Type "G-W" Radio Towers are of particular interest to the buyer who is desirous of obtaining the utmost in antenna quality and strength at a cost representing only a nominal premium above the cost of secondary types of construction. These gueyed towers are available in shop-welded unit lengths for tower heights up to 528 feet, and include these features:

**Uniform in Cross Section**—because radio engineers proclaim this feature a distinct asset in broadcasting.

**Strong**—because these towers and all component parts are designed to resist a minimum wind load of 30 pounds per square foot which is accepted as a design adequate for most geographical areas not subject to frequently cyclone visitation.

The Type "G-W" guyed tower can be adapted to a number of services. When base and guy insulated, it is an ideal antenna tower. It can also simultaneously support one or more cables or co-axial transmission lines having 3-3/8" aggregate diameter and one or more whip-type UHF antennas or a side-mounted FM antenna, with some applications requiring nominal height reduction.

Although the Type "G-W" tower is rated to resist 30 pound per square foot minimum wind pressure, under certain conditions, such as an AM radiator not supporting superstructure for other services, it may be capable of safely resisting 40 or more pounds per square foot of wind pressure.

When non-insulated, the Type "G-W" tower is suitable for a number of services, such as an FM or UHF Antenna Support for Railroads; Public Utilities; Industry; Municipal, County, and State Police; and Communications Networks.

FREE CATALOG

Write for illustrated literature giving complete description, mechanical details, installation photos, and other important information on the new Truscon "G-W" Guyed Radio Towers.

TRUSCON STEEL COMPANY

YOUNGSTOWN, OHIO

Subsidiary of Republic Steel Corporation

BROADCASTING • Telecasting

December 17, 1951 • Page 61
Production
(Continued from page 30)

erally has been cut back about 40%.

"There was no point in cutting back civilian production until the military production was ready to pick it up," Mr. Wilson explained.

"Now that designing and produc-
tion planning of military equipment is progressing to the produc-
tion stage, we are applying the necessary civilian cutbacks," he said.

Radio-TV sets and other elec-
tronics products are classified as
Class B under the government's Con-
trolled Materials Plan. But un-
der a priority system set up last
month, they enjoy a greater "es-
sten
cially," many hard goods.

"If we had fallen for the clamor
to close down plants and drasti-
cally curtail civilian production,
the results would have been mil-
lions of unemployed and a shat-
tered public morale," Mr. Wilson declared.

Expanded aircraft output will drain the economy even more next
summer, he predicted. He termed elec-
tronics expansion "magnifi-
cent" with other industries.

Atomic energy requirements also
were cited.

With respect to steel quotas, the
largest allocation was given to
NPA's Facilities and Expansion
Branch (380,000 tons) for indus-
trial expansion. Broadcasters
may anticipate only a trickle of
materials for new construction,
however, beginning in January.

Radio-TV sets will get a
better idea this week when NPA
issues its first construction list of
grants and denials for the first
quarter of 1962. They fared well
during the present quarter [B&T,
Sept. 24].

Will Fare Better

They still will fare better than
commercial and entertainment en-
terprises in the industry reclassi-
fication. Broadcasters are now
lumped under the industrial cat-
cory with publishing firms, en-
abling them to self-authorize great-
er quantities of metals on small
projects [B&T, Oct. 29]. But es-

ternal defense or military con-
struction will receive the right of
ways.

NPA's Electronics Div. received
97.8% of steel quotas to support its
program for defense and civil-
ian users (other than construction).
Roughly, this amounts to 4,620
tons.

To eliminate bottlenecks on com-
ponents for essential production,
the Defense Production Admin-
istration is enlarging its electronics,
general industry, and components
units. Sections will study com-
ponent shortages.

Briefly, the new system is de-
signed to assure delivery of com-
ponents for the defense program
by spot-scheduling orders and swap-
ning schedule dates where

delay develops for lack of parts.

DPA Administrator Manly Fleisch-
mann acknowledged the procedure
as one of "bumping" civilian goods,
through expediting opera-
tions rather than cutoffs of ma-

terials. It's designed to break
bottlenecks, he said.

Mr. Fleischmann also scored re-
ports that some major items—
automobiles and, presumably, TV
—would be wiped off the mar-
ket. The new procedure, he said,
would "delay" and not cut back
consumer goods. There will be fur-
ther reduction of appliances,
however, he conceded, adding that
nickel is a "butter and guns"
story of itself and critically short.

The receiving tube and antenna
situation was reviewed by the
Electronics Parts & Components
Distributors industry group, which
met with NPA officials last Mon-
day. The distributors told NPA
that:

1) wire and metal are in demand;
2) it would inform manufacturers about
shortages of each type of tube at
their level in the hope of obtain-
ing more tubes to meet demand.

Tube Shortages

NPA authorities advised the rep-
resentatives that it had studied
tube shortages and doubted it
could be attributed to scarcity of
materials.

Antenna issue had been posed
last month by a committee of the
which hopes for assurance that
the four million TV sets earmarked
for production next year will be
accompanied by a like number of
antennas.

While distributors reported an
easing of shortages, NPA authori-
ties appear unable to extend that
assurance, claiming it will depend
on the availability of materials.
Moreover, there already is a pri-

tority system governing military
and civilian antennas within
the Class 'B' products classification.

RTA's Antenna Section sug-

gested that they be broken down
into "A" and "B" groups [B&T,
Nov. 26].

Under present procedure, ma-

terials are allotted to the Electronics
Products Division for both military
and civilian uses. Consumer goods
get the balance of materials not
taken for defense requirements.

The same holds true for radio-TV
sets and component parts. Alumi-
num is used in TV antennas.

Paul Cram Post

PAUL CRAM, new technical direc-
tor of the Roussville Stations
(WAC Cleveland, WREX-
bithton-Johnson City, WQXI Chica-
go City and WLOU Louisville) is not
chief engineer of WAGA Atlanta as
he was listed in BROADCASTING •
Telecasting December 10. He was
formerly in that position.

KTOK Adventure

AN "escaped" application was
recaptured by the FCC last week
and shoved back into the processing line. The
application of KTOK Okla-
oma City for boost in night-
time power from 1 kw to 5 kw
accidentally was granted on Dec. 5, although it was
forty-ninth in the processing line.

Last week, FCC re-

gaked the grant and put the
station on the line.

The KTOK application had been
considered along with that of
WCFL Chicago for change in nighttime power pat-
tern, since both are on 1000
kc. The WCFL change was
granted in proper sequence in
the processing line last week the Commission
made its grant subject to
interference that may re-
result from a later grant of
KTOK.

IMDRIN FIRM FINED

Court Cites 'False' Ad

FINE of $500 was levied last week against Rhodes Phar-

maceutical Co., Chicago, by the U. S. District Court in
Philadelphia, for disseminat-
ing an allegedly false advertise-
ment on behalf of its medicinal
preparation, Imdrin.

The government charged that an
Imdrin advertisement made certain
assurances with respect to a de-
cision of the U. S. District Court in
Chicago last February. Rhodes
claimed that in dismissing an in-
junction request by Federal Trade
Commission, the Chicago court in
effect cleared Imdrin of "false and
misleading advertising" and branded FTC charges as
"untrue."

The advertisement appearing in
Drug Topics, a trade publication,
led to the fine. The original com-
plaint mentioned broadcast contin-
uities as well.

FTC obtained a reversal of the
Chicago court decision, but the in-
junction now is in effect.

The appeal was granted by the Court of Appeals for the Seventh Circuit in
September [B&T, Oct. 1].

AUDIOPHON Graphic Studios

Ben Loewy Named Head

Ben LOEWY, former production
manager of Columbia Records, has
been named president of Audio-
phon Graphic Studios Inc., a for-
mation specializing in TV
filming and sound recording, it

was announced Monday.

Crews of experts recruited from
TV and the film industry are
already at work at Audiophon
Studios, located at 846 Seventh
Ave., New York. Sound facilities
are being used by record com-
panies, while TV film assignments for
commercial as well as com-
plete packages are being handled for
agencies and producers, it was
stated.

COLOSSUS of the CAROLINAS

WBT CHARLOTTE, N. C.

THE BIGGEST SINGLE ADVERTISING MEDIUM IN
THE TWO CAROLINAS

JEFFERSON STANDARD BROADCASTING COMPANY

Represented Nationally by CBS Radio Spot Sales
Getting standard media information fast poses no problem...you have Standard Rate & Data and CONSUMER MARKETS handy.

It's the media information that is not standard that is harder to keep up with...trends—market coverage data—by trading areas—by class or type or age.

Many publishers and station operators appreciate that media buyers do not always have time to call for help; or even for careful study of all filed literature. Last year 1,041 of them put supplementary information about their publications and stations near their listings in SRDS, and near the appropriate market data in CONSUMER MARKETS.

Media buyers tell us they appreciate finding helpful "non-standard" information right there when they are referring to standard market or media data. They say it often helps them select media; sometimes helps them defend their selections.

In the course of your daily use of SRDS monthly publications and CONSUMER MARKETS, don't forget—in Service-Ads like these there is added information for busy media buyers.

srds

STANDARD RATE & DATA SERVICE, INC.

Walter E. Bottorf, Publisher

the national authority serving the media-buying function

1740 RIDGE AVENUE - EVANSTON, ILLINOIS

SALES OFFICES: CHICAGO - NEW YORK - LOS ANGELES - LONDON

publishers of consumer magazines, advertising rates and data; business publication advertising rates and data; national/regional network radio and television advertising rates and data; national/regional magazine advertising rates and data; B.B.C. weekly newspaper advertising rates and data; consumer markets; service the national advertising function; C.N. Analyser; the specialty market data interpreter

The advertisement shown here is appearing currently in Printers' Ink and Advertising Agency. Reason is we want all agency men to know how Service-Ads are becoming increasingly helpful to time buyers and media directors.

To help you make these Service-Ads of maximum usefulness to buyers (and so of maximum effectiveness) we have interviewed scores of media people and advertising managers...to find out how they buy spot radio time, what kind of information is most valuable to them. The results of these interviews are available to radio and TV stations and their representatives in the booklet, "SPOT RADIO PROMOTION HANDBOOK" (at cost: $1.00).

Then, to help you convert these viewpoints into Service-Ads that will really "sell by helping buyers buy," we have condensed this information into another handy booklet, "Copy Organizer for Service-Ads in Radio Advertising Rates & Data." Available at cost, $1.00.

Walter E. Bottorf, Publisher

Walter E. Bottorf, Publisher
KLX LEADS ALL OAKLAND-SAN FRANCISCO INDEPENDENT Radio Stations

Don Collins, chief announcer WCBT Eoakpe Rapids, N. C., named program director. He succeeds Doyle Satterthwaite, now with WPGF Oakland.

Jane Hagan named to new post of supervisor of television sustaining traffic, ABC.

Arthur Jacobson, program manager, Central Div., NBC-TV, to Hollywood, as public relations director. He replaces Bill Sarne, resigned to join Don Sharpe organization.

Burt Toppan, publicity director WTVJ (TV) Miami, Fla., appointed promotion manager, succeeding Lynn Morrow (See Front Office).


Frances Wyatt, bookkeeping department KXOK St. Louis, and William Fichtenau, to be married Dec. 22.

Patricia Aloe named assistant to WNYC, New York, publicity and promotion director WWDC Washington. She was with Sidney J. Wain in New York, public relations firm. She succeeds Lee Walker, named traffic assistant, succeeding Carol Kaufman, reported resigned to be married.

Bob Fairbanks, graduate of U. of San Francisco, to KCBS San Francisco, as apprentice.

Joe Guidi, production manager WCAV Norfolk, Va., appointed chief announcer.

Bud Hawkins, WGR Cleveland, named to announcing staff WJER Dover, Ohio.

Carl Hohengarten, director of musical arrangements for St. Louis Municipal Opera, to program and production KXOK St. Louis.

Howard Brown, WFL Philadephia, named to announcing staff WTVJ (TV) Miami, Fla. Robert Alphonse, Ralph Gaber and Wilson Griffith, formerly with WTTT Miami, to WTVJ, as studio assistants.

Chester H. Beall, Florida Broadcasting Co., named technical in film department. Vernon E. Fisher named cameraman. Mary Lee Rinner, graduate Mt. Union College, Canton, Ohio, named to accounting department. Tialia C. Tolon to copywriting staff. She was with KidO and KEGM Boise.

John Vanderlant named to film department, as laboratory technician.

Art Goodwin, chief announcer WROK Binghamton, N. Y., appointed to announcing staff WAGE Syracuse.

Norman Hopp, advertising and promotion department KBBV (TV) Hollywood, father of boy, Kevin Crosby, Dec. 6.

C. G. (Tiny) Renier, program director KLAG Los Angeles, named executive producer KLAC-TV Hollywood. He replaces Cy Miller, resigned. Felix A. Adams Jr., one-time program director, WISH Indianapolis, and KMBC Kansas City, joins station as program director.

Wally Hutchinson, advertising and promotion department NBC Hollywood, father of boy, Timothy Dean.

H. W. Risser, manager of scenic construction NBC-TC TV, named manager of TV Staging Services, replacing Norman Grant, now NBC-TV art director in New York.

Charles Hamilton, public service and publicity director KEI Los Angeles, named chairman education and public service committee of Southern California Assn. He succeeds Alan Courteny, NBC Hollywood.

Daryl McAllister, producer NBC radio to KNBH (TV) Hollywood, as floor manager.


News...

Vincent Evans named London correspondent for WLW Cincinnati. Mr. Evans was chief of Washington bureau of Directors Associated Net-Workshops for December and January. Chairmanship rotates among Four-Workshops.

Mr. Evans

DICK JACOB, ABC Chicago, named to news staff WHRM Memphis, Tenn.

Hal Singer, commercial department KGGM Santa Fe, N. M., appointed sportscaster.

Al Joseph, announcing staff WCBT Eoakpe Rapids, N. C., appointed sports director and record librarian.

Phil Wilson appointed to news staff WQUA Molin, Ill. Mr. Joseph has just completed short tour of duty with Air Force. Prior to his military service he was with WIRL Peoria.

Robert Sturdevant, manager of Paris bureau ABC, father of girl, Roberta Noyes, Dec. 9.

Bill Nielfeld, news director KCBS San Francisco, returned to station after extensive cruise aboard U. S. Navy aircraft carrier in Philippine Sea where he observed Navy jet air operations.

Don Mozley, KCBS San Francisco newsman, was featured speaker at San Francisco-Oakland Public Relations Club. He discussed KCBS news set-up and operations of funneling Korean pickups through San Francisco station to CBS Radio Network.

Jean Hersholt, star of CBS Radio Dr. Christian show has turned over first section of his collection of Hans Christian Andersen's works to Library of Congress, Washington, D. C. Group comprises 30 volumes, a collection of letters and 12 presentation copies.

KLX TRIBUNE TOWER • OAKLAND, CALIFORNIA

Represented Nationally by BORN-SMITH, INC.

WJR MARKET Booklet Gives Statistics

WJR Detroit has compiled coverage and market statistics which it is offering upon request.

An eight-page booklet, it gives data on population, homes, retail sales, food sales, drug sales, filling station sales and passenger car registration. Figures are tabulated by counties in Michigan, Ohio, Indiana and Michigan.

WJR comments, "The data is provided for the purpose of aiding evaluation of sales and advertising efforts in the WJR market area. It is designed to be a ready reference." Booklet may be obtained from WJR, Dept. 10, Fisher Bldg., Detroit 2, Mich.

COMMERCIAL CUT

Planned by CBC—Dunton PLANS to reduce the number of commercial network programs in Canada are to be put into operation soon, according to A. D. Dunton, chairman of the board of governors of the Canadian Broadcasting Corp. He told the Parliamentary Radio Committee at Ottawa Dec. 4 that with the annual grant of $6,250,000 by Parliament to the CBC for the next five years, the number of commercial network shows will be reduced.

This will mean primarily daytime shows, from previous statements by the government and recommendations by the Massey Royal Commission. The Parliamentary Committee approved the bill granting the CBC the money, which now goes to Parliament where it is not expected to have much opposition. Mr. Dunton also told the committee that the CBC will build a French-language station in the Moncton, N. B., area, and will drop local advertising on its stations in areas where there are private stations. CBC will improve program quality as talks, originating more programs outside Toronto and Montreal, he said.

CBC Engineers

ENGINEERING promotions in Canadian Broadcasting Corp., Montreal, following move of Chief Engineer J. A. Quimiet to post of assistant general manager [B&T, Dec. 6] have been announced. W. G. Richardson, transmission and development engineer, has been moved to assistant to Gordon Olive, director-general of engineering, and will be concerned with sound broadcasting. J. E. Hayes, assistant to chief engineer, is moved to assistant to director-general of engineering with TV technical matters his primary concern. E. C. Stewart, assistant engineer, is promoted to co-ordinator of projects and services. Andre Quimet, formerly assistant to director of TV for Montreal, is moved to assistant to co-ordinator of TV, J. A. Quimiet [no relation to Asst. General Manager Quimiet].

BROADCASTING • Telecasting
WSB SPLIT
Bolsters AM, TV Units
DISTINCT radio and TV operations at WSB-AM-TV Atlanta with a station manager at the head of each was announced last week by J. Leonard Reinesch, managing director, Cox radio and TV enterprises.

Marcus Bartlett becomes station manager of WSB-TV and Frank Gaither station manager of WSB. They are former program director and commercial manager of both stations, respectively. They report to John M. Outler Jr., general manager of the stations.

Also affected by the change is Elmo Ellis, who was assistant to M. K. Tolaison, production manager of WSB-TV. Mr. Ellis was named program director of WSB. Mr. Tolaison continues in his TV post.

Streamlining Functions
According to Mr. Outler, the realignment “means increased efficiency of operation and a greater capacity to serve the public in both our radio and TV operations. These men are seasoned and experienced with a fine sense of public responsibility and an intimate knowledge of policies and program techniques which have made WSB and WSB-TV the dominant factors in the community that they are.”

RFA Postpones
RADIO Free Asia last week postponed a scheduled expansion of broadcasts to Red-occupied China. Director John W. Elwood said it was decided to withhold the expansion plans until more transmitters are available in the Far East. He said his organization has been negotiating for some time for new transmitters to be placed in strategic locations in the Orient but the necessary facilities have not yet been secured. The postponement was announced the day before the anti-Communist propaganda radio network was scheduled to double its broadcasting activities in China.

TRANSMITCasting
Number Reduced—Pollak
LITIGATION in a succession of Washington courts has served to reduce the number of cities in which transmitting stations operate and convinced transit companies they should defer future installations until settlement of the case.

This belief was expressed by Franklin S. Pollak, Washington attorney and principal in the transit radio dispute now pending before the U. S. Supreme Court. He addressed the Progressive Citizens Assn. in Washington last night.

Mr. Pollak said that the 13 cities with transit FM service are considerably fewer than before. The courts entered the case, and estimated that 50 cities would have had the service by now. Mr. Pollak was one of the two original complainants who brought the issue to court.

The Public Utilities Commission for D. C. two years ago set aside a complaint on grounds the service is not “consistent with the public safety, convenience and comfort.” A U. S. district court backed up PUC but was overruled by the U. S. Court of Appeals. The Supreme Court has agreed to hear the case next year. Petition names Washington Transit Radio Inc. (WWDC-AM), Capital Transit Co. and PUC as respondents.

Supports CAB View
SIX MAN liaison body of Canadian Broadcasting Corp. and private broadcasting representatives was advocated by Canadian Marconi Co., Montreal, to the Canadian Parliamentary Committee on Broadcasting at Ottawa Dec. 3. Their function would be to keep private stations posted on new CBC problems and policies and keep CBC posted on problems as seen by station operators. Canadian Marconi Co. operates CFCF Montreal, oldest Canadian station. Company also supported recommendations of Canadian Assn. of Broadcasters for an independent regulatory body.
Emergency Plan

(Continued from page 30)

signed by President Truman is as follows:

EXECUTIVE ORDER

PROVIDING FOR EXECUTIVE CONTROL OVER CERTAIN GOVERNMENT AND NON-GOVERNMENT STATIONS ENGAGED IN ELECTROMAGNETIC RADIATION OR RADIO TRANSMISSION OF ENERGY

WHEREAS section 606(c) of the Communications Act of 1934, as amended, by the act of October 24, 1931, Public Law 260, 72d Congress, provides as follows:

Upon proclamation by the President that there exists war or a threat of war, or a state of public peril or disaster or other national emergency, or in order to preserve the neutrality of the United States, the President, if he deems it necessary in the interest of national security or defense, may suspend or restrain, for such time as he may see fit, the rules and regulations applicable to any or all stations of any device capable of emitting electromagnetic radiations within the jurisdiction of the United States as prescribed by the Commission, and may close the location of any station for radio communication, or any device capable of emitting electromagnetic radiations between 10 kilocycles and 180,000 megacycles, which is suitable for use anywhere in the United States, and the removal of the same and the removal of any apparatus and equipment, by any department of the Government, or by the President as he deems necessary for the preservation and maintenance of the national security and defense.

NOW, THEREFORE, by virtue of the authority vested in me by the said sections 365 and 606(c) of the Communications Act of 1934, as amended, and by section 1 of the act of August 6, 1956, 64 Stat. 419, and as President of the United States and Commander in Chief of the armed forces of the United States, it is hereby ordered as follows:

Section 1. The authority vested in the President by section 606(c) of the Communications Act of 1934, as amended, is hereby delegated to the Federal Communications Commission to the extent necessary for preparing and putting into effect plans with respect to radio stations as defined in section 3 hereof, except those owned or operated by any department of the Government. Any rule or regulation of the Federal Communications Commission which any other agency of the United States Government may adopt as necessary for the protection of the national security and defense against any electromagnetic radiations of such stations, if he deems it necessary in the interest of national security and defense, and the removal of apparatus and equipment, by any department of the Government, or by the President as he may deem necessary for the preservation and maintenance of the national security and defense.

Section 2. Whenever, pursuant to the provisions of this order, any radio station shall have been removed from any station for radio communication, or any device capable of emitting electromagnetic radiations between 10 kilocycles and 180,000 megacycles, which is suitable for use anywhere in the United States, it shall be, and such station shall be, removed, and the removal of apparatus and equipment, by any department of the Government, or by the President as he deems necessary for the preservation and maintenance of the national security and defense.

Section 3. The Federal Communications Commission is hereby authorized, in the discretion of the Secretary of War and the Chairman of the National Security Resources Board, to issue such rules and regulations as it shall deem necessary, in the event of imminent threat thereof, as an aid to the National Security Resources Board.

Section 4. The Federal Communications Commission is hereby authorized, in the discretion of the Secretary of War and the Chairman of the National Security Resources Board, to issue such rules and regulations as it shall deem necessary, in the event of imminent threat thereof, as an aid to the National Security Resources Board.

Section 5. Whenever, pursuant to the provisions of this order, any radio station shall have been removed from any station for radio communication, or any device capable of emitting electromagnetic radiations between 10 kilocycles and 180,000 megacycles, which is suitable for use anywhere in the United States, it shall be, and such station shall be, removed, and the removal of apparatus and equipment, by any department of the Government, or by the President as he deems necessary for the preservation and maintenance of the national security and defense.

Section 6. Any reference herein to the Federal Communications Commission shall, except for the purposes of issuing rules and regulations, be deemed to include the Chairman of the National Security Resources Board, or any member of the Commission so designated by the Chairman of the National Security Resources Board, or any such person as he may designate, and any reference to the President shall be deemed to include the Chairman of the National Security Resources Board, or any member of the Commission so designated by the Chairman of the National Security Resources Board, or any such person as he may designate, and any reference to any law, rule, or regulation shall be deemed to include any such law, rule, or regulation as the Chairman of the National Security Resources Board, or any member of the Commission so designated by the Chairman of the National Security Resources Board, or any such person as he may designate.

Section 7. Every government department and agency shall give such rules and regulations as may be prescribed by the Chairman of the National Security Resources Board, or any member of the Commission so designated by the Chairman of the National Security Resources Board, or any such person as he may designate, and any reference to the President shall be deemed to include the Chairman of the National Security Resources Board, or any member of the Commission so designated by the Chairman of the National Security Resources Board, or any such person as he may designate, and any reference to any law, rule, or regulation shall be deemed to include any such law, rule, or regulation as the Chairman of the National Security Resources Board, or any member of the Commission so designated by the Chairman of the National Security Resources Board, or any such person as he may designate.

Section 8. Every government department and agency shall give such rules and regulations as may be prescribed by the Chairman of the National Security Resources Board, or any member of the Commission so designated by the Chairman of the National Security Resources Board, or any such person as he may designate, and any reference to the President shall be deemed to include the Chairman of the National Security Resources Board, or any member of the Commission so designated by the Chairman of the National Security Resources Board, or any such person as he may designate, and any reference to any law, rule, or regulation shall be deemed to include any such law, rule, or regulation as the Chairman of the National Security Resources Board, or any member of the Commission so designated by the Chairman of the National Security Resources Board, or any such person as he may designate.

Section 9. The Federal Communications Commission is hereby authorized to appoint such advisory committees and subcommittees as it deems desirable or advisable to assist and advise the Commission in the performance of its duties hereunder.

HARRY S. TRUMAN

THE WHITE HOUSE

December 10, 1951.

PROPER promotion of educational programs can increase the number of listeners and the amount of listening.

This conclusion was drawn more than two years ago by C. H. Sandage, chairman, division of advertising, School of Journalism and Communication, U. of Illinois, Urbana.

Mr. Sandage released his findings in a booklet entitled, "Building Audiences for Educational Radio Programs."

"Evidence supports the idea that radio, when used properly, is more effective in the short run than any other mass medium. Specialized audiences can be built to a profitable size, if adequate attention is given to promoting those programs," Mr. Sandage said.

It seemed to Mr. Sandage that in the future, radio will find it increasingly important to cultivate specialized audiences rather than to seek the mass audience as in the past.

"The most effective promotion in this study," Mr. Sandage said, "seemed to be that which was detailed and specific in character and logically related in a series of steps at the microphone; that once the program is on the air, it is entirely up to the listener to find the educational program."

Ad Club Awards

1952 awards banquet of the Salt Lake Advertising Club will be held April 2. Deadline for entries is Feb. 15. Dates were announced by Chairman John Schile, chairman of the APRA Salt Lake City, Mr. Schile added that judges for the "Performance Awards for Salt Lake-Prepared Advertising" will again be from the Cleveland Advertising Club. Committee members in addition to Mr. Schile are: Thomas Kearns, Salt Lake Tribune-Telegram, ad club president; Kay Richins, KALL radio; George Smith, Montana, R. T. Harris Agency; Cory E. Clark, Axelson Agency; LeRoy Condie, Sears Roebuck; John Anderson, Quality Press; Wayne Kearl, KSL Salt Lake City, and Joanne Farr, KUTA, secretary.

EDUCATION SHOWS

Audience Building Studied

ALANTA, Advertising Club became an Advertising Federation of America affiliate when C. James Proud, assistant to the APRA president, presented the club charter to Mr. Anthony on December 21. Accepting on behalf of the new unit's 105 members was Arthur E. Burdge of the Coca Cola Co., president of the Atlanta group.
CRUTCHFIELD Declines VOA Post

CHARLES H. CRUTCHFIELD, vice president and general manager of WBT and WBTV (TV) Charlotte, N. C., has declined an offer to join the Voice of America's New York staff but has offered his services in an advisory, non-remunerative capacity.

This was disclosed after release of an exchange of correspondence by Fay D. Kohler, chief of VOA's International Broadcasting Div., and Edward W. Barrett, Assistant Secretary of State for Public Affairs, with Mr. Crutchfield commenting on the broadcaster's report on his mission to Greece.

Mr. Crutchfield toured Greece as a guest in an effort to study communist propaganda and to evaluate the information service of the U. S. Government and Greek radio. His report on the mission abroad was made to the State Department.

Invitation to Mr. Crutchfield to lend his services to the VOA New York office came from Mr. Kohler who added: "I would like to take this opportunity to thank you...for the obviously outstanding contribution you have made in the general improvement of radio as a medium and for your successful efforts to really pinpoint the problems and to solve many of them. We intend to follow through on your suggestions and objectives. Your approach is direct and refreshing. The Information Program was indeed most fortunate to have had you in Greece as a Smith-Mundt Leader Grantee."

Secretary Barrett also applauded Mr. Crutchfield's efforts, saying in part, "special thanks...for the good job you did as a grantee in Greece."

CRIDER SIGNED

Will Be WEEI News Analyst

PULITZER - PRIZE editorialist John H. Crider has been signed by a Greater Boston firm to a 13-week news analysis and commentary for WEEI Boston, it was announced last week.

Mr. Crider was in the news Nov. 9 when he resigned as an editor of the Boston Herald (WHDH). He calmed at that time the newspaper would not permit his review of Sen. Robert A. Taft's (R-Ohio) book, Foreign Policy For Americans.

Mr. Crider, who is being sponsored by R. S. Robie Inc. for Hertz Drive-Ur-Self (auto rental), will analyze New England news and the effect of national and world news on the region.

WORLD premiere of the new Gian-Carlo Menotti opera, "Amahl and the Night Visitors," will occur on NBC Television during the coming Christmas holiday season, opera, running 59 minutes, was commissioned by NBC two years ago specially for video presentation.

TAKING a leaf from its own book, Cohen & Miller Adv., Washington, has bought a weekly radio show to advertise its agency. The program, Report to the People, is heard 7-7:15 p.m. Saturday over WWDC Washington and features D.C. Comm. F. Joseph Donohue interviewed by two Washington newspaper men. Shown are (seated, l to r), I. T. Cohen, Comm. Donohue and Alvin L. Miller. Standing is Ben Strouse, WWDC vice president-general manager.

RADIO-TV COVERAGE OF CHICAGO COUNCIL

Broadcasters Win Consent for First Time

FOR the first time in Chicago, the city council has permitted radio and television coverage of a regular council meeting. After a long battle by local stations, headed by News Chief Bill Ray of NBC (WMAQ and WNBQ (TV)), the finance committee of the council authorized broadcast of a budget hearing today (Monday). [B&T, Dec. 10].

Mr. Ray, who is also chairman of the Freedom of Information Committee of the National Assn. of Radio News Directors, petitioned the council in November, requesting permission to broadcast hearings today on the 1952 budget. This move followed unsuccessful talks with Mayor Martin Kennely and the council rules committee over a two-year period.

At the Nov. 30 council session, Alderman Herbert Geisler moved suspension of the rules and a four to one vote in favor of the motion would make a television broadcast via a budget hearing. His motion was voted down 28 to 13, after which NBC Chicago publicized the turn-down on the air. Radio and TV shows carried full news stories, including a list of all aldermen voting for and against the motion.

Geisler, Wagner Taped

Recorded interviews were made with Alderman Geisler and Alderman Clarence Wagner, the opposition leader. Although Alderman Wagner opposed of the public hearings initially, charging they would "confuse the public," he agreed finally that actual council meetings should be broadcast.

Another proposal for adoption of Mr. Ray's suggestion was made at the Dec. 12 meeting by Alderman Alan Freeman. The pro-radio councilman demanded a roll call vote, resulting in a vote of 28 to 17, in which the broadcast media picked up four votes.

Alderman Wagner, chairman of the rules and finance committees, at the final meeting Dec. 12 said he favored broadcasts of today's session. He asked and received permission of the full council for his rules group to decide on the issue without consulting the council again.

NEWS JUNKETS

Asks Radio-TV Inclusion

RADIO-TV newsmen should be included in State and Defense Dept. special inspections of foreign installations according to Ben Chatfield, WMAZ Macon, Ga., past president of the National Assn. of Radio News Directors.

"Radio news is an integral part of the American system of public information...the government owes as much to the radio audience as they do to any newspaper reader," Mr. Chatfield said.

His and NARD's views were contained in letters to State Secretary Dean Acheson; Defense Secretary Robert Lovett; Gen. Omar Bradley, chairman, Joint Chiefs of Staff; and to the individual heads of the services, Gen. Hoyt Vandenberg, Gen. Lawton Collins and Adm. William Fechtler.

Mr. Chatfield pointed out that on several occasions in the past year newspaper people were taken on inspection trips abroad but that radio and TV newsmen were overlooked.

He said NARD's board of directors has offered the government full cooperation in helping select men and women to attend future inspection tours. Mr. Chatfield also pointed out to offers from radio-TV newsmen in the past to assist government agencies in public relations work overseas during their vacation periods.
Why WFRB 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 . . .

GILBERT S. McKEAN, vice president, London Records and branch manager for Decca, named merchandise manager of masterworks division Columbia Records Inc., N. Y.

DEBORAH ISHLON, Columbia Records Press Dept., named department director.

DICK STONE, assistant national sales manager Hiram Walker Inc., appointed advertising representative with Audio-Video Recording Co., N. Y.

ROBERT J. BRIZZOLARA, newsstand promotion manager for Esquire and Coronet magazines, Chicago, to Chicago staff United Television Programs Inc., as advertising director.

BOB LONGINI and ED AHBE to motion picture-television division Kling Studios, Chicago, as director and member of camera department, respectively. . .

Lt. Comdr. W. H. KIMMELL, USNR, radio and TV officer in public information office U. S. Air Naval Reserve, discharged from service. Mr. Kim will plans to move to Hollywood. He will announce further plans later.

LEONORE SILVIAN, magazine editor in publicity department ABC, named radio and TV editor Look Magazine.

BECKY B. BARNEs, BBDO, Hollywood, appointed sales representative for United Artists Television Corp., N. Y. She will handle West Coast and southwest areas.

OLIVER A. UNGER, national sales director Snader Sales Corp., L. A., resigns as treasurer Fine Arts Theatre Co., Inc., to devote time exclusively to Snader.

Equipment . . .

ROBERT L. WERNER, general attorney RCA, and ERNEST B. GORIN, treasurer RCA, elected vice presidents.

HAROLD WEINBURG and SIDNEY KRINETZ, electronic technicians, named to staff Hudson Radio & Television Corp., N. Y.

D. C. (Dick) STUBER, manager of western division, Air Assoc, appointed head of two-way radio division Hynoch Products Co., L. A. He succeeds the late W. W. (Bill) HAMILTON.

WARREN E. ALBRIGHT, manager of general material division of Home Insurant Dept., RCA Victor, Camden, appointed general plant manager of department. JOHN B. DAVIDSON, assistant purchasing manager, Instrument Dept., appointed manager of department's newly formed purchasing division.

William M. LANa, named director of newly formed application engineering office, Sprague Electric Co., in Dayton, Ohio.

NATIONAL VIDEO Corp., Chicago, announces development of new black- and white TV tube designed to sell four to four and-a-half tons of copper a year. New tube permits focusing without use of cones coil.

GUS W. WALLIN, Motorola Inc., Chicago, to Webster-Chicago Corp., Chicago, in newly created position of vice president in charge of engineering.

MICHAEL KORY elected president of Emerson-New Jersey Inc., distributors for Emerson TV and radio receivers, Mr. Kory succeeds SAMUEL GROSS, retired.

HERMAN S. SACKS, Houston-Ross, Chicago, retail stores specializing in TV, radio and phonograph records, to Bendix Television and Broadcast Receiver Division of Bendix Aviation Corp., Baltimore, as assistant general sales manager.

TECHNICAL APPLIANCE CORP., Sherburne, N. Y., announces Tocopeca Co., N. 0., master TV antenna system coupler for use in conduit installations in new construction. Coupler is designed to fill the need for a tap-off device along the main transmission lines housed in conduits.

CLIFFORD E. GRIBB, Chicago product designer, to Webster-Chicago Corp., Chicago, in new post of product stylist. Mr. Grube was previous-ly with Manbeck Equipment Co. and Belmont Radio Corp., Chicago. He will work with A. S. JOHNSON, product manager of Webster-Chicago, with responsibility for design and development of new products.

LOUIS I. POKRASS, chairman of board for Tele King Corp., N. Y., named chairman of radio and TV manufacturers and distributors division in current drive of National Foundation for Infanticide, Baltimore, and in Greater New York. MARTIN SHER, Emerson Radio & Phonograph Corp., N. Y., named to assist him.

MILTON R. BENJAMIN, vice president and national sales manager Majestic Radio & Television, N. Y., appointed general sales manager Jewel Radio Corp., Long Island City, N. Y.

Technical . . .

EDWARD E. BENHAM, assistant chief engineer KTTV (TV) Hollywood, named chief engineer.

VANCE JOHNSON Jr., WBFC Green- ville, S. C., and DICK TAYLOR, WUSN Charleston, S. C., named to control staff WBMC Columbia, S. C.

HARVEY SMITH, staff engineer KWK St. Louis, appointed studio super- visor, replacing REN HILDEN- BRAND, resigned.

CHARLES MEARES, chief engineer WCBT Roanoke Rapids, N. C., re- signs to take government position in Washington.

WARREN E. EBER, WGBS Miami, named transmitter engineer WTVM (TV) Miami.

Voting Reform WAVZ Airs Editorials

WAVZ New Haven has begun an editorial campaign to clear up the confusion of Connecticut. Problem of clarification, according to the station, followed the mayoralty election in New Haven with disputes arising out of the contests in the courts.

Daniel W. Kops, vice president and general manager of WAVZ, which calls itself "Newspaper of the Air" during the campaign Dec. 2 by bringing a prominent Republican and an equally well-versed Democrat to the microphone at his regular forum broadcast, "Face the Folks," each Saturday. The GOP spokesman, State's At- torney-General George C. Conway, and the Democrat, former city Judge Charles Henshaw, discussed the need for codifying the state election laws, tightening the absentee ballot system and simplifying recount methods.

In addition, Mr. Kops has been airing daily editorials urging state officials to reform the election law.
IN THIS ISSUE:

Telefile: WXEL (TV) Second Anniversary  
Page 72

Oct. Gross Billings of Networks  
Page 74

in our 7th year

KTLA Sells the Whole Family—All the Time!

not just Men—  
6 of the "Top 10 Men's Shows" are on KTLA ★

not just Women—  
5 of the "Top 10 Women's Shows" are on KTLA ★

not just Teenagers—  
5 of the "Top 10 Teenagers' Shows" are on KTLA ★

not just Children—  
4 of the "Top 10 Children's Shows" are on KTLA ★

not just Daytime—  
11 of the "Top 20 Daytime Shows" are on KTLA ★

not just Evenings—  
6 of the "Top 10 Evening Shows" are on KTLA ★

★ Tele-Que, November 1951

KTLA Studios - 5451 Marathon St., Los Angeles 38 - Hollywood 9-6363
Eastern Offices - 1501 Broadway, New York 18 - Bryant 9-8700
PAUL H. RAYMER COMPANY • NATIONAL REPRESENTATIVE

KEY STATION OF THE PARAMOUNT TELEVISION NETWORK

KTLA — THE BEST ADVERTISING BUY IN LOS ANGELES
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

"MARSHALL, ILLINOIS is a WFBM-TV town!"

- It's 90 miles from Indianapolis to Marshall, Illinois—but the Hoosier capital's first station—WFBM-TV—is the station in Marshall just the same!

And Marshall's only one community outside the WFBM-TV 60-mile area where enthusiastic televiewers depend on this great station. In addition, thousands of farm families, like their town and city cousins, tune in WFBM-TV regularly!

It couldn't happen in a finer market! And it couldn't happen to more deserving people than the advertisers on WFBM-TV! For the cost of reaching the compact, money-loaded heart of the Hoosier State they get a rich bonus in high-income families living 75, 100, and even more miles away from WFBM-TV's transmitter. 1952 will be a bigger, better, more sales producing year for your clients if they're on WFBM-TV, too!
TV PARADOX

By FLORENCE SMALL

OUT OF the welter of television activity last week, both spot and network, two paradoxical facts emerged: (1) The demand for premium time is growing, and (2) the cost of filling that time is causing many an original sponsor to cut back on his commitment to those time periods.

Advertisers who are curtailting network shows because of poor rating and in some instances because of high cost of talent, are finding that the time they relinquished is being picked up almost instantly by other advertisers.

P. Lorillard & Co. (Old Gold cigarettes), moving back 15 minutes of its hour show on NBC-TV, Tuesday, 10:11 p.m., but Pontiac cars, which hitherto had been buying one-time network spots, will pick up the last fifteen minutes. McManus, John & Adams, New York, agency for Pontiac, is currently looking over shows for placement in that period. Cutback on Old Gold's part is understood to be a move toward saving on production costs.

Chesterfield cigarettes, through Cunningham & Walsh, did it Sunday 7:30 p.m. time on NBC-TV because of low ratings despite the high budget for comics featured on the show, and the time was instantly purchased by U.S. Rubber through Fletcher D. Richards Co.

Although the format of the new program has not been decided, it is understood that the network is pitching Bob Hope and Abbott & Costello on alternate weeks as talent prospects for the show. Meanwhile, Chesterfield has recovered the half-hour of Ford Festival dropped because of low ratings, Thursday 9-10 p.m. on NBC-TV, and will present Dragnet in that time.

Ronson Moves

Another advertiser, affected by low ratings and in this case, station clearance, is Ronson Art Metal Works (Ronson lighters) through Grey Adv., New York, which has decided to move its Star of the Family on CBS Television, featuring Peter Lind Hayes and Mary Healy, from Sunday, 6:30-7 p.m. to the alternate Thursday, 8-9 p.m. premium time, with an increase in the number of stations, sharing the show with Carnation Milk's Burns and Allen Show.

The S. C. Johnson Co., which had been filling that alternate Thursday with the Garry Moore Show, will drop that-program to sponsor, every other week, the hour-long Robert Montgomery Show on NBC-TV, Monday, 9:30-10:30 p.m., marking increased expenditure in TV for the wax company.

In another move to cut talent costs, Speidel watch bands have dropped weekly sponsorship of What's My Name? to share the program on alternate week basis with Crosby radio and TV sets, Monday, 8-8:30 p.m., on NBC-TV. Speidel is handled through Sullivan, Stauffer, Colwell & Bayles, New York, and Crosby through Benton & Bowles, New York.

On a spot basis, many another advertiser is following the cost-cutting trend by sponsoring film packages. Among these, Packard cars, through Maxon Inc., New York, stands out with its buy of Rebound, a mystery thriller scheduled to start Feb. 1 in selected markets.

Another is Piel's beer, which is planning to place Police Story, a half-hour film, in New York and Philadelphia. Others understood to be interested in similar campaigns are Rheingold beer through Foote, Cone & Belding and Miller Brewing Co. through Mathisson & Assoc., Milwaukee.

Best Foods Inc., New York, has bought a five-minute film featuring comic Cliff Norton and is placing it on a spot basis throughout the country, through Benton & Bowles, New York [180, Dec. 3].

Introduces Drama Series

Standard Oil Co. of California, in behalf of independent Chevron Dealers, will introduce a dramatic program series filmed in Hollywood especially for television, called Chevron Theatre, starting throughout the West the first week in January. The show will be seen on the following stations: KTLA (TV) Los Angeles, KGO-TV San Francisco, KFBM-TV San Diego, KSL-TV Salt Lake City and KPHO-TV Phoenix.

Commercial messages on the shows also have been filmed and will feature its gasoline and motor oil products in addition to spot-lighting the special facilities of Chevron Dealers. BBDO, San Francisco, is agency.

Two special Christmas advertisers are using the same spot basis for their television coverage. AT&T Co., New York (Long Line Dept.), is sponsoring telecasts of The Spirit of Christmas on some 80 TV stations in 66 cities shortly before Dec. 25. Half-hour film program, placed through N. W. Ayer & Son, retells familiar stories of "Daddy Long Legs" and "The Night Before Christmas."

It is presented as a part of the telephone company's annual effort to encourage the public to spread cheer and make special efforts to those in distress during Christmas. Telecasts are being promoted locally by the various telephone companies affiliated with the Bell System.

Hamilton Watch Co., in its traditional presentation of Screen Gems "To Peggy" and "To Jim" commercials, will for the third successive year be placed in 50 markets throughout the U. S.

UHF COSTS

Cost of a complete UHF television station will range from $230,000 to $600,000, somewhat higher than the cost of VHF stations, according to an analysis of construction costs to be published by NARTB.

The analysis will be completed in the near future by the NARTB Television Dept. It is being prepared by Neal McNaughten, director of the NARTB Engineering Dept. Mr. McNaughten will compile final figures in the next fortnight.

NARTB's complete study, showing cost factors in great detail, will be based on latest figures obtained from existing VHF stations, transmitter and other equipment manufacturers, and those supplying material to TV stations.

Basic information is difficult to obtain on the cost of UHF television stations, according to NARTB, because manufacturers are still in the predevelopment stage. New techniques are being worked out constantly, it is explained, leading to operational economies. Transmitter quotations for UHF stations cover power of 100 w, 400 w, 1 kw, 10 kw and 12 kw.

With end of the freeze in sight, NARTB has prepared its figures to meet numerous inquiries.

Several years ago NARTB made a series of detailed cost studies at the time TV stations were just starting to take the air. These figures are obsolete, it was stated.

Antenna Gains Vary

The UHF powers are influenced by antenna gains ranging from 5 to 28 times, whereas VHF transmitters, from 500 w to 50 kw, have antenna gains ranging from 3 to 14.

Cost of VHF stations was estimated, subject to revision, as follows (self-supporting antennas):

<table>
<thead>
<tr>
<th>Population</th>
<th>Station Cost*</th>
</tr>
</thead>
<tbody>
<tr>
<td>Under 50,000</td>
<td>$219,000</td>
</tr>
<tr>
<td>50,000-250,000</td>
<td>274,000</td>
</tr>
<tr>
<td>250,000-1,000,000</td>
<td>378,350</td>
</tr>
<tr>
<td>Over 1,000,000</td>
<td>509,750</td>
</tr>
</tbody>
</table>

*Maximum power 100 kw, Ch. 2-4; 593,000; 700 kw, Ch. 7-13; $87,506; Subtotal $135,500 for guyed tower.

Cost of UHF stations, subject to revision, as follows (self-supporting antennas):

<table>
<thead>
<tr>
<th>Population</th>
<th>Station Cost*</th>
</tr>
</thead>
<tbody>
<tr>
<td>Under 50,000</td>
<td>$128,000</td>
</tr>
<tr>
<td>50,000-250,000</td>
<td>191,750</td>
</tr>
<tr>
<td>250,000-1,000,000</td>
<td>378,350</td>
</tr>
<tr>
<td>Over 1,000,000</td>
<td>509,750</td>
</tr>
</tbody>
</table>

*Maximum power 100 kw, Ch. 2-4; 593,000; 700 kw, Ch. 7-13; $87,506; Subtotal $135,500 for guyed tower.

Typical of individual expense categories in the UHF field is that of the small station serving population under 50,000. The total (using guyed antenna) figures about this way: Transmitter and control, $4,000; the antenna and drier, $18,000; miscellaneous items, $30,000; control items, $20,500; program source-film-slide-opaque and network, $25,360; transmitter installation, $2,000, or a sub-total of $182,560. Add $2,500 for procurement of site; $15,000 for site, building and alteration, $15,000; margin of safety, $6,500, total $160,360; capital costs, a total of $220,500; guyed antenna adds $15,000, a total of $235,500; self-supporting antenna, $27,500, brings total to $263,000.

December 17, 1951  Page 71
WXEL Ends Second Year of Cleveland Service

Mr. Mayer and his family, television enthusiasts for many years, were among the first in New York to have a television receiver in their home. Their interest went even further and in 1944 Mr. Mayer gave up the practice of law to establish Empire Coil Co., manufacturer of television set components.

During the early postwar period Mr. Mayer began thinking in terms of television broadcasting and filed an application for a station construction permit in Cleveland. In November 1947, Empire Coil was authorized to build.

Based on topographical surveys, property was purchased on the highest terrain available in Cuyahoga County. The services of Ben Adler, radio and television consulting engineer, were enlisted and equipment and construction plans were carefully prepared. Today at Pleasant Valley and State Roads in Parma, Ohio, stands the specially planned studio and transmitter building. Immediately adjacent to the transmitter building stands the 437 ft. tower antenna structure. The six bay superturnstile antenna has the highest power gain of any television antenna in the Northeastern Ohio area. Radiated power at present is 25.6 kw visual, 13 kw aural on Channel 9 (186-192 mc). WXEL covers an area of 50 miles in all directions from Cleveland, reaching, according to latest figures, 529,548 TV receivers.

On Dec. 17, 1949, WXEL was dedicated to the people of Western and Northeastern Ohio, at which time commercial operation began. Since that time, WXEL has expanded in all directions—the station, on its birthdate, numbered 28 employees on its staff—now employs 90 . . . hours of programming have increased from 49 hours per week to 100 hours per week with a further increase in programming planned with the occupancy of WXEL's downtown studio and the addition to the station's present studio-transmitter building in Parma.

Snyder Heads Staff

Day-to-day supervision of this constantly expanding operation is the charge of Station Manager Snyder, who joined Empire Coil in early 1949 and assumed management of WXEL prior to its commencement of commercial telecasting. The major portion of Mr. Snyder's business career was in the steel industry with Jones & Laughlin and Magnetic Metals Co. He was president of his own manufacturing business in Pittsburgh prior to World War II.

Heading WXEL's business activities is Richard Wright, commercial manager. He previously was media director at Ward Wheelock Co., Philadelphia.

Station's program director is Harry Black, who began his career as apprentice script writer for NBC New York while acquiring experience and producing for WEVD there. He was assistant director of literature for the National Assn. of Manufacturers and associate editor of Television magazine prior to joining WXEL in December 1949 as producer-director. He became program director last February.

Thomas Friedman is chief engineer of the station. He was on-the-job supervisor of its construction from the time ground was broken. A radio engineering consultant before joining WXEL, Mr. Friedman also designed and supervised construction of WCUO (FM) Cleveland.

Bob Rowley, WXEL's news director, formerly was newscaster at WJR Detroit and news director of WSYR Syracuse.

Special events director is Sidney Andorn, veteran newspaperman and columnist, who formerly was special events director of WGAR Cleveland and consultant director of WERE there.

WXEL's film director is Nicholas Boris, for 15 years in the art, photography and film field, who formerly was executive for station personnel, a 55 x 55 ft. studio two stories in height with large overhead doors which will permit automobiles, trucks and props to be wheeled into the studio. There will be audition and conference rooms, a visitor's lounge with a large window allowing a view of the show being staged in the main studio, a music library, film library, dark room.

Remote truck has its own 10 kw generator, RCA microwave transmitter, three camera chains plus Zoomar lens. It's air-conditioned.
Theatre, facilities programming expectation to remotes 1952. to begin conscious will equipment. seats operate type provide term for talent. WXEL many types studios networks. With the nature of television studio control and studio control design ideas will be incorporated into the operation set up. The 5 kw transmitter, antenna, film camera, ground work is underway. studio camera projectors and original audio equipment is General Electric. Eleven image orthicon studio and field camera chains are now on hand, as the station has been equipped and carefully integrated into the operation set up. Eight of these chains are RCA and three are General Precision Laboratory cameras. and the Cleveland television audience by the DuMont Network. The Aice Weston Cooking Show is fed to WSPD TV and Sohio Reporter with News Commentator Dr. Warren Guthrie, head of the Speech Dept. at Western Reserve U., is fed Monday through Friday to a full regional, Ohio network. Another top local program developed by WXEL is Today's Top Story, which features Shepherd Witman, professor of political science at Western Reserve and executive director of world affairs in Cleveland. WXEL has and will continue to carry many public service programs. The most outstanding program brought to viewers during the year was the Senate Crime Investigating hearings during March. Special United Nations Council meetings throughout the year also have been telecast. Network programs designed to serve the public interest at all times are given full consideration and

WXEL Officials: Messrs. . . .


Here's WXEL control room with (1 to r) audio man, film control man, switcher and camera control man.
OCT NETWORK GROSS

Food Group Tops

HEAVIEST buyer of TV network time in October was Procter & Gamble Co., which from gross purchases of $828,568 worth of TV network time in August, increased to $802,420 in September and topped the million dollar mark by spending $1,086,068 (before discounts) in October, according to Publishers Information Bureau figures on individual TV program time costs and rates. Broadcasters & Telecasting.

Top 10 TV network advertisers in October (Table I) include two companies—Gillette Safety Razor Co. and Westinghouse Electric Corp., sponsors of the World's Series and collegiate football, respectively—which were not on the September list. What that month's top two [BT, Dec. 10] included American Tobacco Co. and Ford Motor Co., which did not make the October list.

Top advertiser among each class of advertising on the four TV networks in October is listed in Table II. Total expenditures of each class for TV network time are shown in Tables III and IV, which contain comparisons of October 1951 with the same month of 1950 and of the first 10 months of 1951 with the like period of last year.

Food advertising accounted for the largest group use of TV network time in October, followed by advertising of toilet goods, smoking materials, toiletries, automotive and soaps.

October 1950's top five classes of TV network advertised goods were foods, smoking materials, toiletries, automotive and household equipment, in that order. Order for the first 10 months of 1951, the five leading groups were foods, smoking materials, toiletries, automotive and household equipment, in that order. For the first 10 months of 1951, the five leading groups were foods, smoking materials, toiletries, automotive and household equipment, in that order. Order for the first 10 months of 1951, the five leading groups were foods, smoking materials, toiletries, automotive and household equipment, in that order. For the first 10 months of 1951, the five leading groups were foods, smoking materials, toiletries, automotive and household equipment, in that order.

Mrs. Lizzie W. Jett

MRS. LIZZIE W. JETT, 89, died Dec. 6 at her home in Baltimore. Mrs. Jett was the mother of Ewell K. Jett, vice president of A. S. Abell Co., publisher of the Sun-Telegraph Co., Baltimore Sun and TV Baltimore. Mrs. Jett was a native of Wilmington. Survivors include her husband, John Covington Jett, insurance man and vice president of the Waldorf Building & Loan Assn., two daughters, two sons other than E. K. Jett, and a sister.

Page 74 • December 17, 1951

Telefile: WXEL (TV)

(Continued from page 78)

Telefile: WXEL (TV)

October...
DISGRUNTLED broadcast attorneys, not satisfied with the Federal Communications Bar Assn. recommendations that the FCC lump all TV applicants for particular cities into one group, [B&T, Nov. 26], gave a surprise—and to them startling—all last week.

The Joint Committee on Educational Television told the FCC it objected to the "one pot" idea, urged that VHF and UHF applicants be treated separately.

In this they meet partly the desire of a minority of radio lawyers that the FCC take up each TV applicant on a frequency-by-frequency basis.

Educators' reasons for objecting to the consolidated hearing idea are two: (1) Consolidated hearings might take two or three years, during which no grants would be made to anyone. And, (2) if UHF applicants are treated separately, it might be possible to make grants without hearings, thus "stimulate the earlier development of the UHF service."

Consideration Would Separate

Consideration of UHF applicants apart from VHF seekers would remove the "experimental tag" from the UHF band, said JCT letter to the FCC, and permit early operation of all stations.

"The operation of such stations . . . will also give manufacturers the necessary incentive to produce an all market UHF converters and all-band television receivers," JCT said. "JCT continued. "Without the mass production of such UHF converters and all-band receivers, the development of the UHF band might very well be inhibited for many years."

Then JCT pointed to the position of FM broadcasting, which it claimed would be "sharply throttled by a shortage of FM receivers."

If, through long hearings, UHF stations are kept from beginning operations quickly, the delay "may well deliver it a blow from which it may never recover," JCT direly predicted.

That FCBA members aren't entirely in accord with the recommendations of their Practice and Procedure Committee was made known last week when the organization asked for adverse comments on the suggestions in a letter to its members.

After listing the recommendations, which had been passed by the executive committee and forwarded to the FCC, the FCBA cited two major objections which have been made.

One was that the recommendations acknowledged the Commission's right to allocate TV channels, which the FCBA has denied. The organization answered that the Commission has ruled it does have the legal right to allocate [B&T, July 16] and members have practically acknowledged that right by filing during the "paper" hearings which ended Nov. 26.

The other objection was that a consolidated hearing of all applicants for a particular city will prolong such a hearing excessively, whereas frequency-by-frequency consideration could speed up grants in many cases. Objectors also voiced the fact that an applicant might make his case in a consolidated hearing on one set of engineering facts, only to be granted a different channel. This would not only cause added expense to the applicant, the opposition lawyers claimed, but would depry proper cross examination.

FCBA answered by pointing out that in most instances there probably would be hearings for specific channels that were granted and this would result in a number of hearings in a particular city rather than one big one. Also, the "one pot" idea forecloses the possibility that an association would be granted completely for any TV channel because his competitor was better qualified for a specific frequency.

Finally, the members asked.

However, FCBA asked members to write their comments by Dec. 21 to Secretary R. Russell Eagan, 777 Seventh Ave., New York, N.Y. 36, Martin, and Ellis. FCBA plans to submit a minority report on the recommendations, if there should be enough objects, to the FCC for guidance.

Essence of the FCBA plan, as recommended to the FCC, calls for consolidated hearings for each market, or "bidding spell" for new applications and revisions of existing ones after the freeze is lifted, and a cutoff date until applications are processed or set for hearing.

In addition, FCBA asked that the present "20-day" rule be raised to 40 days. Present rule prohibits a newsman from getting into a hearing if the application is filed less than 20 days before a hearing date.

Meanwhile, the FCC was also active on the legal front. Last week it turned thumbs down on requests for oral hearing from KROW Oakland, Calif.; WIP Philadelphia, WFOX Milwaukee, and the Daily News Television Co. (WIBG and the Philadelphia Daily News).

Commission turned down their requests for oral hearing [B&T, Dec. 3] on the ground that their "paper" presentations were sufficient to make a decision. It also dismissed two complaints that because they had gone through a pre-freeze hearing they were en

(Continued on page 87)

AMONG broadcasters who attended the ninth RCA television clinic in Camden, N. J., last month were (l to r) Charles Sokolki, WBRE Wilkes-Barre, Pa.; Frank Hole, WBRY Waterbury, Conn.; George Andrews, WBRE; George Hixenbaugh, WMT Cedar Rapids; E. T. Griffin, manager in charge of broadcast field sales operations, RCA Camden, N. J.; Robert Booth, TV engineer, Washington, D. C.; Walter Allen, KALB Alexandria, La., and Edgar Bell, KTOK Oklahoma City. TV clinic features demonstrations and class instruction in use of new UHF transmitters and antennas, new video control and program switching equipment and other RCA developments.

CODE COMPLIANCE

NARTB Maps Final Form

NARTB last week started mapping the job of TV code compliance as a result of the TV Board's Dec. 13 approval of the new television code [B&T, Dec. 10] and heartened by generally favorable reaction to this major step in the life of the young Legal action was started to surround the code and the seal of approval with every available copyright safeguard. The seal is being redrawn in line with board action suggesting changes, mostly of a minor nature.

Full protection is secured, NARTB refuses to permit any reproduction of the seal but hopes to make it public within a fortnight. Copyright will include slides, film and all other forms of reproduction.

Discussions Under Way

First discussions of such procedural details as subscription forms and fees got underway last week at the NARTB TV Dept., of which Thad Brown is director. Mr. Brown said subscription forms probably would be sent out in late January. These forms will be signed by member and non-member stations desiring to conform to the code and carry the seal of compliance.

Subscribing stations will be charged fees for compliance and use of the seal, with NARTB members given a credit toward this fee because of their membership.

Mr. Brown is preparing an operating budget for the department based on the new functions arising from the code and its operation.

Editorial comment on the code was generally favorable, according to Robert K. Richards, NARTB public affairs director. The code action attracted wide newspaper and magazine interest, he said.

Two church groups, both, Catholic, voiced deep interest in NARTB's television code. The Catholic Men's Club of Washington was discussing the association as well as TV broadcasters "for taking this forward step" and offered

December 17, 1951 • Page 75
ALEDO, Ill. • ARCADIA, Calif.
ARLINGTON, Va. • ATLANTIC
CITY, N. J. • AUSTIN, Tex.
BALTIMORE, Md. • BEACON, N. Y.
BIRMINGHAM, Ala. • BROCKTON,
Mass. • BRUSSELS, Belgium
BUENOS AIRES, Argentina
BUFFALO, N. Y. • CAIRO, Egypt
CHARLESTON, S. C. • CHESTER
HEIGHTS, Pa. • CHICAGO, Ill.
COATESVILLE, Pa. • CONCORD,
N. H. • DALLAS, Tex. • DAMASCUS,
Syria • DECATUR, Ill. • DENVER,
Colo. • DETROIT, Mich.
EVANSTON, Wyo. • FORT BELVOIR,
Va. • FORT BENNING, Ga. • FORT
DIX, N. J. • FORT HOOD, Tex.
FORT WAYNE, Ind. • FRENCHMAN'S
FLAT, Nev. • GARY, Ind. • GENEVA,
N. Y. • GERMANTOWN, Pa.
GLASGOW, Scotland • HAMBURG,
Germany • HAMMOND, Ind.
HOLLYWOOD, Calif.
HOMESTEAD, Fla. • HUDSON, N. Y.
KANSAS CITY, Mo. • KEY WEST,
Fla. • KNOXVILLE, Tenn. • LANGLEY
FIELD, Va. • LANSING, Mich.
LAWRENCE, Mass. • LONDON,
England • LONG BEACH, Calif.
LOS ANGELES, Calif. • LOUISVILLE,
Ky. • MANITOWOC, Wis.
MELBOURNE, Australia • MEMPHIS,
Tenn. • MIAMI BEACH, Fla.
MILWAUKEE, Wis. • MINNEAPOLIS,
Minn. • MOUNT CARMEL, Ill.
MUNICH, Germany • NASHVILLE,
Tenn. • NEWARK, N. J. • NEW
YORK, N. Y. • NIAGARA FALLS, Ont.
NORFOLK, Va. • OAK RIDGE, Tenn.
OAKLAND, Calif. • OGDEN, Utah
OKLAHOMA CITY, Oklahoma.
ORCHARD, Idaho • PANMUNJOM,
Korea • PARIS, France
PASADENA, Calif. • PERRYPOLIS,
Pa. • PHILADELPHIA, Pa.
PHOENIX, Ariz. • PITTSBURGH,
Pa. • PRINCETON, N. J.
QUANTICO, Va. • RIVERSIDE, Calif.
ROCHESTER, N. Y. • ROME, Italy
ROOSEVELT, L. I. • ROUSES POINT,
N. Y. • SACRAMENTO, Calif.
ST. PAUL, Minn. • SAN ANTONIO,
Tex. • SAN DIEGO, Calif. • SAN
FRANCISCO, Calif. • SANTA
BARBARA, Calif. • SCHEMECTADY,
N. Y. • SCRANTON, Pa. • SEATTLE,
Wash. • SHELL LAKE, Wis.
SOUTHAMPTON, England
SPRINGFIELD, III. • SPRINGFIELD,
Mass. • STOCKHOLM, Sweden
STRASBOURG, France
TALLADEGA, Ala. • TOKYO, Japan
TUCSON, Ariz. • UNIONTOWN,
Pa. • UVALDE, Tex. • VATICAN
CITY, Italy • VIDALIA, La.
WAIKIKI, T. H. • WASHINGTON,
D. C. • WAUKEGAN, Ill.
WINDSOR, Ont. • YORK, Pa.

FOR TV
more stories, more

UNITED PRESS

To its lengthening list of television clients, United Press Movietone News is delivering:

Six hundred to 1200 feet of 16 mm. news film footage a day—two or three times as much as from any other service.

Many more big stories from many more different places. At the left, some datelines.

Far faster service. The big beats shown at the right are typical of the spectacular series.

Clients say:

"Greatest volume of good film in television"—John Madigan, director of news and special events, WJZ-TV, New York...

"Far better than any"—Walter Engels, news director, WPIX, New York...

"Broadest single advance in TV programming"—Harold Baker, director of news and special events, WSM-TV, Nashville...

"Top notch. Congratulations"—Don Perris, news editor, WEWS, Cleveland.

The combined forces and facilities of the world's leading news service and the world's leading news film company make possible the performance to warrant such appreciation. United Press Movietone News alone is doing it. United Press Movietone News alone can do it.

With newspapers and radio United Press long has stood for "the world's best coverage of the world's biggest news." In the few weeks since it started, United Press Movietone News already has reached the same top rank with television.

United Press

THE WORLD'S BEST COVERAGE OF THE WORLD'S BIGGEST NEWS

FORT LEE, N.J.—Through wire fence guarding his mansion, underworld big shot Albert Anastasia talks about his defiance of gangland threats.

CAIRO, Egypt—Sonia Gamal, belly-dancing bride of Texas oil millionaire Shep King, does her torrid number to the strains of Egyptian music.

DETROIT—Restaurant advertising 1939 prices for meals draws day-long crush of diners. Proprietor said marked-down menu saved his business.

NEW YORK—Two Ukrainian priests, masked to thwart reprisals against relatives, tell how they escaped from behind Iron Curtain.

CHESTER, Pa.—Colin Kelly III, son of World War II's first air hero, says he'll take advantage of FDR's offer to go to West Point.

LEONARD, Mich.—Grandmother of 11 children orphaned by car crash which killed Mr. and Mrs. Murray Moore, tells story of tragedy.

Dakota, Ill.—Parents of Lt. Judd Hodgson, Navy flier Russians shot down over Siberian Sea, urge all-out war to end Red Power.

UVALDE, Tex.—During interview on his 83rd birthday, former Vice-President John Nance Garner shells pecans on lawn of his ranch.


“1951 SPORT PARADE,” top moments, top film shots of year's biggest sports thrills, in dramatic half-hour show. Narrating is Movietone's sports commentator, Mel Allen.

(Both these big specials available separately. Wire for quotes.)
T HE TV OWNER is not the movie theatre’s “lost audience,” Dr. Ernest Dichter, psychological consultant, declares in a report on a test study on the relationship between television and motion pictures.

Dichter notes, “It is the movie industry that has lost a channel of communications with the TV viewer and has failed to keep pace with his change of psychological attitude toward the selection of entertainment.”

Report was released by the Demby Co., TV package firm which produces What’s Playing?, WJZ-TV New York three-a-week quarter-hour show featuring scenes from new motion pictures, which was utilized in the pilot study.

Findings of this study, while tentative, suggest areas for further concrete research, Dr. Dichter reports, which “should lead to a practical program for the future relationship between these important entertainment media.”

The basic problem, Dr. Dichter declares, is that TV is not “TV versus motion picture theatres. It is actually: (1) the needs of the modern individual living in a troubled world and his attitude toward TV in its approach” can satisfy these needs; (2) the ability of the motion picture to re-establish points of contact with the TV viewer; (3) the importance of understanding that certain emotional changes have taken place in the individual who has purchased a TV set.

When he goes to the movies, the TV set owner is acutely aware that he makes an investment in time when he attends,” Dr. Dichter states, and he therefore “has become more selective and demands more information than the non-TV set owner about the movie he may want to see... unlike the non-TV set owner who may go to any movie, the TV set owner is confronted by the ‘misery of choice’ between film fare offered at various theatres and the programs offered free on TV.”

Each Has Place
Pointing out that TV does not fulfill the specific functions of the motion picture theatre and that each has its place in modern life, Dr. Dichter charges the film industry with failing to sell “one of the most important appeals of theatre attendance—the ‘festival atmosphere’ of movie-going.” Just as “popcorn is an essential part of a movie evening,” so the film industry “must now use ‘psychopopcorn’ in its approach.”

The pilot study further showed, Dr. Dichter reports, that the TV set owner is ready to accept the movie theatre as a “neutral gathering place” whose “dark, pleasant, comfortable atmosphere provides a flight from everyday reality” and as a community center “if the theatre is prepared to act as one.”

More interested in visual entertainment than ever before, the video set owner “believes he may be missing something by not going to the movies, but he is not certain what he is missing.” Younger members of TV families find the theatre an “extra living room” away from the parental abode, a setting for romance.

But, Dr. Dichter notes, the study also showed that separated newspaper listings of TV and movie entertainment, guilt feelings of spending money for movies until the set has been paid for and a ‘less blind adulation of movie stars’ than before he got his set, act as deterrents to the TV set owner’s movie attendance, although he does realize that the movie can give him “more lavish entertainment.”

Designed to “provide TV with a show with audience appeal” and to “provide the motion picture industry with a dynamic channel of communications on TV,” What’s Playing? in 13 weeks nearly tripled its audience against long-established competition, Dichter reports.
(What have you got that's hard to sell)

Construction companies buy most of the concrete building blocks made in this country... except in Dayton (Ohio), that is. Here, concrete blocks have become "consumer" products, Here's how they got that way:

Back in late February, 1951, Price Brothers sponsored a 10-minute, 5-days-a-week program on WHIO-TV called "Story of the Weather." (Price Brothers is nationally represented; makes concrete building blocks, sanitary pipe, pressure pipe, Flexicore and similar concrete products. WHIO-TV is nationally represented by George P. Hollingbery Company, and is Dayton's first TV station*. "Story of the Weather" offered 5-minutes of the national weather picture and 5-minutes of institutional commercial until April. Then Price Brothers switched to selling commercials for concrete blocks. That's when the lines started to form—long lines of cars, borrowed trucks and rented trailers—right at the block plant entrance. Hundreds of people paid for and picked up anywhere from 1 to 1,000 concrete blocks each. Hundreds of others did their concrete block shopping by telephone.

Price Brothers' block business today is 60% consumer—40% construction company. Total sales are half-again higher than for last year and still climbing. If you've got a tougher task for television than selling concrete building blocks to the general public, we'd like to take a try at it. We've got pulling power we haven't used yet.

*Pulse for November shows 7 out of top 10 weekly shows were aired via WHIO-TV.
A lesson in economics with Jimmy

Anybody here afraid of size?

You get more, dollar for dollar invested, than from any other medium —

Like the 36,000 extra customers (in just one market—New York) for each brand advertised on the average TV program . . .

The results? That means people. We got millions of 'em. For 50,000,000 viewers — NBC alone offers

the biggest stars . . . programs . . . network — the biggest opportunity for the biggest sales results.
Not if you're thinking of profits...

Like the 15.6 extra customers per month for each TV dollar invested in the average program (And it's 19.5 for high-budgeted shows like Jimmy's.)

Like what really counts in successful advertising: results.

These facts are based on the remarkable study, "Television Today." If you haven't seen the booklet about Television's impact on people and products, or if yours is worn out with use, write or call NBC-TV Sales — where you can also learn about NBC availabilities for selling.

Want to get into the act? There are still opportunities for selling on NBC by big advertisers — and by small advertisers who think and plan big, too.

for television — now — is the most profitable advertising medium ever evolved.

The network where success is a habit
NBC-TV 7-9 A.M. 'Today' Seen Changing American Habits

A PREVIEW of plans and format for its forthcoming two-hour-early morning TV show—a "communications" program called Today, with Dave Garroway as communicator—was presented by NBC-TV to advertising and agency representatives in New York last Wednesday [B+T, Nov. 12].

The program, now scheduled to start Jan. 14, will offer news, play and book reviews, interviews, record reviews and similar material to "keep Americans informed on happenings around the world," NBC reported. It will be seen 7-9 a.m., Monday through Friday.

Officials estimated that sponsorship of a quarter-hour per week would cost approximately $800-000 per 15-week cycle for time and talent.

The announcement said "every known tool of communications" will be used, including the new Ultrafax, though spokesmen reported that use of this million-words-a-minute record transmission medium will be ultimate rather than immediate, pending further refinements of the system.

The breakfast meeting with advertisers and agencies was told by Sylvester L. (Pat) Weaver Jr., NBC vice president in charge of television, that "Today will be a milestone in the social history of this country."

The welcoming address at the advertiser-agency meeting was given by George H. Frey, NBC-TV vice president in charge of sales. Edward D. Madden, NBC-TV vice president for sales and operations, sketched the overall sales pattern and presented a film in which Mr. Weaver explained the news coverage devices to be used, and Ruddick C. Lawrence, director of TV sales development, presented selling plans for the program.

A "Studio of Tomorrow" is being built in the RCA Exhibition Hall in Rockefeller Center, New York, from which to originate the show, one of several programs being incorporated in NBC-TV's new morning lineup.

The morning schedule will be: 7-9 a.m., Today (starting Jan. 14); 9-10, the network service; 10-10:30, Mel Martin show from Cincinnati; 10:30-11:30, film drama; 11-11:45, Cliff Arquette from Hollywood; 11:45-12 noon, Richard Harkness newscast from Washington; 12-12:30 p.m., Ruth Lyons Show; 12:30-1 p.m., Ralph Edwards Show. Except for the Ruth Lyons Show, which already is on the air, and Today, all of these are scheduled to start Jan. 7.

DISCUSSING sales aspects of Today, now NBC-TV 7-9 a.m. show to begin Jan. 14 are (seated, 1 to r) S. L. Weaver Jr., NBC vice president in charge of TV; Dave Garroway, star of show; and Edward D. Madden, NBC-TV vice president in charge of sales and operations; standing (1 to r) are Mort Warner, NBC-TV producer; Ruddick C. Lawrence, NBC-TV director, TV sales development, and Charles Speer, writer of Today.

Figures are "way up"

Figures are way up with 130% more sets than last year in the very "heart" of the rapidly growing Salt Lake City distribution area and KSL-TV has a penetration percentage of 53.8...one of the nation's largest! These percentages are steadily zooming higher and higher now that coast to coast video has come to this area. Get on the bandwagon for a double barrel shot at this bustling Western market by using KSL-TV

SALT LAKE CITY, UTAH • REPRESENTED BY TELEVISION SPOT SALES • CBS • ABC • Dumont

MEXICAN TV

DEVELOPMENT of a $10 million television empire in Mexico is projected by Romulo O’Farrill, broadcaster-publisher, with plans under way for construction of 18 video outlets from the U. S. border to Mexico City [B+T, Aug. 6]. Interchange of programming and production between the two nations is contemplated.

With his son, Romulo O’Farrill Jr., he is owner and operator of XHTV (TV) Mexico City, and XELD-TV Matamoros, Tamaulipas, on the Texas border. Other properties include XEXX Mexico, 500 kw AM station on 750 kc; Novedades, a Mexican newspaper, and The News, Mexico City English language newspaper; Packard Motor Co. assembly and distribution in Mexico, and other industrial enterprises.

Monte Kieb, general manager of XELD-TV, heads the O’Farrill TV properties as administrator in charge of Inter-American TV and film activities with offices at Alfonso Herrera 67, Mexico, D. F., Mexico. He has been in U. S. radio recently as planning and advisory consultant to KTRH Houston. He first became interested in Latin-American broadcasting while at WOAI San Antonio. During the war he served as a public relations officer under Gen. Douglas MacArthur as well as a troop commander in an infantry division in the Southwest Pacific.

Mr. O’Farrill considers TV a powerful medium for promotion of Mexican-U. S. cultural, educational and industrial relations.

"Our station at Matamoros," he said, "which is operated on the highest standards of both Mexican and U. S. regulations, has become a tie between the United States and Mexico, just as U. S. stations on the Mexican border act as connecting links between our two countries.

"By the interchange of network, kinescope and film programs to the interiors of the two countries, we can create better understanding of each other's culture and ways of living."

We regard television as the finest medium ever devised to knit together the lives of people separated by geographic distances."

The O’Farrills are building a third TV outlet at Cortez Pass, Mexico, with a fourth scheduled to start soon at Tijuana. Design will be similar to XELD-TV, using RCA equipment, Mr. Kieb said.

SUNDAY LAW Prompts Md. Appeal

COURT of Appeals in Annapolis, Md., has been asked to take up a case involving broadcast advertising and the Baltimore blue laws on sales during its session next month. Case in question is a challenge by Baltimore General Robert M. Thomas that Baltimore blue laws forbid merchants from selling any merchandise on Sunday. WAAM (TV) Baltimore, however, claimed it was legal.

Mr. Thomas said certain Baltimore merchants "advertise either by newspaper, radio or television that if customers wish to place orders for merchandise on Sunday they may call a certain telephone number and place the order on Sunday, said order to be filled Monday." This, according to Mr. Thomas, means "doing business on Sunday" thus violating the law.

The case came up before Judge Robert Force in a Baltimore circuit court last Tuesday. The Judge sustained the opinion of the Assistant Attorney General. WAAM appealed the case.

In a point in question, it was reported, was whether the client who allegedly transacted business on Sunday should be the defendant since it is more directly concerned.

BROADCASTING • Teletasking
To the housetops comes a new world...

Here is the signpost pointing to a new era—a vast challenge to creative imagination. Hours on end each day it offers a parade of news, tragedy, comedy—life as it passes, in uninterrupted flow.

To help the creative TV producer, writer, and advertiser achieve fuller flexibility in production and greater versatility in programming, the Eastman Kodak Company provides a full line of motion-picture films, motion-picture cameras, projection equipment, and lenses. From its offices in principal motion-picture centers is available a highly specialized staff of motion-picture engineers and technicians ready to assist in any film problem.

For helpful information about your problems, write or phone the Motion Picture Film Department, Eastman Kodak Company, Rochester 4, N. Y.; East Coast Division, 342 Madison Avenue, New York 17, N. Y.; Midwest Division, 137 North Wabash Avenue, Chicago 2, Illinois; West Coast Division, 6706 Santa Monica Blvd., Hollywood 38, California.
TELEVISION AUTHORITY

strongly endorses total merger of all performers' unions but has served notice that it plans to unite with American Federation of Radio Artists July 1 if total merger, often referred to but seldom acted upon, is not completed by that date.

If the alternative fusion with AFRA into an all-broadcasting union fails to carry by July 15—considered highly improbable since AFRA initiated the invitation to merge—TVA plans another convention before Sept. 15 to establish itself as an independent body.

This was the future mapped for TVA at its three-day convention held in New York's Park Sheraton hotel Dec. 7-9. The meeting had been scheduled when the representative of all video performers was established as a trusteeship of Associated Actors and Artists of America about a year ago.

"July 1 deadline will serve as impetus," according to George Heller, national executive secretary of TVA to "see if other 4A members will mean what they say when they give vocal support to merger."

The video group has "no lack of faith" in a five-branch merger and "is not expressing skepticism" by posting alternate plans, he said, "but we are being realistic about it.

TVA has negotiations with networks coming up in November, he added, and wants its status clearly defined before those meetings start.

In supporting the idea of total merger, TVA accepted a proposal presented to the convention by Actors and Chorus Equities that blueprints be drawn by Institute of Industrial Relations at the U. of California and the School of Industrial and Labor Relations at Cornell [BT, Dec. 10]. The study, to be financed by the universities, carries no deadline but is expected to take no more than three months.

To lend support to total merger prospects, TVA elected a "watchdog" committee of 10 "charged with the responsibility of furthering the progress of merger plans. Half the committee will be board members who will in turn name the other half from non-board members.

Emphasizing great advantages in bargaining strength, administrative economics and promotion, a modified organization of television, TVA resolved that if merger of TVA and one or more AAAA branches plus AFRA has not been "completed and finally approved" July 1, TVA and AFRA will join forces that date. Deadline will not hold in the event that AFRA is only unit rejecting five-branch merger, if any branch is in process of membership referendum regarding such merger.

Committee Set Up

To make certain that TVA can act on July 1, a committee of 33 members—19 from New York, 7 from Chicago, and 7 from Los Angeles—was established to draft a constitution for the AFRA-TVA merger. Meeting in the three sections on a deferred agenda basis, committee will report periodically to TVA membership as well as the universities studying 5-branch merger. The document must be completed by Feb. 1, with vote of referendum to be started before March 2 and finished by the first of April. Two thirds of TVA membership must approve for the constitution to be adopted.

The convention passed a special resolution that any constitution covering TVA contain a no-discrimination clause and that a similar clause be made a bargaining point in negotiations next fall.

TVA's final alternative—in case no merger of any kind has been effected by July 15—is to hold another national convention no later than Sept. 15 to establish a positive course of action. At such convention, first consideration would be a five-branch merger. The merger plan proposed by 4A member, on condition that final decision on such a plan be made by all concerned within 60 days. If no merger plan is approved by the convention or if an approved plan is rejected by referendum of TVA members, the group would forthwith seek to establish itself as a separate union.

Besides AFRA, AAAA includes Actors Equity Asn, Chorus Equity, American Guild of Variety Artists, and the American Guild of Musical Artists.

Convention also passed a resolution on blacklisting in which TVA condemned the practice of the past and issued forms and asserted its intention to help members obtain fair and impartial hearings on any charges that may be brought against them. A five-man committee was established to investigate such matters. Meanwhile, TVA states its position as opposed to communism, fascism, any and all other forms of subversive acts and ideologies, and to all blacklisting—including that in which a person suffers because of his opposition to subversive activities.

One exception made: TVA will not defend any member from blacklisting who has been proved a member of a subversive organization.

Hoping on paper that Screen Actors Guild and Screen Extras Guild would return to the AAAA fold, TVA also looked toward settlement of the jurisdictional dispute over film-television. Listing some points which must be settled first—mostly about questions of overlapping between TVA and SAG jurisdiction—the video convention urged that the 4A resolution to retain all film-TV jurisdiction be altered and that a 4A meeting—including SAG and SEG—be held subsequently to find an agreement on the matter.

The convention also acted to increase the national board by 10 members—four from New York, four from Hollywood, two each from the Midwest. It also acted to discourage charity tie-ins on sponsored shows to assure that performers get their customary fee, not just a percentage or no pay, thus eliminating such programs as the recent AGVA benefit on the Colgate Comedy Hour.

SWG-ATFP PACT

Strike Threat Hinted

INDICATION that the Screen Writers Guild might use a strike threat as a last measure to persuade the Alliance of Television Film Producers to begin negotiations were given in the Guild's annual television report.

SWG, which originally requested an opening of discussions in early November [BT, Nov. 19], was asked by the producers to wait until completed negotiations with IATSE.

SWG now feels that ATFP is stalling and believes more of a showing of willingness to meet with writers could be made, if only to the extent of meeting with them occasionally.

Here's help for small TV BUDGETS!

"It's refreshing," a TV adviser told us, and, "to discover a source for TV film spots that is so easy on small budgets."

Large advertisers too know the showmanship we pack into TV spots and the economy our "know-how" assures. Write for details.

No matter what your film needs are we can supply it for TV or Theatres at 16mm or 35mm.

FILMACK STUDIO

1331 S. WABASH AVE. CHICAGO

Page 84 • December 17, 1951

BROADCASTING • Telecasting

TELEVISION, theatre and foreign rights to more than 40 films owned by Cathedral Releasing Corp. have been purchased by Producers Representatives Inc., New York, by Lee Miller, president, announced last week.

The 16 and 35 mm film library, with an estimated total value in excess of $2,000,000, includes color as well as black-and-white pictures, previously released only for nontheatrical use. Subjects have been taken from both Old and New Testament and include The Life of Christ, series of 13 half-hour films, and Life of Saint Paul, a 12-episode series.

First of Cathedral pictures to be released to television will be Holy Night, a Christmas film marketed for the holidays. All television properties will be handled by George T. Shupert, vice president of Peerless Television Productions Inc., company recently formed by Edward and Sol Lesser.

"Celebrating their 15 years association in film making, Harold Morley and Nathan Zucker, president and board chairman, respectively, of Dynamic Films Inc., New York, released their 12th series on film for television last week.

The new release, Speed Classics, is a series of 26 films with storylines describing championship automotive and motor boat speed events. Speed Classics is the 600th film release by Dynamic.

The company has just completed its third expansion within the last two years, Mr. Zucker announced. Dynamic studios include sound stages, recording studios and animation departments.

Eighty-six television stations have booked The Joyful Hour, a special Christmas film for television. It is being offered for release without charge by Jerry Fairbanks Productions, Hollywood (P/I)

—Gordon S. Heehan has joined Sarra Inc., Chicago, as animation director in the creative and film planning department. He has worked in motion pictures 19 years, and his screen credits include Gulliver's Travels and Mr. Bug Goes to Town. Mr. Heehan is a graduate of Pratt Institute, Brooklyn, and a member of the Screen Cartoonists Guild.

—Harry-Tuchman Productions, Hollywood, moves to new offices at 6355 Hollywood Blvd. Phone is Hillside 5183. Principals of the firm, Herbert Tuchman and Edward Remi, have added five more members to their organization are Fran Harris, creative director and Ralph Tuchman, sales director.
HOLLYWOOD NEWSREEL: A weekly 15-minute syndicated film program produced in Hollywood, the entertainment capital of the nation, especially for TV. Each issue features behind-the-scenes activities of top star personalities of movies, radio, and television. No other program on the air can offer so many names for so little money!

Screen Gems, Inc.
729 SEVENTH AVENUE
NEW YORK 19, N. Y.
CIRCLE 5-5044
WILL BALTIM, NAT'L. SALES MGR.

THE BIG GAME HUNT... HAS SCORED TREMENDOUS RATING IN LOS ANGELES MARKET BEING SHOWN WEDNESDAYS 7:30 TO 8:00 P.M. A PACKAGE OF TWENTY-SIX HALF-HOUR SUBJECTS FEATURING THE THRILLING JUNGLE ADVENTURES OF OSA JOHN-SON, AIMED TO APPEAL TO EVERY MEMBER OF THE FAMILY, THIS SERIES HITS ITS MARK.

Explorers Pictures
729 SEVENTH AVENUE
NEW YORK CITY
CIRCLE 5-4049
JULES B. WEILL, PRES.

TV DISC JOCKEY TOONS: A series of films made especially to synchronize with popular and standard phonograph recordings. The perfect solution to TV's most intriguing problem, "How to convert radio's disc jockey to TV?" Preliminary runs have been successful in 22 of the nation's markets. Designed as a library service to TV stations.

Specialty Television Films, Inc.
1501 BROADWAY
NEW YORK CITY
LU 2-4717-LO 4-5592
JULES B. WEILL, PRES.

ANIMALS UNLIMITED and some 100 other top-notch 13 and 26 minute films for up-to-date programs. TV music clearance. Preview and stand-by prints supplied, Up-to-date subjects, American narrations. Requests filled well in advance of play dates.

Films of The Nations
62 WEST 45TH STREET
NEW YORK, N. Y.
Murray Hill 2-0640

GOIN' TO TOWN... another of the 6 BIG FEATURES in our success-tested LUM 'N' ABNER series! 17 years of radio buffs now get your TV audience ready to roar! Barbara Hale supports this fun-and-music film that gathers hilarity on the way from a backwoods oil well to night club high-jinks.

Screen Gems, Inc.
729 SEVENTH AVENUE
NEW YORK 19, N. Y.
CIRCLE 5-5044
WILL BALTIM, NAT'L. SALES MGR.

POST PICTURES CORP.
115 W. 45TH STREET
NEW YORK 19, N. Y.
LUXEMBOURG 2-4870

For more information please write direct to the distributors.
PLEASE NOTE:

TV FILMS AND FEATURES IS A NEW ADVERTISING SERVICE OF TELECASTING.

TV FILMS AND FEATURES WILL SERVE AS A RUNNING DIRECTORY OF THE CURRENT FEATURE FILMS & PROGRAMS AVAILABLE FOR SHOWINGS.

Every month you will find the newest and best TV films in TELECASTING, the weekly market place of all the television executives who make all the decisions all of the time.

BROADCASTING • TELECASTING
870 NATIONAL PRESS BUILDING
WASHINGTON 4, D. C.

Page 86 • December 17, 1951

A SERIES of 25 mystery and crime detection features, starring such names as Dean Jagger in "Revolot of the Zombies," Ginger Rogers in "Shriek in the Night," Melynn Douglas in "Vampire Bat" plus other titles with Lyle Talbot, Donald Cook, Ralph Groves, Paul Lukas & Dorothy Stone.

"SPEED CLASSICS" . . . Exciting new program of sports films made expressly for TV. Initial series of twenty-six 1/2 hour spectacular shows, each a complete dramatic story of championship automobile or motorboat classic in speed and thrills. A ready-made audience from the fourth largest paid-attendance sport.

KING'S CROSSROADS—26 half hour programs on film . . . Features Carl King, popular TV host, with his selection of unusual film subjects . . . More than $2,000,000 in film production programmed properly for TV for the first time. Tailor-made for commercial insertion—never a break in program continuity. Sample programs available for screening.

For more information please write direct to the distributors.
New Orleans

(Continued from page 27)
host. The delegates also voiced appreciation to CBS officials for attending the meeting and explaining the new "Selective Facilities Plan" and "Standard Facilities Plan."

Clyde C. Hardesty, WMCT, Dallas, served as chairman of the New Orleans meeting, attended by 50 of the 54 affiliates in the 10 southern states (S.C., Ga., Ala., Okla., La., Tex., N. C., Miss., Tenn.). Sixty-two delegates were officially registered.

CBS officials who took part in the New Orleans sessions, all of which were closed, explained the network's policies in their relations with affiliates. After the meeting they authorized the following quotations summarizing their statements during the meeting:

Howard Meighan, president, CBS Radio—"There is a reallocation metamorphosis among the general public, the national advertiser, talent and radio executives. The public is reallocating its leisure time with respect to radio, TV, movie and reading habits. The national advertiser is reallocating his time with respect to radio, TV, magazines and newspapers. Talent is reallocating its interests among radio, TV, stock and the radio executive. The radio executive is reallocating his thinking in terms of radio vs. TV. The stage has never been played by the movies; magazines and newspapers have never replaced each other; TV will never replace radio. Talent is finding its emotional groove with respect to television, radio and the stage. The national advertiser is evaluating all media qualitatively. The radio executive is appraising TV in a realistic light and is finding the quasi partnership of the two media is workable."

Louis Hausman, administrative vice president, CBS Radio—"A recent advertiser survey made in New York City with 512 TV families as a sample (see story of survey, page 90, through TV viewing habits and depressions and increasing and radio increasing."

William B. Lodge, vice president in charge of technical operations, CBS—"Affiliates should check their equipment and get it in the best possible working condition. Those affiliates planning TV operations could make many contributions by doing advanced planning while waiting for grants—such matters as site details."

Lester Gottlieb, program director, CBS Radio—"TV is the best thing that has happened to radio programming because it has lifted it out of its complacency. It has forced radio to break its habits to a realistic price level." He announced that effective Dec. 13 CBS was offering two separate half-hour television programs, one at 7:30 with a talent price of $4,750 gross per week, featuring name Hollywood stars. "According to the latest Nielsen, CBS has nine of the first 10 rated shows," he said.

Sell Radio Drive

(Continued from page 27)
tained with advertisers and agencies, Mr. Sweeney said, via two twice-monthly direct mail pieces—a "Kiplinger-type-newsletteer" on radio advertising activities, which will go to agencies, and a sales letter outlining pertinent radio sales data which will be sent to advertisers.

In the area of local promotion, Mr. Hardesty reported, there will be stepped-up schedules on the issuance of existing sales-aid services to stations, plus new projects to increase the volume of radio and record Most time sales—including an outline of plans by which groups of stations may band together, as they already have done in some cities, for joint promotion of the medium under the banner "Radio United."

Aside from the "Radio United" project, he said, new services will include a "radio presentation on radio's effectiveness, to be issued annually summarizing reasons why local merchants should use radio," "the radioised 'New Member's Kit,' giving new members material which has been issued in the past in the form that they may start with a complete tape of salesmen's aids."

Cost of the kit project, he estimated, in itself would be equivalent to an average station's dues for a month or month and a half.

Seek Extra Copies

Mr. Hardesty also reported that during the meeting, "The Country's Customers" collection of ARBI radio and TV newspapers studies, completed the preceding week, already had brought approximately 200 requests for additional copies for members to supply to agencies, advertisers, etc.

A compilation of all BAR sales aids will be sent to members in January, he asserted.

Other plans include monthly calendar of top merchandising events with a guide to sales opportunities; release of returns from a special merchandising study, now being tabulated, and regular issue summary of the following sales aids to members:

"BAR Salesman," weekly; co-op cards, 18 new ones a month in addition to 194 active ones already issued; retail information folders, twice monthly; local business sales aids, monthly; "Sales Opportunities," monthly; library bulletin, monthly; "Radio Gets Results" success stories, monthly; "Copy-Minded Selling Aids," monthly.

Consolidated Hearings

(Continued from page 78)
titled to an oral argument.

Hearings commenced or were completed pre-fern in 15 cities, WFOX brief divulged. It cited 26 applicants who had gone through hearings for VHF channels in Milwaukee, Ft. Worth, Philadelphia, Detroit, Philadelphia, San Diego, Atlantic City, Reading, Harrisburg, and Allenhurst-Bethlehem-Easton.

In all but the last four, WFOX' brief pointed out, proposals were submitted asking for restoration of the VHF channels deleted—in whole or in part. After mentioning "the hundreds of thousands of dollars" expended and the time and energy of the applicants and the FCC staff in going through the hearings, WFOX concluded: "... applicants whose cases have been heard are in a special category and should be afforded where feasible treatment approaching that given the VHF licensees ... where the principles of assignment and mileage separation minima were not rigidly adhered to."

Arguments 20-Day Rule

WFOX hinged its oral argument plea on the fact that the Commission's 20-day rule prohibited any further applicants from getting into hearings. But the FCC did not answer that point in denying oral hearings.

Still to be decided are DuMont and WKY-TV Oklahoma City requests for oral hearings. Latter is one of the three remaining stations refusing to change to the frequencies suggested by the Commission in its proposed allocation plan. The other two are WAZ-TV, Huntington, W. Va., and WTAR-TV Norfolk, Va. In addition WNH-TV New Haven, Conn., has given only a qualified yes to the Commission's proposal [B+5, Dec. 3].

RCA

RCA now has more than 1,200 employees, and more than 2,500 more years of continuous service with the company. The total was achieved with the addition this month of 164 men and women to the RCA 25-Year Club at dinner ceremonies held in various plants locations.
large is too optimistic about the materials situation, he reported. DuMont Labs, has gone all out for defense contracts and currently has $68 million worth of such projects on its books. Another $47 million of commercial orders is expected by 1962 to make it a record sales year, he said.

He reported DuMont inventories as small, saying the corporation took losses earlier in the year when it cut prices to lower inventories and maintain production. He estimated that manufacturers, distributors and dealers still hold some 1,600,000 sets of all kinds, however.

DiMAGGIO TV Signs for Yankees

JOE DiMAGGIO, former New York Yankee outfielder, Thursday signed a one-year contract with the club to conduct a TV show before and after every Yankee home game. He will not handle play-by-play and is limited to 10-minute commentaries and interviews. He succeeds Dizzy Dean, who will be heard on WFB. New York Giants announced they would not participate in game-of-the-day broadcasts in 1952, or any other radio program carrying games on national basis. Giants will be heard on a small network covering nearby areas and not competing with minor league games. WMC and WPX (TV) New York will carry games at Polo Grounds.

PCC GATES Report Not Indictive

ATTENDANCE at West Coast football games has increased more than 13% in television areas this year and has decreased in non-areas, it was revealed in a report issued to Pacific Coast Conference representatives meeting in Carmel, Calif., last week.

But the representatives refused to close the figures as a clear indication of the effects of television on football attendance and agreed to withhold any action or recommendation on the television controversy until after the NCAA meeting in Cincinnati next month. Delegates agreed informally however that the results of the survey would carry considerable weight in discussions scheduled for the NCAA meet.

The attendance report showed that attendance in television areas has increased 18.5% during the 1961 season, while attendance in non-TV areas had decreased 2.5%. Although only selected games were telecast under the NCAA test plan, professional games were carried in the areas and many schools had complained during the season that those pro telecasts were also a threat to the college game.

Several representatives at the conference meeting said the increase could be traced to the facts that college games were telecast without restriction in 1950 but such argument could not explain the decrease in attendance in areas not served by TV.

Others attributed the increase in attendance to better competitions, better weather and many other minor factors. As an example of the situation, they cited California's outstanding strength in the league last year, which cut down competitive interest. This year Stanford emerged to topple California as the conference leader and bring a better balance to conference competition.

DAVID & BARBEAU
New TV Consulting Firm

A NEW firm of television project consultants, David & Barbeau, has been organized by W. Russell David Sr. and Ernest A. Barbeau with headquarters in Schenectady, N. Y.

The firm will offer professional guidance for video project planning to those wishing to establish new TV stations. Initial operations will be East of the Mississippi but a national service is planned.

Both Mr. David and Mr. Barbeau have designed, built and operated AM and FM stations. For many years Mr. David was employed by General Electric Co. in radio and TV sales and engineering work. He was GE's national sales manager for several years on broadcast equipment before joining WPTP Albany, N. Y., where he is a stockholder, director and vice president.

Mr. Barbeau was sales engineer for several years with the General Electric Co. in Chicago, Cleveland, Minneapolis and Schenectady. During World War II he was project manager of certain government radar developments. Since then he has been a radio station consultant.

"Lorain Journal"
(Continued from page 88)
against the New Orleans Times-Picayune and States (WTPS) and the Western Newspaper Union (John H. Perry stations—WCOA Pensacola, WJHP Jacksonvillle, WAGC Ocala, WDLF Panama City).

Justice Dept. charged that the New Orleans publisher insisted that classified advertisers buy space in his papers and evening newspapers or not at all. Case was heard in U. S. District Court in New Orleans beginning last April. No decision has been rendered.

Western Newspaper Union is charged with monopoly of supplies and news services to rural weekly newspapers in the U. S. through price agreements and buying out competition.

POLL

POPULARITY DATA

POPULARITY ratings for programs aired in nine television markets with a minimum of three stations were released last week by the A.C. Nielsen Co., Chicago market research firm, for the first time. The new ratings designed to judge program performance from at least three networks under "nearly identical competition conditions," are a feature of the Nielsen Television Index, President A.C. Nielsen said.

A subscriber to the new service receives data on audience size by network during the same week, hours of telecast as expressed in percentage of all TV homes in the nine cities. Corresponding minute-by-minute records also are available.

The new service, Mr. Nielsen said, "gives broadcasters for the first time a sensitive record of actual audience movement directly traceable to program factors, such as talent, commercial treatment, time of day and competition."

Areas covered in the initial report were Chicago, New York, Washington, Philadelphia, Detroit, Cleveland, Baltimore, Cincinnati and Columbus. Others may be added later.

Table of one of the first report on popularity showed, for example, that about 3/4 million homes were watching Godfrey's Talent Scouts from 8:30 to 9 p.m. At 9, about 1 million homes shifted from Godfrey to CBS on Lights Out on NBC. Half an hour later, another million homes tuned in NBC

Hooper Releases Nine Area Study

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 SALE

FOR DETAILS, WRITE—
J. M. MCDONALD,
Assistant Director of Engineering
Crosley Broadcasting Corporation
Crosley Square,
Cincinnati 2, Ohio

Page 88 • December 17, 1951
SAO PAULO TV
New Outlet In Readiness
REGULAR commercial telemarketing of Sao Paulo's second television broadcast service is scheduled to begin Christmas Eve.

Radio Televisao Paulista S. A. began test programming its first TV station with live and film programs. These tests will continue until Dec. 24.

Cost of the station reportedly was listed at approximately $1.5 million.

First TV station in the Brazilian industrial center, Radio Tupi (PRF-3-TV) has been on the air about 1½ years. It is estimated that there are now some 15,000 television receivers in the area. Studios and transmitter are located in the 12-story Radio Televisao Paulista Bldg. at Avenida Reboucas 58-62, Sao Paulo.

Equipment consists of an RCA antenna, Federal 5 kw transmitter, Federal microwave, DuMont studio equipment and a DuMont telecruiser. Elaborate film processing facilities are planned (B&T, Dec. 3, Nov. 26).

Officers of the licensee are Luis Fonseca de Souza Meirelles, president; Mario Monteiro Diniz Junior, managing director; Victor Fonseca de Souza Meirelles, treasurer; Aloio Reis d'Avilia, business manager, and Celso G. Arantes Nogueira.

Telestatus
(Continued from page 78)

ports. The program also, he states, influenced the movie attendance of its viewers, who considered it a "major source of movie information."

Dr. Dichter winds up his report with the following conclusions:

1. Our pilot study definitely shows that TV and the motion picture industry are compatible under certain conditions.

2. By expanding this pilot study into a full-fledged national project, utilizing both depth research and controlled experiments, the motion picture industry should be able to develop a positive program to accomplish the following:

(A) Re-establish channels of communication with the TV set owner.

(B) Integrate the entertainment sections of a newspaper so that the TV fan is not isolated from the motion picture section when he folds the newspaper to the TV program listings.

(C) Establish the motion picture theater as a community center.

(D) Minimize the "mess of choice" as it pertains to film fare.

(E) Establish that the movie industry belongs to both the TV set owner and the non-TV set owner.

(F) Utilize more modern semantic and illustrative devices in selling the basic appeals of individual motion pictures by understanding the real reasons people go to the movies.

CALIFORNIA set owners are decisive about "pay as you see" television, according to semi-annual telecensus of Woodbury College, Los Angeles, released last week.

It reveals that 60% of those interviewed would pay $1 a program to see top-grade unsponsored TV entertainment in their home providing it was billed to their telephone or received by coin meter arrangement.

However, the telecensus states that those same set owners wouldn't pay $1 per person to see high grade entertainment, such as major sports events, or first quality movies, at a local theatre if it were not available over home receivers.

Covering some 5,000 TV set owners in metropolitan San Diego, Los Angeles and San Francisco and adjacent areas, the door-to-door survey covered a two week period ending Nov. 30. It was under direction of Prof. Hal Evry. About 1,000 students from Woodbury College, Valley College, U. of Redlands, San Jose State College and Stanford U. conducted the telecensus.

Movies showed a gain in popularity over previous Woodbury studies.

Survey found that TV as an advertising medium still needs support of other media as indicated by purchases of cigarettes, gasoline and beer. In no case is the leading TV advertiser (in dollar volume) also the leader in sales; the telecensus states.

TV set owners listen to radio on an average of an hour and 50 minutes daily it was shown. However, some 10.7% said they do not listen to radio at all.

Sunday continues the favorite viewing day, with an average of five hours given over to TV. Milton Berle was listed as the favorite program with wrestling and Red Skelton Show occupying runner-up spots.

The telecensus shows that the Japanese Peace Treaty signing in San Francisco, Gen. Douglas MacArthur's return, World Series, Keefe Investigation, in that order, were video's outstanding events of the past year.

L&M Changes
LIGGETT & MYERS Tobacco Co., New York, will drop sponsorship of its Sunday Soundoff series featuring Bob Hope, Fred Allen and Jerry Lester, 7-7:30 p.m. on NBC-TV effective Jan. 6, but will sponsor a TV version of Dragmet, Thursdays, 9-9:30 p.m. [CLOSED CIRCUIT, Dec. 3]. Cunningham & Walsh, New York, is agency.

Here's TV Coverage...

A WGN-TV advertiser made an introductory offer on his first program...a one minute announcement at 11:45 p.m. Sunday night. Within 24 hours, more than 2300 cards were received from

- 91 Cities in Illinois
- 25 Cities in Indiana
- 3 Cities in Wisconsin
- 2 Cities in Michigan

Early or late...if you want results... call your WGN-TV representative for availabilities

The Chicago Tribune Television Station

BROADCASTING • Telecasting

December 17, 1951 • Page 89
penetration and radio's loss is, he explained, "not represented by a straight line but by a concave curve which is steep at the beginning but becomes flatter as time goes on."

The heaviest effect has already been felt in present TV markets, but will be repeated as new TV markets open up, he said, when a new downward kink will appear on the national radio listening graph.

Displaying other charts which showed appreciable average decline in radio set-in-use during the evening hours and less sharp declines during the daytime, Dr. Zeisel commented that these averages could not be applied equally to all radio programs nor to all types of programs. But he said that through use of this general principle the present audience loss of any program to TV and its probable loss in the future can be computed. In fairness to radio, he noted that his computations had disregarded out-of-home listening, shortchanging radio at certain hours and seasons of as much as 15% of its true value, and that radio was further unfairly discounted because not enough attention has yet been given to "the ever increasing number of TV homes with three or more radios."

No Circulation Loss

Wishing that such a clear picture of TV's impact were also available for other media, Dr. Zeisel reported that comparison of newspaper circulation figures for TV and non-TV areas shows no evidence of circulation loss. Readership surveys made by the Bureau of Advertising, he reported, show the same page traffic for TV-owners as for non TV-owners, but he noted that this comparison is not conclusive as "just how much is read on each page remains an open question." He expressed the opinion that there is some loss in intensity of newspaper reading by people in TV homes, although agreeing in the main that newspapers are probably least affected by TV.

When he tried to get information about magazine readership, he reported, he was referred to a brochure, "The Readership of Magazine Advertisements vs. the Growth of Television," which depicted TV's effect on radio and the movies but failed to compare magazine readership in TV and non-TV areas or, as it might have done as figures were available, in TV homes and non-TV homes.

However, he stated, "in some less-publicized corner of the research organization which produced this booklet, a comparison such as I have indicated matched samples of TV owners and non-TV owners. This showed, he said, that "ad noting by men declined by 18%, that of women by 18.""

Why, he asked bitterly, "is this information permitted to fall under the table? Why does such correct analysis not show up in the brochure and only such stuff is presented which is poor in research design and only rich in propaganda value?"

No Data Released

When he requested comparisons of newstand sales for TV areas and non-TV areas, "not one single publisher released these data" although they are readily available, Dr. Zeisel declared. Instead, he said, they told him that they had looked at these data and they showed no significant pattern. And when he attempted to check county-by-county ABC circulation data of magazines sold entirely through newstands, he found that the latest detailed circulation books were over two years old, he declared. "By a curious accident this one set of data had been readily produced by radio, movies and newspapers, which the book publishers are now producing themselves, has not been produced by magazines. It seems to me that to produce these data is a challenge to their and to the Audit Bureau of Circulation's integrity. Until this is done I shall remain suspicious. If, on the other hand, this research evidence looks as good for magazines as we are told, believe me, I shall be very happy to change my mind."

In addition to the publishers' reluctance to reveal the evidence, suspicion is justified on the basis of surveys of TV families who report less time spent in magazine reading since acquiring a TV set, Dr. Zeisel said. He cited a survey made by Good Housekeeping, which he praised for releasing the results, showing that 34% of all respondents spent less time reading magazines and 18% of the balance devoted less time to magazine ads.

Dr. Zeisel concluded: "It has been said by the radio people that their medium is now being penalized for having done too much and too good research—because their cards are on the table."

Radio Need

Enchanted by Television

THE LONGER one owns a TV set, the more sure he is that he needs radio, too.

That is the conclusion from three interviews with the same group of approximately 500 TV families in the New York-New Jersey area (the world's first television market) over a 30-month period by Advertest Research. In May 1949, November 1950 and November 1951, Advertest interviewers asked this question:

"Do you think that you will continue to listen to the radio, or do you think that television will entirely replace radio listening in the home?"

In May 1949 less than half (47.7%) of those interviewed expected to go on listening to the radio, while 52.3% felt that television would supplant radio entirely. The following year, 61.3% thought they would go on using their radios a while longer, while 38.7% anticipated radio's demise at the hands of TV. This fall, more than three quarters of the group (76.8%) are sure that radio is here to stay; only 23.2% expect TV to replace it completely.

The original interview was made with 512 TV owners. The repeats were made with the same group, except for those who had moved, who refused to be interviewed, etc.; 488 in the second survey, 452 in the third.

Capper Is Ill

ARTHUR CAPPER, former U. S. Senator from Kansas and head of Capper Publications (KCKN Kansas City, WIBW Topeka), was in a critical condition late last week after suffering an attack of pneumonia.

Capper is 71.

TOM MOOREHEAD, sports director WPIL Philadelphia, will entertain five hundred children at his fourth annual Christmas party on December 16. Each child will have a Christmas dinner and receive toys and games. The children come from various churches, schools and orphans in Philadelphia.
Now ready for designers and users!

General Electric's pace-setting A-TR tube licks slow recovery time by employing a long-life deionizing agent.

Means a better screen image! The fast recovery of the GL-6038, by levelling off the radar-response curve, helps produce a screen image that is steady and complete, with no fadeout tendencies. Your equipment "sees" more dependably.

Be safe, be sure ... specify G-E! Broadband gas switching tubes for microwave applications were pioneered by G-E. This research and extensive know-how stand squarely back of the new GL-6038's performance, as with other TR, A-TR, and Pre-TR types bearing the G-E name. Get up-to-the-minute information! Wire or write for Bulletin ETD-158. General Electric Company, Electronics Division, Section 9, Schenectady 5, New York.

General Electric offers these high-performance gas switching tubes to meet your microwave needs.

<table>
<thead>
<tr>
<th>GROUP</th>
<th>TYPE NO.</th>
<th>FREQ. RANGE</th>
<th>MAX PEAK POWER</th>
<th>LEAKAGE POWER</th>
<th>RECOVERY TIME, MAX</th>
</tr>
</thead>
<tbody>
<tr>
<td>TR</td>
<td>GL-1863-A</td>
<td>8490-9578 mc</td>
<td>250 kw</td>
<td>30 mw min firing power</td>
<td>4 usec at -3 db</td>
</tr>
<tr>
<td>A-TR</td>
<td>GL-6038</td>
<td>9000-9600 mc</td>
<td>100 kw</td>
<td>5 kw</td>
<td>4</td>
</tr>
<tr>
<td></td>
<td>GL-1835</td>
<td>9000-9600 mc</td>
<td>250 kw</td>
<td>5 kw</td>
<td>4</td>
</tr>
<tr>
<td></td>
<td>GL-1837</td>
<td>8500-9000 mc</td>
<td>250 kw</td>
<td>5 kw</td>
<td>4</td>
</tr>
<tr>
<td></td>
<td>GL-1844</td>
<td>2680-2820 mc</td>
<td>1000 kw</td>
<td>20 kw</td>
<td>4</td>
</tr>
<tr>
<td></td>
<td>GL-1856</td>
<td>2775-2925 mc</td>
<td>1000 kw</td>
<td>20 kw</td>
<td>4</td>
</tr>
<tr>
<td>PRE-TR</td>
<td>GL-1838</td>
<td>2700-2910 mc</td>
<td>1000 kw</td>
<td>100 kw</td>
<td>.0002 joules</td>
</tr>
</tbody>
</table>

G. E. Offers These High-Performance Gas Switching Tubes to Meet Your Microwave Needs.
Respects
(Continued from page 58)
and tour services.
In late fall of 1939, Art Kemp, then Columbia Pacific sales manager, and now a McCann-Erickson vice president in New York, sent Mr. Shaw to San Francisco with assignments to call on food brokers and company representatives and convince them of radio's powerful sales support. He did convince many of them. As a result, he also convinced Mr. Kemp that he had good material on hand for a future salesman. As a result, he also convinced Mr. Shaw in May 1940, was named Columbia Pacific account executive, a post he held until enlistment in the Army Air Force 18 months later.

After four years as a twin-engine pilot and instructor, Mr. Shaw rejoined CBS in November 1945 as a KNX-Columbia Pacific account executive in Hollywood. It was three years later that he was named assistant sales manager.

He was transferred to New York on April 1, 1950, to become an account executive for Radio Sales Inc., president of the present CBS Radio and CBS Television spot sales organizations.

Three months after he arrived in New York, Mr. Shaw became Eastern sales manager of Radio Sales Inc. He held that post until his present appointment on Sept. 4, 1951. It brought him back to Columbia Square in Hollywood as general manager, 12 years and 11 months from the day he joined the network's staff as a guide.

Since CBS policy requires a considerable degree of autonomy in the operations of regional and local units, his area of responsibility is quite comprehensive. In addition to supervising operations of 80 kw KNX, he also supervises regional programming and sales for the 41 affiliated radio stations in the 11 western states.

Part of his enthusiasm for returning to his native West and "western living" is engendered by belief that radio is particularly well adapted to the sprawling, rich, growing and constantly changing Pacific Coast market. A dyed-in-the-wool Californian, Mr. Shaw's unabashed championship of the West during his stay in New York, earned him a "chamber of commerce" label around 485 Madison Ave. It also earned him an outstanding sales record for the Columbia Pacific Network and western stations represented by CBS Radio Spot Sales.

"I've never believed in selling radio by anybody's ratings," Mr. Shaw says, "but rather by its effect on moving the advertiser's merchandise."

"It's better, I believe, to prove your point with radio's excellent sales results, than to have ratings alone take the client's eye away from the fact that his wares are moving better than ever.

A firm believer in the effectiveness of local talent, which he considers as another extension of radio's invaluable community and public service, Bill Shaw also stresses the value of service to the advertiser.

His own sales philosophy contains the basic elements of hard work and service which are the essentials of most selling.

"I've found my most successful selling was when I determined what an advertiser wanted to sell, how he wanted to do it, what audience he wanted to reach and then came up with a program or schedule tailored especially for his requirements," Mr. Shaw stated.

"The day you really begin to work for a client is the day his show goes on the air," he continued. "From then on, the job his program does for him is to a large part determined by the support and promotion designed for it by both the client and radio."

Mrs. Shaw is the former Jacqueline Parkinson of Sacramento, whom she met while stationed there during the war. Married in that city on July 6, 1943, the Shaws have two sons, William D. Jr., age 6, and John F., age 4. They make their home today in Encino, Calif., which is located in San Fernando Valley.

Hobbies are closely connected with Mr. Shaw's business and family. Of prime importance to him is the time he spends with the family at home or by the beach. Sailing and golf are favorite outdoor pastimes. Most of his reading however is closely connected with the radio industry. When his biographies often come with trade publications for Mr. Shaw's attention.

Having recently rejoined the Hollywood and Los Angeles Ad Club, Mr. Shaw also is a member of Alpha Delta Sigma, national advertising fraternity and Delta Tau Delta, national college fraternity.

Antenna Materials
THREE firms have been granted adjustments of their aluminum quotas for the nearly-ended fourth quarter to manufacture radio-TV receiving antennas. The companies are Berks Electric Service, Temple, Pa.; Antenna Products, Chicago; Charles A. Laurreigh, Orange, N. J. Relief was granted from Nov. 27 allotments on the basis of "hardship," Firms received extra quantities ranging from 1,000 to 7,000 pounds.
In the Public Interest

KMTV. First prize was an RCA table-model TV set. Second and third prizes were RCA 45 rpm records of the contest an outstanding success in that it made "hundreds of families home-safety conscious which will pay off in years to come in a minimum of home accidents."

Classical Music Library
WDRC Hartford is donating to the Hartford School of Music a library of more than a thousand records and which is valued at several thousand dollars. In addition, WDRC is donating more than a thousand records to the Hartford Tuberculosis Society and the Trinity College radio station, WRTC.

In Wake of Tragedy
TRAFFIC death of a Milwaukee policeman during civil defense maneuvers had its brighter side, thanks to WEMP Milwaukee's Bob Larsen, conductor of the Coffee Club show. Mr. Larsen mentioned the death of the patrolman, known as "Whitney," and received a $1 contribution from a listener with the suggestion that Milwaukee's children start a fund for the widow and four children. WEMP received a stream of nickels, dimes and quarters from the patrolman's young friends.

Home Safety
KMTV (TV) Omaha, under the supervision of the Omaha Safety Council, conducted a contest entitled "Home Safety Pays Off Because..." Viewers were asked to complete the contest sentence and forward their entries to Red Feather fund was given an opportunity to hear his voice over the air. Station sent out three announcers—Mandry Lyle, Pat Cham-

CBC Holiday Policy
CANADIAN Broadcasting Corp., Trans-Canada and French networks will carry no commercials, except institutional announcements in connection with network programs, on either Christmas Day or Good Friday, according to a new ruling. Dominion network will be allowed to carry commercials on Christmas Day but not on Good Friday. This gives listeners a choice, as some Canadian listeners have objected to commercials on Christmas Day. Independent stations are not covered by ruling and make their own policies.

ANTI-NARCOTICS
NILES TRAMMELL, NBC board chairman, set the public service keynote of NBC's Life Can Be Beautiful radio series Thursday afternoon when he introduced three leaders of women's groups who are scheduled to discuss narcotics as a social problem on subsequent programs.

Participating in the serial drama are Mrs. Hiram C. Houghton, president of the General Federation of Women's Clubs, who appeared Thursday and Friday; Mrs. Iler Campbell, national president of the American Legion Auxiliary, and Mrs. Helen Cassid, national chairman of radio and TV department for Veterans of Foreign Wars Auxiliary, both of whom are scheduled for broadcasts today (Monday) and tomorrow. An official from the U. S. Narcotics Bureau will appear later in the month.

Crosley Buys Building
PURCHASE of a 2½-story brick building in Cincinnati was announced last week by Crosley Broadcasting Co. The building, within 50 feet from the main entrance to the present Crosley Square Bldg., will be used for WLW and WLWT (TV) offices. Several offices are expected to move into the building this month.
WIDE OPEN SPACES
WCKY Cincinnati presenting listener-participation show, America's Outdoors, Sat., 5:30-6 p.m. Sportsmen and sportswomen are invited to send outdoors questions, tips, oddities and tall tales. Writers of letters used on program awarded gifts of sportaman equipment. An outstanding sportsman, conservationist, or outdoors organization is saluted on the program each week by Jim Thomas and John Murphy, veteran outdoorsmen, handling the show.

RCA BOOKLET
"THE STORY OF TELEVISION," 40-page glossy booklet, was issued last week as a progress report on industry by RCA. With an introduction by RCA Board Chairman David Sarnoff, booklet considers television's new horizons, its phenomenal postwar growth, RCA television research, RCA color television, and RCA-NBC "firsts" in the field. Widely illustrated brochure, in showing performance and proportions of television, indicates that video has become major art and industry, with promise of even wider service than it now provides.

YOUTH PROBLEMS
KPIX (TV) San Francisco, Ask the Experts, Mon., 4:30 p.m., features high school students discussing problems of youth with experts in various fields. Using a forum-type format, half-hour program is creation of Carol Levene, San Francisco freelance producer, and is presented by Junior League of San Francisco.

CHRISTMAS CAROLS
WBW Topeka, and KCKN Kansas City, sending trade and advertisers promotion brochures with book of Christmas carols enclosed. Cover has message carried over to second page from General Manager Ben Ludy, saying "To wish you a merrier Christmas... WBW Topeka and KCKN Kansas City send you this book of 'Christmas Carols' with the sincere hope that it may add to your enjoyment of this and many other Christmas seasons."

TEAR SHEET PROMOTION
WCBS-TV New York and KNXT (TV) Los Angeles distributing tear sheets of full page newspaper ads to the industry plugging new Edward R. Murrow show, See It Now, Sun., 3:30-4 p.m., EST. Ad consists of picture of Murrow and copy reading in part, "a ... report of the week's significant events, some of it on film, some of it happening before your eyes ... From your own armchair, you will witness the world."

CIVIL DEFENSE SHOW
WFMY (TV) Greensboro, N. C., Dec. 8, presented program explaining operations of ground observation, or corps of state civil defense. Program featured special exhibit flown directly from Kansas City, Mo., for show.

TOP NEWS COVERAGE
WTSG (TV) Washington, Dec. 10, began presenting top world news coverage through facilities of Twentieth Century Fox and United Press. Film will be delivered to station three times daily with wire open from UP and Washington City News Service for further coverage.

AUTO RADIO TAGS
WRFD Worthington, Ohio, distributed 25,000 two-color tags for car radios to Columbus auto dealers. Tags are tied to knobs of radios to remind listeners "This radio is in tune with 880kc for Ohio Motors, Inc., News presented Monday, Wednesday and Friday at 8 a.m. on WRFD."

NEW FOR OLD
MECK Div. of Scott Radio Labs which sponsors Wendell Hall on WBKB (TV) Chicago, giving one of company's big-screen Red Head TV sets each week to owner of oldest television set as reported to dealers in area. John S. Meck, president, said offer is being made to stimulate replacement set market and keep interest in older sets still in use. He said two-thirds of million-plus sets in area were bought within the last 18 months. The NBC-TV show is telecast Mondays through Fridays at 10:45 p.m.

‘CRUSADE FOR FREEDOM’
WENT Groversville, N. Y., in cooperation with Crusade For Freedom, recently staged six-hour disc marathon. Entire station staff and several local officials took part in affair which lasted from 8 p.m. to 2 a.m. Results were very gratifying as final tabulation showed approximately 1,870 phone calls received and local campaign fund swelled by several hundred dollars.

BIRD CONTEST
WHK Cleveland's Bill Gordon used a tie-in with the Ohio Color Breeders (birds) to start another of his contests, "Get a Bird Contest." Mr. Gordon asked his listeners to name a canary and give their reasons for wanting bird. After one week of appearing with Mr. Gordon on his show, whistling and chirping, the canary and the contest drew 2,500 pieces of mail. The winner received her prize at Mr. Gordon's personal appearance at Color Breeders Annual Show.

SUPER HÔTEL
KRON-TV San Francisco recently gave public chance to view XP-300, General Motors Co., "million dollar hot-rod." Charles A. Chayne, GM vice president in charge of engineering, explaining experimental features of new ride model on the Lu Hurley show. View on KRON-TV was first television appearance anywhere of car.

Further ideas or samples of the promotion items mentioned on this page are available by writing to the individual companies.
Open Mike
(Continued from page 58)

How to Use P.I.s
EDITOR:
For lo these many years, I have consistently deposited all P.I. propositions in the waste basket. Now, however, I have seen the error of my ways and make good use of them.

From every morning's mail I weed out the P.I.'s, attach a personal memo, and remail to some local client with whom the deal would compete... As an example, a phonograph record P.I. would be relayed to a local music store something like this:

"Dear Tom: Inasmuch as you have advertised with us consistently for several years, we know you are interested in our progress and success. You will rejoice with us as you read the attached proposition offering you the opportunity to peddle records directly to our listeners. My poor heart bleeds, however, because station policy does not permit us to grasp this golden opportunity. We could not

conscientiously accept business which competes with our advertisers. I guess we'll have to continue creating the desire and demand and let you sell the records."

F. Aeon Thomas
Manager

KFXJ Grand Junction, Colo.

Bad Connection
EDITOR:
In a report concerning the Japanese TV network project on page 58 of your Nov. 19 issue, two erroneous, and rather embarrassing, statements were made.

In referring to the two members of the planning group who, with Major Holthusen, have drawn up the plans for the Japanese TV network and who have returned consistently from Japan, it was stated that: "One of the representatives, presumably an engineer, is associated with RCA. And another member of the Holthusen unit is a representative of Philips-Eindleoven, Dutch manufacturer."

The fact is that the two persons, Dr. Walter Duschinsky, who was responsible for the studio planning work in Tokyo, and the writer, who drafted the network system plan, are independent consultants, with no affiliation whatsoever with either RCA or Philips.

Dr. Duschinsky and the writer are associated with Murray G. Crosby, president of Crosby Labs. Inc., Mineola, N. Y., as partners in Telecommunications Consultants, New York... William S. Halstead

New York

NABET Chosen

Wins KEX Election

EDITOR:
Inasmuch as you have advertised with us consistently for several years, we know you are interested in our progress and success. You will rejoice with us as you read the attached proposition offering you the opportunity to peddle records directly to our listeners. My poor heart bleeds, however, because station policy does not permit us to grasp this golden opportunity. We could not

conscientiously accept business which competes with our advertisers. I guess we'll have to continue creating the desire and demand and let you sell the records."

F. Aeon Thomas
Manager

KFXJ Grand Junction, Colo.

ATTENDING party marking opening of new KCBQ San Diego studios in a San Diego resort hotel Nov. 30 are (1 to r): Harry Mitchell, KCBQ all-night disc jockey; Charles E. Sallik, KCBQ owner-manager; Harry Babbitt, CBS vocalist; William D. Shaw, general manager of Columbia Pacific Network; Billy Wardell, CBS artist, and Ole Morby, head of Western Div., CBS station relations. KCBQ has converted 7,500 sq. ft. of the hotel into an ultra-modern radio station. Official opening coincided with KCBQ's fifth anniversary. Party was climaxed by half-hour dedication broadcast. Civic leaders, 450 businessmen and advertising men also were on hand.

NABET also has filed petitions with NLRB seeking jurisdiction at five other Portland stations currently represented by IBEW. Stations are KGW (NBC), KOIN (CBS), KPOJ (MBS), and KPDQ and KWJ, independents. A total of about 45 engineers and technicians are employed at these stations.

How to Use P.I.s
EDITOR:
For lo these many years, I have consistently deposited all P.I. propositions in the waste basket. Now, however, I have seen the error of my ways and make good use of them.

From every morning's mail I weed out the P.I.'s, attach a personal memo, and remail to some local client with whom the deal would compete... As an example, a phonograph record P.I. would be relayed to a local music store something like this:

"Dear Tom: Inasmuch as you have advertised with us consistently for several years, we know you are interested in our progress and success. You will rejoice with us as you read the attached proposition offering you the opportunity to peddle records directly to our listeners. My poor heart bleeds, however, because station policy does not permit us to grasp this golden opportunity. We could not

conscientiously accept business which competes with our advertisers. I guess we'll have to continue creating the desire and demand and let you sell the records."

F. Aeon Thomas
Manager

KFXJ Grand Junction, Colo.

Bad Connection
EDITOR:
In a report concerning the Japanese TV network project on page 58 of your Nov. 19 issue, two erroneous, and rather embarrassing, statements were made.

In referring to the two members of the planning group who, with Major Holthusen, have drawn up the plans for the Japanese TV network and who have returned consistently from Japan, it was stated that: "One of the representatives, presumably an engineer, is associated with RCA. And another member of the Holthusen unit is a representative of Philips-Eindleoven, Dutch manufacturer."

The fact is that the two persons, Dr. Walter Duschinsky, who was responsible for the studio planning work in Tokyo, and the writer, who drafted the network system plan, are independent consultants, with no affiliation whatsoever with either RCA or Philips.

Dr. Duschinsky and the writer are associated with Murray G. Crosby, president of Crosby Labs. Inc., Mineola, N. Y., as partners in Telecommunications Consultants, New York... William S. Halstead

New York

NABET Chosen

Wins KEX Election

EDITOR:
Inasmuch as you have advertised with us consistently for several years, we know you are interested in our progress and success. You will rejoice with us as you read the attached proposition offering you the opportunity to peddle records directly to our listeners. My poor heart bleeds, however, because station policy does not permit us to grasp this golden opportunity. We could not

conscientiously accept business which competes with our advertisers. I guess we'll have to continue creating the desire and demand and let you sell the records."

F. Aeon Thomas
Manager

KFXJ Grand Junction, Colo.

ATTENDING party marking opening of new KCBQ San Diego studios in a San Diego resort hotel Nov. 30 are (1 to r): Harry Mitchell, KCBQ all-night disc jockey; Charles E. Sallik, KCBQ owner-manager; Harry Babbitt, CBS vocalist; William D. Shaw, general manager of Columbia Pacific Network; Billy Wardell, CBS artist, and Ole Morby, head of Western Div., CBS station relations. KCBQ has converted 7,500 sq. ft. of the hotel into an ultra-modern radio station. Official opening coincided with KCBQ's fifth anniversary. Party was climaxed by half-hour dedication broadcast. Civic leaders, 450 businessmen and advertising men also were on hand.

NABET also has filed petitions with NLRB seeking jurisdiction at five other Portland stations currently represented by IBEW. Stations are KGW (NBC), KOIN (CBS), KPOJ (MBS), and KPDQ and KWJ, independents. A total of about 45 engineers and technicians are employed at these stations.

How to Use P.I.s
EDITOR:
For lo these many years, I have consistently deposited all P.I. propositions in the waste basket. Now, however, I have seen the error of my ways and make good use of them.

From every morning's mail I weed out the P.I.'s, attach a personal memo, and remail to some local client with whom the deal would compete... As an example, a phonograph record P.I. would be relayed to a local music store something like this:

"Dear Tom: Inasmuch as you have advertised with us consistently for several years, we know you are interested in our progress and success. You will rejoice with us as you read the attached proposition offering you the opportunity to peddle records directly to our listeners. My poor heart bleeds, however, because station policy does not permit us to grasp this golden opportunity. We could not

conscientiously accept business which competes with our advertisers. I guess we'll have to continue creating the desire and demand and let you sell the records."

F. Aeon Thomas
Manager

KFXJ Grand Junction, Colo.

Bad Connection
EDITOR:
In a report concerning the Japanese TV network project on page 58 of your Nov. 19 issue, two erroneous, and rather embarrassing, statements were made.

In referring to the two members of the planning group who, with Major Holthusen, have drawn up the plans for the Japanese TV network and who have returned consistently from Japan, it was stated that: "One of the representatives, presumably an engineer, is associated with RCA. And another member of the Holthusen unit is a representative of Philips-Eindleoven, Dutch manufacturer."

The fact is that the two persons, Dr. Walter Duschinsky, who was responsible for the studio planning work in Tokyo, and the writer, who drafted the network system plan, are independent consultants, with no affiliation whatsoever with either RCA or Philips.

Dr. Duschinsky and the writer are associated with Murray G. Crosby, president of Crosby Labs. Inc., Mineola, N. Y., as partners in Telecommunications Consultants, New York... William S. Halstead

New York

NABET Chosen

Wins KEX Election

EDITOR:
Inasmuch as you have advertised with us consistently for several years, we know you are interested in our progress and success. You will rejoice with us as you read the attached proposition offering you the opportunity to peddle records directly to our listeners. My poor heart bleeds, however, because station policy does not permit us to grasp this golden opportunity. We could not

conscientiously accept business which competes with our advertisers. I guess we'll have to continue creating the desire and demand and let you sell the records."

F. Aeon Thomas
Manager

KFXJ Grand Junction, Colo.
Agencies Rate Raters

(Continued from page 86)

the respondents. As there were really three parts to question 1 ("do you believe, accept and use...") I received many statements in the following vein:

"Use in emergency, do not believe or accept."  
Those marked with a question mark are sometimes of doubtful value or have been open to considerable question at times."

"Yes and no. We use it—I don't believe it."

"All services must be improved and expanded before they are accepted as believable. We believe them as indication; we accept them because there is nothing more expansive sample-wise to accept; we use them, based on our belief and acceptance evaluation only. Their very differences expose weaknesses which could be booby-traps if accepted without reservations."

(After a "no" for one service):

"Had unfortunate experience with one special survey.

(underscored word "accept")

"This is a strong word. We use them for guide and comparative purposes, but recognize the inherent limitations in each method. We believe stations and networks must work on this rating muddle which is getting worse and having a terrific bad effect."

Respondents marked question 1 as follows:

Question 1. Do you believe, accept and use audience data (share of audience, composition of audience, time segments, ratings, etc.) of:

YES NO
Percentage Percentage
OF REPLIES OF REPLIES
ARB 35.8 15.6
CONLAN 32.6 19.2
HOOPER 82.3 (3 replies)
NIELSEN 70.5 56.8
PULSE 71.9 45.9
QUE-TELE 27.2 17.0
TRENDEX 12.3 18.7
VIDEODEX 32.0 11.7

It should be noted that six questionnaires were returned with statements to the effect that not one of the eight services listed was believed to be accurate. Although six represents only a small per-
centage of total returns, nevertheless included in the six are several of the country's heaviest buyers of radio and television time.

Question 1 asked only if the services were believed, etc. However, in question 2, I asked for specific ratings of the raters. Here are the first two choices of the agencies:

Question 2. Please rate the services in the order of your preference (1-2-3 etc.).

FIRST SECOND THIRD
CHOICE CHOICE CHOICE
Percentage Percent Percent
OF REPLIES OF REPLIES OF REPLIES
HOOPER 35 23
PULSE 30 18
NIELSEN 23 18

Remainder of firsts and seconds divided among other services.

Thus, the agencies themselves, have not been able to choose one service by an overwhelming majority. In fact, returns have shown that within a single agency a difference of opinion exists. How then, can we, who sell the time, prepare intelligent sales presentations for our stations. For example, our report shows 82.3 percent of the respondents said they believed, accepted and used Hooper. However, only 35 percent rated Hooper the number one choice and 23 percent rated the service second to some other.

Clearly the entire blame for the rating situation cannot be shifted to the local station and networks—they merely furnish the material requested by agency and adver-
tiser.

Criticism of the rating services was just as sharp in question 2 as in the previous one. I believe, etc. However, drew more unfavorable comment than the others com-

cbined. Typical of the reaction of the agencies to this one are:

"...Usually favors sponsor of survey."

"We note great discrepancies at times and suspect favoritism. This service has a bad reputation it seems to me and ratings are taken with 'lots of salt'!"

"My only opinion is that...is the least reliable."

"Last on any list."

Comments on other services ranged from:

"Most accurate now than in past!" (after checking one)

"Probably low."

"Inflated."

Another, after marking one service No. 2, wrote, "would be No. 1 if greater sample." After the No. 1 choice was this note, "object reflect to lack of early morning, late night, and no toll-call measurement."

Although many respondents re-

frained from appending their personal thoughts or reasons for their selections, it is apparent no single research service has completely

HARRY BURKE, general manager of KFAB Omaha, gives visiting Russel Woodward, Free & Peters vice president, a preview of the station's 1952 ad campaign. Mr. Burke said he found advertising is more effective when it follows a basic theme. KFAB's 1952 promotion will use "blue ribbon achieve-

ments" as its theme.

won the confidence of the agency field. Three services share in 88% of first choices, with the top one receiving only 56% of total first choices.

As the research services measure only a small part of a strong sta-

tion's actual audience and usually warn against projecting publica-

tions to entire coverage area, I asked in question 3 for an indica-

tion of the method preferred in obtaining the true audience.

Question 3. For total station audience, do you accept:

Percentage of Replies

BMB 72
HGP/M contour map 11
Either 39
Prefer BMB 70
Prefer MV/M contour (11 respondents)

Thus, it was BMB by an over-

whelming majority. Surprising as it may be to some, a number of respondents stated they preferred a mail map of the station's audience. One of the most thought-provoking comments on this question is this: "If mail maps are not available, we study both BMB and ½ MV/M contour maps. That's the most we can do and mean very little to us. The millivolt maps show us where we can expect results if WE ARE SHOWN TO PRODUCE A SHOW PEOPLE LIKE. They do not mean that a station has listeners in that area, but merely that we may expect to win listeners there if WE KNOW HOW TO PRODUCE A SHOW PEOPLE LIKE."

Another wrote: "We accept your listed factors to as much extent as we accept a newspaper's circulation figures. We are more interested in are the EFFECTIVE AUDIENCE figures, and those we can relate only through sales results."

Well, there is the reaction of the country's leading agencies to the present rating-audience measurement free-for-all. Perhaps you disagree with their selections and comments. I do, in several respects. However, this survey was conducted to learn their thoughts, and I refer to that aspect. Were we successful? What do we go from here? I, for one, and I'm certainly not alone, would like to see the industry run—not walk—straight to a total circulation system.

Does it make sense for the broadcast industry to submit infor-

mation purporting to prove "X" number of listeners heard a one-

minute announcement within a time segment, when across the hall, in another part of the agency, outdoor advertising (for example) is purchased on a method of payment that "600,000 people pass this corner every month?" No mention is made of the number of people who raise the sign to see the sign, much less the number who actually read the message.

Or, how many people do you think read the one-inch ad, 1½ inches from the top in column 5 on page 57 in today's New York Times? The ad immediately below? The ad to the right? Nobody knows, and nobody asks.

But, how many listeners do you

Page 96  December 17, 1951

BROADCASTING  •  Te lecasting
have in your participation program at 4:29 p.m.? At 4:29 p.m.? (without a moment's hesitation) At 4:29 we have a 2.9.

A 2.9! You're killing me. Why the North Overshoe, Mass., Daily Post gives me 10,000 guaranteed circulation; their research department tells me most people take the paper home where the average family numbers 3¾ members above the age of 12; that's an additional 25,000 circulation. Their surveys indicate that 40% pass the publication along to friends where it is read by 2½ non-subscriber's families are always smaller. Then, a special survey they recently made proved the children take the papers to school where they are used in the classrooms. Classes now number 60 children; here the janitor collects them and sells them to the junk man... he reads them, his children (etc. etc. ad infinitum). Now just how does your 2.9 stack up against that 452,000 circulation of the North Overshoe Daily Post? But how many read your ad?

Why, a-a-a-a.

Too often the size of the ratings determine the amount of commercial business placed on a station. This is one of the greatest evils of the entire method of rating interpretation. Let me give you an example of a rating open to question, and yet, because of it, the station probably lost business.

Several months ago, while analyzing a rating service, I found one station with five consecutive daytime quarter-hours with "no listeners found in this sample." The station is a network affiliate, 5 kw on a 610 frequency, broadcasting in a metropolitan area of approximately half-million population. And yet according to the report, the station had no audience for an hour and a quarter during that part of the schedule when set-in use were reported the highest of the entire broadcast day.

Everyone knows — or should know—that every station has an audience every minute it is on the air... that the station would have an audience if it broadcast nothing but a solo on a bagpipe with sticky bass pipes. Somebody would listen.

Happily, from the comments on our survey, I detect a glimmer on the horizon. Agencies apparently are becoming more aware of a solid circulation figure, rather than fluctuating ratings. Perhaps the day will come when radio and television time will be sold exclusively on circulation figures and their various projections and interpretations.

I say sold, for I believe the industry itself should initiate the plan. We should talk circulation, think circulation and, most important, present circulation figures when selling our stations.

FORMAL ceremonies dedicating the 118-mile New Jersey Turnpike were broadcast Dec. 7 in hour-long program, 4:30-5:30 p.m., by WNJR Newark.

WABB ORPHAN FUND GROWS UP

ABC Carries 'Jaycee' Appeal Nationwide

ORPHANS throughout the county were given a boost earlier this month in a nationwide program over ABC as an outgrowth of a local public service program initiated in Mobile, Ala., last year by WABB in cooperation with the local Junior Chamber of Commerce. Last year's mobile drive proved so gratifying to the Junior Chamber and the citizens of Mobile that the national businessmen's group decided to extend its Christmas spirit to other cities, WABB notes. The program, Jaycee Christmas Tour, was aired by ABC Dec. 8, 7:30-8 p.m. in each town where, at the same time, disc jockeys teamed up with the local Junior Chamber of Commerce chapter to create shopping funds for orphans and underprivileged children.

The show starred Jimmy Durante, "chief foster father," Bob Crosby, Smiley Burnett, Don McNeill, Johnny Desmond, Patsy Lee, Sam Cowling, Lee Price, president of the chamber, and Johnny Long and orchestra. Buck Long, WABB staffer, was announcer.

A week-long drive following the program raised money that was equally distributed to youngsters in each community. Jaycees escorted the children through stores in groups for their holiday shopping.

TOSCANINI-NBC Symphony orchestra concert for benefit of the Italian Welfare League on Dec. 22 will be under patronage of Italian ambassador to the United States, Albert Tarchiani and Mrs. Tarchiani and of the Italian consul general in New York, Aldo Mazio, and Mrs. Mazio.

AM-TV COVERAGE

Tigers Announce Expansion

IN THE midst of the current dispute over what damage TV and radio broadcasts of baseball games do to attendance, the Detroit Tigers announced an expansion of their 1952 facilities.

All games, at home and away, will be broadcast "live," with the Goebel Brewing Co. sponsoring the broadcasts. WJBK Detroit will be key station for the Goebel Baseball Network, consisting of 36 stations in Michigan, Ohio and Canada.

At the same time, there will be no reduction in the Tigers' TV coverage, with WWJ-TV bringing the games to Detroit viewers, also under Goebel sponsorship. Announcer Van Patrick will travel with the team and do both AM and TV play-by-play.

KLAC Hollywood now on 24-hour daily Monday through Saturday schedule.

More agencies place more business in

BROADCASTING

THE

TELECASTING

than in any other radio-tv journal

Dec. 17, 1951 • Page 97
WFAA Ceremony hears Jahnecke

A STRONG vote of confidence for the future of radio was registered at dedication ceremonies Dec. 6 of the new $250,000 transmitter of WFAA (570 kc) Dallas.

Ernest Lee Jahnecke, ABC vice president for radio, keynoted his speech by saying: "We haven't had any fires sales on radio sets."

Executives of the Dallas Morning News, headed by President E. M. (Ted) Dealey, joined with officials of the News-owned WFAA (570 kc-ABC, 820 kc-NBC) and WFAA-TV to be host to more than 100 area advertising representatives at a luncheon in Dallas' Hotel Baker.

Martin B. Campbell, WFAA general manager, seconded Mr. Jahnecke's thoughts on radio's outlook. "We here at WFAA have invested a quarter of a million dollars in a radio installation," Mr. Campbell said.

"This is the most concrete testimonial I know to affirm our faith in radio as a continuing medium that reaches more people at more times than any other single medium at the advertiser's disposal," he added.

Attack Recalled

Lorin Thurston, publisher, Honolulu Advertiser and owner of KGU Honolulu, recalled the 10-day blackout of KGU after the 1941 bombing of Pearl Harbor. "I know," commented Mr. Thurston, "what a country can be like without radio."

Reporting that ABC is "making a pretty strong bet" on radio, Mr. Jahnecke stated that his network is making an investment of about $25,000,000 for "a basic permanent plant for the next 25 or 30 years in radio."

"We believe in radio," Jahnecke declared, "and we'll continue to improve it. There's no trouble with radio, but with us. We don't yet know how big, how effective it really is. We haven't had to find out until now. When we find the true measure of radio, we won't have anything to worry about."

WFAA's new 570 kc transmitting facilities, shared with WBAP Fort Worth (570 kc), includes three 650-ft. steel towers. The plant now is at Grapevine, Tex., having been switched from Arlington, Tex.

Grapevine also is the location for WFAA's 820 kc transmitter and is equidistant between Dallas and Fort Worth.

WFAA and WBAP share the two frequencies, each operating half the time on one frequency, then shifting to the other channel to complete the broadcast day.

George Cranston, WBAP manager, and Roy Bacus, WBAP commercial manager, also attended the dedication ceremonies.

KUOW (FM) Seattle Takes Air Jan. 14

KUOW (FM) Seattle, new radio station and radio training ground for the U. of Washington, will start broadcasting January 14, it was announced last week by Prof. Edwin H. Adams, director of the university's division of radio and television broadcasting. It will be the second non-commercial, educational FM outlet in the state, which now has a total of eight FM stations.

KUOW will start with a schedule of Monday through Friday, 5:10 p.m. Most of the programming will be live. In addition, KUOW will use the libraries of SESAC, Lang-Worth, plus 6½ hours weekly of tape releases from the National Assn. of Educational Broadcasters.

KUOW will operate on Channel 213 (90.5 mc) with effective radiated power of 3.3 kw.

Professional staff of the station will include Prof. Adams as station manager; Bruce Calhoun, program director; Ken Kager, production manager, and Allen Roberts, chief engineer. The rest of the staff will be drawn from among students in radio, journalism and other departments of the university.

EXPLOSION VICTIM

KSTP Aid Drive Success

A three-day promotion effort by KSTP-AM-TV Minneapolis-St. Paul on behalf of an injured gas station operator was an unqualified success, the station has reported.

When the operator of a Shell Oil station was hospitalized by a gas explosion, KSTP immediately went to work and set up a vast promotion drive with the theme, "Fill Your Tank for Hank," on both radio and television.

Hank Troje's injury was told on Steve's Horriner's Corner, on KSTP's Main Street, the Clockwatcher and three TV news and sports programs. On the third day, Jack Horner, KSTP sports director, appeared in uniform to man the pumps himself. Later a 21-car caravan arrived at the filling station for ceremonies.

The trend of business was excellent, KSTP reported. The day's cash receipts were $569.22, representing the sale of 2,022 gallons of gasoline, oil changes and other services. All KSTP personalities mentioned the "Hank Day" and the Tri-State Display Co. donated a special banner for the filling station. KSTP claimed it was the only source to promote the drive.

Lucky Numbers

Azrael revives prizes

FORMAT of the Lucky Numbers contest conducted by Azrael Adv. Agency, Baltimore, has been revised to provide as many as 10 consolation prizes per day in addition to the defense bond or cash prize awards, according to Maurice Azrael, agency president.

Whereas the contest procedure awards large prizes for seven-digit numbers on social security cards, armed forces serial numbers, drivers' permits or $1 bills, consolation merchandise prizes are given for four-digit winners. Since this formula brings at least one consolation award with each number announced, the first person to claim the prize is the winner.

The plan has been tested in Indianapolis, Mr. Azrael said. Other versions of the Lucky Numbers contest include a $500 or $1,000 club, with numbers bunched in a half-hour or hour program instead of being spotted 10 times through the day, six days a week. In addition there is a jackpot version used on some stations, he said. A number of advertising agencies are planning to use the idea for their clients.

MBS Gross

MUTUAL Broadcasting System gross October time sales were $14,- 620,000, Publishers Information Bureau has reported, correcting earlier figure of $15,348,665 [8:B:T, Dec. 3].

KLIX IS Klickin'

Page 98 • December 17, 1951

BROADCASTING • Teledicting
FORD FOUNDATION Workshop Series Outlined

FIRST radio production of the Ford Foundation's Television-Radio Workshop, a 25-minute weekly series called The People Act [BT, Aug. 13], will not be open to sponsorship for the first 13 weeks but may then be made available to advertisers, Robert Saudek, workshop director, reported last week.

The series, consisting of taped-recorded "acted" broadcasts detailing how communities and groups of people tackled and solved specific problems, will be heard on CBS Radio on Saturday, 10:05-10:30 p.m. EST, starting Jan. 6.

Objectives of the programs and details of their preparation were outlined at a news conference at the Ford Foundation's New York headquarters Monday by Dr. Milton S. Eisenhower, president of Pennsylvania State College and chairman of the national committee for The People Act; Mr. Saudek; Elmore McKeel, who originated the series and is supervising the research on it for the workshop; and Irving Gitlin, producer-writer.

May Be Extended

Mr. Saudek said 26 People Act programs are planned and that the series may be extended. The estimated program cost at $5,000 to $7,000 each. CBS Radio is providing the time, but if the series is sold at the first 13 weeks—and Mr. Saudek said prospective sponsors had made inquiries—then, after workshop procedure, the network will receive time costs and the workshop will recover production expense. Approximately 16 persons are working on the show apart from the national committee, Mr. Saudek said.

"Dr. Eisenhower explained that the purpose of People Act is to show how communities solve problems through self-help—and to inspire other communities and groups to follow suit. He said the national committee is setting up an office at Penn State, headed by Ray H. Smith, educational director of the committee, to develop a list of referrals in all parts of the country to counsel listeners who inquire about local applications of the programs. The list now stands at 615 persons, Dr. Eisenhower said.

To help promote the self-help thesis of community action, he asserted, recordings of the People Act shows will be made available to stations, schools, study groups, and the like, and also will be broadcast by the Voice of America.

Dr. Eisenhower saw the series as a significant force in the international as well as the domestic field, by providing people of other nations with a picture of democracy in action at the grass-roots level—a picture which he felt will be "a revelation" to other countries and helpful to them.

Among the first programs of the series will be:

One in Arlington, Va., showing how suburban commuters cooperate to defend a political machine and win new schools for their children—and their area; in Blairsville, Ga., where "average people in an isolated area discover their own leadership and融 on their community and relate it to the outside world"; in Gary, Ind., the story of how "10,000 women unite to lead the fight against crime and corruption in a vigorous industrial city."

Labor-Management Show

Other programs include one from Chicago showing how "labor and management in a steel fabricating plant find a way toward harmony and cooperation after years of bitterness and suspicion." The story of the "Tulepo (Miss.) plan" for diversified farming and diversified industry is the basis of another show. The formation of a community by 39 farm families in the area of Ten Top, Tex., constitutes another.

Producer-writer Gitlin is being assisted in the research work for the series by field reporters David Moore and Av Westin, who also worked with him on production of CBS Radio's recent Nation's Nightmare documentary series on syndicated crime. Music for People Act has been composed by Norman Lockwood and will be conducted by Alfredo Antonini.

People Act is the second broadcast project of the workshop. The first, a weekly half-hour television series of filmed resumes of activities at the United Nations General Assembly in Paris, started on NBC-TV on Nov. 10.

KDMA Joins ABC

KDMA Montevideo, Minn., became the 300th ABC radio affiliate last Saturday (Dec. 15). Owned by Midwest Broadcasting Corp., KDMA operates full time with 100 w on 1460 kc. William Linder is manager.

NEWS SOURCES

KVOO Wins Cooperation

WHEN a Tulsa judge gave a probationary sentence Nov. 23 to a young prisoner, KVOO Tulsa microphones were on the judge's bench to tape-record the heart-to-heart talk which accompanied the sentence.

KVOO News Director Ken Miller aired the tape recording on his News and Views show.

The occasion, which drew nationwide publicity, was the sentencing of a 19-year-old youth, convicted on an armed robbery charge. Earlier, the judge had sent the youth on a one-day visit to the Oklahoma State Penitentiary at McAlester.

The judge commented that if the boy "came back sufficiently impressed with prison life and sufficiently determined to go straight," he would suspend the five-year sentence and place the boy on probation for five years instead.

Talking with penitentiary inmates, sitting in the electric chair and eating with the convicts, did impress the youth. On the day after Thanksgiving, the judge handed down the suspended sentence and the boy was free to begin life anew.

Last summer, KVOO newsmen were successful in gaining full access to city commission meetings and now are permitted to record all proceedings in the commission room. Several times, KVOO recording reporters have visited prisoners in jail.

When 16 southern governors converged in Hot Springs, Ark., last month, KVOO claimed it was the only radio news agency in Oklahoma covering the event. During the three-day meeting, KVOO recorded portions of every session, giving listeners an on-the-scene report.

RAYMOND LLOYD (r), WIP Philadelphia, is honored on completion of 25 years of service with anniversary cake. At celebration party also were Benedict Gimbel Jr. (l), WIP president-general manager, and Clifford C. Harris, WIP technical supervisor.

'Mr. Lloyd is the oldest WIP employee in point of service.

African Directory


THE MIDWEST ADDRESS OF CBS

WHEN YOU DON'T KNOW WHERE TO GO, LOOK FOR THE KATZ AGENCY

50,000 WATTS
125 E. 31st St. Kansas City, Mo.

or The KATZ AGENCY

BROADCASTING • Telecasting
DOMINION SURVEY
Canada Places 3 in Top 10

THREE Canadian programs have made the first 10 most popular programs in Canada for November by the national rating survey of Elliott-Haynes Ltd., Toronto.

Standings of the first 10 evening programs are Radio Theatre with rating of 29, Charlie McCarthy 27.7, Amos 'n Andy 26.3, Our Miss Brooks 25.2, Great Gildersleeve 18.8, Ford Theatre (Canadian) 18.3, NHL Hockey (Canadian) 17.5, Father Knows Best 17.4, Suspense 17.1, and Don Wright Chorus (Canadian) 16.6.

Daytime leading five programs in November were Ma Perkins 19.3, Big Sister 17.4, Pepper Young's Family 16.8, Life Can Be Beautiful 15.2, and Road of Life 14.7.

French-language evening leading shows were Un Homme et Son Peche 34.9, Radio Carabin 26.5, Metropole 25, L'Espert 23.6, and Jones Double 23.2.

French daytime leading programs were Jeunesse Doree 27.5, Rue Principale 25.3, Grande Soeur 23.4, Musan Jeanne 22.4, and Tante Lucie 21.5.

Joins Law Firm

PARKER D. (BUD) HANCOCK, chief of FCC Office of Formal Hearing Assistants, has resigned to join the Washington law firm of Hogan & Hartson. Mr. Hancock received his LL.B. in Indiana and in 1937, practiced law in Indiana until he joined the Army in 1941. During the war he was assistant theatre judge advocate, China Theater. He joined FCC after release from military service in 1946, became chief of the review branch of the law department 1948-49, becoming a member of the special legal and technical group in June 1949. He was named to his last post in March, 1950.

First award of the sixth annual religious radio workshop, conducted by the broadcast program commission of the National Council of Churches of Christ, went to Day's End, devotional program aired Sundays by WNAQ (NBC) Chicago. Church Federation of Greater Chicago cooperates in the production.

CANADA SET FEES

Collection Changed

RADIO receiving set licenses will no longer be collected in Canada through door-to-door canvassing. C.G.W. Jonowen, director of telecommunications in the Department of Transport, Ottawa, told the Parliamentary Radio Committee at Ottawa Dec. 6. This will mean a saving of $100,000 in collecting the annual $2.50 license fees, but the money will go to pay an additional 50 inspectors who will check that all Canadians buy their annual licenses.

In future, licenses will be sold through post offices, banks and radio dealers, who will continue to receive a 15% commission. Difficulty in obtaining canvassers is the main reason for dropping this system. Mr. Jonowen suggested that fines for non-payment of licenses should be raised and that small sums now set by local magistrates. A larger fine would do away with the 11,000 prosecutions the department now has each year for non-payment of fees.

TIMELY BEAR

Is WSVA’s News Beat

A TIMELY incident of man-shoots-bear proved WSVA Harrisonburg, Va., Newsman George Thurston’s case while debating with a Harrison County News Register reporter on the relatively advantageous of radio compared with newspapers.

That is how WSVA reports a news beat it says it scored Dec. 4 when a bear was shot and killed at 3 a.m. by a policeman in earshot of the two newsmen who were having early morning coffee at the time. The 225-pound animal had been rummaging through rubbish cans in an alley in downtown Harrisonburg.

Mr. Thurston reported the story which was carried on the sign-on news broadcast. A later broadcast of the taped interviews with the policemen who discovered the warded bear was rebroadcast as a result of listener requests, the station reports, adding that the newspaper headlined the story the following morning—24 hours after the shooting.

NBC is originating a new network musical feature, America’s Music, from Chicago each Sun. from 2 to 3:30 p.m. CST. Lois Ray, 22-year-old singer and two-place scholarship winner in the Marion Anderson awards competition, appears with Barite-nne Bill Snary and Joseph Gallicchio and his orchestra. Henry Cooke is emcees, with Ralph Knowles directing.

Why buy 2 or more... do 1 big sales job

on RADIO BALTIMORE

Education EDWARD TERRY CO

New Capitols photos...dub...rebroadcasts

Why buy 2 or more... do 1 big sales job

on RADIO BALTIMORE

Education EDWARD TERRY CO

Why buy 2 or more... do 1 big sales job

on RADIO BALTIMORE

Education EDWARD TERRY CO

Why buy 2 or more... do 1 big sales job

on RADIO BALTIMORE

Education EDWARD TERRY CO

Why buy 2 or more... do 1 big sales job

on RADIO BALTIMORE

Education EDWARD TERRY CO

Why buy 2 or more... do 1 big sales job

on RADIO BALTIMORE

Education EDWARD TERRY CO

Why buy 2 or more... do 1 big sales job

on RADIO BALTIMORE

Education EDWARD TERRY CO

Buffalo Cooperation

BUFFALO’s radio and television stations cooperated with the U. of Buffalo to bring coverage of the Niagara Frontier Convocation to the widest audience possible in that city. Stations listed as joining together for this event were WBEN-AM-TV, WGR, WEBR, WKBW and WBNY. The Convocation was held Dec. 7.

ROGERS RULING
Clarification Asked
CLARIFICATION and interpretation of various points in the ruling rendered by Federal Judge Peirson M. Hall in the decision handed down in favor of Roy Rogers, film, radio, and TV singing cowboy star against Republic Pictures, is being asked.

Mr. Rogers sued to prevent Republic from releasing his old movies to TV. The five week trial ended in his favor [B*TT, Oct. 29].

Herman Salvitt, film studio attorney, challenging the interpretation has filed objections to certain parts of findings of fact and conclusions of law filed by Frederic H. Sturdy, who with Samuel O. Pruit, represented the cowboy star. Mr. Selvin is asking a hearing based on his objections.

Judge Hall, it was pointed out, can either hold such a hearing, approve findings as presented to him, or modify them.

Meanwhile Republic's appeal to the appellate court is being held up. It cannot be filed until Judge Hall has signed a formal judgment.

Gene Autry, radio, TV and movie cowboy singing star [B*TT, Oct. 29] and Bobby Blake, former child actor who portrayed Little Beaver in Red Ryder feature films, [B*TT, Dec. 3, Nov. 19] have also threatened similar suits against Republic should their old movies be released to TV.

Instructors Needed
INSTRUCTORS in military electronics and communications subjects are "critically needed" as civilian workers for the opening of Camp San Luis Obispo, Calif., a Signal Corps training center. By, the Dept. of Army has announced. A replacement training center and signal school will be set up as part of the installation, to be manned by some 450 civilian employees. Brig. Gen. Harry Reichelderfer, now commanding Fort Monmouth, N. J., will command the new post.

B. T. BABBITT SALES MEET
Radio and TV Play Roles
RADIO and television played a unique part in the B. T. Babbitt sales convention held in New York last Wednesday at the St. Regis Hotel.

B. T. Babbitt, manufacturer and distributor of BAB-O and Glim, called together his key salesmen from all parts of the nation via a closed circuit broadcast through the cooperation of MBS, whereby top executives of various grocery chains reported to the salesmen.

Television played its role at the convention when Edward D. Madness, vice president in charge of TV operations and sales, NBC-TV, made a special address to the convention, revealing the plans being formulated for the Kate Smith TV show and projected the future of television as a potent sales force.

In addition, Babbitt, supporter of the Kate Smith Evening Hour on NBC-TV, planned the production of a special film detailing the operation of the show. Various excerpts from the shows of stars who have or will appear were included on the TV film, including Milton Berle, Ezio Pinza, Rex Harrison, Jimmie Durante, Martin and Lewis, etc.

Among the speakers at the con-

vention were Samuel Mendelson, president of B. T. Babbitt; William H. Weintraub, president of William H. Weintraub Inc., N. Y., agency for Babbitt, and George Friedland, president of Food Fair Stores.

After the business meeting the group of salesmen attended a party at the Center Theatre.

AFA Campaign
OVER 6,800 radio transcriptions are in use throughout the U. S. and Canada for the fourth Advertising Federation of America campaign for public understanding of advertising, AFA has reported. For first time since inception in 1946, campaign has reached international proportions, spokesman said. Theme is "Advertising Gives You More for Your Money."

NATIONAL NIELSEN RATINGS 1951
(Of U. S. Area, Including Small-Town, Farm and Urban Homes and Including Telephone and Non-Telephone Homes)

Octobar 28-November 3, 1951
EVENING, ONCE-A-WEEK

- PROGRAMS - NIELSEN-RATING -

<table>
<thead>
<tr>
<th>Current</th>
<th>Rating</th>
</tr>
</thead>
<tbody>
<tr>
<td>Rank</td>
<td>Program</td>
</tr>
<tr>
<td>1</td>
<td>Jack Benny (CBS)</td>
</tr>
<tr>
<td>2</td>
<td>Lux Radio Theatre (CBS)</td>
</tr>
<tr>
<td>3</td>
<td>Amos 'n' Andy (CBS)</td>
</tr>
<tr>
<td>4</td>
<td>Goggleboxes (CBS)</td>
</tr>
<tr>
<td>5</td>
<td>Durene (NBC)</td>
</tr>
<tr>
<td>6</td>
<td>Mr. Keen, Tracer of Lost Persons (NBC)</td>
</tr>
<tr>
<td>7</td>
<td>Charlie McCarthy Show (CBS)</td>
</tr>
<tr>
<td>8</td>
<td>Gene Autry (CBS)</td>
</tr>
<tr>
<td>9</td>
<td>You Bet Your Life (NBC)</td>
</tr>
<tr>
<td>10</td>
<td>Father Knows Best (NBC)</td>
</tr>
</tbody>
</table>

NOTE: Number of homes is obtained by sup-
plying the "NIELSEN-RATING" (%) to 41,-
903,000-th thus 1951 estimate of Total United States Radio Homes.

Radio transcriptions during all or any part of the program, except for homes listening only 1 to 5 minutes.

Copyright by A. C. Nielsen Co.

DuMONT PAY RAISES
8% Given to 3,500

SOME 3,500 production, clerical and junior executive employees of Allen B. DuMont Labs got an across-the-board pay increase last week, effective today (Monday).

Harry Houston, industrial relations director, said production workers will receive an eight-cent-an-hour boost—maximum allowed under the Wage Stabilization Board formula—and that DuMont plans to petition WSB for an additional 2 cents an hour so the raise can be a flat 10 cents.

Proportionate increases were announced for the clerical, supervisory, and professional employees.

Employees affected by the move are in the company's East Paterson, Clifton, and Passaic, N. J., plants.

Mr. Houston said the rate changes are a continuation of DuMont's announced policy of paying wages on a par with, or better than, the average for the industry and area. They constitute the fifth general raise DuMont has volunteered since 1945.

MOTOPOLOA Inc. Chicago, (radio and TV sets), through Ruhhrass & Ryan will sponsor East-West football game over Mutual radio network Dec. 29. Company had previously signed for coast-to-coast television sponsorship with DuMont network.

KROD has helped...

'...The Popular' for years building sales volume

The largest department store between San Antonio and Los Angeles is a believer in radio advertising for retail stores. The fact that The Popular has been a consistent sponsor of programs and user of spots on KROD for many years is the best proof that we get results. We can get results for YOU, too!

CBS Radio Network in El Paso

Roderick Broadcasting Corp.
Dorothy D. Roderick, President
Val Lake, Vice-President
represented nationally by the O. L. Taylor Co.

December 17, 1951 • Page 101
AD TEACHER AIDS

AAA Undertakes Program

TEACHER cooperation program has been undertaken by American Assn. of Advertising Agencies, which is advising its 255 member agencies to offer practical help to instructors of advertising classes in local schools and colleges.

The program includes 14 specific suggestions of help, ranging from offering speakers to providing samples of agency work. Emphasis is put on the annual AAAA advertising aptitude examination, which shows the teachers what advertising employers want young people to know, without trying to tell the instructors how to teach. Of some 1,200 teachers to whom samples of the tests were offered this year, nearly 700 requested copies, it was pointed out.

Purpose of the program is to assure that advertising students—futurists who will sit in the roles of the agency within the advertising structure. The program is being handled by the AASA Committee on Government, Public, and Educator Relations, with William Roydel of Cunningham & Walsh as chairman.

Far East Plans

OPERATIONAL program for Voice of America radio transmissions to Far Eastern countries in 1952 were outlined last week in the Philippines by Edward W. Barrett, Assistant Secretary of State for Public Affairs. He conferred with Far Eastern information officials of the 10-14, the State Dept. announced. Department programs about 18 hours per week, including repeats, to the Far East.

WSTV Calms Public

AN AUTOMOBILE plunged into a high-tension electric line pole and short-circuited virtually all electric lines for 10 miles around Steubenville, Ohio, Nov. 30 at 11:20 p.m. Five hours passed before electricity was restored to most of the area. Even the police short-wave radio was off the air. WSTV Steubenville's power, however, did not fail and the station was not off the air for radio communication during the blackout. Disc Jockey Eddie Dee on WSTV's Nite Club of the Air flashed news bulletins every five minutes throughout the blackout to anxious listeners. Civic and civil defense officials lauded WSTV's efforts to calm a war-jittery public, many of whom feared the blackout was caused by enemy attack, the station reported.

Grants authorizing new stations, changes in facilities, and transfers appear at the end of this department, accompanied by a roundup of new station and transfer applications.

December 10 Applications...

ACCEP TED FOR FILING

Modification of CP

WHJC Matewan, W. Va.—Mod. CP, as mod., authorizing new AM station, for extension of completion dates.

KPPA Wetzel, Calif.—Mod. CP, as mod., authorizing new AM station, to change frequency, ERP, ant., height, studio location, etc.

WOUL Athens, Ohio—Mod. CP, authorizing changes in non-commercial educational FM station, to change frequency from 88.1 mc (Ch. 201) to 91.5 mc (Ch. 218).

Amendment of CP

Garden City Bstg., Co., Augusta, Ga.—Am. CP, remanding new AM station, to change frequency from 102.7 mc (Ch. 210) to 102.7 mc (Ch. 399). CP for CP

KOKH Oklahoma City, Okla.—CP to replace CP, as mod., authorizing new non-commercial educational FM station.

License for CP

KCHJ Delano, Calif.—License for CP, as mod., authorizing new AM station.

WTXN New Orleans, La.—License for CP, as mod., authorizing new AM station.

WPAC Patchogue, N. Y.—License for CP, as mod., authorizing new AM station.

WHJC Matewan, W. Va.—License for CP, as mod., authorizing new AM station.

WBCB-FM New York—License for CP, as mod., authorizing changes in FM station.

KOHK Oklahoma City, Okla.—License for CP, as reinstated, authorizing new non-commercial educational FM station.

AM-1970 kc

WAPI Birmingham, Ala.—CP to increase power from 5 kw to 16 kw on 1970 kc.

License Renewal

WJIB-FM Detroit—Renewal of license.

WBBM-FM Jackson, Mich.—Renewal of license.

Application Rejected

WCPM Cumberland, Ky.—License for CP, as mod., authorizing new AM station.

TV—Ch. 3

WTV (TV) Charlotte, N. C.—CP to increase ERP from 16.3 kw vis. to 8.2 kw surr. to 100 kw vis., 50 kw surr., change ant., etc.

December 11 Decision...

BY THE SECRETARY

Granted License

WBOW-FM Terre Haute, Ind.—Granting a license for new AM station, 101.1 mc (Ch. 266), 20 kw.

WBGR Goldensboro, N. C.—Granted license, for new AM station, 1500 mw (Ch. 281), 1.5 kw, ant. 160 ft.

WJFL-FM Columbus, Ga.—Granting license, new AM station, 97.9 mc (Ch. 268), 250 kw.

WBTM-AM Toledo, Ohio—Granted license, new AM station, 1410 kc (Ch. 284), 1.3 kw, ant. 156 ft.

WWGP-FM Sanford, N. C.—Granted license, new AM station, 1020 kc (Ch. 261), 490 kw, ant. 340 ft.

To Reduce Hours

WSU Iowa City, Iowa—Granted authority to reduce operating hours from full-time to minimum of 6% of days, to begin Dec. 20, to Jan. 2, to observe Christmas and New Year's vacation period.

Granted Modifications

Following granted mod. CP's for extension of completion dates:

KGOG, Galesburg, Ill., to March 15; WKBZ Muskegon, Mich., to May 15; KGTO San Francisco to June 21; WBTW Peoria, Ill., to March 15; WJIP Grand Rapids, Mich., to June 27; WWTB-FM Coldwater, Mich., to June 27; WJDL-Columbus, Ohio, to June 30; WJKO-AM Grand Rapids, Mich., to June 30; KGMM-FM Cape Girardeau, Mo., to March 14; WQAY Rochester, N. Y., to March 14; WQAM East Point, Ga., to April 15.

ACTIONS ON MOTIONS

By Comr. Frieda B. Hennock

Lawrence County Bestg., Co., La.—Motion to reduce hours, petition for extension of completion dates:

KGOW, General Mills, Minn., to March 15; WKBZ Muskegon, Mich., to May 15; KGTO San Francisco to June 21; WBTW Peoria, Ill., to March 15; WJIP Grand Rapids, Mich., to June 27; WWTB-FM Coldwater, Mich., to June 27; WJDL-Columbus, Ohio, to June 30; WJKO-AM Grand Rapids, Mich., to June 30; KGMM-FM Cape Girardeau, Mo., to March 14; WQAY Rochester, N. Y., to March 14; WQAM East Point, Ga., to April 15.

United Wire & Cable Co.

NEW YORK, N. Y.

EARLY RETURN RESTORES WSTV'S TRAFFIC

In response to a request for early return of its FCC license permit, the Federal Communications Commission has restored to WSTV's traffic.
COMMERCIAL BROADCASTING

December 11 Applications... ACCEPTED FOR FILING

WBUD Trenton, N. J.—Mod. CP, as mod., authorizing frequency change, power increase, DA-IN, change transmis-

sion and main studio location, etc., for extension of completion date.

KCVF Covina, N. M.—Mod. CP, as mod., authorizing new AM station, for power increase from 100 kw to 250 kw.

KFUY Puyallup, Wash.—License for CP, as mod., authorizing new AM station.

December 12 Decisions... COMMISSION EN BANC

Granted Application

WLAW-AM-FM Lawrence, Mass.—Granted applications to maintain additional main studio in Boston.

Designated for Hearing

WPIN Clearwater, Fla.—Designated for hearing at time and place to be later specified application to change studio location from Clearwater to Clearwater-St. Petersburg, Fla.

Approved

WEIR Weirton, W. Va.—Designated for hearing at time and place to be later specified, application to change studio location from Weirton, W. Va., to Weirton, W. Va., and Steubenville, Ohio.

Set Aside Action

KTOK Oklahoma City and WCFL Chicago—Set aside FCC action of Dec. 9 granting CP to KTOK, to increase nighttime power from 1 to 5 kw and making in DA-20 in return said application to processing line to await consideration in proper turn. At same time, the Commission modified Dec. 5th grant of WFLC to make changes in the DA in subject to further con-

December 13 Applications... ACCEPTED FOR FILING

Modification of CP

KMMO Marshall, Mo.—Mod. CP, authorizing power increase and new trans., for extension of completion date.

WSGN-FM Birmingham, Ala.—Mod. CP, as mod., authorizing new FM station, for extension of completion date.

KOMA-FM Oklahoma City—Mod. CP, as mod., authorizing new FM station, for extension of completion date.

WPEN-FM Philadelphia—Mod. CP, authorizing changes in FM station, for extension of completion date.

License for CP

WNPT Northport, Ala.—Lic. for CP, as mod., authorizing new AM station.

WGHR (FM) Boston—License for CP authorizing new non-commercial education FM station.

TENDERED FOR FILING

AM—1320 kw

KCKR Sacramento, Calif.—CP to increase power from 1 kw to 5 kw and change DA-N.

(Continued on page 107)
Help Wanted

Managerial

Wanted: General manager for midwest network affiliate. One who wants to locate and rear his family in a growing market. Apply with detailed resume. Box 72, L, BROADCASTING.

Salesman

Salesman with proven sales record. Positions open in all markets. Apply with detailed resume. Box 72, L, BROADCASTING.

Television

Wanted—TV station engineer. Must be able to take over operating station duties. Box 72, L, BROADCASTING.

Situations Wanted

Managerial

Wanted: General manager for midwest network affiliate. One who wants to locate and rear his family in a growing market. Apply with detailed resume. Box 72, L, BROADCASTING.

Salesman with proven sales record. Positions open in all markets. Apply with detailed resume. Box 72, L, BROADCASTING.

Help Wanted (Cont'd)

Production-Programming, Others

Wanted: Experienced, personable salesman to promote cooking program in southern city. Send details on experience, photograph in first letter. Box 72, L, BROADCASTING.

Seasoned newsman, assist news editor. Rewrite, gather, edit, broadcast. Permanent, good salary. Box 72, L, BROADCASTING.

Wanted: Experienced newsman, rewrite. Excellent opportunity for man with writing ability and news judgment. Air work not essential. Send letter of qualifications, including experience, background and salary expected. Box 72, L, BROADCASTING.

Copywriter, Immediate opening. Experience necessary. Send full particulars, including salary requirements. Box 72, L, BROADCASTING.

Help Wanted (Cont'd)

Help Wanted (Cont'd)

Announcer—salesman, air confined 6:00-9:30 A.M. Must do top personality voice for morning show. Local and out-of-town sales commission. Network affiliate, strong market. Must have talent, ability to sell. Want announcer with talent and ability to sell. Full details, first letter, include tape or disc. KWSL, Lake Charles, La.

Wanted—Two combo men, one first of December. One end of December, forty hour salary $55.00 to $59.00, Mississippi. Apply with ability to sell. Box 72, L, BROADCASTING.

Excellent opportunity for salesmen who knows radio and value of account management. Join growing organization. Send recent snapshot and complete work history. Address, Box 70, L, BROADCASTING.

Help Wanted (Cont'd)

Announcer—engineer. Wire WJON, St. Cloud, Minnesota, or call 15q. Salary, night, $60.00 per night. Mail details to WJON, St. Cloud, Minn.

Announcer—engineer, first class ticket, accent on announc ing. Send 45 rpm sample, recent photograph, letter. Address, Box 71, L, BROADCASTING.

Announcer—engineer, with first class ticket, accent on announcing. Send 45 rpm sample, recent photograph, letter. Address, Box 71, L, BROADCASTING.

Immediate opening for morning announcer, with first class license. $69.00 per month, above average living. Send complete resume to Box 71, L, BROADCASTING.

Wanted: Good announcer with ticket. There is a good job for you in Oregon's great Willamette Valley. All mail disc, picture and history and salary desired. Box 72, L, BROADCASTING.

Wanted: Good announcer with ticket. There is a good job for you in Oregon's great Willamette Valley. All mail disc, picture and history and salary desired. Box 72, L, BROADCASTING.

Immediate opening for qualified staff announcer with southeast station. Operate RCA board, phone, DX. Excellent working conditions and good farm. Send complete resume in first letter. Box 72, L, BROADCASTING.

First five western Ohio network affiliate desires versatile announcer with strong men and sports background. Send picture and resume to Box 72, L, BROADCASTING.

Immediate opening for qualified staff announcer with southeast station. Operate RCA board, phone, DX. Excellent working conditions and good farm. Send complete resume in first letter. Box 72, L, BROADCASTING.

Immediate opening for qualified staff announcer with southeast station. Operate RCA board, phone, DX. Excellent working conditions and good farm. Send complete resume in first letter. Box 72, L, BROADCASTING.


Announcer-first ticket, $300 monthly and good. Good working conditions and good farm. Send complete resume in first letter. Box 72, L, BROADCASTING.

Wanted, combo man for good paying announcing association with KWWB, NBC, Globe, Arizona, telephone Globe 41, collect.
Situations Wanted (Cont'd)

Versatile announcer, 33, with talent for impersonations and good selling voice desires position in advertising or sales. Employed past 27 months top Midwest network station. Recently graduated from College. Married. Draft exempt. Box 70xL, BROADCASTING.

Two man news sports package. 13 years combined experience: past 5 years back to back twice daily, outstanding results. Ratings and full background on request. Presently in 600,000 listener market. Desires larger market. $10,000 minimum annual guarantee for package. Will not consider individual offers. Box 722L, BROADCASTING.

Experienced announcer. Special events, news gathering and editing, comprehensive background in all phases of radio. Married. Draft deferred, university graduate, 27 years experience. Only permanent positions with equity considered. Box 725L, BROADCASTING.

Annie, female English, light experience, all phases program copy (including play-by-play sports) control board, draft exempt. Box 727L, BROADCASTING.

Author, writer. Wants position good voice announcing all phases, Commercial, networking, Veterinarian college. Box 730L, BROADCASTING.

Announcer-general staff, 5 years, experienced all phases, now employed on larger market. Box 735L, BROADCASTING.

Canadian announcer-producer, network experience. Moving south in January. Experiences wide range with progressive major market station which can train a man with ideas. Draft exempt. Experienced at network and transcribed commercials, news, special events and other type programs. Box 737L, BROADCASTING.

Announcer, copywriter. Diploma, experienced 3 years college. Piano tuner, play piano, bass and strings. Exemplifies quick thinking and alertness. Past exalted ruler and special deputy of Negro Rotary Club, Shriner and Mason. Diplomat capable of handling voice work of any kind ex- ecutable at once. Will mop studio floor to shine microphone if ordered by the vote Republican. Please over look the exalted ruler’s position. Box 740L, BROADCASTING.


Staff announcer. Recent graduate, desires staff position in broadcasting. Medals and news. Deep voice. Free to work in almost any location. Box 743L, BROADCASTING.


Technical

First phone, 46 years experience, State alary, working conditions first letter. Box 792L, BROADCASTING.

Wanted—Chief engineer job AM-FM Radio Station. References Box 597L, BROADCASTING.

Veteran, 1st phone radio engineer. Desires position, 30. 18 years experience. Raoul Kuentz, 34-31 72nd Street, Jamaica, N. Y._box 755L, BROADCASTING.

Combination chief engineer-announcer, secondary market, 3 years experience. F8 minimum 60 hours. Draft exempt, married, car available January 1. 267 Westheimer, 500 49th Avenue, 1, Minneapolis, Minn.

Situations Wanted (Cont'd)

Engineer, first phone, three years experience AM, FM, studio. Married, desires position. Presently employed. Desires permanent position. Will work full time, working conditions and housing availability. Will accept offer. Box 711L, BROADCASTING.

First class ticket wants job in Fla., California. Box 754L, BROADCASTING.

Vetern, colored, first class license, 17 years technical radio experience, engineering and broadcasting. Will work full time, immediately. Wire or write Karl Vann, 584 Kipischou Street, Brooklyn, N. Y.

Program director, 8 years experience, all phases program copy, producing, sales. Will change for salary. Box 798L, BROADCASTING.

Program director. Married man, eight years experience in writing, production, general management. Top air work, play-by-play, excellent record in radio and civil affairs. Box 715L, BROADCASTING.

Copywriter-announcer-producer. Topflight AM and/or TV, Station. Samples to specifications. Details, recognition first letter, please. Box 729L, BROADCASTING.


Television

Production-Programming, Others

Versatile man for busy TV operation, supervise, manage, do responsible execution position. Varied background in radio and TV networks. Past experience with trans- mitting. Duties include writing, directing, producing, program coordination, program supervision, sales, production. Box 722L, BROADCASTING.

Fulltime net affiliate in near west. Largest largest single station in state. Profitable. No TV or high power anywhere near. Radiator, will join. Box 734L, BROADCASTING.

Equipment etc.

For sale: 325 foot 40-ton self supporting Lifeghn tower, now standing, designed to receive FM or TV or both. Complete with A-4 lighting and 8 bay antenna. Priced to sell. Box 620L, BROADCASTING.

One kilowatt Western Electric AM and FM model 969-A has been changed from Western Electric to RCA 971-A. RCA model 112C includes 128 C limiter exceeding Western Electric model 112C plus 400 watt power output and 303 B rectifier. A Winchergauz tower type 3000, triangular, height 2979, complete with type 300-M, 3200 watts, 11000 lighting wire, conduits and 375 feet 18 and 22 wire plus line and feed house components. Box 655L, BROADCASTING.

For sale: Andrews Co-Ax-94½, diameter, 100 ft. in five 50 ft. lengths. Contact John McVay, 506 South West 8th Avenue at 5:00 P.M. f.o.b. Market, Michigan. Write Manager, WKXE.

Camp equipment for 800-2500 wartime all RCA. Excellent condition best bid. Gerald O'Grady, North Adams, Massachusetts.


For Sale (Cont'd)

Truscen H-30, 295 foot tower, 1 kw GE FM transmitter, monitor and limiter, Magnecorder PFE and PENC, W. E. arms and reproducers. Collins remote single and double speech input equipment. G. E. program and preamp equipment, unfinished, all year and half reasonable offer refused. Box 418L, BROADCASTING.

Wanted to Buy

Equipment etc.

Wanted: 1 kw amplitude modulated transmitter. State price, condition. Also need CAA-AZ beacon and flasher. Box 733L, BROADCASTING.

Wanted: 1 kw or 3 kw FM transmitter, antenna, monitors, transmission line, other equipment for complete FM installation. Will be real bargain for cash. Dixie Broadcasting Co., Jackson, Tennessee.

Will pay cash for good one kw transmitter, modulation and frequency monitoring, two turntables and record library. What do you have? Write C. L. Graham, 1126 Walnut Street, Gadsden, Alabama.

Miscellaneous

Radio package house will consider fulltime arrangements for $80 per week. 2225 Irving Street, San Francisco, California.

Help Wanted

Salesmen

WANTED: Large electronic equipment manufacturer in California has experienced Producto Engineers, Disc Jockeys and other specialists. Delays are costly; tell us your needs today.

 enactment

Employment Service

EXECUTIVE PLACEMENT SERVICE

We have selected General, Commercial and Program Managers; Chief Engineers, Sales, Advertising, Technical Specialists. Delays are costly; tell us your needs today.

Howard S. Baxler

TF & Radio Management Consultants

728 Band Bldg., Washington, D. C. 5, D. C.

(continued on next page)

For Sale

Equipment etc.

5KWAMTR

Now available West Coast station. Model 335-E-1 Western Electric transmitter in good operating condition. Good stock spare parts and new tubes. WE Model 1-C frequency meter and RCA 96A modulation monitor. $10,000 and you take it from our transmitter building. Box 736L, BROADCASTING.
Strictly Business

(Continued from page 16)

tion, in France, Germany and Aus-

took place on Chicago’s north shore

and in the suburb Highland Park, where he was born 28 years ago.

His BBDG “snooping” fostered an interest in radio, and he left after two years to join Montgomery, Ward and Co. as a radio time-

buyer. After meeting a score of

time salesmen—“who sold me on their business”—Mr. Bowen

joined Taylor-Boroff (now the Taylor Co.) station representative

firm in April 1940 when Ward’s “went out of the radio business.”

For a year before joining the Pear-

son company he headed the Chi-

cago agency, Louis A. Smith Co.

Eager to back-up his practical

work in advertising with theory,

Mr. Bowen took professional night

courses for two years at North-

western U. and Loyola U. while

working in Chicago.

He is married to the former Betty

Jane Ruark of Kansas City, Mo.,

and they have a son, James David,

almost 3. After a successful and

swift transplanting to Minneapolis,

they are hibernating this winter

with house plans, which they hope

to carry out next year. Mr. Bow-

den’s project is the yard and gar-

den, while his wife supervises the

color and fabrics planning.

ENX Hollywood and Columbia Pacific Sales and Sales Promotion depart-

ments move to new offices in newly-

renovated building adjoining CBS Sunset Blvd. studios.

NEED AN ANNOUNCER?

● looking for a job

● equipment for sale

● need an engineer

● want to buy a station

The best way to get results from any of the above classifications is to place an ad in Broadcasting * Telecasting . . . where all the men who make the decisions meet every Monday morning.

SRT-Radio

AMERICA'S OLDEST BROADCASTING SCHOOL

Intensive full or part time

COURSES:

ANNOUNCING • ACTING

SCRIPT WRITING • ADVERTISING

Outstanding Faculty of

Network Professionals

Co-Educational • Day or Evening

Small Classes

Approved for Veterans

Write for Prospective

DEPT. H

School of Radio Technique

106 Bldg., Radio City, New York 20, N. Y.

223 South Wabash Ave., Chicago 4, Illinois

Radio Station and Newspaper Appraisals

Tax, estate and many other personal problems create the need for an independent appraisal. Extensive experience and a national organization enable Blackburn-Hamilton Company to make accurate, authoritative appraisals in minimum time.

Appraisals • Negotiations • Financing

BLACKBURN-HAMILTON COMPANY

WASHINGTON, D. C.

James W. Blackburn

Ray V. Hamilton

SAN FRANCISCO

Washington Bldg.

Tribune Tower

Delaware 7-755-4

Sterling 451-2

Edison 2-5672
**FCC Roundup**

**New Grants, Transfers, Changes, Applications**

---

**Box Score**

<table>
<thead>
<tr>
<th>Class</th>
<th>AM Stations</th>
<th>FM Stations</th>
<th>TV Stations</th>
</tr>
</thead>
<tbody>
<tr>
<td>AM</td>
<td>2,312</td>
<td>359</td>
<td>108</td>
</tr>
<tr>
<td>FM</td>
<td>312</td>
<td>52</td>
<td>61</td>
</tr>
<tr>
<td>TV</td>
<td>183</td>
<td>93</td>
<td>11</td>
</tr>
</tbody>
</table>

**Summary Through Dec. 13**

- **On air:**
  - 310
  - 13
  - 107

---

**WIST-AM-FM**

WIST and WIST-FM Charlotte, N.C., have merged as a team sometime this week. For WIST it will be the premiere day after ceasing operations last week.

WIST will operate under the supervision of Ray A. Furr, managing director. It will be on 930 kc with day power of 5 kw and 1 kw directional at night.

Surfing Mr. Furr will be Tom Mitchell, commercial manager; John N. Parker, chief engineer; James A. Frazier, program director, and Pat McGuinness, news director.

The stations are licensed to the Broadcasting Corporation of South which operates WIS Columbus, S.C., and WSP Spartanburg, S.C. Richard G. Shafooto is general manager of the company.

WIST (FM) originated on the air in 1948. At that time the company had an AM application pending for 980 kc. Permit for the AM operation was granted by FCC last February. Last February WIST (FM) ceased operation to let help WIST on the air, it notified FCC it would reapply for a broadcast permit. Authority for WIST (FM) to return to the air.

---

**FCC Actions**

(Continued from page 108)

**December 13 Decisions**

- **Commission on B&G**
  - Extend Authority
  - WHYN-FM Holyoke, Mass.—Granted extension of authority to operate WHYN-FM by remote control, from WHYN transmitter site, for period ending March 1, with same conditions as those in original grant.

**December 13 Applications**

- **Accepted for Filing**
  - Following stations request renewal of license:
  - WXLW Lexington, Ky.—RETURNED application for med. of license to change main studio location.

**Application Dismissed**

KDNN Palm Beach, Calif.—Dismissed application for permission to change license to change main studio location.

---

**When It's BMI, It's Yours**

**Another BMI "Pin Up" Hit—Bill & Range ANYTIME**


On Transcription: Spade Cooley — Standard.
Chappell

(Continued from page 23)
either by program name or by station. If he reports by program name, he must:

"(a) Have known the name of the program when he was listening.

"(b) Remember it well enough for a period varying from a few minutes to 22 or 23 hours so that he can recognize it correctly in a list which may contain other names similar to it.

The roster resembles some of the methods used in the psychological laboratory in the study of memory, but it is difficult to classify it exactly in these terms. To the extent to which the respondent reports in terms of program names, the method might be thought of as symbolic recognition. In straight recognition, he is re-presented with the entire program. In the roster, he is presented with a written symbol—the printed name—which he must recognize as standing for the program and name he originally experienced."

Dr. Chappell reports "high" day-time correlation (.87) and "very high" evening correlation (.95) between NRI and U. S. Hoope-ratings.

Comparing coincidental with roster, he states: "For programs obtaining coincidentials less than 2.0, the correlations are low." He notes that "the large majority of the ratings were concentrated within rating intervals 0.0-0.9 and 1.0-1.9."

In the roster procedure, Dr. Chappell reports, "the interviewer is instructed to get a certain number of interviews in each socio-economic group, each geographic division, etc.," but he selects the specific homes visited himself and "no adjustment is made for 'not at home'... No probable errors, standard deviation, significant differences or any other statistical measures of variability or accuracy can be calculated from figures obtained by quota samples. The theory of probability underlying all such measures does not apply to quota samples."

"Because of the inability to control the 'not-at-home-now' and 'not-at-home-then' biases in the roster sample, which vary independent of each other from time period to time period, it represents no definite and fixed population. Even if interviewers were sent to specific addresses selected mathematically, these two sources of variable bias would still operate to produce, within the roster findings themselves, variations from time period to time period."

"It must be concluded from these facts that the roster sample cannot yield ratings equally accurate for all time periods."

Contrariwise, Dr. Chappell points out that in coincidental surveys "the interviewer exercises no choice... dwelling units to be interviewed are all determined mathematically by application of the probability theory."

A&T&T "provides, gratis, not a pre-listed sample but a pre-listed census of telephone homes throughout the nation," he said. "All that is required is to stop the finest type of probability sample of telephone homes is that interviewers, in selecting numbers to be called, use some mathematical procedure which will eliminate bias of race or national origin that might come from alphabetical listing."

Mean roster and coincidental ratings are "fairly close" for more powerful stations, Dr. Chappell states, but "the less powerful independent stations with lower mean ratings obtain roster ratings many times as great as their mean coincidental ratings... as the size of the coincidental decreases, the ratio of mean roster to mean coincidental increases until in the case of the '0.0 to 0.4' group the mean rating is about eight times that of the coincidental."

The systematic difference between roster and coincidental ratings is not due, Dr. Chappell concludes, to differences between "total audience" and "average audience," nor between telephone and non-telephone homes, nor between geographic areas. Neither does it seem to be caused by the influence of the variable size of the roster sample's "not at home," portion nor by that of memory variation, he reports.

Psychological research has shown, Dr. Chappell states, that the introduction into a recall interview of items not previously experienced by the respondent produces "measurable 'confusion'." In the case of printed advertisements," he notes, "merely 50% of the respondents sometimes report that they have seen a particularly 'confusing' advertisement before it has been published. There seems to be no good reason for supposing that the phenomenon... would not occur in the recognition of program names on a roster."

As illustration, Dr. Chappell uses the following hypothetical example (see table on opposite page):

"Suppose," he says,

"1. That respondents were presented with a list containing the five hypothetical program names shown below.

"2. That the 'average audience' ratings (coincidential) were as shown in Column 1.

"3. That the actual 'total audience' sizes were shown in Column 2 and (as audimeter data seem to indicate) these vary from 25% greater than the 'average audience' for high rating programs to 70% greater for low rating programs.

"4. That 30% of the people who have listened to each of these programs are 'confused' when they encounter all five programs.

"The total listeners to these five programs (sum of the 'actual' total audience size) is 10.62. Of those, 30%, or 3.18, represent 'confusion'. If the 'confusion' is distributed about equally over the five programs, each will gain one-fifth of the confused recognitions or 0.63. This is shown in Column 3. Each program will now lose 10% of its 'actual total audience' to the confused group. The quantity lost is shown in Column 4. The quantity remaining hypothesized roster is a result of the 'confusion' gains and losses is shown in Column 5."

"Comparison of Column 5 with Column 1 shows conditions similar to those found when coincidental or Duplex Coincidental are compared with roster results. The resultant 'Total Audience' rating for the high rating program is depressed slightly below its 'Average Audience' rating and the 'Resultant Total Audience' ratings for lower rating programs increase rapidly in proportion to their aver-

Page 108 • December 17, 1951

The key station of the keystone state... Harrisburg, Pa.
Reactions to CBS Plan
(Continued from page 27)

Ill—"Basic elements of the plan would appear sound in the effect to maintain program structures, the product is selling. However, I cannot understand at this time how the whole plan will operate and be maintained. I believe this is only a step in the long-range re-evaluation and reconstruction of network radio. I am happy that CBS is considering postponing further sound study and evaluation of the strength and potential of radio as a separate and independent medium which is and will continue to serve the people along side of television throughout the foreseeable future."

Harry M. Bitner Jr., WBPM Indianapolis—CBS should permit stations not purchased by a Selective Facilities Plan advertiser to sell the programs on a co-op basis. Otherwise I believe most affiliates assured of at least 13 weeks protection of periods in choice option time will have no incentive to get on the spot basis the Selective Facilities Plan if it works. It may be a good boost for some of the network's chief competitors, the transcribed programs authorized.

Approves Realistic Approach
Lee Waltes, Fort Industry Co.—"Although time has not permitted a thorough study of the new plan of network commercial broadcasting as recently announced by CBS, it would seem that a realistic appraisal of network radio as an advertising medium is now in order. To the extent that CBS soundly appraises the programming of each advertising medium we go along, but we disagree that any new advertising medium should be considered to affect radio—be it television or airwaves around the clock. Radio must continue to be evaluated on its merits—it is still the world's best means of reaching the mass ear."*

Harold P. Danforth, WDBO Orlando, Fla.—"In my opinion, Howard Meighan, stellar performer of the meeting, has delivered in sincere language, the first comprehensive plan for competitive network radio. Spelling out the details, his hard-hitting talk delivered to a receptive group—forecast no doom—but enunciated a encouraging program—pointing to not only smart survival for today's network.—it will be a step forward."

"It is entirely possible that their proximity to the situation in New York and Chicago may strengthen their feeling with regard to this plan."

"It is planned to this broadcaster, enjoying the form of broadcasting in the history of a 29-year-old station, it is hard to believe that such changes in economic structures and policies are necessary."

-W. V. Hutt, KLRA Little Rock,
"The select program planning services plan of CBS should prove to be a real help to the affiliates. It will not work in being in the manner of national attention efforts of affiliates worthy of recognition. We anticipate fresh talent discovered in this plan will materialize in new programming strength."

Praises Plan
Hoyt Wooten, WREC Memphis—"I have always been a staunch advocate of any rule of payment which would evaluate a station's performance. Any plan which will accomplish this is acceptable to my approval. I don't have a comment to make until the present evaluation (CBS) is proven."

F. C. Sowell, WLAC Nashville—"It is a plan for analyzing the facts and for understanding that advertisers wanted first of all sales results—and it is my opinion stations which can produce sales satisfactory to the advertiser should merit rates commensurate with their value. I think the CBS Selective Facilities Plan meets with this test."

Dr. Chappell's Hypothetical Example

<table>
<thead>
<tr>
<th>(1)</th>
<th>(2)</th>
<th>(3)</th>
<th>(4)</th>
<th>(5)</th>
</tr>
</thead>
</table>
| "Average" | "Actual" | "Gain" | "Loss" | "Resultant"
| Audience | Audience | "Confusion" | "Confusion" | "Confusion" |
| Rating | Rating | Percentage | Percentage | Percentage |
| Today's World News | 6.0 | 7.50 | 0.63 | 2.25 | 5.88 |
| Around The World | 1.52 | 1.52 | 0.63 | 1.21 | 0.91 |
| Round-Up of World News | 0.85 | 0.85 | 0.63 | 0.27 | 1.12 |
| Domestic and Foreign News | 0.71 | 0.71 | 0.63 | 0.08 | 0.99 |
| Domestic and Foreign News | 0.17 | 0.17 | 0.63 | 0.05 | 0.75 |

*By the time this is published, the Selective Facilities Plan will have been announced by the time this is published, the Selective Facilities Plan will have been approved by the Federal Communications Commission. (Continued from page 27)
GIANTS RESTRICT RADIO, TV, HITS GAME-OF-DAY

NEW YORK GIANTS baseball club, through Pres. Horace Stoneham, announced Thursday night it will not permit games to be broadcast on national basis during coming season, but will restrict coverage to WMCA New York for home and road game broadcasts and to WPIX (TV) for home game telecasts only. Small radio network of stations in adjacent territories—such as New Jersey—will be organized to provide daily coverage for potential customers, however. Announcement, in effect, drops Game-of-the-Day broadcasts carried by Liberty and Mutual networks last season, which Giants spokesman said had "no direct benefit to us. The effect on our box office was not noticeable." He specifically denied that decision came as result of league meetings held last season, where minor asked split of broadcasting revenue (see story, page 36), or that it was result of any minor league action.

Although format was made of broadcast "take" last season, it was indicated that current policy would result in "no decided change" in revenue. Radio-TV rights last season were sold as one package with Liggetts & Myers as sponsors.

COMMISSION FORMED TO PROMOTE TOLERANCE


Radio and TV representatives: Mr. Fellows; James L. Caddigan, DuMont; Sig Michelson, CBS-TV; William H. Finehsher Jr., Mutual; Edgar Kobak, consultant; Harry Mainz, KFWB Hollywood; Helen Alvarez, KOV (TV) Tulsa; Edmund A. Chester, CBS Radio; Edward Stanley, NBC; John W. Peck, ABC, and William R. McAndrew, NBC-TV.

BBB REPORT ON 'CONTEST' REPORT on "mystery" melodies contest conducted by TV dealers via radio commercials issued Friday by New York's Better Business Bureau. Offering $100 credit certificate to first 20 who identify song, TV dealer tries to apply this $100 toward purchase of his own brand TV set which, to best BBB knowledge, is not for sale elsewhere. Original price fixed before contest by same dealer offering credit certificate, BBB said, asserting its findings have been turned over to stations to help them determine whether continuation of such ads contributes to public interest and credibility of radio commercials. Investigating shoppers have found several variations on same theme, BBB said.

TV SPOT TIME RELEASED

AMERICAN TOBACCO Co., New York, said to be releasing its television spot time, with Lever Brothers picking up availabilities.

INTERNATIONAL Radio-Television Mfrs. Assn., New York, said to be releasing its television spot time, with Lever Brothers picking up availabilities.

GARROWAY THREE HOURS

IN last-minute change, format of Dave Garroway's new morning NBC-TV program, Today (see earlier story page 82), expanded from 7 to 10 a.m. EST instead of 7 to 9 a.m. Change presumably occasioned by midwestern network feed. As it stands now, 7 to 8 a.m. EST portion will be seen in East only and 8 to 9 a.m. CST segment will be telecast only to midwestern stations. WNBQ (TV), NBC's Chicago station, will begin its telecast schedule when show starts at 7 a.m.

Business Briefly

(Continued from page 5)

five-weeks in 6:30-8 a.m. time, starting Jan. 1 in several markets. Agency, Cecil & Presbrey, N. Y.


DISC DRIVE • Fastabs (reducing product) placing quarter-hour transcribed show, thrice-weekly, in several radio markets after first of year. Agency, TV Assoc., Baltimore.

C-P-P SPOTS • Colgate-Palmolive-Peet Co., Jersey City (Cashmere Bouquet soap), preparing radio spot announcement series starting Jan. 1, 55 weeks, in several markets. Agency, Sherman & Markert, N. Y.


CANDY CARNIVAL • M&M Ltd., Newark, to sponsor M&M Candy Carnival, effective Jan. 6, Sunday 12:30-1 p.m., on CBS-TV. M&M also sponsors Super Circus on ABC-TV. Agency, William Esty & Co., N. Y.

SILK ASSN. AGENCY • International Silk Assn., N. Y., names Anderson & Calms, that city, to handle advertising, effective Jan. 1. Catherine P. Finerty is account executive.

AVGAMERICAN

AVGAMERICAN male in U. S. was 30 years old, owned home with mortgage and "his kids undoubtedly are pestering him to buy all his electronics," Census Bureau said in study based on 1960 census data. Average age in 1940 was 28. Bureau says he earned $3,000 in 1950 compared with $1,200 in 1940 but consumer prices went up 70%. Other traits: He had telephone, mechanical refrigerator, radio and auto besides having wife and two children.

PEOPLE

ELLIOTT EAKIN, advertising promotion manager of Sales Management magazine for past six years, was named manager of advertising and promotion, spot sales department of NBC to replace Martin Werner, recently resigned.

ROBERT A. RICHARDSON, Fuller & Smith & Ross, N. Y., elected vice president.

DALLAS TOWNSEND, CBS radio news weekend editor, appointed special events producer for CBS Radio. ROBERT SKEDGELL, overnight editor for network, becomes weekend editor, and newswriter MOIT DANK succeeds Mr. Skedgell.

HENRY M. SCHACHTE, national advertising manager of Borden Co., N. Y., named director of advertising for assistant manager of Schachte Peabody, who has held post since 1933. Mr. Peabody will continue as assistant vice president with executive authority over firm's advertising.

JOHN DERR, assistant director of sports for CBS-AM-TV for past two years, named director of advertising for Assistant general manager of CBS Network. Following resignation of Harry Fellows, who has been sports director for both radio and television since July 1946, to become CBS Radio's counselor on sports. CBS-TV sports directorship not yet set.

HERBERT J. TEISON named public relations director of Schwerin Research Corp., New York. He formerly was in tourist business in San Antonio and Mexico City.

WILLIAM E. BERCHTOLD, executive vice president and chairman of plans board of Footes, Cone & Belding, N. Y., joins McCann- Erickson, Chicago, as vice president and general executive. His duties will include serving as chairman of advisory committee on advertising plans in Chicago.

HOWARD H. BELL, executive assistant to NARTB TV director, father of girl, Mary Elizabeth.

FM DRIVE TO START

JOINT NARTB-Radio Television Mfrs. Assn. program to promote FM radio set sales to open Jan. 21 in North Carolina. Wisconsin campaign will start Feb. 4 and District of Columbia campaign March 1. Test campaigns will have cooperation of broadcasters, set makers, distributors, dealers. In charge are RTMA FM Policy committee chairman John W. Craig, Crosley Div., Avco Mfg. Co., NARTB FM Committee Under chairman Ben Strouse, WWDC-FM Washington. RTMA Advertising Committee also taking part. Promotion display material being prepared by RTMA subcommittee headed by David Grigabey, Zenith Radio Corp.

AFM WARNS STATIONS

REMEMBER that AFM—Motion Picture Producers' agreement prohibits TV use of musical sound tracks or scenes of AFM musicians without written permission from AFM was sent by union Friday in programs to more than 100 TV stations, agencies, and film package firms. Spokesmen said it was second such reminder (first: last January), that it stemmed from instances of unauthorized film use of television but was sent also to non-violators, and that it contained no "threat." AFM-producers agreement, originated in 1946 and since renewed, currently extends to Aug. 31, 1952.

BROADCASTING • Telecasting
In the heart of America... A Wholehearted Merry Christmas to Our Advertisers...

It's the KMBC KFRM Team... and It's Wholehearted...

who know that to Sell the Whole Heart of America Wholeheartedly, it's

The KMBC-KFRM Team

6TH OLDEST CBS AFFILIATE • PROGRAMMED BY KMBC

OWNED AND OPERATED BY MIDLAND BROADCASTING COMPANY
It pays to buy the giant economy size!

And in the enormous Midwest market centering around Chicago, the giant economy size is 50,000-watt WBBM.* This Fall (as always, year after year after year), WBBM commands a larger share of the radio audience than Chicago's second and third network stations combined.

During the broadcast week, an average of more than one out of every four families listening is tuned to WBBM.

Chicago's 15 other radio stations divide up the rest.

Today, more Chicago families are listening to the radio — and to WBBM — than last year at this time, TV or no TV.*

The buy is... **WBBM** Chicago's Showmanship Station
Represented by CBS Radio Spot Sales

*Within range of WBBM's clear-fm signal.

one-tenth of the nation's radio families — three-fourths of which, incidentally, cannot be reached by any Chicago television station.

**Pulse, Sept.-Oct. 1951 vs. 1950.**