

# BROADCASTING TELECASTING

## IN THIS ISSUE:

Defense Plans Hit  
Radio, TV Status  
Page 23

Day Time Buying  
To Be Heavy  
Page 23

Network Gross  
First in Aug.  
Page 25

Number Concern Puts  
Chips on Radio  
Page 46

TELECASTING  
Starts on Page 61

21<sup>ST</sup>  
The Newsweekly  
Radio and  
Television.  
year  
\$1.00 Annually  
5 cents weekly



## WHO SAID NIGHTTIME RADIO IS DYING?

IN *Iowa*, IT'S  
UP 28.8%!



1949



1951

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

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

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

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

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

# WHO

## + for Iowa PLUS +

Des Moines . . . 50,000 Watts

Col. B. J. Palmer, President  
P. A. Loyet, Resident Manager



FREE & PETERS, INC.  
National Representatives



\*The 1951 Iowa Radio Audience Survey is the fourteenth annual study of radio listening habits in Iowa. It was conducted by Dr. F. L. Whan of Wichita University and his staff. It is based on personal interviews during March and April, 1951, with 9,180 Iowa families—all scientifically selected from Iowa's cities, towns, villages and farms, to present a true and accurate picture of the radio audience in Iowa.

**WHAS-TV.. quality of programming  
makes the difference!**

# "SMALL TALK"

FEATURING

*Mary Snow Ethridge*



**ESPECIALLY FOR  
PARTICIPATING SPONSORS**

"Small Talk" is a sparkling-but-informal interview program built around the engaging personality of Mary Snow Ethridge. Nationally famous guests and interesting personalities from the local scene give the show a smooth combination of local color and sophistication. Author Merle Miller . . a polio patient in an iron lung . . actor Todd Andrews . . the Mayor of Louisville and his five children . . humorist Ogden Nash . . a circus clown . . Governor Lawrence Wetherby of Kentucky — just a few of the fascinating guests seen on this favorite local show.

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

**50,000 Watts**

*More than twice the power  
of Louisville's second station*



**Serving a market of more than 105,000 television homes**

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

REPRESENTED NATIONALLY BY EDWARD PETRY AND CO. • ASSOCIATED WITH THE COURIER-JOURNAL & LOUISVILLE TIMES

**MORE** Detroiters Listen To

**WKMH**

**THAN EVER BEFORE**

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

\*Detroit Pulse: July-August, 1951

**DETROIT IS LISTENING TO**

**WKMH**

**5000 WATTS**

**DAYTIME—1000 WATTS NIGHTS**

**IN JACKSON, MICHIGAN, IT'S WKMH**  
**1000 WATTS, FULL TIME...970 ON THE DIAL**

**CONTACT YOUR HEADLEY-REED REPRESENTATIVE**



**Program:**  
**TELEVISION FARMER**

**Station:**  
**WGAL-TV**  
LANCASTER, PENNSYLVANIA

**Feature:**  
**TOBACCO 1952**

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

A STEINMAN STATION, Clair R. McCollough, President



Represented by

ROBERT MEEKER ASSOCIATES • Chicago • Los Angeles • San Francisco • New York



# at deadline

## CLOSED CIRCUIT

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

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

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

**FINANCIAL FOG** hovering over American Vitamin Assoc. lifted slightly last week as firm got outside capital to subsidize current expenses. Source not revealed but not believed to be drug concerns interested in buying AVA. Company will limit activities to taking and filling drug store orders and plans no advertising. If firm makes profit, chances are Schwimmer & Scott will regain some of \$290,000 lost on billing commitments.

**McCARRAN** Un-American Activities Committee is pondering list of several hundred names gathered from various sources. Problem is what to do with them since apparently at this time it has been unable to determine which might be regarded as "loyalty" category. Names include those of radio writers, performers and others in show business and public life.

**FEW DISSENTS** on proposed television regulation code have been heard since release of document Oct. 19 [B•T, Oct. 22]. One significant change slated to be considered by NARTB TV Board which has power to revise, amend and promulgate, is to include "cease and desist" provision which, if not complied with by recalcitrant station, would be followed by expulsion proceedings.

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

## RADIO SET OUTPUT SHOWS SHARP INCREASE

OUTPUT of home radio receivers more than doubled from August to September, according to Radio-Television Mfrs. Assn. September report for entire industry shows 603,055 home radios turned out in the five-week month compared to 295,587 sets in August (four weeks).

TV set output rose from 146,705 in August to 337,341 in September. Production of portable radios was 103,355 in September compared to 77,568 in August. Factories turned out 393,836 auto sets in September compared to 190,252 in August.

Nine-month production of home radios was 5,133,033 sets, according to RTMA, with 3,970,857 TV sets, 1,096,770 portables and 3,847,675 auto sets. Radio output was 5% below nine months of 1950 and TV output was down 21%, with total radio receiver production for nine months of 10,077,478 sets. Total September radio output was 1,100,246 sets.

Radios with FM facilities were estimated at 84,842 in September, with another 15,803 TV sets containing FM audio circuits. September and nine-month production follow:

	TV	Home Radios	Portables	Auto Sets
Jan.	645,716	750,289	75,294	346,799
Feb.	679,319	764,679	79,859	347,779
March	874,634	988,078	147,037	545,297
April	469,157	619,651	150,494	542,021
May	339,132	581,357	164,171	603,534
June	326,547	346,135	228,454	494,202
July	152,306	184,002	70,538	293,955
Aug.	146,705	295,587	77,568	190,252
Sept.	337,341	603,055	103,355	393,836
Totals	3,970,857	5,133,033	1,096,770	3,847,675

## TVA INACTIVE ON MERGER

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

## New Money Supports TV, Magazines Find

TELEVISION advertising appropriations are, on the whole, additional expenditures and not money taken from other media. Magazine Advertising Bureau said following analysis of expenditures of TV advertisers in other media during first half of 1950 and 1951.

MAB found that advertisers spending \$25,000 or more in network television during first six months of this year increased their purchase of TV time 294.0%, also increased use of magazine space 4.1% and use of network radio time 0.6%, but decreased use of Sunday supplements 5.3%.

Of 183 network TV advertisers in Jan.-June 1951, 136 used magazines (up from 132 in like period of 1950); 83 used Sunday supplements (down from 90 year before); 69 used network radio (down from 71 in 1950).

MAB offered following table comparing ex-

## BUSINESS BRIEFLY

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

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

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

**JELSSERT APPOINTMENTS** • JelSert Co., Chicago, appoints Ruthrauff & Ryan, same city, to handle product advertising for JelSert Flavor-aid and Makasyrup. Account executive is Robert Archer.

## RCA SALES SET RECORD

RECORD VOLUME in sales of products and services of RCA and subsidiaries was registered during first nine months of 1951, reaching total of \$421,281,782 as compared to \$395,741,391 for same period last year, Brig. Gen. David Sarnoff, RCA board chairman, announced in statement released today (Monday). Increases in operations costs (\$383,429,941 compared to \$336,408,754 in first nine months of 1950) brought earnings before federal income taxes to \$37,851,841 as against \$59,332,637 for similar 1950 period. Net profit for nine months totaled \$18,356,841, compared to \$33,384,637 for first nine last year, and earnings per share on common stock amounted to \$1.15 compared to \$2.24. For quarter ended September 30, products and services sold totaled \$118,948,849 as against \$146,957,033 in same 1950 period and net profit was \$2,653,480 as compared to \$12,422,994 in same quarter of previous year.

penditures first half 1951 with those for first half 1950 (included are all advertisers spending \$25,000 or more in network TV during first half this year):

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

for more AT DEADLINE turn page

(Continued on page 6)



# at deadline

## ABC NAMES FRIENDLY TO SUCCEED THROWER

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

Mr. Thrower said he will announce plans when he returns from vacation in Florida. His resignation was effective immediately. Elevation of Mr. Friendly to national director of TV sales announced by Alexander Stronach, ABC vice president for television. Mr. Friendly's successor as network TV eastern sales manager will be named later.

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

## TV COSTLY FOR LOCAL ADVERTISERS, SAYS RYAN

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

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

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

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

## FCC ISSUES NEW RULES COVERING NARBA CONFLICTS

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

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

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

NARBA agreement, reached November 1950, has not yet been ratified by U. S. Senate.

New policy is effective immediately.

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

## In this Issue—

Radio and television brought to grips with hard facts of defense economy as Washington actions and announcements evoke recollections of World War II. *Page 23.*

It's jingle bells on radio cash registers as Christmas business booms. *Page 23.* Three stations will leave Edward Petry Co. to be represented by Henry Christal, and there are other shuffles in affiliations with national representatives. *Page 25.*

Young & Rubicam's executive vice president says lack of comparable research among media is headache to agencies and advertisers. *Page 26.*

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

Local IBEW submits contract demands that St. Louis stations call fantastic. *Page 27.*

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

Sen. Benton reminds Senate he will renew his campaign for high-power radio-TV advisory board when Congress reconvenes next January. *Page 63.*

Republic Pictures probably will appeal injunction granted Roy Rogers against Republic's release of his pictures to TV. *Page 63.*

Gross radio network billings this year slip below those of 1950, but TV network business is four times what it was last year. *Page 33.*

Some telecasters are worrying about commercial restrictions in new TV code, and other questions of interpretation arise. *Page 64.*

National Radio and Television Week is on. *Page 32.*

Fairfax Cone says radio and television commercials have gone stale. *Page 29.*

President signs bill giving him power to seize radio communications in emergency. *Page 30.*

Technical TV advances reported in Chicago electronics conference. *Page 70.* Adrian Murphy, president of CBS Labs, says that although commercial color TV is "temporarily in limbo," he hopes other color uses for military and industrial purposes will go on. *Page 68.*

## Upcoming

Oct. 28-Nov. 3: National Radio and Television Week.

Oct. 30: BMI Program Clinic, Skirvin Hotel, Oklahoma City.

Oct. 31: BMI Program Clinic, Broadview Hotel, Wichita, Kan.

Nov. 1: RTMA Transmitter Division Panel Meeting, Wardman Park Hotel, Washington.

Nov. 2: BMI Program Clinic, Utah Hotel, Salt Lake City.

Nov. 2-3: Florida Assn. of Broadcasters, mid-year meeting, Soreno Hotel, St. Petersburg.

Nov. 2-3: Michigan Assn. of Broadcasters, Fort Shelby Hotel, Detroit.

(Other Upcomings, page 32)

## Closed Circuit

(Continued from page 5)

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

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

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

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

LEVER BROTHERS, N. Y., through Ruthrauff & Ryan, N. Y., expected to sponsor its radio portion of Arthur Godfrey, 10-10:15 a.m. on simulcast starting Jan. 7. Meanwhile CBS-TV understood offering remainder of Godfrey morning show (heard 10-11:30 a.m.) to other clients for simulcast sponsorship.

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

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

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

## PRICE CEILINGS IN WORKS FOR RADIO, TV RECEIVERS

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

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

for more AT DEADLINE see page 98

BROADCASTING • Telecasting

**Represented by Bolling**

**Like 'Sterling' on Silver**

**MR. SPONSOR:**

# Your Best "BUY" Time is in "HIGH TIME"!

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



LEON  
KELNER

BOB  
HAMILTON

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

- Write, Wire or Phone Your JOHN BLAIR Man!



## BROADCASTING TELECASTING

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### IN THIS BROADCASTING

#### DEPARTMENTS

Agency Beat	10
Aircasters	58
Allied Arts	60
Editorial	52
FCC Actions	88
FCC Roundup	95
Feature of Week	16
Film Report	78
Front Office	54
In Public Interest	18
New Business	12
On All Accounts	10
On Dotted Line	94
Open Mike	14
Our Respects to	52
Programs, Promotions, Premiums	87
Radiorama	58
Strictly Business	16
Upcoming	32

TELECASTING Starts on page 61

### WASHINGTON HEADQUARTERS

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**CIRCULATION AND READERS' SERVICE:** JOHN P. COSGROVE, Manager; Doris J. Buschling, Ruth W. Davis, Grace Schorm, Elwood M. Slee.

**NEW YORK BUREAU** 488 Madison Ave., Zone 22, Plaza 5-8355; **EDITORIAL:** Rufus Crater, New York Editor; Florence Small, Agency Editor; Dorothy Munster, William Ruchti, Liz Thackston.

Bruce Robertson, Senior Associate Editor.

**ADVERTISING:** S. J. PAUL, Advertising Director; Eleanor R. Manning, Assistant to Advertising Director; Kenneth Cowan, Advertising Representative.

**CHICAGO BUREAU** 360 N. Michigan Ave., Zone 1, Central 6-4115; William H. Shaw, Midwest Advertising Representative; Jane Pinkerton, News Editor.

**HOLLYWOOD BUREAU** Taft Building, Hollywood and Vine, Zone 28, HEMPstead 8181; David Glickman, West Coast Manager; Ann August.

**TORONTO:** 417 Harbour Commission, EMpire 4-0775 James Montague.

BROADCASTING \* Magazine was founded in 1931 by Broadcasting Publications Inc., using the title: BROADCASTING \*—The News Magazine of the Fifth Estate Broadcast Advertising \* was acquired in 1932 and Broadcast Reporter in 1933.

\* Reg. U. S. Patent Office  
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Subscription Price: \$7.00 Per Year, 25c Per Copy

BROADCASTING • Telecasting

# INDEPENDENT RADIO GIVES WHAT THE HOME FOLKS LIKE

## JUST READ WHAT THESE INDEPENDENT THINKERS SAY:

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

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

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

—To Radio Station WJMO,  
Cleveland, Ohio,  
from The Columbian  
Vise & Mfg. Co.,  
Cleveland



## ANOTHER REASON WHY INDEPENDENT RADIO PAYS OFF FOR ADVERTISERS

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

## THESE ARE THE LEADING INDEPENDENT RADIO STATIONS:

WCUE —Akron, Ohio  
WBMD —Baltimore, Maryland  
WBNO —Buffalo, New York  
WJMO —Cleveland, Ohio  
KMYR —Denver, Colorado  
KCBC —Des Moines, Iowa  
WKY —Evansville, Indiana  
WCCC —Hartford, Connecticut  
WXLW —Indianapolis, Indiana  
WJXN —Jackson, Mississippi  
KLMS —Lincoln, Nebraska  
WKYW —Louisville, Kentucky  
WHHM —Memphis, Tennessee

WMIE —Miami, Florida  
WMIL —Milwaukee, Wisconsin  
WKDA —Nashville, Tennessee  
WWSW —Pittsburgh, Pennsylvania  
KXL —Portland, Oregon  
WHIM —Providence, Rhode Island  
WXGI —Richmond, Virginia  
KSTL —St. Louis, Missouri  
WMIN —Minneapolis—St. Paul  
KNAK —Salt Lake City, Utah  
KITE —San Antonio, Texas

KSON —San Diego, California  
KYA —San Francisco, California  
KING —Seattle, Washington  
KREM —Spokane, Washington  
WACE —Springfield, Massachusetts  
KSTN —Stockton, California  
WOLF —Syracuse, New York  
KFMJ —Tulsa, Oklahoma  
WNEB —Worcester, Massachusetts  
WBBW —Youngstown, Ohio

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

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



# Oklahoma City's Only 50,000 Watt Station

## NO NEWS IS BAD NEWS

KOMA newscasts sparkle with freshness! In the morning when many stations are droning wire-copy re-hashes of yesterday's events, KOMA is animatedly reporting a bright, concise coverage of all the news, sparked by a complete exclusive round-up of local news.

The same goes for evening newscasts. Even conscientious re-writing of the wire service copy results in newscasts of substantially the same context on one station as on another because we all have the same wire service sources. So again, KOMA newscasts sparkle because of complete LOCAL coverage.

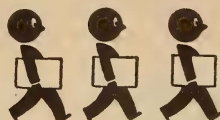
Only one radio station in Oklahoma City has 24-hour metropolitan beat coverage and that's KOMA! That's why KOMA newscasts sparkle!

**J. J. Bernard**  
VP and General Manager

# KOMA

Outlet for the Columbia Broadcasting System

REPRESENTED BY *Avory-Kuddeh* INC.



## agency

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

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

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

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



## on all accounts

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

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

Now, as media director at MacFarland, Aveyard & Co. she officially heads the media and re-

search departments, both of which she has reorganized since joining the agency in April. Also, because of her previous experience, she is able to double when necessary in account work, writing, creative presentations, space and time buying and client contact. Her major radio-TV accounts now are Zenith Radio Corp. and Drewry's ale and beer.

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



Miss TYROLER

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

(Continued on page 18)

# beat



# Obviously OUTSTANDING ...

**OBERT SIMPSON**, executive TV producer Geyer, Newell & Ganger, N. Y., to Erwin, Wasey & Co., N. Y., as director of TV production.



Mr. Simpson

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

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

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

**EDWARD C. ROHRS** appointed to creative staff Price, Robinson & Rank Inc., Chicago. Mr. Rohrs was with Leo Burnett Co. and Grant Advertising Inc., both Chicago.

**WUCHANNAN & Co.**, Chicago, moves to new and larger quarters at 333 North Michigan Ave. New telephone number is ANdover 3-6611. **OBERT E. POTTER**, vice president of company, is in charge of Chicago office.

**WILL HOLMES**, NBC San Francisco, to Atherton Agency, L. A., as copy and media director.

**LEE WHITE**, BBDO, N. Y., to Biow Co., N. Y., as account executive on Crocker & Gamble account.

**KENNETH E. NELSON**, promotion manager McGraw-Hill Publications, New York, appointed account manager G. M. Basford Co., New York.

**WAT TRIMBLE**, Albert Drennan Adv., S. F., to production department Russell, Harris & Wood, S. F.

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

**W. ARL PEDERSEN**, production manager Cosby & Cooper, S. F., called to active duty in Army as captain.

**W. EAN BROWN**, Kenyon & Eckhardt, N. Y., to new post of copy chief, Fisher & Rudge, same city.

**W. ALDEN (Bud) STITT**, to Chicago sales staff of John E. Pearson Co., station representative. He leaves KXXX Colby, Kan.

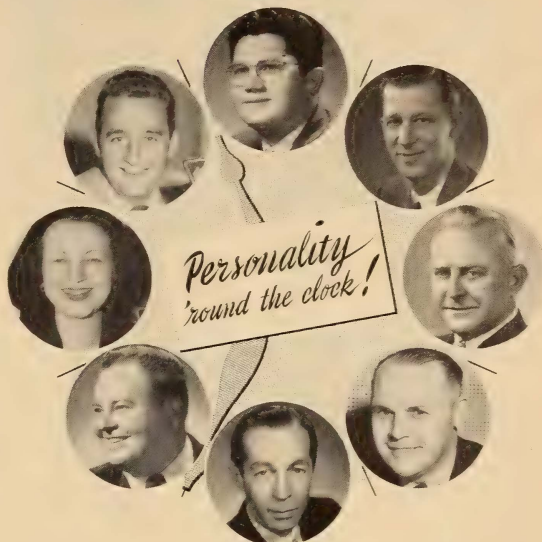
**W. ROLD KIRSCHNER**, Theo H. Segal Adv. Agency, S. F., to production department BBDO, S. F.

**W. AVID S. HOGMER**, director of space and media Duane Jones Co., N. Y., to Grey Adv., that city, in same capacity.

**W. J. McKILLOP**, Kelley-Clarke Co., S. F., to Gilman, Nicoll & Ruthman, S. F.

**W. OBERT BLACK**, assistant radio-TV director Dan B. Miner Co., Los Angeles and Yvonne Findling, married Oct. 20 in Riverside, Calif.

**BROADCASTING • Telecasting**



Clockwise, starting at top: **CHUCK BARNHART**, Program Director; **BROOKS WATSON**, News Director; **EMIL BILL**, Farm Editor; **PHIL GIBSON**, Local News Editor; **MILTON BUDD**, Staff Personality; **WAYNE WEST**, Staff Personality; **FLORENCE LUEDEKE**, Women's Director; **JACK QUINN**, Sports caster.

## WMBD Dominates the Rich Peoria Area Market

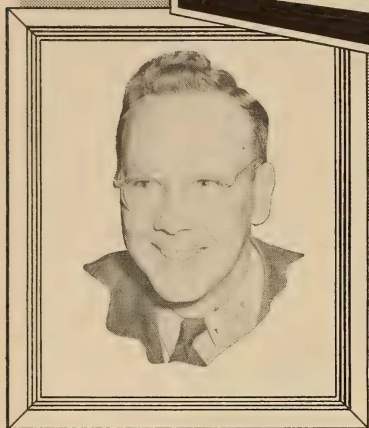
Skillful programming with widely popular local personalities helps maintain WMBD's dominant position in Peoria area radio. Throughout the broadcasting day and night, these and other familiar voices receive a warm-hearted welcome in more Peoria area radio homes than the next two stations COMBINED! These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

**CHARLES C. CALEY**, Vice President and General Manager  
**DON D. KYNASTON**, Director of Sales

See Free & Peters . . .



**PEORIA**  
CBS Affiliate  
5000 Watts



# Bill Faulkner

## ISN'T SATISFIED . . .

with just doing a good job!  
He expects, and gets, extraordinary results for advertisers. Maybe it's because Bill is a Hoosier himself. . . . Anyway, *Bill sells*—whether it's aspirin or cars . . . 6:30 or 8:00! He's a very important reason why . . .  
**SALES are UP in Indianapolis!**

*The Station that never out-promises*  
**. . . BUT ALWAYS OUT-PERFORMS**

# WISH

INDIANAPOLIS  
1310 K.C.



**WHOT** — South Bend  
**WANE** — Fort Wayne  
**WHBU** — Anderson

Owned and Operated by  
**UNIVERSAL BROADCASTING CO., Inc.**

Represented Nationally by The **BOLLING COMPANY**

## new business



### Spot . . .

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

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

**VELVET TIP BOBBY PINS, N. Y.**, preparing radio spot campaign in 3 top markets beginning after first of year. Agency: Hershell Deutsche Agency, N. Y.

### Network . . .

**GREEN GIANT Co., Le Sueur, Minn.** (Green Giant Peas, Niblets Corn), Oct. 30 starts sponsorship of *Edward R. Murrow News* on 11 Columbia Pacific stations in California, Oregon and Washington, Tues., Thurs. 5-5:15 p.m. (PST). Contract for 26 weeks. Agency: Leo Burnett & Co., Chicago.

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

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

### Agency Appointments . . .

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

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

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

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

**JOE BONOMO CULTURE INSTITUTE, N. Y.**, appoints R. T. O'Connell Co., N. Y., to handle radio and TV advertising.

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

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

### Adpeople . . .

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

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

**ROBERT P. BRECKENRIDGE**, director of advertising Gémex Corp., Union, N. J., to Harriet Hubbard Ayer Inc., N. Y. (toilet preparations), as advertising and sales promotion manager.

BROADCASTING • Telecasting

# WJIM-WGFG

LANSING-KALAMAZOO-BATTLE CREEK

**ADDED ATTRACTIONS**

over the NBC network

BOB HOPE  
GROUCHO MARX  
FIBBER MCGEE AND MOLLY  
ALICE FAYE AND PHIL HARRIS  
YOUR HIT PARADE  
THE BIG STORY  
THE BIG SHOW  
HALLS OF IVY  
MARIO LANZA  
MARTIN KANE  
ROY ROGERS

*Now ... the national spot advertiser  
gets the added audience created  
by the addition of these  
top-rated NBC programs.*



# WJIM - WGFG

LANSING - KALAMAZOO - BATTLE CREEK

NBC ... ABC *too*



# the Needle!

the latest news of sales and  
program developments from the

## ASSOCIATED PROGRAM SERVICE

Tremendous size of retail businesses is highlighted by recently released list of nation's 100 leading retailers. Here are some leaders: Food Chains: A & P, with annual volume of \$3,180,000,000, tops all retailers in every category . . . Safeway Stores show 1950 sales of \$1,100,000,000 . . . other food leaders are Kroger—\$860,000,000 . . . American Stores—\$470,000,000.

Variety Chains: Woolworth—\$632,000,000 . . . Kresge—\$295,000,000 . . . Grant—\$250,000,000. Mail Order: Sears—\$2,561,000,000 . . . Montgomery Ward—\$1,170,000,000 . . . Spiegel—\$144,000,000.

Department Stores: J. C. Penney—\$950,000,000 . . . Allied Stores—\$440,000,000 . . . May Dept. Stores—\$417,000,000 . . . Federated Stores—\$389,000,000 . . . Macy's—\$321,000,000 . . . Gimbel Bros.—\$291,000,000 . . . Marshall Field—\$223,000,000.

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

\* \* \*

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

\* \* \*

These special libraries—priced from \$19.50 to \$47.50 have revolutionized transcription service. Dozens of these small units are en route to stations across the nation today and orders keep pouring in. One group of seven stations rushed order for seven Commercial Libraries, will be deep into uniform sales training project based on APS transcribed sales meetings within a few weeks. Two new special libraries are now available: CONCERT—a lavish one!—at \$32.50 per month and NOVELTY (including hillbilly and band) at only \$19.50. If you don't have details, search your desk for the blue APS folder with the red disc—or wire or telephone us today! You can save a cool \$500 without missing a note of music—so why delay?

### ASSOCIATED PROGRAM SERVICE

151 W. 46th Street, New York  
Plaza 7-7710

## open mike



### Bulb Snatcher

EDITOR:

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

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

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

EDITOR'S NOTE: Names above are deleted on advice of counsel, but the editors have had similar reports about this company and its habits from other stations which, like Mr. Hanson's, agreed to take the business at reduced rates and wound up wishing they had stuck to the rate card and to responsible advertisers that will honor it.]

\* \* \*

### Disassociated

EDITOR:

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

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

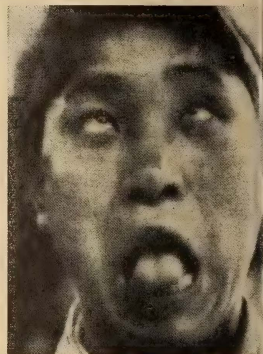
Since many of your broadcaster readers might be confused, you may feel it proper to print a correction in a subsequent issue of your magazine.

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

### Candid Camera

EDITOR:

The attached picture shows what happened to a TV allocations expert between Aug. 27 and Oct. 23.



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

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

EDITOR'S NOTE: Picture was clipped from "Washington Daily News."]

\* \* \*

### Same Load for All

EDITOR:

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

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

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

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

EDITOR'S NOTE: Not just radio but all media were affected by deletion of entire budget for recruiting advertising. Fact remains, however, that inequalities in media contributions to government campaigns do exist and Congress is not generally aware of the extent of broadcasting's generosity.]

# *pictures,* *programs,* *and* *people*

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

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

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

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

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

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

*You can do better with Spot. Much better.*

## **"Live" vs. Kinescope Ratings**

Network Programs	"Live" (New York)	Kinescope (Los Angeles)
Texaco Star Theatre	47.7	22.9
Your Show of Shows	37.8	8.6
Comedy Hour	36.7	18.1
Philco TV Playhouse	35.5	7.5
Godfrey's Talent Scouts	34.3	10.1
The Goldbergs	33.7	12.2
Studio One	33.7	12.8
Toast of the Town	30.8	14.7
Godfrey & His Friends	26.2	11.2
Average	35.2	13.1

Source: Telepulse, Jan.-Mar. 1951 averages.

**THE KATZ AGENCY, INC.** *Station Representatives*

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

*Richard  
Harkness*



"Richard Harkness and the News" a fifteen minute late evening roundup is available for sponsorship in this news conscious market. Discerning timebuyers need only know that it's HARKNESS, Monday through Friday, 11:15 PM.

This availability represents an opportunity to establish a product name with a name news man, long respected in national news commentary.

Harkness' reputation for hard news and hard selling demands your consideration. Call WRC—or National Spot Sales.

MONDAY THRU FRIDAY  
11:15-11:30 PM

IN THE NATION'S CAPITAL  
YOUR BEST BUY IS

FIRST in WASHINGTON  
**WRC**

5,000 Watts • 980 KC

Represented by NBC SPOT SALES



## feature of the week

**R**ADIOMEN stepped behind footlights to tell more than 2,000 milkmen how their money was being spent in radio and television advertising.

Of the more than 26,000 members of the Dairymen's League Cooperative Assn., 2,000 were delegates to the association's 32d annual meeting, held in Syracuse Oct. 10-11.

Barlow Adv. Agency, Syracuse, wanted to explain to the delegates the scope of the association's radio and TV advertising. A stage show was decided upon as the best vehicle.

The presentation was written, directed and produced by Bud Stapleton, Barlow TV and radio director, under the supervision of George Lee, association publicity director, and J. J. Hines, Barlow copy chief.

With Jim Deline of WSYR Syracuse as m.c., the fast-paced show gave delegates a brief look and listen to the air talent who daily sell their products to hundreds of thousands of consumers.

Others who took part in the stage show included Clinton Buehman and Ed Dinsmore, WBBN Buffalo; Jack Ogilvey, WJTN Jamestown; Jack Eno, WBBN Buffalo; Ann Rogers, WHAM-TV Rochester; Don Jones, WARC Rochester; Ray Owens, WFBL Syracuse; Joe Cumiskey, WAGE Syracuse; Norm



Part of the huge (30' x 40') map of "Dairyland," showing several of the major markets. Map was painted as backdrop of stage presentation.

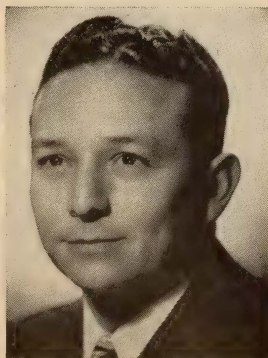
\* \* \*

Maservey and John Latone, WOLF Syracuse, and John Kuhn, WKIP Poughkeepsie.

Some 21 radio and TV stations in New York and Pennsylvania carry the bulk of League advertising. They are WAZL Hazleton, Pa., and these New York stations, WBBN WAGE WARC WFBL WKIP WBBN WJTN WHAM-AM-TV WOLF WSYR-AM-TV and WELM Elmira, WVOB Liberty, WKPV Utica, WMOB Auburn, WTRY Troy, WALL Middletown, WNDR Syracuse, WEOK Poughkeepsie, WWOL Buffalo and WHEN-TV Syracuse.



## strictly business



ROBERT J. ROTH JR.

**F**ROM violinist and band vocalist to hat advertiser—with a tenure of broadcasting and

agency experience thrown in for good measure—that's the capsule history of Robert J. Roth Jr.

Now advertising and promotions director for Resistol Hats Inc., Garland, Tex., Mr. Roth ran the gamut of jobs from A to Z after a musical beginning that foreshadowed no indication of success in this foreign field.

At one time or another, he played violin, sang with dance bands, sold stocks, bonds and insurance, announced and produced radio shows and launched his own radio advertising agency. All this, plus an enviable record in the U. S. Air Force.

This versatility may be entirely foreign to Mr. Roth's role in projecting Resistol as one of the more successful hat companies. At that time, as he so aptly puts it, "I got ahead rapidly but in the wrong direction."

In fact, it was not until 1940  
(Continued on page 94)

**IF YOU'RE  
INTERESTED  
IN SALES...**

**In Advertising —**

**The Sale Is The Pay-off. In Radio, The Sale Is Made When The RIGHT PEOPLE Hear The RIGHT MESSAGE.**

**In Milwaukee —**

**WISN's Better Network (CBS) And Local Programming Provides The RIGHT PEOPLE For YOUR RIGHT MESSAGE. This Means SALES!**

**You'll Like Doing Business With WISN.**

**IN MILWAUKEE  
THEY LIS'N TO**

**WISN** CBS  
5000 WATTS  
Represented by  
KATZ Agency

# 17 OUT OF 18 PREFER WDAY, FARGO!



Students at North Dakota Agricultural College recently conducted an independent survey among 3,969 farm families in a 22-county area around Fargo. Each family was asked, "To what radio station does your family listen most?" 3,120 of the families named WDAY; only 174 named Station "B"! WDAY WAS A 17-TO-1 CHOICE OVER THE NEXT STATION — A 3 1/2-TO-1 FAVORITE OVER ALL

## OTHER STATIONS COMBINED!

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

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

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

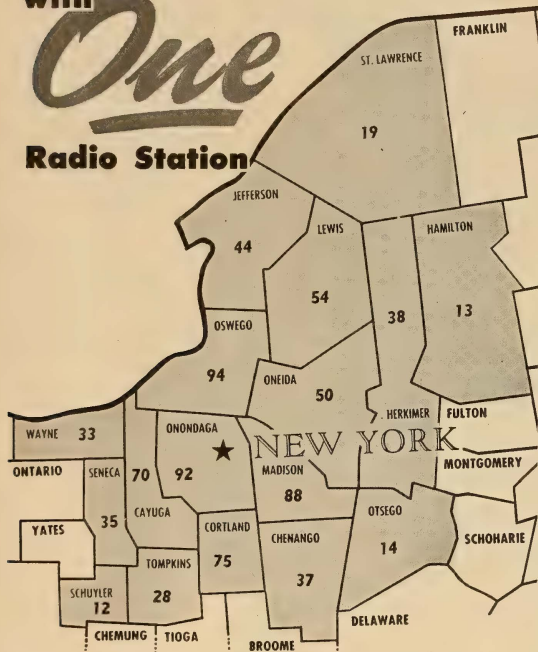


**WDAY • NBC • 970 KILOCYCLES • 5000 WATTS**

FREE & PETERS, Inc., Exclusive National Representatives

## 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

WSYR — AM-FM-TV — The Only Complete  
Broadcast Institution in Central New York

NBC Affiliate • Headley-Reed, National Representatives

## In the Public Interest

### Blood Bank Efforts

By KNX, KLRA, KNUZ WMMN

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

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

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

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

### Armed Forces Show

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

### Freedom Crusade

WTWN St. Johnsbury, Vt., came up with a novel idea to raise money for the "Crusade for Freedom" campaign. Station staffers met newspapermen on *The Caledonian*

*Record* in a basketball match. Some \$250 was realized although St. Johnsbury had been assigned a quota of only \$150. WTWN also devoted time to spot announcements and interviews with "Crusade" officials.

### Youth Project

PROJECT in which youngsters are to be offered a practical course in radio programming and production has been launched by WAVZ New Haven, Conn., in conjunction with the local YWCA. Station has arranged spot announcement schedule to promote YWCA *Radio Workshop*, which will comprise actual studio work under supervision of Dick Barrett, WAVZ program director. Topics include continuity writing, program building, production balance, announcing, news editing, and disc jockey technique.

### Freedom Marathon

WRIB Providence, R. I., foreign language station, received 1,225 telephone pledges during an 8½-hour Italian language marathon on behalf of the Crusade for Freedom. Altogether, \$1,500 was pledged and \$1,400 has been received in cash. Nicholas Ruggieri, WRIB general manager, said that contributions ranged from ten cents to \$25. Listeners made contributions in exchange for hearing their favorite Italian records.

### Promoting Brotherhood

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

### On All Accounts

(Continued from page 10)

Knollwood in suburban Lake Forest.

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

One of the few women agency executives in the Midwest, Miss Tyroler believes working in a medium-sized agency without overspecialization is her professional answer, and also one for other young women seeking a responsible niche in the industry.

# MORE... COSTS LESS... TODAY!



It costs 23% less today to reach each thousand homes through WGAR than ten years ago.

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

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

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

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

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

Dollar for dollar, WGAR is your best buy.

*in Northern Ohio..*



**the SPOT for SPOT RADIO**

**WGAR** Cleveland  
50,000 WATTS ... CBS



RADIO... AMERICA'S GREATEST ADVERTISING MEDIUM



Represented Nationally by  
Edward Petry & Company

# WBAP-TV

## RCA EQUIPPED

### The Fort Worth Star-Telegram Station

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

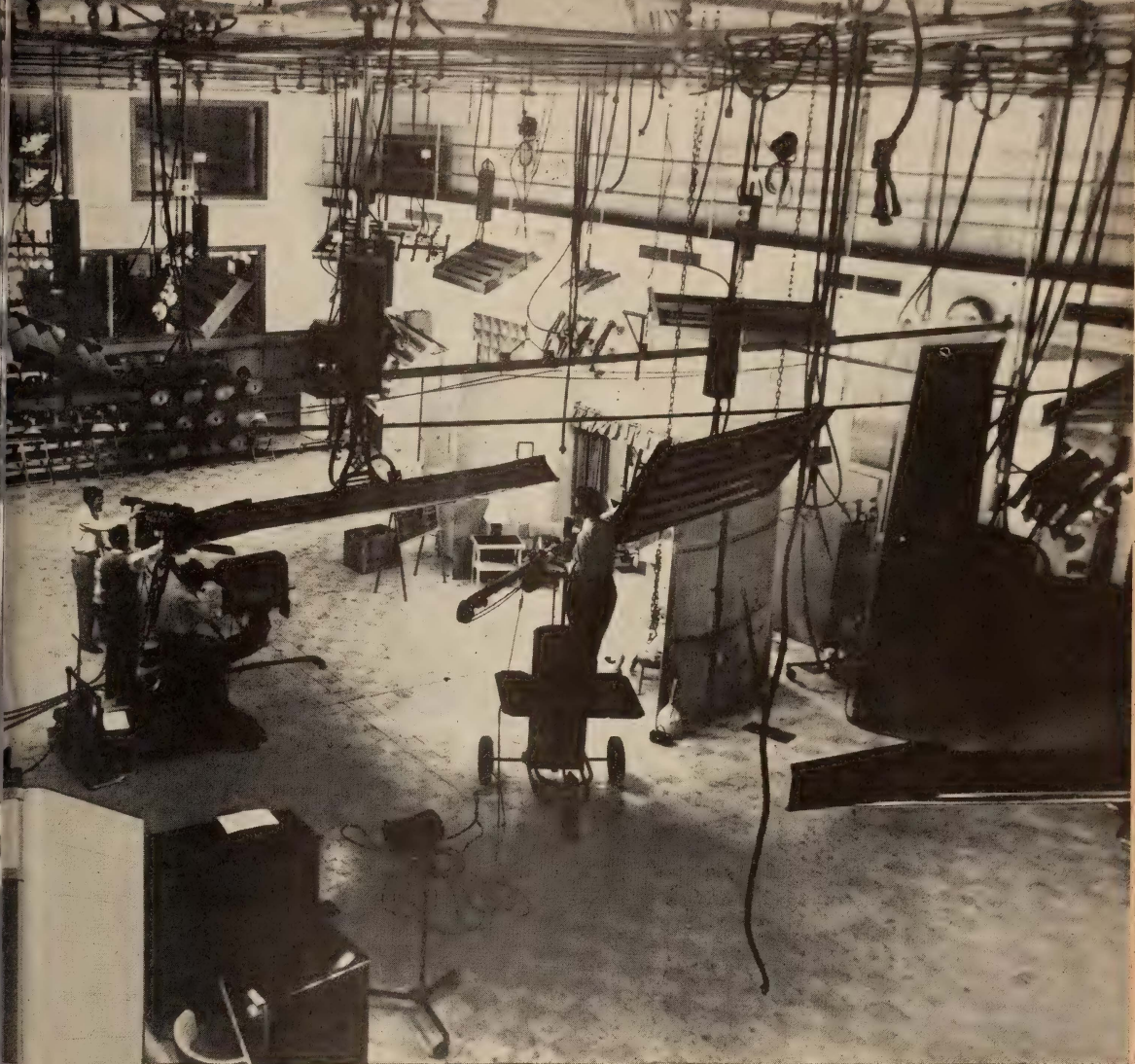
The Star-Telegram backs its No. 1 position by using the very best of equipment throughout its whole plant. Like other leaders in TV, it has found that by doing so it ensures, not only top performance, but also its position

of prestige with advertisers and the public.

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

When YOU plan TV...or add facilities to your present station...follow the choice of America's leading stations. Go RCA! Your Sales Representative can show you *exactly* what you will need to do the job.





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

Big enough to march a circus through it, WBAP-TV's studio No. 1 has housed elephants, trucks, fire engines, the famous Budweiser horse-and-wagon team, sailboats, and air gliders. WBAP-TV shoots big events—direct! Studio One is RCA-equipped with cameras, microphones, dollies, booms, mounts—lighting system!



**RADIO CORPORATION of AMERICA**  
ENGINEERING PRODUCTS DEPARTMENT

CAMDEN, N.J.

# SHREVEPORT HOOPERS

March-April\*

MORNING



8:00 A. M. to 12:00 Noon

AFTERNOON



12 Noon to 6:00 P. M.

EVENING



6:00 P. M. to 10:00 P. M.

**IT'S EASY,  
WHEN YOU  
KNOW HOW!**

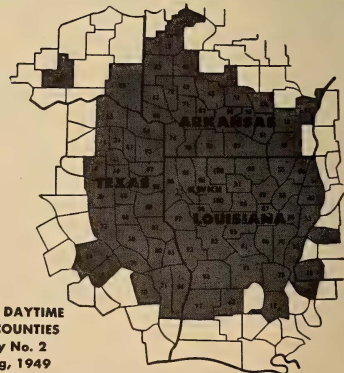
	8 a. m. - 12 noon Mon. thru Fri.		12 noon - 6 p. m. Mon. thru Fri.		6 p. m. - 10 p. m. Sun. thru Sat.	
	KWKH	"B"	KWKH	"B"	KWKH	"B"
MARCH-APRIL 1949	39.6	23.3	31.7	29.7	42.5	28.9
MARCH-APRIL 1950	44.6	25.2	41.6	26.8	46.4	25.5
MARCH-APRIL* 1951	51.8	20.1	45.3	21.3	46.1	28.6

THE chart above shows KWKH's fanciest and latest Hoopers—March-April, '51—as well as those for the corresponding months of 1950 and 1949. Notice the big KWKH increases in five of the six "comparison" columns. In 1949 we were a solid first—Morning, Afternoon and Evening. In 1951 we tremendously increased our first-place Share of Audience over 1949—up 30.8% in the Morning, 42.9% in the Afternoon, 8.5% in the Evening!

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

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

\* Latest available at press time



KWKH DAYTIME  
BMB COUNTIES  
Study No. 2  
Spring, 1949

# KWKH

**SHREVEPORT**

**Texas  
LOUISIANA  
Arkansas**

50,000 Watts • CBS •

The Branham Company  
Representatives

Henry Clay, General Manager

# BROADCASTING T E L E C A S T I N G

Vol. 41, No. 18

WASHINGTON, D. C., OCTOBER 29, 1951

\$7.00 A YEAR—25c A COPY

## DEFENSE PINCHES RADIO-TV

### *But Color Research Goes On*

FOR THE first time since the outset of the huge U.S. rearmament program, and indeed since the end of World War II, broadcasting last week was struck with the impact of defense production on such a scale as to create industry-wide concern.

The near-autonomous power which the Office of Defense Mobilization exerts over the U.S. economy (and over other divisions of the government) was brought home directly to broadcasters and radio-TV manufacturers alike in a series of actions and meetings. Some observers felt that the situation now called for a reconstitution of a high-level coordinating body like the World War II War Communications Board, composed of members of the FCC, the military and mobilization agencies, to handle broadcasting problems on a multi-rather than unilateral basis.

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

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

- But ODM will let research in color TV continue.

At a meeting between Mr. Wilson and FCC Chairman Wayne Coy (who sought the audience at the behest of a Commission that had been surprised by the crackdown on color production), Mr. Wilson reportedly gave assurances that:

- ODM did not plan similar actions against the maintenance or improvement of radio facilities.

- The color ban had nothing to do with UHF development, TV freeze ending, establishment of TV stations in new markets or of new stations in markets where TV already exists.

At a meeting of FCC staffers and officials of the National Production Authority, a division of the Office of Defense Mobilization, NPA gave the FCC the same assurances that Mr. Wilson later gave the Commission chairman.

Later the NPA announced a change in classification of radio and TV broadcasting from "commercial" to "industrial," a measure which enables broadcasters to use much bigger quantities of controlled materials without specific

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

The NPA officials told the FCC staff members that NPA would continue to follow its policy of approving AM, FM or TV station construction only if (1) it is a new service for a community not now having such service, or (2) it is to improve service for communities whose population growth or mobilization-boom status warranted improvement.

#### Relatively Brief Session

In a surprisingly select 90-minute meeting with high level radio-TV manufacturing executives in Washington last Thursday, Mr. Wilson got them to agree to hold off "mass production" of color TV sets.

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

Without any request, the Defense Mobilizer also told the assembled manufacturers that they could go ahead with color research.

In his statement two weeks ago Mr. Wilson said the meeting was being called to discuss the "desira-

bility of suspending all further development of color television in order to free highly skilled electronics engineers for important military projects."

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

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

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

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

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

Liberalized quotas for broadcasters don't mean that materials will be available automatically.

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

the materials on the open market.

Inferences drawn from Mr. Wilson's action shutting off color TV set production and implying that color research would also be assigned to limbo had FCC in a swivel during last week.

Commission had not been advised nor consulted before Mr. Wilson's release of his letter to CBS President Frank Stanton.

Coordination between the FCC and the defense and military agencies has been on a limited scale.

Commission has a coordinating committee of staff members which has been working with defense and military agencies.

But it has been working practically on an unofficial basis.

For some time the Commission has been urged by influential broadcast spokesmen to set up a coordinating agency akin to World War II's War Communications Board.

In the defense days prior to Pearl Harbor, President Roosevelt established the Defense Communications Board—comprising representatives of the FCC, the military

*(Continued on page 24)*

## HOLIDAY PLANS

CURRENT signs indicate that the coming holiday season on radio and television will be among the most lucrative in history, with time sales expected markedly to eclipse those of last year.

Spots, participations and networks all figure importantly in current plans of clients, many of whom are still in the midst of preparing station lists.

Manufacturers of Christmas tree ornaments, wrappings and toys, are investing heavily in announcements and participation shows. Makers of special gift type products and regular network users with products of Christmas appeal are currently planning holiday formats and setting up time on the networks for special selling.

The spot schedules are being placed in most radio markets across the country on a direct-selling basis, with the manufacturer placing the radio time at card rates on each station—not on P. I. basis. Early November is the starting

date for practically all of these campaigns.

Ra-Bar Plastics, New York, will be spending about \$100,000 in radio and television to promote its plastic Christmas tree ornaments. The campaign starts Nov. 1 through Dorland Inc., New York. It will be placed in practically every market on a direct-to-the consumer basis.

The Christmas Wrapping Corp., New York, has set aside approximately \$75,000 for its spot and participation program in more than 100 radio markets. The firm is promoting its wrapping for one dollar, with the schedule extending from Nov. 1 through Christmas week. Arthur Rosenberg, New York, is the agency.

Giant Balloons (Save-By-Mail) New York, a perennial radio user, is launching this season's campaign today (Monday) in more than 100 radio markets, also using spots and participation shows. The budget for the campaign is understood to be about \$50,000. Dowd, Redfield

& Johnstone, New York, is the agency.

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

Huber Hogue & Son, New York agency, is understood to be planning a radio spot campaign for a manufacturer of toy pianos.

Hamilton Watch Co., Lancaster, Pa., will place its famous five-minute film series, *To Peg and To Jim*, in about 52 markets, twice a week for four weeks, starting on Nov. 19. This is the third successive year that Hamilton has used such a TV series. BBDO, New York, is currently preparing the list of stations to carry the film.

Longines-Wittnauer Watch Co., New York, will sponsor a musical *Thanksgiving Day Festival* on CBS-TV, Thursday, Nov. 22, from

*(Continued on page 28)*



Mr. Balaban, Paramount; Mr. Wilson, ODM

Mr. Folsom, RCA; Gen. Sarnoff, RCA

Mr. Abrams, Emerson; Dr. Baker, GE

## Defense Pinches

(Continued from page 23)

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

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

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

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

But the Commission cannot be held entirely to blame.

Its contact is with NPA—and even that operating arm of Mr. Wilson's ODM didn't know the color TV clampdown was coming.

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

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

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

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

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

Action is also open to question as a defense move.

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

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

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

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

The proposal that all research on color television should be stopped is clearly against national policy, and the public interest. It is inconceivable that any high official of our government would give serious consideration to halting any type of research in the field of electronics or any other important defense industry.

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

freedom to carry it on to wherever it might lead is essential.

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

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

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

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

### Sees No Justification

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

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

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

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

units in 1952.

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

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

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

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

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

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

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

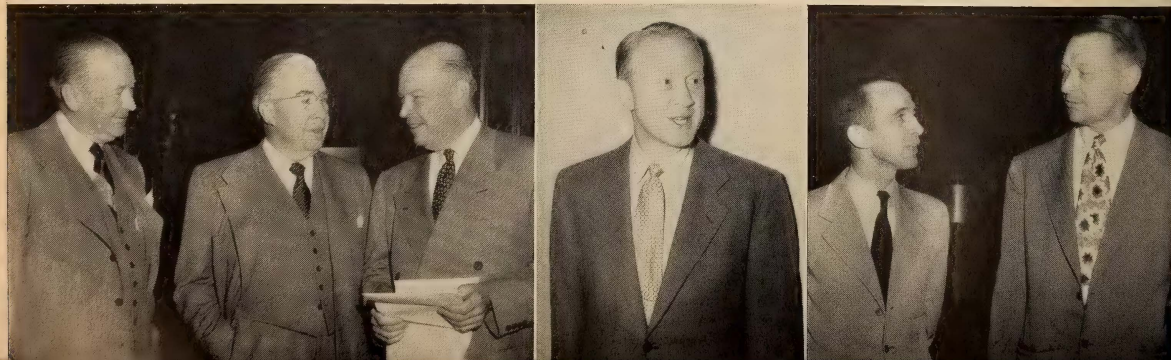
Members of Radio-Television Manufacturers Assn. TV committee met in Washington the day before the meeting with Mr. Wilson. Their consensus was that (1) halting of color TV set production would save negligible amount of material, and (2) the number of engineers engaged in color research amounted to from 4 to 8% of those

(Continued on page 36)

Mr. Graver, Admiral; Mr. Galvin, Motorola; Dr. DuMont, DuMont

Mr. Stanton, CBS

Mr. Plummer, FCC; Mr. Allen, FCC



# STATION SHIFTS

A SERIES of shifts and impending shifts in station representation were announced or in prospect in radio-TV circles last week.

While a number of appointments and company expansions among other firms were formally announced, much of the week's speculation centered around the expected, but as yet officially unannounced, return to active station representation by Henry I. Christal, former treasurer and partner of Edward Petry & Co. He still is a minority stockholder in the pioneer representation organization.

Edward Petry, president of the firm, advised a group of client stations in Chicago on Oct. 18 that, in accordance with contractual provisions, the following entities had notified him of intention to cancel at the contract expiration dates: WHAS Louisville, WDAF Kansas City and WTMJ Milwaukee.

## May Take Months

It was pointed out by observers that announcement of intention not to renew contracts does not necessarily mean termination of representation. By mutual agreement, renewals may be evolved between time of notice and time of contract expiration date. This period often covers many months.

If these changes do occur, it is logically expected that other changes in representation will develop in the markets affected, as contracts expire.

Mr. Christal, who left the Petry organization earlier this year, has made no formal statements about his plans. It is generally conceded he intends to re-enter the representation field. He owns 44% of the voting stock and 25-1/3% of the

dividend-paying stock of the Petry firm, which was founded in 1932.

Mr. Petry meanwhile on Thursday sent telegrams to his clients informing them that three other stations—WBN Buffalo, KPH Wichita and KFI Los Angeles—have advised him that they have not signed with Mr. Christal for representation currently handled by the Petry company.

The telegram stated:

Re current "Variety" article on page 35. I have contacted the top echelon of radio stations WBN Buffalo, KFI Los Angeles and KPH Wichita and each one has advised me that they have not signed with Christal as "Variety" reports. Each of these stations knows of this wire being sent to you. Also contrary to "Variety's" report we have a long-term written contract to represent KFI Los Angeles. Also contrary to "Variety's" report Christal personally owns but twenty-five and one-third of dividend paying stock of Petry Company and at no time did he ever own more than thirty-three and one-third %. I have previously advised you as well as our entire personnel of our future relationship with stations WDAF, WHAS and WTMJ.

Meanwhile, other developments on the station representation front included the following:

From Dallas last Friday, O. L. (Ted) Taylor, president of the Taylor Co., told BROADCASTING • TELECASTING that Irvin Gross, market research consultant with his company, would leave Nov. 15 to join the new Christal organization in an executive capacity. This, he said, was consistent with an understanding he originally had with Mr. Gross, when he joined the Taylor Co.

Lloyd George Venard, vice president and eastern sales manager,

## Pend on Representatives

will continue to direct the activities of the New York office, Mr. Taylor asserted, and the sales and executive organization remains intact. He so notified the stations' clients last Friday.

Negotiations looking toward merger of Ra-Tel Representatives Inc., New York, with other station representation interests [CLOSED CIRCUIT, Oct. 22] were still in progress.

## Meeker on West Coast

President Robert Meeker, of Robert Meeker Assoc., announced plans to open a new West Coast office in San Francisco's Russ Bldg., effective Nov. 1. Don Pontius, Chicago manager for the Meeker organization, will head the West Coast office, and Carlton F-J Jewett, for four years manager of the Chicago office of Everett-McKinney Inc., was named to succeed Mr. Pontius as Meeker head in Chicago.

WGAN Portland and WGUY-AM-FM Bangor, Me., named Avery-Knodel Inc. as national representative, effective Nov. 1. C. E. Gatchell, general manager of Guy Gannett Broadcasting Services, licensee, said Richard E. Bates, national sales manager for the Gannett system, and Samuel C. Henderson, manager of WGUY-AM-FM, will handle spot clearances for the stations.

WERC Erie, Pa., appointed Avery-Knodel as its representative, effective Nov. 1.

The Katz Agency Inc., station

## WHAS-AM-TV Changes

HENRY I. CHRISTAL will represent WHAS Louisville as of the end of business on March 21, 1952, Victor A. Sholis, WHAS vice president and director, announced Friday. Harrington, Righter & Parsons will begin representation of WHAS-TV at the same time, he stated.

representative, announced that Robert H. Salk and Bernard H. Pelzer Jr. will join the television sales staff of its New York office effective today (Monday). Mr. Salk, who will specialize in TV program development, returns to Katz after a CBS Radio Network sales assignment. He previously pioneered TV sales in the Chicago office of the Katz firm, after having been president of Audience Surveys Inc.

Mr. Pelzer has been a television account executive with NBC and previously was an advertising agency consultant. He headed his own radio production agency and also served in the radio departments of John H. Owen Co. and Benton & Bowles.

Appointment of G. P. Fitzpatrick, former sales promotion manager for Falstaff Brewing Corp., St. Louis, as head of the radio sales promotion and research department of Free & Peters was announced by President H. Preston Peters. Named to succeed Joseph C. Amatore, who has joined Music Corp. of America, Mr. Fitzpatrick will handle sales promotion activities for the 33 radio stations represented by Free & Peters.

In connection with the opening (Continued on page 71)

# P & G TIME GROSS

## Leads Networks in Aug.

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

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

The same advertisers comprised the top ten list (Table I) of network timebuyers in August as in July, with some changes in order,

however [B•T, Oct. 1]. Table II lists the leading advertiser (network time purchaser) in each class of advertised product.

Product group analysis (Table III, page 38), shows foods first as

TABLE I  
TOP 10 RADIO NETWORK ADVERTISERS  
FOR AUGUST 1951

1. Procter & Gamble Co.	\$1,139,974
2. Miles Labs Inc.	618,677
3. General Mills Inc.	483,185
4. American Home Products Corp.	435,635
5. Lever Brothers Co.	382,047
6. Sterling Drug Inc.	374,423
7. Liggett & Myers Tobacco Co.	370,202
8. William Wrigley Jr. Co.	341,988
9. Schenley Industries Inc.	341,450
10. Philip Morris & Co.	327,440

TABLE II

TOP RADIO NETWORK ADVERTISERS BY PRODUCT GROUP FOR AUGUST 1951

Agriculture & Farming	Allis-Chalmers Mfg. Co.	\$30,429	Household Furnishings	Armstrong Cork Co.	33,136
Apparel, Footwear & Acces.	Brown Shoe Company	10,534	Industrial Materials	A. S. Steel Corp.	96,480
Automotive, Autom. Acces. & Equip.	Chrysler Corp.—DeSoto Div.	76,129	Insurance	Prudential Insurance Co. of America	111,553
Aviation, Avia'n Acces. & Equip.	Schenley Industries Inc. (Blatz Brewing Co.)	341,450	Jewelry, Optical Goods & Cameras	Longines-Wittnauer Watch Co.	60,412
Beer, Wine & Liquor	Johns-Manville Corp.	112,072	Office Equip., Stationery & Writing Supp.		
Bldg. Materials, Equip. & Fixtures	William Wrigley Jr. Co.	341,988	Political	First Church of Christ Scientist	8,040
Confectionery & Soft Drinks	A. T. & B. Tell Tel. System	60,685	Publishing & Media	Radio, TV Sets, Phonographs	227,910
Consumer Services	Miles Labs Inc.	618,677	Retail Stores & Direct By Mail	RCA	947
Drugs & Remedies	General Mills Inc.	483,185	Smoking Materials	Liggett & Myers Tobacco Co.	370,202
Entertainment & Amusements	Standard Oil Co. of Indiana	107,164	Soaps, Cleaners & Polishes	Procter & Gamble Co.	744,165
Food & Food Products			Sporting Goods & Toys	Procter & Gamble Co.	280,632
Gasoline, Lubricants & Other Fuels			Toiletries & Toilet Goods	Assn. of American Railroads	60,894
Horticulture			Transportation, Hotels & Resorts	American Fed. of Labor	104,075
Household Equip. & Supplies	Philo Corp.	142,732	Miscellaneous		

Source: Publishers Information Bureau.

# JACKSON NAMED

## To ABC Radio Sales Post

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

ABC officials also announced Wednesday the separation of the station clearance department into radio and television units, both to be under the supervision of Alfred R. Beckman, director of operations for sales and station traffic. Don Buck has been named manager of TV station clearance and Stewart Barthelmess, manager of radio station clearance.

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

# STANDARD MEDIA VALUES

Urged by Brockway in Chicago

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

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

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

## Lack of Knowledge

Charging advertisers do not know as much about the TV audience as that for radio because the situation is changing "much too rapidly for tools we now have," Mr. Brockway said radio circulation is "undoubtedly decreasing" and television "certainly increasing."

He "suspects" television "is taking evening attention away from radio and reducing reading time of periodicals in the home," but "we have no basis to judge the extent of the intrusion except for information we unearth individually."

Charging that half-truths and mistruths are likely to be accepted as long as true answers are not available, Mr. Brockway cited three needs—(1) a technique for defining and measuring the real audience value of all media on a common basis, whether it is called audience, circulation or readership—

## Wright Promoted

ELECTION of Dickens J. Wright to the board of directors of the North Jersey Bcstg. Co., licensee



Mr. Wright

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

(2) a practical method of applying this technique through accepted research channels, and (3) a cooperation of all media, advertisers and agencies in supporting and using the results of this research.

In his opinion, research too often "speaks with double tongues or is all things to all men. Much of it is completely cynical and therefore a disservice to advertising, much is too incomplete and insufficiently defined to be used with confidence."

The presence of a radio or TV set in the home cannot be compared with a copy of a publication, as "circulation in one medium is not the same as circulation in another," Mr. Brockway claimed. "Most of our research efforts in recent years have been to resolve sets and copies into something common to all media, into families or people."

Claiming "we have not made too much headway," he said Broadcast Measurement Bureau "made a beginning toward establishing radio

circulations, but because its studies were not recurring and continuing they failed to give us sufficiently up-to-date information."

C. D. Jackson, president of the National Committee for a Free Europe on leave as publisher of *Fortune* magazine, described working being done by Radio Free Europe.

## RADIO, TV SPLIT

By WBZ AM-TV, WBZ

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

Mr. Swartley announced the appointment of Avner Rakov as program manager of the Westinghouse Radio Stations. W. Gordon Swan, program manager of WBZ and WBZA since 1941, will devote full time as program manager of WBZ-TV. He had been in charge of TV programming since June 1948.

Mr. Rakov joined WBZ as music director and later served as arranger, producer and conductor of network, regional and local programs in supervising the musical programming of the station. Subsequently he was named part time production and program consultant for WBZ and advertising agencies, developing programs, announcements and advertising campaigns.

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

\* \* \*



Mr. Swan



Mr. Rakov

## WKYB to NBC

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



Drawn for BROADCASTING • TELECASTING by Sid Hix  
"But baby, it's cold outside!"

## AAAA's AGENDA

## Radio-TV Speakers Set For Tuesday

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

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

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

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

director of William Morris; and "What's Right with TV Commercials" by Garth N. Montgomery, vice president and radio-TV director of Kenyon & Eckhardt Inc.

Media session of the conference will have as its focal point, "What Are Other Media Doing to Meet the Challenge of TV?" Daniel M. Gordon of Ruthrauff & Ryan will act as chairman, and speeches will be given by John Karol of CBS to represent network radio; Lewis Avery of Avery-Knodel, to represent spot radio; Otis Wiese, *McCall's*; H. James Gediman, Hearst Advertising Service; and Carl Henke, general outdoor advertising. Other sessions at the AAAA meeting will be for marketing and merchandising, management, trade and industrial advertising, mechanical production, research, copy and art, and agency library groups. Conference theme is "Advertising Under the Microscope."

# IBEW DEMANDS

## Imperil St. Louis Stations

By J. FRANK BEATTY

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

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

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

Wage scale in the city was increased \$2 just last June and another \$5 Nov. 15, 1950. Now the union is asking an additional \$18 a week, aside from the extras.

Wage Stabilization Board regulations permit a 12.3% increase above the base level of Jan. 15, 1950. The \$130 demand is far beyond anything ever heard of at WSB, totaling approximately \$25 week above the base level, or nearly 15%. This is twice the maximum permitted by WSB.

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

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

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

### Other Provisions

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

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

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

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

Part-time employees must be hired at \$3.25 per hour instead of \$2.75,

with minimum of eight instead of four hours.

New overtime plan calls for eight hours at double time on first day off and second day off instead of present four hours at 1½ time on first day, and 8 hours at double time on second day off. Double time must be paid if called back after completion of shift, instead of present 1½ time.

Lunch hour must be paid in the new contract. Two paid rest periods of 20 minutes are allowed with 15 minutes at beginning and end of shift allowed studio employees, 30 minutes at transmitter.

Engineers get \$10 fee each time any equipment is carried on remote assignments. Insurance for air travel will be \$25,000 per trip, with \$30,000 insurance for using auto with auto allowance of 20 cents per mile instead of 12 cents, \$2.50 minimum. An allowance of \$2.50 instead of \$1.50 is given for trip to transmitter.

### Supervisors' Pay

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

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

The jurisdiction of Local 1217

includes WTMV in E. St. Louis, Ill.

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

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

### Other Activity

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

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

## KVOE Names Pearson

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



**BONNETED** Ruth Lyons, who has handled commercials for Miami Margarine Co. (Nu-Maid margarine) on her *Morning Matinee* program on WLW for past 10 years, and Robert E. Dunville (r), president, of Crosley Broadcasting Corp., hold plaque honoring company's association with station. Nu-Maid citation commends WLW's advertising, promotion, merchandising and selling of product.

## MANPOWER NEEDS

### Secretary Tobin Outlines

PREDICTION that defense employment will soar to the 8.5 million mark by the end of 1952 when mobilization is slated to reach its peak was offered last Monday by Secretary of Labor Maurice Tobin.

Additional defense manpower needs of 4.5 million are expected to be met by shifting of workers from peacetime civilian industries and from other sources, Mr. Tobin added. His comments were outlined in a Dept. of Labor study of manpower and mobilization.

# TALENT WAGES

## Talked in WSB Hearing

PANEL named by the federal Salary Stabilization Board held a three-day closed hearing in New York last week to consider controlling salary increases for over-scale performers in television, motion pictures, and the theatre.

Sessions started Monday morning with representatives of the radio-TV industry pleading for exemption of its members from proposed controls. Charles Tower of the NARTB explained the industry background and business practices that would make a salary-freeze impractical. He was followed by William Pitts of CBS who read a brief, formal statement prepared by CBS, NBC and ABC to ask exemption. I. A. Becker of CBS explained it would be difficult to evaluate services of radio-TV personnel closely enough to establish ceilings. A performer's status can change overnight, he explained, when the show he appears on is picked up for network rather than for single station.

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

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

### RTDG's Stand

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

Others who appeared for radio-TV

personnel were Joseph A. McDonald, vice president, secretary and general attorney of ABC, and Evelyn Burke of the Authors League of America.

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

### Panel Members

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



◀ Left to right: Messrs. Ayers, Brinkley, Acheson, Steelman and Wood

# IN REVIEW . . .

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

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

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

The Secretary of State's peculiar talents for TV were evidenced on this occasion, as perhaps never before, by his grass roots approach to questions from confused laymen. If Mr. Acheson adequately

outfits start packing guns, there is bound to be some shooting. Isn't that going to be the case with our arming of the Western world?"

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

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

" . . . Let's talk that over . . . We don't run the United Nations. We're one of the members and there are 59 others who have their own ideas. . . . In the second place . . . who convinced you that the Soviets were blocking the United Nations? The Russian delegates themselves. They have done more to convince the world that their propaganda is false and phony than all the rest of us combined. . . ."

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

\* \* \*

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

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

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

The show is built about pertinent and timely questioning by a group

of teen-agers (with the cooperation of the American Legion's youth activities department) who listen and view the distinguished guest with critical soberness.

The guest Oct. 20 was Harold E. Stassen, president of the U. of Pennsylvania.

Topics touched by the youngsters and tackled by Mr. Stassen played a wide field from international issues to sports. To name a few: What can the voter do to protect himself from dishonesty in political parties; what methods should the U. S. employ in the Middle East and will World War III break out there; are we prepared to meet an enemy attack now; who was the wiser in our foreign policy toward China, Gen. MacArthur or Mr. Acheson; and did the Senate subcommittee have sufficient

broadcaster. Asked about the U. of Pennsylvania's backdown on NCAA's enforced blackout on football telecasts: Can you explain why Penn "chickened out" on its stand against NCAA's ban? Mr. Stassen said Penn was forced to go along with the collegiate association when four football opponents threatened to break off relations.

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

A point in improvement over the usual forum show is the gentle guidance of the little-seen, little-heard moderator. Frank Blair, substituting for Theodore Granik, director and founder of the *American Forum of the Air*, who was ill let the youngsters take over.

The *Youth Forum* is a refreshing contradiction of the belief that the U. S. teen-ager chews nothing more significant than gum and can't savor anything more important than be-bop.

## Holiday Plans

(Continued from page 23)

5 to 6 p.m., for the third successive year. The holiday special will feature the Choraliers and the Symphonettes. Victor A. Bennett Co., New York, is the agency.

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

Zippo Mfg. Co., Bradford, Pa., makers of Windproof pocket and table lighters, will launch its fall and pre-Christmas national advertising with television spot announcement as well as national and trade magazine advertising. This year's drive is the biggest in the company's history. The television spots will be used in 33 stations in 20 cities, running until Christmas. Geyer, Newell & Ganger, N. Y., is the agency.

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

**Program:** American Youth Forum, NBC-TV, Saturday, 7-7:30 p.m.  
**Sponsor:** Public Service.  
**Cast:** Harold E. Stassen, guest speaker; Frank Blair, guest moderator; 50 students (ages 16-20).  
**Producer:** Jeff Baker.  
**Director:** Ted Granik, For Oct. 29 program, Jay Royen, assistant director, was director.

grounds to turn down the nomination of Philip Jessup to the UN?

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

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

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

There was some news for the



**Program:** Battle Report—Washington, NBC-TV, Sunday, 3-3:30 p.m. EST.  
**Agency:** Handled through John R. Steelman, Special Assistant to the President.  
**Guests:** Secretary of State Dean Acheson, Mr. Steelman.  
**Commentator:** David Brinkley.  
**Director & Producer:** Ted Ayers.  
**Technical Director:** Sherman Hildreth.  
**Film Editor:** Bill Brooks.  
**Writer:** Lou Hazan.

projected his convictions, that was due, too, in no small measure to the equally convincing projection of television itself, and to Mr. Acheson's apparently wise resort to effective analogies.

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

Mr. Acheson was perhaps at his best in responding to comments by Sheriff Glenn Jones of Clark County, Nevada. He had asked:

"Secretary Acheson, when two

# CONSTRUCTION

By JOHN OSBON

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

The role of radio and television in the nation's defense effort was clearly spelled out by the government in a new regulation permitting broadcasters to self-authorize greater quantities of controlled materials for new building projects.

Basis for this optimism was an order reclassifying the industry on a par with newspapers in the "industrial plant, factory or facility" group for purposes of materials allocations. NARTB had criticized an earlier reclassification of newspapers and other printing establishments as "highly discriminatory" to radio-TV [B•T, Oct. 15].

What this means is that broadcasters have been granted, in effect, a "hunting license" for steel, copper and aluminum needed in smaller building or remodeling projects. It does not, of course, guarantee the availability of these metals.

## On Equal Terms

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

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

The announcement was officially made last Thursday by the National Production Authority, with whose officials NARTB had conferred more than a fortnight ago. Peter Black, special assistant to the NPA Administrator, had promised NARTB Government Relations Director Ralph Hardy that relief would be taken into consideration.

Mr. Hardy described the new regulation as a "healthy improvement" in the materials situation and acknowledged it would enable broadcasters to compete on an equal basis with other media.

He observed that the end products of radio-television and newspapers actually are similar in that the end result is public consumption of news and other vital information.

As to availability of materials, many broadcasters have contracted

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

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

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

Projects calling for more than the specified amounts set out under the self-authorized ceiling still require NPA approval. Radio-TV generally has fared very well on the construction front [B•T, Oct. 15, 8].

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

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

Gila Broadcasting Co. was rejected by the agency for materials, with cost placed at \$37,700, for its new station, KVNC Winslow, Ariz. Station received a construction permit from FCC on Aug. 8 to operate on 1010 kc with 500 w night, 1 kw-day, unlimited, with

directional antenna. Gila Broadcasting also operates KGLU Sanford, Ariz.

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

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

NPA authorities explained copper remains in extreme short supply.

## Consumer Front

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

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

The regulation would take the

form of an inventory limitation based on historical sales patterns during a base period or of a percentage set-aside at the factory or manufacturer's level.

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

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

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

According to the committee's survey, parts and components in shortest supply are TV antennas, wire and cable, solder fuses, hand tools and soldering irons. General satisfaction was expressed over a new order permitting amateur radio operators to obtain priorities on materials for maintenance of stations. Amateurs hail the regulation as official recognition of their role in national defense, NPA was advised.

Shortages are bound to increase during early 1952 and the full impact has not yet been felt. These warnings have been sounded repeatedly in recent weeks by Defense Mobilizer Charles E. Wilson and Defense Production Administrator's Manly Fleischmann. One tangible evidence was the government's clamp-down on color TV production (see story, page 23).

A former broadcasting executive now with the government has added his voice to the growing

(Continued on page 97)

# RADIO, TV ADS STALE

ADVERTISING patterns in radio "have been unchanged for many months, with the thinking going into television"—and much of it "a very tired kind of thinking," in the opinion of Fairfax Cone, board chairman of Foote, Cone & Belding, Chicago. Mr. Cone, speaking to members of the Central Council, American Assn. of Advertising Agencies, in Chicago Friday, outlined successful printed media campaigns and "Why I Wish We Had Done These."

Terming television "advertising's newest, greatest medium yet to come into its own," Mr. Cone confined himself to printed media campaigns "where imagination and judgment and taste overcame the difficulties uncommonly well." He would have liked, "best of all," to have met "each of the campaigns" in television rather than in print, he told his audience of advertising executives.

Asserting that television is not

merely radio with pictures, Mr. Cone defined it as "strictly printed advertising come to life — or it should be — and personal selling brought into the home." Reiterating that "the greatest achievement in printed advertising is a demonstration," he claimed TV makes this possible for almost everyone. Every printed advertisement he showed his 4-A audience to point up his comments "could have been done — and done better — in television."

## Needed in TV

The kind of thinking "that sweated out these printed pieces and made each one outstanding" is needed in television, "which could have started with each one just as you have seen it, enlarged its scope and made it live, move and speak."

The problem, Mr. Cone said, is that "too much television starts with something very like a radio

commercial and attempts only to illustrate it, or worse, to gag it. In too many cases, TV fails to exploit the patterns that the advertisement-maker has developed."

When it makes use of these patterns, treating them first with motion and then with sound, "advertising's newest, greatest medium will come into its own. And so will some of advertising's best creative people, who so far have been weighed down with lead-and-copper plates—putting salesmanship into print."

Among the printed media campaigns cited was the promotion work done by CBS, "an advertiser whose work is so consistently fine I think it should be noted."

"CBS somehow manages to make even its more or less routine announcements seem important; they are always readable and carefully written. When they haven't any pictures they make type talk, and put it to work in place of illustration."

## Cone Charges

# WAR POWERS

## Communications Act Amended

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

The Chief Executive signed a bill (S 537) prescribing stiffer penalties for violations of Sec. 606 (c) and providing for the control of certain devices which could serve as navigational aids to enemy aircraft. Radio-TV stations already fall within the framework of this section.

Additionally, authority for the President to act is hedged with the reservation that he deem it "necessary in the interest of national security or defense." The section deals with "War Emergency—Powers of the President."

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

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

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

Willful failure of individuals to conform to provisions laid out pursuant to exercise of the President's authority under Sec. 606 or commission of any act prohibited by this authority would be punishable with a fine not to exceed \$1,000, or one year's sentence or both. In the case of "a firm, partnership, association, or cooperation," the fine would be \$5,000.

### President's Authority

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

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

The reservation "if he deems it necessary in the interest of national security or defense" is presently contained in Subsection "d" of Sec. 606 touching on wire communications.

These amendments to the 1934 Communications Act, as amended further in the intervening years, are the outgrowth of a model plan submitted to Congress by the Defense Dept. last year.

Military authorities discounted

charges that they sought additional controls over broadcasting facilities and want only to include those devices (diathermy and X-ray machines, industrial devices, etc.) which could serve as homing beams.

There were early fears that incidental radiations from AM, FM, TV and shortwave receivers might be controlled under any proposed legislation.

Dr. W. R. G. Baker, General Electric Co., representing Radio-Television Mfrs. Assn., told the Senate Interstate & Foreign Commerce Committee last February that such receivers are "worthless" as homing devices for a variety of reasons.

Committee held hearings on the measure and reported it with amendments. The Senate cleared it for the House Interstate & Foreign Commerce Committee, which suggested the stringent penalty provision and reported it to the House in September. Final clearance was given this month [B•T, Oct. 15].

Here is the new Sec. 606 (c) as amended by the passage of S 537. New language is in bold face:

"(c) 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 amend, for such time as he may see fit, the rules and regulations applicable to any or all stations or devices capable of emitting electromagnetic radiations within the jurisdiction of the United States as prescribed by the Commission, and may cause the closing of any station for radio communication, or any device capable of emitting electromagnetic radiations between 10 kilocycles and 100,000 megacycles, which is suitable for use as a navigational aid beyond five miles, and the removal therefrom of its apparatus and equipment, or he may authorize the use or control of any such station or device and/or its apparatus and equipment, by any department of the Government under such regulations as he may prescribe upon just compensation to the owners. The authority granted to the President, under this subsection, to cause the closing of any station or device and the removal therefrom of its apparatus and equipment, or to authorize the use or control of any station or device and/or its apparatus and equipment, may be exercised in the Canal Zone."

Sec. 606 of the Act is further amended by adding subsection (h) as follows:

"(h) Any person who willfully does or causes or suffers to be done any act prohibited pursuant to the exercise of the President's authority under this section, or who willfully fails to do any act which he is required to do pursuant to the exercise of the President's authority under this section, or who willfully causes or suffers such failure, shall, upon conviction thereof, be punished for such offense by a fine of not more than \$1,000 or by imprisonment for not more than one year, or both, and, if a firm, partnership, asso-



WJR Detroit's emergency standby power problems were greatly minimized with the installation of this 200 kw General Motors Diesel-electric generator. Expressing satisfaction with the equipment are C. W. Jones (r), WJR design engineer, and J. G. Deakins, sales engineer of Earle Equipment Co., Detroit GM Diesel distributor, both of whom supervised installation. Generator eliminated need for a new \$10,000 building and was placed instead in a two-car garage adjoining the transmitter site.

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

# CENSORSHIP

## Truman Writes NARND

DIFFERENCES over method provide the only conflict between news media and the recent White House security order [B•T, Oct. 1 et seq.], President Truman told the National Assn. of Radio News Directors.

Writing to Ben Chatfield, WMAZ Macon, Ga., NARND president, the President agreed it is the duty of newsmen to get information for the public but suggested they would not want to give military secrets to the enemy.

This statement came as turmoil continued among news disseminating media over impact of the order, particularly because it provides no avenue of appeal or means of evaluating censorship action of bureaucrats.

In a greeting to NARND, which meets Nov. 12-14 in Chicago, the President observed that "in these serious times there is no scarcity of worthwhile topics."

President Truman continued: "One of these is the problem of maintaining our cherished tradition of a free press and at the same time protecting the security of our country. My recent Executive Order on security information within the executive branch of the government is an illustration of the problem. No responsible individual in the news field wants to hurt his country by giving away military secrets to potential enemies. Yet all of you rightfully feel it your duty to get as much information to the public as possible.

"I do not believe these viewpoints are necessarily in conflict. I believe that the American press, which is the freest in the world, has always agreed that it has a responsibility for security. The only differences in opinion which arise have to do with the methods and not with the principles. I am completely confident that the methods can and will be worked out."

### Case Letter

Sen. Francis Case (R-S. D.) released contents of a letter he had written President Truman on the subject. He told the President the order "threatens the vitality of a free press in America. The real key to safeguarding secrets is in vigilant screening of the individuals who will handle those secrets. News suppression is only one step away from newspaper suppression. And I haven't the slightest idea that you seek to imitate Senor Peron (of Argentina) on that score."

Sen. Case said he didn't question the President's motives or good faith, but observed that some public officials think they have a divine right to withhold information.

Plea to give the order "a try" was made by J. Patrick Coyne, Na-

tional Security Council representative on international security, who argued the order is being condemned before it has been thoroughly tested.

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

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

He introduced into the Congressional Record an editorial by Roscoe Drummond in the *Christian Science Monitor*. Mr. Drummond said "security is more served by keeping the country in the light than it is by keeping the enemy in the dark," urging adoption of a Committee for Economic Development report calling for creation of a three-man civilian unit in the National Se-

(Continued on page 34)

### Issues in Liberia

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New York

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In these days when news is so important to everybody, this means thousands upon thousands of loyal listeners for WITH. These people are one reason why WITH delivers more listeners-per-dollar than any other radio or TV station in town . . . one reason why WITH is the BIG BARGAIN BUY! Let your Headley-Reed man give you the whole WITH story.

# WITH

**TOM TINSLEY, PRESIDENT** • Represented by Headley-Reed

# RADIO-TV WEEK

## VOD Contest Tops Observance

upcoming



OBSERVANCE of the seventh annual National Radio & Television Week got under way Sunday, continuing through next Saturday night. Topping the event is the fifth annual Voice of Democracy Contest, one of the nation's outstanding promotions on behalf of the democratic way of life.

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

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

### Texas Promotion

Liberty Network fed the broadcast on its coast-to-coast hookup 4:41:5 p.m. (CST).

Another Texas promotion was that of KPRC and KPRC-TV Houston. Staffs of the stations are using National Radio & Television Week to demonstrate appreciation for the American system of broadcasting by donating a pint of blood for use at the Korean battlefield.

Staff participation was 100%, aside from a few under medical treatment. Other Houston sta-

tions were joining in the project, making it a citywide event. A large number of the station employees signed to donate one pint per month. Stations have staged intensive on-the-air promotions to increase public donations of blood.

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

### Prizes for Winners

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

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

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

Associate Justice Tom C. Clark, honorary chairman of the contest,

voiced pleasure at the participation of high school students in the competition. He said:

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

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

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

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

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

(Continued on page 34)

### NARTB DISTRICT MEETINGS

Dates	Dist.	Hotel	City
Oct. 29-30	13	Shamrock	Houston
Nov. 1-2	5	Soreno	St. Petersburg
8-9	7	Seelbach	Louisville
12-13	3	William Penn	Pittsburgh
15-16	1	Somers	Boston
Oct. 28-Nov. 3		National Radio & Television Week	
Oct. 29-31		IRE-RTMA Annual Meeting	
		Papers on noise in TV receivers, suppression of local oscillator radiation and color TV.	King Edward Hotel, Toronto.
Oct. 30		BMI Program Clinic, Skirvir Hotel.	Oklahoma City.
Oct. 30-31		AAAA Eastern Council Annual Conference, Roosevelt Hotel.	New York.
Oct. 31		BMI Program Clinic, Broadview Hotel.	Wichita, Kan.
Nov. 1		RTMA Transmitter Division Panel Meeting, Wardman Park Hotel.	Washington.
Nov. 2		BMI Program Clinic, Utah Hotel.	Salt Lake City.
Nov. 2-3		Florida Assn. of Broadcasters, 12-year meeting, Soreno Hotel.	St. Petersburg.
Nov. 2-3		Michigan Assn. of Broadcasters, Fort Shelby Hotel.	Detroit.
Nov. 5		BMI Program Clinic, Hotel Northern.	Billings, Mont.
Nov. 7		BMI Program Clinic, Alonzo Ward Hotel.	Aberdeen, S. D.
Nov. 9		Hearing for objections to petition for reorganization of LeBlanc Corp. (Hadacol), U. S. Court (Southern New York District), Foley Square.	New York City.
Nov. 9		BMI Program Clinic, Radisson Hotel.	Minneapolis, Minn.
Nov. 12-13		First District Meeting, Adv. Federation of America.	Boston.
Nov. 12-14		National Assn. of Radio News Directors Convention, Sherman Hotel.	Chicago.
Nov. 13		AAAA Michigan Council Annual Meeting, Statler Hotel.	Detroit.
Nov. 14-15		American Public Relations Philadelpha.	
Nov. 26-29		Financial Public Relations Assn. Annual Convention, Hollywood Beach Hotel.	Hollywood, Fla.
Nov. 29-Dec. 1		Fifth Annual NBC Radio and Television Affiliates Convention, Boca Raton (Fla.) Club and Hotel.	
Dec. 7-9		Television Authority Convention, Park Sheraton Hotel.	New York.
1952			
Jan. 19-20		National Advertising Agency Network, Western Regional Meeting, Nicollet Hotel.	Minneapolis.
Jan. 24-25		Advertising Assn. of the West, Midwinter Conference.	Oakland, Calif.
Jan. 25-26		Assn. of Railroad Adv. Managers.	St. Louis.
Jan. 26-27		National Advertising Agency Network, Eastern Regional Meeting.	New Weston Hotel, New York.
Feb. 9-29		International Radio and Electronics Exhibition, Bombay, India. (Further information obtainable from Consulate General of India, 3 E. 64th St., New York 21, N. Y.)	
Feb. 10-15		NARTB Radio and TV Boards.	San Antonio, Tex.
April 26-May 2, 1952		NARTB 30th Annual Convention, Stevens Hotel.	Chicago.
June 8-11		Adv. Federation of America 48th Annual Convention and Exhibit.	Waldorf-Astoria Hotel, New York.

MYRON L. BROUN, vice president of Demby Co., New York, and editor of firm's package show *What's Playing* (WJZ-TV New York, 6:45 p.m., Mon.-Wed.-Fri.), is now editing color-film short *The Black Swan*—a Tern Films release starring Maria Tallchief and Andre Eglevsky in a portion of Tschai-kovsky's "Swan Lake."

**Mister PLUS, the smithy, stands**  
**Beneath the chestnut tree,**  
**Holding in his sturdy hands**  
**A vast community:**  
**"MBS has STRONGEST GRIP**  
**On Home-Town U.S.A.**  
**Eleven-million listenership**  
**Is platinum—not hay!"**  
**—the difference is MUTUAL!**

+++++ FOR DETAILS: THE MUTUAL BROADCASTING SYSTEM • NEW YORK 18, N.Y. +++++



## A MONTHLY REPORT TO EDITORS

### *Highlighting Significant Facts about Bituminous Coal*

#### **NORTHWEST POWER-DROUGHT CUTS ALUMINUM PRODUCTION.**

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

#### **U. S. TO TRIPLE POWER OUTPUT IN NEXT TWENTY YEARS.**

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

#### **FRANCE ASKING FOR 12 MILLION MORE TONS OF AMERICAN COAL.**

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

#### **COMING ATOMIC AGE TO INCREASE DEMANDS FOR COAL.**

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

#### **BITUMINOUS COAL INSTITUTE**

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

*Your questions about coal or the coal industry are  
welcomed; will receive our prompt reply.*

# OAB MEET

## Votes to Oppose Benton Plan

## Censorship

(Continued from page 30)

OHIO Assn. of Broadcasters voted Thursday to oppose adoption of the Benton legislation setting up a federal program review board for radio and TV. Action was taken at the close of a two-day sales clinic held in Cleveland.

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

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

In his current model of "The Pitch," Mr. Mitchell urged broadcasters to get over their inferiority complex and bring their salesmanship up to the standards of the medium. He predicted the economy will be flooded with goods by 1953.

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

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

Dave Baylor, WJMO Cleveland,

offered a series of sales aids and described the news-music format of his station.

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

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

why he expected radio to cut rates when newspapers and magazines don't give a specific accounting of readership.

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

The remarks were made during a panel discussion that also included Elmer Wayne, sales manager of WJR Detroit; W. J. Sylvester, Gerst, Sylvester & Walsh, Cleveland agency, and Norman Glenn, Sponsor. Mr. Wayne explained radio's advantages over other media, including flexibility; split-second speed; voice selling and lower cost-per-impression. He reviewed the cooperative station promotion project in Detroit.

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

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

curity Council to improve the flow of security information.

Writing in the *New York Herald Tribune*, James E. Warner saw indications the White House might consider amendment of the order if editorial groups offer constructive suggestions. He reminded that the American Society of Newspaper Editors has a special committee working on the problem.

Directors of ASNE reaffirmed their strong opposition to the President's order at a special meeting held Oct. 20 in Washington. Their letter to President Truman said:

We recognize the problem with which you are dealing, the difficulty of solution. We recognize that there are some categories of official information which affect military security and therefore should be withheld from all except responsible Government officials.

A large part of the proposed executive order is concerned with the mechanics of safeguarding information within and among Government departments. That is not within our province. That is responsibility of Government officials. Our interests arise only at the point where information is classified so as to deny public access. We strongly oppose an executive order which formally designates each head of a Government agency as an authority to classify information as injurious to national security, without definition of what breaches national security and without appeal or review. We feel that the effect of this executive order will be to formalize the suppression of much news to which the public is entitled.

## N.Y. AP UNIT

### Truman Order Fayed

NEW YORK State Associated Press Broadcasters have gone on record condemning President Truman's order that civilian agencies withhold information for security reasons, branding the order as "contrary to the spirit of free dissemination of news."

Election of officers was held, with Jim Healey of WOKO Albany named to succeed Gunnar O. Wiig of WHEC Rochester as president. Thomas Brown of WGVA Geneva was elected vice president and Norris Paxton, chief, AP bureau, Albany, re-elected secretary.

## Radio-TV Week

(Continued from page 32)

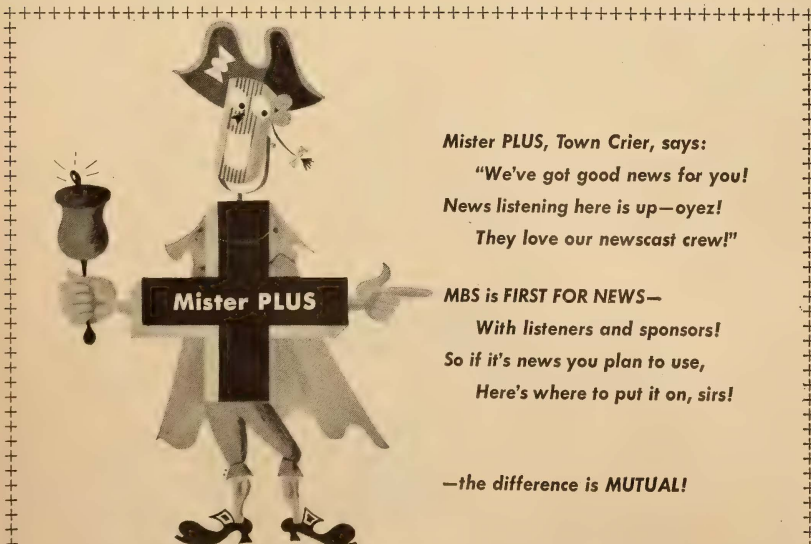
to learn more of what democracy means in today's turbulent society. And I hope that, in so doing, they will make us older folks more keenly aware of our advantages and our responsibilities.

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

Contest judges are Sen. J. W. Fulbright (D-Ark.); Seymour N. Siegel, president, National Assn. of Educational Broadcasters; Wayne Coy, FCC chairman; The Rt. Rev. Angus Dun, Bishop, Diocese of Washington; Mrs. Hiram Cole Houghton, president, General Federation of Women's Clubs; Gen. Hoyt S. Vandenberg, Chief of Staff, U. S. Air Force; Joseph E. Chaplin, president, National Assn. of Secondary School Principals; Jay Geister, winner, 1947 contest; Philip Murray, president, CIO.

## ABC-TV in Musical

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



Mister PLUS, Town Crier, says:

"We've got good news for you!

News listening here is up—oyez!

They love our newscast crew!"

MBS is FIRST FOR NEWS—

With listeners and sponsors!

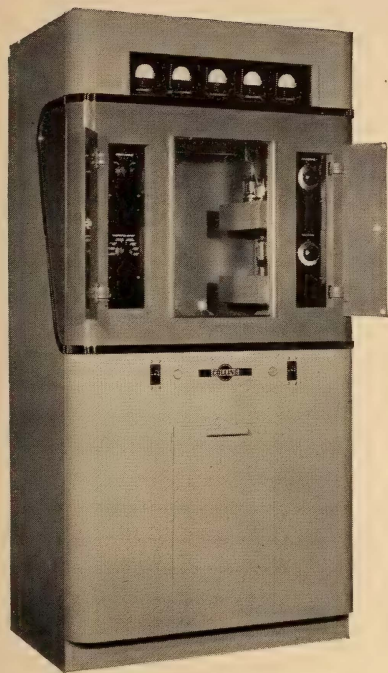
So if it's news you plan to use,

Here's where to put it on, sirs!

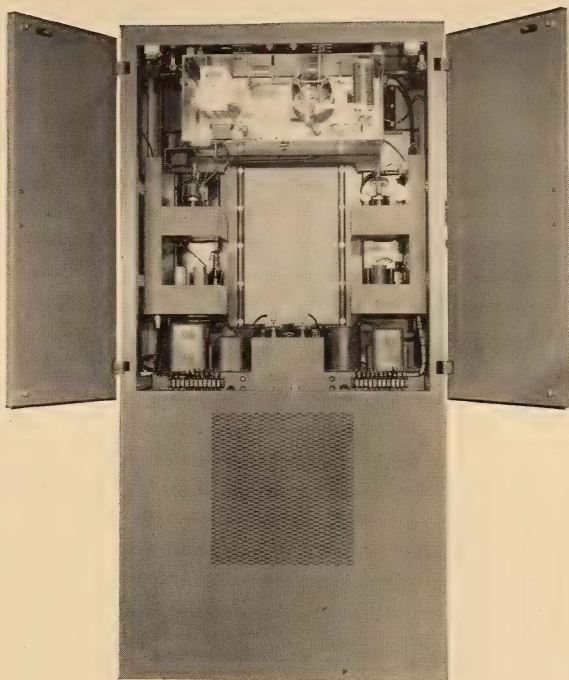
—the difference is MUTUAL!

FOR DETAILS: THE MUTUAL BROADCASTING SYSTEM • NEW YORK 18, N.Y.

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



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



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

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

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

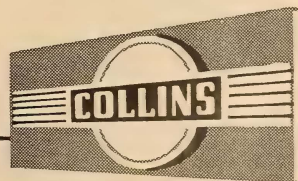
stages. Only 16 tubes, of but 7 types, are employed in the entire transmitter!

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

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

FOR BROADCAST QUALITY, IT'S . . .

**COLLINS RADIO COMPANY, Cedar Rapids, Iowa**



11 W. 42nd St.  
NEW YORK 18

2700 W. Olive Ave.  
BURBANK

1937 Irving Blvd.  
DALLAS 2

Dogwood Road, Fountain City  
KNOXVILLE

## Defense Pinches

(Continued from page 24)

available.

What griped manufacturers at the threat of a ban on color research for the avowed purpose of freeing engineers for military work was the fact that the radio-TV manufacturing industry is about 60% engaged in such work now and is crying for more—especially in view of less-than-boom TV set sales.

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

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

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

NPA officials pointed out that NPA has put a limitation on the number of automobiles that can be manufactured with automatic transmissions.

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

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

He also told the manufacturers, the release added, that he had asked the armed services to undertake a survey of their entire elec-

tronics needs and then to go to the electronics industry for all the additional help they needed.

The manufacturers asked that the defense mobilization's freeze on color TV manufacture be carefully watched so that when materials again became available production of color TV sets could be resumed. Mr. Wilson agreed to this.

General feeling was that materials would become more available late in 1952 or early in 1953.

Acceptance of the ban on production of color sets does not forbid the making of a few models for experimental and developmental work, it was understood.

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

CBS officials officially remained silent after the Wilson-manufacturers Washington meeting. However, in addition to Mr. Stanton's statement following the edit, Adrian Murphy, president of the CBS Laboratories Division, spoke to the Television Council and National Electronics Conference in Chicago (see separate story on page 70).

Best informed guess is that CBS felt that unless it got extra materials it needed to meet its 250,000-set goal for 1952, it would not be able to turn out more than 50,000 such sets.

And that number would hardly make a dent in the present 14,000,000 black-and-white market.

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

High hopes are held for results of continued research, particularly a tri-color tube. CBS President Stanton in his statement two weeks ago emphasized that future for the field sequential color system.

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

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

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

Network officials were considering plans for realigning their projected alternate Sunday afternoon color extravaganza—*Broadway's Best*, a series of hour-long productions by the Metropolitan Opera Co. and top-flight Broadway producers—for presentation in black-and-white, possibly in another time slot.

Although it had not been decided whether this proposed color series could be converted to black-and-white, it was expected that several of the color program would be.

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

Black-and-white football telecasts also are being substituted for football colorcasts.

### Assignments of Officials

Similarly, most of the officials heretofore concerned with color TV were expected to be absorbed in black-and-white operations. Dr. Peter C. Goldmark, who developed the CBS color system, was deemed certain to continue as vice president of the CBS Laboratories Division. Henry White, the network's color coordinator, is expected to enter the business end of the TV network division. William Hyman, assistant sales manager in charge of color sales, and Fred Rickey, executive producer for color, also

## NLRB PETITION

### RWG Approves Withdrawal

MEMBERS of the Radio Writers Guild last week approved a decision to withdraw the unit's NLRB petition, but asserted they had "a moral obligation" to hold a special meeting for petition signers to tell them their action was a result of the Authors' League of America directive [B-T, Oct. 22].

A referendum was sent out to petition signers Wednesday asking for their endorsement or non-endorsement of guild action.

ALA, parent body of RWG, was waiting meanwhile for actual withdrawal of the petition to reopen contract negotiations with the networks, interrupted by the petition.

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

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

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

NTSC also put out the first of a series of monographs, *The National Television System Committee Color Television Standards*, by Panel 12 (Color System Analysis). It is a brief explanation of what NTSC is working on—a compatible, all-electronic system.

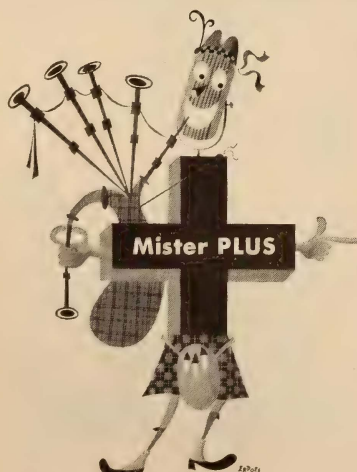
RCA demonstrated for newsmen five types of tri-color tubes at the RCA Exhibition Hall in New York last Tuesday.

During the demonstration, Dr. E. W. Engstrom, vice president of RCA Laboratories Division, said that after the recommended NTSC change is made in its system and is field tested, the Laboratories Division will tell the company that the system is ready for application to the FCC.

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Those attending the ODM-DPA meeting last Thursday were: Brig. General David Sarnoff and Frank M. Folsom, RCA; Frank Stanton, CBS; Dr. Allen B. DuMont, DuMont Labs.; Barney Balaban, Paramount Pictures; William Balderson, Philco; Benjamin Abrams, Emerson; Paul V. Galvin, Motorola; Dr. W. R. G. Baker and Herbert M. Estes, GE; Richard A. Graver, Admiral; Richard Hodgson, Chromatic Television Labs. (half-owned by Paramount Pictures); Arthur Matthews and C. J. Burnside, Color Television Inc.; Louis Clement, Crosley; Fred Gluck, Fada; W. A. MacDonald, Hazeltine; John A. Rankin, Magnavox; W. L. Viergever, Meek; Joe Friedman, Trav-Ler; H. A. Gumm, Webster-Chicago; Robert S. Alexander, Wells-Gardner; F. M. Sloan, Westinghouse; R. F. Sherwood and Ernest Kohler, HalliCrafters; Louis A. Movins, Paramount Film Distributing Corp.; Paul Porter, attorney for Paramount Pictures; William A. Roberts, attorney for DuMont Labs.

Attending RTMA's TV Committee meeting were the following: Dr. W. R. G. Baker, GE, chairman; William Balderson, Philco; W. A. MacDonald, Hazeltine; L. M. Clement, Crosley; W. L. Webb, Bendix; Robert S. Alexander, Wells-Gardner; J. B. Elliott, RCA Victor; R. J. Sherwood and Ernest Kohler, HalliCrafters; H. C. Bonfigli, Zenith; Dr. Allen B. DuMont, DuMont Labs.; Paul V. Galvin, Motorola.



Mister MacPLUS, in kilts of plaid,

Can pipe one ballad clear:

"Let others take the high road, lad,

Ye'll profit r-richer here!"

For canny THRIFT, it's MB!

Here, by the MacPLUS Plan,

A client can get more for less;

Canny? You bet he can!

—the difference is MUTUAL!

# Service to Agriculture

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

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

"In 1950 Oklahoma farmers used 19 times as much fertilizer as in 1940 . . . It is significant that KVOO's Farm Department has been active the past decade."—NATIONAL FERTILIZER ASSOCIATION.

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

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

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

"If Sam Schneider and KVOO hadn't done a good job, we certainly would not have recommended this type radio program (Rural Route 1179) as our major radio effort in the important grainbelt area."—RALSTON PURINA COMPANY.

For the opportunity of serving our great Southwest we are grateful; to our many good clients, some of whom have been with us 10 years without interruption, we say "thank you," and to all we promise continuing devotion to our ideal, to perform consistently in the service of agriculture to the end that our nation may be stronger, happier and wealthier in the basics of our nation — a virile agriculture! Write for the KVOO farm story, just out, entitled "Actions Speak Louder Than Words." It's yours for the asking. Address KVOO Farm Department.

Edward Petry & Co., Inc., National Representatives

Oklahoma's  
Greatest  
Station

# KVOO

TULSA, OKLAHOMA

50,000 Watts  
1170 KC  
NBC AFFILIATE

**RALSTON  
PURINA**

**ANCHOR  
AG-STONE**

**DR. L. D. LE GEAR  
MEDICINE  
Company**

**Oklahoma  
TIRE & SUPPLY CO.**



**SAM SCHNEIDER**  
KVOO Farm  
Department Director

**ALLIED  
LUMBER CO.**

**BEM BRAND  
FERTILIZER**

**ALLIS-CHALMERS**  
TRACTOR DIVISION

**SKELLY  
AWARD**

TABLE III

GROSS RADIO NETWORK TIME SALES FOR AUGUST AND JAN.-AUG. 1951 BY PRODUCT GROUPS

COMPARED TO SAME PERIOD, 1950

PRODUCT GROUP	August 1951	Jan.-Aug. 1951	August 1950	Jan.-Aug. 1950	PRODUCT GROUP	August 1951	Jan.-Aug. 1951	August 1950	Jan.-Aug. 1950
Agriculture & Farming	\$36,496	\$416,715	\$74,670	\$685,266	Industrial Materials	111,198	1,321,913	124,323	1,382,682
Apparel, Footwear & Acces.	10,534	502,031	76,571	816,906	Insurance	282,992	2,124,272	232,036	1,918,397
Automotive, Automobile Acces. & Equip.	256,302	2,814,592	297,040	3,591,555	Jewelry, Optical Goods & Cameras	71,964	763,394	.....	960,708
Aviation (Etc.)	.....	.....	.....	.....	Office Equip., Stationery & Writing Sup.	.....	389,292	66,588	964,018
Beer, Wine & Liquor	413,200	2,505,869	115,209	1,729,549	Political	.....	.....	704	24,408
Bldg. Materials, Equip. & Fixtures	128,040	944,158	104,873	893,783	Publishing & Media	17,769	221,941	11,480	594,423
Confectionery & Soft Drinks	535,066	4,295,945	318,982	4,629,071	Radios, TV Sets, Musical Inst. & Acces.	314,374	1,849,849	.....	613,803
Consumer Services	80,365	1,911,812	1,896,578	16,673,928*	Retail Stores & Direct By Mail	947	27,101	1,562,090	15,517,816
Drugs & Remedies	1,410,785	15,446,702	1,896,578	16,673,928*	Smoking Materials	1,331,076	13,851,219	1,433,312	13,557,928
Entertainment (Etc.)	.....	.....	.....	.....	Soaps, Cleaners	1,204,336	12,065,197	.....	29,614
Food & Food Products	2,789,793	28,946,454	3,052,005	29,636,959	Sporting Goods & Toys	.....	.....	29,614	29,614
Gasoline, Lubricants & Other Fuels	440,112	3,903,666	475,045	3,426,152	Toiletries & Toilet Goods	1,648,972	17,946,770	1,725,538	16,673,928*
Horticulture	.....	86,384	.....	105,696	Transportation, Hotels & Resorts	76,078	824,966	66,228	585,783
Household Equipment & Supplies	221,782	1,868,801	302,252	2,213,029	Miscellaneous	356,245	3,375,593	357,538	3,467,778
Household Furnishings	65,735	639,374	39,320	327,244					
					<b>TOTAL</b>	<b>\$11,804,161</b>	<b>\$119,044,020</b>	<b>\$12,361,996</b>	<b>\$121,020,424</b>

Source: Publishers Information Bureau.

\* Identical figures for Drugs and Toiletries look peculiar.

## COPY STUDY

WILLIAM B. RYAN, president of Broadcast Advertising Bureau, last week reported he had made arrangements with Advertising Research Bureau Inc. (ARBI) for a special study of the effectiveness of radio copy.

To be conducted in Seattle, the study will have BAB, ARBI, KOMO Seattle and Bon Marche Dept. Store as participants. The effectiveness of various radio copy approaches, appeals to specific types of audience, uses of certain approaches at various times of the broadcast day, etc., will be tested.

Mr. Ryan also announced appointment of Kevin B. Sweeney, Don Lee Television sales manager, Hollywood, to director of national promotion for EAB (see early story page 60).

For the special study, KOMO is donating time and radio facilities and BAB is financing the project. The Bon Marche, BAB reported, has "enthusiastically indicated its desire to assist," and is lending merchandising assistance, personnel and facilities.

"Radio copy," Mr. Ryan said, "so vitally essential to the efficacy of radio advertising, has never really been researched on this basis. We have no illusions about achieving any all-inclusive, definitive results. But radio has always needed some indication of what its advertising copy could or could not do. This BAB-ARBI survey will give the radio industry and its advertisers at least important leads in this facet of broadcasting and indicate patterns for further study in other markets and for a variety of radio-advertised products and services."

It will be the second BAB-ARBI tie-up. Some time ago BAB arranged for publication of analyses of 50 ARBI point-of-sale surveys of the comparative effectiveness of radio vs. newspaper advertising. These analyses will be issued shortly under the title "Count Your Customers."

Joseph B. Ward, ARBI president, stressed that the special copy survey and the analyses of radio vs. newspaper studies are not com-

## Planned by BAB, ARBI, KOMO, Bon Marche

parable—the new one being a laboratory study of one phase of broadcasting, while the analyses show comparisons of two competitive media.

Mr. Ryan also announced that BAB is preparing a "definitive analysis of the merchandising practices of America's radio stations," based on a survey of 1,000 stations which elicited a response of 322 members. BAB said this analysis will provide "what is probably radio's first intensive and comprehensive survey of what stations do for advertisers to merchandise radio-advertised products, on what basis this merchandising is offered and the specific nature of such merchandising cooperation."

## NETWORK GROSS AM Off, TV Increases For Nine Months

GROSS billings of both CBS Radio and Mutual during the first nine months of this year ran ahead of their totals for the comparable period of 1950, while the four-network figures for January-September 1951 showed a decline compared to the same period last year.

The four television networks meanwhile during the January-September period this year enjoyed gross time sales more than quadrupling the total of three networks (DuMont figures for 1950 not available) during the same three quarters of 1950.

These figures were compiled by

NETWORK RADIO			
	September 1951	September 1950	Jan.-Sept. 1951
*ABC	\$2,165,971	\$2,418,419	\$24,029,153
CBS	4,657,379	5,849,786	52,763,464
MBS	1,324,061	1,246,463	12,861,185
NBC	3,713,235	4,416,328	41,250,864
<b>TOTAL:</b>	<b>\$11,860,646</b>	<b>\$13,930,996</b>	<b>\$130,904,666</b>
(* Revised Totals: May—\$2,991,227 July—\$2,267,674			

## LICENSE DENIAL FCC Upheld in Court

RIGHT of the FCC to deny licenses to Rev. J. Harold Smith and wife for radio stations in Knoxville, Tenn., was upheld last week by the U. S. Court of Appeals in the District of Columbia.

Court held that the Commission was within its rights when it denied a license to WIBK and turned down same company's application for an FM station [B•T, Aug. 15, 1949].

FCC granted a CP for WIBK in 1946. Subsequently the same company applied for an FM station.

When the company applied for a license in 1947, after constructing its AM station, the Commission set both the license application and the FM application for hearing on the grounds that Rev. Smith had misrepresented his assets, his stockholdings in the broadcast company,

## P&G Time Cross

(Continued from page 25)

cumulative January-through-August list shows the first seven August product classes ranking in the same order as for the month. The eight-month tabulation, however, ranks advertising of miscellaneous products in eighth place, automotive advertising ninth and beer advertising tenth.

Top ten types of network advertising in August 1950 were: Foods, drugs, toiletries, smoking materials, laundry soaps and cleansers, gasoline and oil, miscellaneous, confections and soft drinks, household equipment and automotive.

and that he was not qualified to be a licensee.

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

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

## AYER ELECTS

Shelly and Batten

CHANGES in top executives of N. W. Ayer & Sons, Philadelphia, announced last week by the agency, with Warner S. Shelly, elected president. He succeeded H. A. Batten, who was named chairman of board and chief executive officer.

Mr. Shelly has been with the company since 1932 and is the fourth president to serve during the agency's 83 years. Mr. Batten marked his 40th anniversary with Ayer last Tuesday.

## Richard W. Bannier

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

## NETWORK TELEVISION

	September 1951	September 1950	Jan.-Sept. 1951	Jan.-Sept. 1950
ABC-TV	\$1,622,482	\$461,822	\$12,797,096	\$2,864,724
CBS-TV	4,178,533	892,461	28,417,071	232,287
DuMont	738,578	.....	5,207,574	.....
NBC-TV	5,380,538	2,148,399	38,957,876	11,633,154
<b>Total:</b>	<b>\$11,920,131</b>	<b>\$3,502,682</b>	<b>\$85,379,619</b>	<b>\$20,930,165</b>

(†) Figures for 1950 not available.

BROADCASTING • Telecasting

# ***GREAT DAY IN THE MORNING!***

**10 a.m.**

## **MY TRUE STORY**

*sponsored by:*  
**STERLING DRUG**

**10:45 a.m.**

## **AGAINST THE STORM**

*sponsored by:*  
**PHILIP MORRIS**

**11 a.m.**

## **LONE JOURNEY**

*sponsored by:*  
**LEVER BROTHERS**


**11:15 a.m.**

## **WHEN A GIRL MARRIES**

*sponsored by:*  
**GENERAL FOODS**

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

**THERE'S MORE  
TO THIS STORY**

**SEE BACK COVER  
OF INSERT** 

	SUNDAY				MONDAY				TUESDAY				
	ABC	CBS	MBS	NBC	ABC	CBS	MBS	NBC	ABC	CBS	MBS	NBC	ABC
6:00 PM	Carter Prods. Drew Pearson (273) R	Pearson Pharm. My Friend Irma (191)	Quaker Challenge of the Yukon	Texas Rangers Joel McCrees (167)	Not in Service Mon-Fri 6-7 p.m.	Metro. Life Ins. Allen Jackson (25)	Repeat of Kid Strips	No Network Service (6:15-6:45)	Not in Service	Metro. Life Ins. Allen Jackson (25)	Repeat of Kid Strips	News Bob Warren S	Not in Service
6:15	Seaman Bros. Men. Headlines (268) R	"	"	"	"	You and the World S	"	"	"	"	"	No Network Service (6:15-6:45)	"
6:30	Stage 52 S	C-P-P Dental & Shave Creams Our Miss Brook (191)	Nick Carter (6:15-7) Maurine Oedric Foster	Reynolds Metal The Big Show (167)	"	No Network S	"	"	"	No Network S	"	"	No Metro P&G—Fr Lowell Tho (155)
6:45	"	"	"	"	"	P&G Ivory Lowell Thomas (155)	"	Sun Oil Co. 3-Star Extra (34)	"	P&G Ivory Lowell Thomas (155)	"	Sun Oil Co. 3-Star Extra (34)	"
7:00	"	Amer. Yb. Gb. Jack Benny (197) R	Under Arrest S	The Big Show OT	Co-op Headline Edition	P&G Oxyd. Lave Drift—Beulah (124) R	Fulton Lewis Jr. (320)	No Network Service (23)	Co-op Headline Edition	P&G Oxyd. Lave Drift—Beulah (124) R	Fulton Lewis Jr. (320)	Pure Oil Co. News Time (29)	Co-op Headline Edition
7:15	"	"	"	"	Co-op Elmer Davis	P&G Tide Jack Smith Show (151) R	Dinner Date S	No Network Service	Co-op Elmer Davis	P&G Tide Jack Smith Show (151) R	Dinner Date S	No Network Service	Co-op Elmer Davis
7:30	Ted Mack Family Hour S	Retall Ames' (b) Andy (185)	Affairs of Peter Salem	"	General Mills Lone Ranger (145) R	Amer. School & Belmont all. wks. (164) R	Miles Labs News of World (159)	General Mills Mercury	General Mills Mercury	Campbell Soup Club 15 (164) R	Gabriel Heatter	Miles Labs News of World (159)	General Mills Lone Ranger (145)
7:45	"	"	"	"	(See footnote)	Am. Oil-Hamm. Ed. R. Murrow (195)	Miles Labs 1 Man's Family (155) R R	Co-op Mutual Newsreel (7:45-7:55)	Co-op Mutual Newsreel (7:45-7:55)	Am. Oil-Hamm. Ed. R. Murrow (195)	Co-op Mutual Newsreel (7:45-7:55)	Miles Labs 1 Man's Family (155) R R	(See footnote)
8:00	Stop the Music S	Coca-Cola Mario Lanza Show (200)	Singing Marshall	RCA Harris & Faye (168)	The Big Hand S	Elec. Auto-Life Suspense (184) R	Hashknife Railroad Hour (171)	Chance of a Lifetime S	Chance of a Lifetime S	People Are Funny (146) all. wks	Count of Monte Cristo S	Stirling Cavalcade of America (155)	Stirling Mystery Theatre
8:15	"	"	"	"	"	"	"	"	"	"	"	"	"
8:30	American Chicle Stop the Music (171)	Philip Morris Horse Head (185)	Enchanted Hour	U. S. Steel Theater Guild on the Air (165)	General Motors Henry Taylor	Lever-Lipson Geddy Talent Scouts (164) R	Firestone Voice of Firestone (140)	Newstand Theatre S	C-P-P Shampoo & Shave Cream Mr. & Mrs. North (192) R	Lewis-Howe Co. Famous Hollywood Theatre (164)	Lewis-Howe Co. Famous Hollywood Theatre (164)	American Chicle The Top Guy	Chesbro Chicle (178) R
8:45	Lorillard Stop the Music (150)	"	"	"	World Wide Flashes	"	"	"	"	"	"	"	"
9:00	Warner-Hudnut Walter Winchell (201)	Electric Cos. Corliss Archer (177)	Opera Concert	"	Time For Defense S	Lever-Lux Lux Radio Theatre (176)	Murder By Experts S	Bell Telephone Telephone Hour (169) R	Co-op Town Meeting	Wm Wrigley Life of Luigi (180)	John Steele Adventurer	Liggett & Myers Chesfield Bob Hope (169)	Norge Red Skello (54)
9:15	(Andrew Jergens Luella Parsons (183)	"	"	"	"	"	"	"	"	"	"	"	"
9:30	Ransom Art Meta Hollywood Stars on Stage	Carnation Co. Continued Hour (184)	This Is Europe	Philip Morris Eddie Carter (147)	TBA	"	Co-op War Front— Home Front	Cities Service Band of America (37) N	Co-op War Front— Home Front	Chrs. S. Publ. Co. Chr. S. Monitor Views the News	Stirling Pursuit (142)	Pat Milk Fiber McGee & Molly (122)	Liggett & My Bin Long (191)
9:45	"	"	"	"	"	"	"	"	"	"	"	"	"
10:00	Barton Dixie Corp. Paul Harvey (119)	Music For You S	Oklahoma City Symphony	The Silent Men D. Fairbanks Jr. S	News of Tomorrow	R. J. Reynolds Bob Hawk Show (174)	A. F. of L. Frank Edwards (131)	Coca-Cola Mario Lanza Show (171)	News of Tomorrow	Meet Millie S	A. F. of L. Frank Edwards (131)	Lever Bros. Big Town (159)	News of Tomorrow
10:15	Gloria Parker Show S	"	"	"	Dream Harbor	"	I Love A Mystery	"	Dream Harbor S	"	I Love A Mystery	"	Dream Harbor S
10:30	Co-op George Seakolsky	Lamplines- Witnauer Choralists (155)	"	NBC Jubilee Show L, P 11/11	Latin Quarter Orchestra S	Phillips Patre Rex Allen Show (70) R	Bands For Bonds	The Man Called "X" (171)	United— or Not?	Robert Q's Waxworks	Dance Orchestra	Phillip Morris Playhouse on Broadway (152)	Club Can Do S
10:45	Dr. Gino S	"	"	"	"	Robert Q. Waxworks	"	"	"	"	"	"	Latin Quarter Orchestra S
11:00	News S	News	News	News from NBC	Band S	News	Co-op Bunkage Talking	News from NBC	Band S	News	Co-op Bunkage Talking	News from NBC	Band S
11:15 PM	Thoughts In Passing S	Elmer Roper	Music	Clifton Utley	Sports Report S	Dance Orchestra	U.N. Highlights	News of the World Morgan Beatty	Sports Report S	Dance Orchestra	U.N. Highlights	News of the World Morgan Beatty	Sports Report S

	SUNDAY				MONDAY - FRIDAY				SATURDAY				
	ABC	CBS	MBS	NBC	ABC	CBS	MBS	NBC	ABC	CBS	MBS	NBC	ABC
9:00 AM	Milton Cross Opera/Album S	Keyboard Concerts	Elder Michaux Happiness Hour	Co-op World News Lockwood Daily	GENERAL FOODS Breakfast Club Breakfast Club (316) R	Co-op News	Co-op Robt. Hurleigh	No Network Service	Co-op No School Today	Co-op News	Network Opens 10 a.m.	Coffee in Washington S	1:30 PM National Vespers S
9:15	"	News S	"	"	"	"	"	"	"	"	"	"	"
9:30	Victor of Prophes Prophecy, Inc. (105)	E. Power Biggs	Christian Rel. Church Back to God	We Remember (9:30-10 Spl.)	"	"	"	"	"	"	"	"	"
9:45	"	"	"	"	"	"	"	"	"	"	"	"	"
10:00	Message of Israel S	Church of Air S	Radio Bible Class (314)	National Radio Pulpit S	Sterling Drug My True Story (216) R	"	"	"	"	"	"	"	"
10:15	"	"	"	"	(See footnote)	"	"	"	"	"	"	"	"
10:30	Negro College Choirs S	"	Voice of Prophecy (322)	Dr. Peale Art of Living S	General Mills Betty Crocker (202) R	"	"	"	"	"	"	"	"
10:45	"	"	"	"	"	"	"	"	"	"	"	"	"
11:00	Fine Arts Quartet S	Salt Lake City Tabernacle	Wm. Hillman	Faithless Star Time (53) Spl.	Lever Bros. Lone Journey (148)	"	"	"	"	"	"	"	"
11:15	"	"	"	"	"	"	"	"	"	"	"	"	"
11:30	The Christian In Action S	Invitation to Learning S	Northwestern U. Review S	U.N. Is My Beat S	Bristol-Myers Break the Bank (MWS)	"	"	"	"	"	"	"	"
11:45	"	"	"	"	"	"	"	"	"	"	"	"	"
12:00 N	News S	People's Platform	College Choirs	America United S	Prudential The Jack Birch Show	"	"	"	"	"	"	"	"
12:15 PM	Brunch Time S	"	"	"	"	"	"	"	"	"	"	"	"
12:30	Co-op Piano Playhouse	Howard K. Smith	Co-op Hazel Markel	"	"	"	"	"	"	"	"	"	"
12:45	"	"	"	"	"	"	"	"	"	"	"	"	"
1:00	San Francisco Sketch Book S	String Serenade (35)	Vanderbilt The News	Yesterday, Today & Tomorrow	Co-op Paul Harvey	"	"	"	"	"	"	"	"
1:15	"	"	"	"	"	"	"	"	"	"	"	"	"

WEDNESDAY		THURSDAY		FRIDAY		SATURDAY	
MBS	NBC	ABC	CBS	MBS	NBC	ABC	CBS
Repeat of Kid Strips	News Bob Warren S	Not in Service	Metro. Life Ins. Allan Jackson (25)	Repeat of Kid Strips	News Lionel Ricau S	Usa May Cardfile S	Martin Salt Vision Time (7)
	No Network Service 6:15-6:45	"	"	"	"	"	"
	"	"	No Network	"	"	"	"
	Sun Oil Co. 3-Star Extra (124) R	P&G-Ivory Lowell Thomas (105)	Sun Oil Co. 3-Star Extra (124) R	P&G-Ivory Lowell Thomas (105)	Sun Oil Co. 3-Star Extra (124) R	Richfield Oil L. Lesser (86)	"
John Lewis Jr. (328)	Pure Oil Co. News Time (24)	Co-op Headline Edition	Fulton Lewis Jr. (328)	P&G Oxyd. Lava Drell-Bulnah (104) R	Pure Oil Co. News Time (33)	Johnny Dellar	Co-op Al Heller
Dinner Date	No Network Service	Co-op Elmer Davis	Dinner Date	Co-op Elmer Davis	No Network Service	Co-op Bert Andrews	Twin Views of the News
Nazema Gabriel Healer	Miles Labs News of World (159)	General Mills Silver Age (162)	VOA Labs. Inc. Gabriel Healer	General Mills News of World (159)	Miles Labs News of World (159)	TBA	R. J. Reynolds Vagueness Monocle (174) R
" 7:45-7:55	I Man's Family (155) H R	Am. Qd-Mamm. Ed. R. Murrow	7:45-7:55 Mutual Newscast	Am. Qd-Mamm. Ed. R. Murrow (105)	Co-op 7:45-7:55 Mutual Newscast	"	"
The Hidden Truth S	Schilt Brewing Halls of Ivy (169)	American Chicle Defense Attorney	Wildcat R.J. In Peace & War (151) R	Sylvania Grandfield Rice (60)	Magazine Theatre	Dancing Party S	Wrigley Gene Kelly (176)
	"	"	"	Magazine USA	"	"	"
International Airport	Kraft Gildersleeve (155)	Hollywood Star Playhouse (162) R	Pal Blades Rod & Gun Club (135)	Equitable Life This Is Your FBI (286) R	Dance Orchestra	The Martin & Lewis Show *OT	GF-Post Cereal Hopalong Cassidy (154)
	"	"	"	"	"	"	"
2,000 Plus S	DeSole Plymouth Dealer's You Bet Your Life (167)	Lorillard Another Hour (232)	Insp. Hearshstone	Heinz Ozze & Harriet	The Big Time	Armed Forces	Duffy's Tavern S
Family Theatre S	Am. Cig. & Cig. The Big Story (174)	Operation Underground	Co-op Reporter's Roundup	Gull Refining Company (118)	Bristol-Myers Mer. District Attorney	Bandstand U.S.A.	You Can't Take It With You S
A. F. of L. Frank Edwards (131)	Barrie Craig Conf. Investigator S	News of Tomorrow S	The Lineup	A. F. of L. Frank Edwards (25)	Amer. Yoh. Co. Your Hit Parade (168)	Gillette Fights	Night Beat S
I Love A Mystery	RCA Meredith Willson (168)	Operation Divine S	Robert O's Waxworks	Dance Orchestra	Al Goodman's Musical Album	American Sports Page S	Dance Orchestra
Co-op Backstage Talking	News from NBC	Band S	News Orchestra	Co-op Backstage Talking	News from NBC	U.N. Highlights	News of the World Morgan Beatty
U.N. Highlights	News of the World Morgan Beatty	Sports Report S	Dance Orchestra	Sports Report	Dance Orchestra	News of the World Morgan Beatty	Dance Orchestra

6:00 PM  
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**TIME**

SUNDAY		MONDAY - FRIDAY		SATURDAY	
CBS	MBS	ABC	CBS	MBS	NBC
Starlight Melodics	Lutheran Hour (Lutheran)	U. of Chicago Roundtable	Not in Service	Carlyer City Hospital (146)	Dance Orchestra
Longines-Wittnauer symphonette (154)	Top Tunes with Trendler	The Catholic Hour	Co-op M. M. McBride	Harmon Rangers	Musicians
New York Philharmonic Orchestra (159)	Co-op Bill Cunningham (72)	Amer. Trucking Amer. Forum of the Air (167)	Family Circle S	General Electric CBS Football Round-Up (147)	Sports Parade
	Report From Postage	Hormel, Music with the Hormel Girls (45)	"	Co-op Football	"
	Bandstand U.S.A.	"	"	"	"
	Air Force Hour	Mary Marlin S	"	"	"
Lesquer* News	Bobby Benson	Belmont Radio John C. Swayze (159)	Valiant Lady S	"	"
Bellone Ed. C. Hill wks. (137)	Kellogg Wild Bill Hickok (4:30-4:55)	U. S. Tobacco Marie Kane (167)	The Perfect Husband Co-op	"	"
Janie Lane (145)	News (4:55-5)	The Whisperer S	Big Jon & Sparkie S	"	"
Kincaid and Godfrey (38)	Wildcat The Shadow	Williamson True Detective Mysteries (443)	How To	"	"

Explanation: Listings in order: Sponsor, S, sustaining; R, radioactuated West Coast; TBA to be announced. Time EST.

**ABC**  
8:55-9:00 a.m. M-F, Hazel Bishop, J. Sims; 10:25-30 a.m. M-F, General Mills, E. Arnold 3:25-30 p.m. M-F, Dulany & Sons, Daily Double; 7:30-8 p.m. M-W-F, American Bakeries (over Southeastern stations), The Lone Ranger.

**CBS**  
8:30-9:15 a.m. Sun., General Foods, Sunday Morning Gatherin', 107 sts.  
8:30-8:45 a.m. M-F, General Foods, Renfro Valley Country Store, 60.  
10:25-10:30 a.m. Sat., Economic Labs, Garden Drake, 158 stations.  
11-11:05 a.m. Sat., Campana Sales Co., Bill Shadel News, 182 stations.  
3:55-4 p.m. Mon.-Fri., Pillsbury, Galen Drake, 184 stations.  
9:25-9:30 p.m. Sat., General Foods, Bill Shadel News, 184 stations.  
10:25-10:30 a.m. Sat., Economic Labs, Galen Drake, 184 stations.  
\*4-4:05 p.m. Sun., No. Amer. Van Lines, Jay Stewart, Fan Mail, 191 stations.

**MBS**  
7:55-8 p.m. Mon.-Fri., Miller Brew Co. News.  
8:55-9 p.m. Mon.-Fri., Bill Henry & the News, Johns-Manville, 434 sts.  
8:55-9 a.m. Mon.-Fri., Les Higbie and the News, American Tobacco Co.  
10:25-10:30, 11:25-11:30 a.m. Mon.-Fri., 12:25-30, 2:25-30, 3:25-30, Mon.-Fri., Bab-O-Reporter, Ed. T. Ebbitt, Inc.  
10:55-11 a.m. Mon.-Fri., Talk Back With Happy Felton, American Tobacco Co.

**NBC**  
11:30-12 noon Tues., Thur., Kraft Foods Co., co-sponsors Queen for a Day.  
\*OT — Operation, Tandem, Whitehall Amer. Chicle, Liggett & Myers.  
8-8:15 a.m., Skelly Oil Co.  
Mon.-Fri., News, 28 stations.  
Sat., This Farming Business.  
10:45-11 a.m. Mon.-Fri., Hymn Time, General Mills, 10 stations.

**BROADCASTING**  
The Newsweek of Radio and Television  
**TELECASTING**  
Oct. 29, 1951 Copyright 1951

# ***GREAT DAY IN THE AFTERNOON, TOO!***

**3:30 p.m.**

**MARY  
MARLIN**

**3:45 p.m.**

*The Strange Romance of*

**EVELYN  
WINTERS**

*sponsored by:*

**PHILIP MORRIS**

**4 p.m.**

**VALIANT  
LADY**

**4:15 p.m.**

**MARRIAGE  
FOR TWO**

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



# **ABC RADIO**

**American Broadcasting Company**

# L.A. RADIO STRONG

LOS ANGELES, the second largest TV market in the U. S. and city of seven television stations, has more radio sets in automobiles alone than television receivers.

This fact about radio's position in the West Coast's prime market—"where radio reaches just 1% less than everybody"—is revealed in Part II of the KNX Los Angeles study of local radio and television audiences.

Part II of the study was released last Thursday by Sherrill Taylor, KNX sales promotion manager. Part I was issued in mid-October [B\*T, Oct. 22].

Based on a special Pulse survey

## FM DIRECTOR

Ballots to Be Mailed

THIRTEEN FM broadcasters will compete for a vacancy on the NARTB board of directors following closing of nominations Thursday night, according to C. E. Arney Jr., NARTB secretary-treasurer.

Their names will appear on ballots soon to be mailed to the 362 FM stations eligible to vote. Vacancy on the board was created when Frank U. Fletcher sold his half-interest in WARL-AM-FM Arlington, Va. Mr. Fletcher was serving his second term as FM director.

Nominating ballots closed at 5 p.m. Thursday. Fourteen were nominated but one candidate withdrew. Each station was permitted to send in two nominees.

Election ballots must be at NARTB Washington quarters by midnight Nov. 12. The successful candidate will take office immediately as FM director for a term ending during the annual convention next April. Ben Strouse, WWDG-FM Washington, is the other FM director.

### FM Post Nominees

The 13 nominees in the contest, which Mr. Arney said drew lively interest from all 17 districts, are: Paul R. Bartlett, KRFM (FM) Fresno, Calif.; Edward Breen, KFMV (FM) Fort Dodge, Ia., a former board member; Victor C. Diehm, WAZL-FM Hazleton, Pa.; Everett L. Dillard, WASH (FM) Washington, a former board member; E. T. Flaherty, KSCJ-FM Sioux City, Ia.; E. J. Gluck, WSOE-FM Charlotte, N. C.; Simon R. Goldman, WJTN-FM Jamestown, N. Y.; K. S. Gordon, KDTH-FM Dubuque, Ia.; Michael R. Hanna, WHCU-FM Ithaca, N. C., a former board member; J. Frank Jarman, WDNC-FM Durham, N. C.; Henry P. Johnston, WSGN-FM Birmingham, a former board member; Howard Lane, WFMF (FM) Chicago, a former board member; Edward A. Wheeler, WEAU (FM) Evanston, Ill.

Nominee names will appear on the ballot in alphabetical order.

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

Radio, with a 98.7% penetration of Los Angeles homes, has a combined penetration 31% greater than the next medium, combined metropolitan newspapers, the report reveals. Radio's saturation is such that in Los Angeles there are 2.5 radio sets for every dwelling unit, the report shows.

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

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

### Network Comparisons

"Those big network TV shows may get terrific ratings—but not in Los Angeles," the report continues, investigating TV program preference in the West Coast city.

It shows that "top ten" network video programs have an average rating of only 13.3 in Los Angeles as compared with a national 30.9 average for "top ten" TV network programs. The "top ten" national TV programs show an average rating of 58% greater than the 10 most popular television programs in Los Angeles, it explains.

Based on Los Angeles and multi-

## FINIS WBAL CASE

No Policy Change—Provost

THERE WILL be no change in the operating policies of the WBAL properties in Baltimore, now that WBAL again is operating under regular license after six years of litigation. D. L. (Tony) Provost, vice president and general manager of Hearst Radio Inc., stated last Friday.

Queried on the final phase of the application of Public Service Broadcasting Co. (Drew Pearson-Robert S. Allen) for the WBAL-AM facilities, in a case growing out of the so-called FCC Blue Book proceedings, Mr. Provost said the operations of the Hearst stations always have been evolved with the public interest uppermost. The stations will continue in that tradition, he asserted.

The FCC on Sept. 14 denied the Pearson-Allen plea for a re-hearing in the only test case to evolve from the Blue Book of 1946. The 20-day period during which an appeal might have been taken expired on Oct. 4 and the decision favoring WBAL thus became final.

## KNX Study Finds

market Telepulse for May 1951, the report lists losses suffered in Los Angeles ratings by *Texaco Star Theater*, which rated 45.3 in multi-market but was only 28.4 in Los Angeles. Other multi-market and Los Angeles ratings cited were:

*Your Show of Shows*, 32.3 and 10.3; *Philco Playhouse*, 31.0 and 8.3; *Godfrey's Talent Scouts*, 30.7 and 8.3; *Fireside Theatre*, 30.3 and 15.0; *Comedy Hour*, 29.4 and 13.9; *Toast of the Town*, 29.3 and 15.8; *Godfrey and His Friends*, 29.0 and

10.0; *Studio One*, 26.4 and 10.6; *Mama*, 25.8 and 11.8.

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

Comparing average nighttime quarter hour, the report concludes that one station, for example, at a cost 57% less per 1,000 than television, delivers 78% more audience than competing television stations.

## CIO RADIO

Cited at Mich. Seminar

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

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

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

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

### Layman's View

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

Panel members also were told of a primary need to use radio as a means of instructing the public in recognition of unions as public service institutions. Music and interview formats were urged.

Workshop sessions also dealt with evaluation of tape-recorded programs presented by commentators over local stations. Others were devoted to training of new personnel in programming techniques.

A new industrial safety radio series, slated for presentation by UAW-CIO's WDET (FM) Detroit, was previewed. Series will be offered by the union's radio department to stations as public service broadcasts.

Another radio institute is planned by the Michigan CIO Education Dept. for January.

## KBS LIBRARY

Offered to Affiliates

KEYSTONE Broadcasting System has resumed its library service and is offering package programs to its 476 affiliates without cost, KBS President Sidney J. Wolf has announced. Offer is effective immediately.

Standard, classical, semi-classical, hillbilly and folk music arrangements are included and may be used "either on a sustaining or commercial basis according to the local programming needs of the individual station," Mr. Wolf said. The music arrangements are exclusively owned by KBS.

Keystone comprises stations serving rural areas with populations ranging from 10,000 to 50,000 and claims to be the only national network without a single outlet located in a television-station city.

Because of its emphasis on rural market audience, Keystone said, it is able to report a substantial boost in billings for 1951. Network points out it has added such accounts as General Mills, General Foods, Pillsbury, Lever Bros., Sterling Drug and Whitehall Pharmaceutical.

## EXCESS PROFITS

Senate Puts in Change

THE NEW TAX bill, passed by the Senate last week, picked up a modification to its television excess profits relief section in its final rounds on Capitol Hill.

In its second visit to conferees, a revision was made at the request of the Treasury Dept. Briefly, it prohibits the TV broadcaster to lump together his radio and television assets for the purpose of computing his final excess profits tax.

Reason for the change was that the Treasury feared the bill as originally written would leave a loophole for the TV broadcaster to add his radio asset with TV thus lowering the radio-TV base. The new language makes it mandatory to separate the two for computation.

TRENDEX Inc., New York, has announced addition of Lennen & Mitchell, Ellington & Co. and Esso Standard Oil Co. as subscribers to the new "Trendex TV Program Report," first issue of which was released Oct. 15.

SAME WORDS, SAME MUSIC . . . JUST A DIFFERENT YEAR

# THE SPORTS CRY OF 'WOLF'—'32 VERSION

By WILLIAM RUCHTI

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

\* \* \*

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

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

attempt to censor" the medium.

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

## But Pegler Was Wrong

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

The fight came just after radiomen had announced that the medium was "now fully under way,"

a commonly held attitude since radio had "scooped the world" with coverage of both party conventions at the Chicago Stadium that summer. (To get it, page boys had been hired to carry suspended microphones to speakers on the floor.) It was the time when Amos 'n' Andy were the lovelies of the nation, and when Father Coughlin was starting his *Golden Hour* broadcasts. Candidates in the fall elections were planning to use radio extensively to argue, as wets and dries, about repeal of prohibition. Admen were anticipating a great increase in business "if beer returns" with brewers expected to spend "as much as \$300,000 each" annually. It was also the era of the depression.

One of the arguments for utilizing radio sports coverage was that the events could still be heard then by people "who might otherwise be deprived." Father Michael Mulcaire, vice president of Notre Dame, supported his school's approval of radio by saying the thousands from coast to coast who supported Notre Dame when they could afford to do so should not be deprived of the pleasure of following the games by radio when they were victims of the depression.

## Situation Expands

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

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

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

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

## Buys Republic Rights

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

## PHILA. ELECTION

### WIP Coverage Set

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

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

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



EVERYONE is "king-sized" at Seattle's King Broadcasting Co. KING-AM-TV staffers include (l to r) Otto Brandt, 6' 3", vice president-general manager; Hal Davis, 6' 4", program director for radio; Gordon Sherwood, 6' 5", radio sales; Bob Coons, 6' 6", television technician; Ralph

Hanson, 6' 6", radio sales; Jean Epping, 5' 1", radio sales; Kenny P. Hermanson, 6' 8½", TV technician; Burr Barthel, 6' 5½", disc jockey; Bob Kilpatrick, 6' 6½", radio sales, and Fred (Shorty) Vonn 6' 2", who also is in radio sales.

# YOUR OPPORTUNITY

## For Big Sales Increases in Southern New England

### WTIC OFFERS 5 **¢** TOP-FLIGHT SHOWS

**For Immediate  
Sponsorship**

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

Cost? Surprisingly low! For full details . . . rates and ratings . . . pick up your phone and

**call your nearest  
Weed & Co. office, today**

# WTIC

50,000 WATTS

**...DOMINATES THE PROSPEROUS  
SOUTHERN NEW ENGLAND MARKET**

MONDAY 7:00-7:30 P. M.

S. S. VAN DINE'S FAMOUS

## PHILO VANCE

*Sparkling Mystery Adventure*

★ ★ ★

TUESDAY 7:00-7:30 P. M.

*Radio's Biggest Point-per dollar Value*

## BOSTON BLACKIE

*Thrilling Detective Drama*

★ ★ ★

WEDNESDAY 7:00-7:30 P. M.

*EVERYBODY'S FAVORITE*

## The Wayne King Show

*Outstanding Audience Builder*

★ ★ ★

THURSDAY 7:00-7:30 P. M.

IRENE DUNNE — FRED MacMURRAY

## BRIGHT STAR

*Action-filled Comedy-Adventure*

★ ★ ★

FRIDAY 7:00-7:30 P. M.

*"The Sweetest Music this side of Heaven"*

## THE GUY LOMBARDO SHOW

*Tops in Musical Showmanship!*

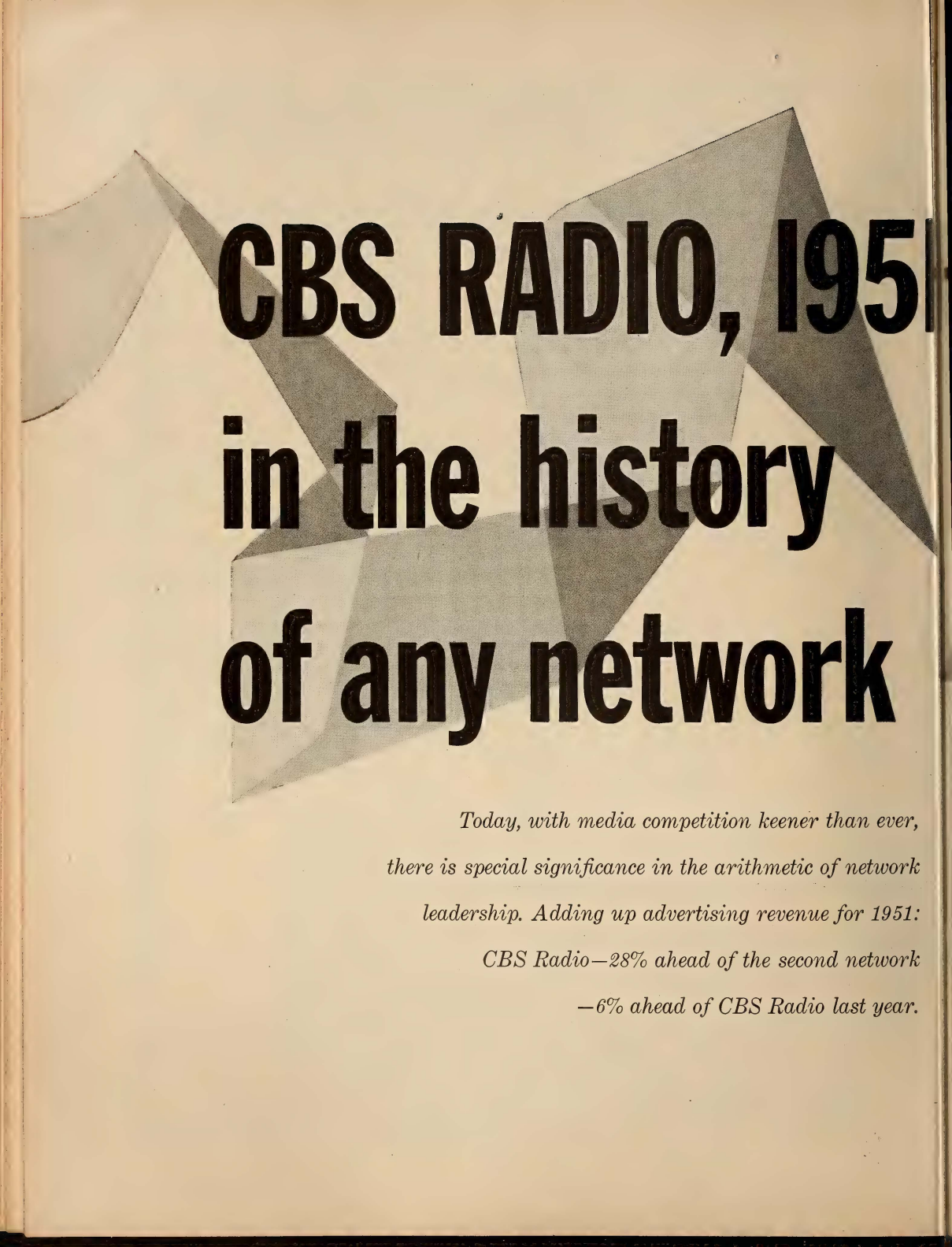
★ ★ ★

SATURDAY 9:30-10:00 A. M.

*Famous Robin Hood of the Range*

## The Cisco Kid

*A Saturday Morning Natural!*



# **CBS RADIO, 1951 in the history of any network**

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

*CBS Radio—28% ahead of the second network*

*—6% ahead of CBS Radio last year.*

# the biggest year

## 1951 ADVERTISING TOTALS

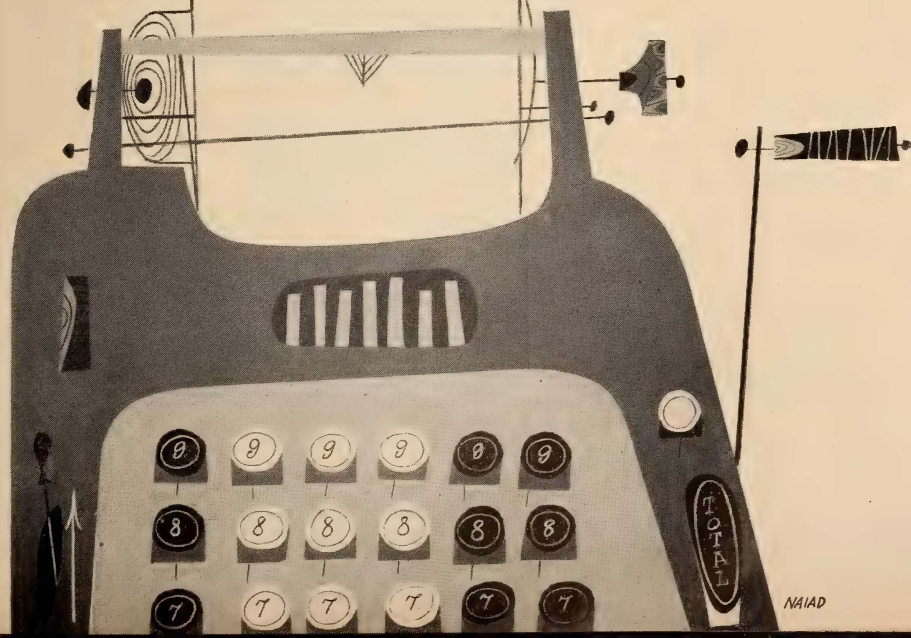
FIRST 8 MONTHS, PIB

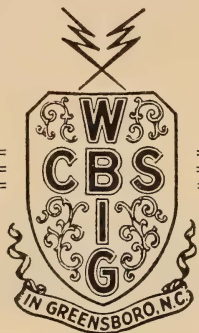
CBS Radio...\$48,106,085

Network B...37,537,629

Network C...21,870,502

Network D...11,537,124





*"The Prestige Station  
of the Carolinas"*

**GREENSBORO, NORTH CAROLINA**

**25 Years**

**Serving the Richest**

**And Most populous**

**Area in the Southeast**

**1926-1951**

**Gilbert M. Hutchison**

**President**

**CBS**

**Affiliate**

**Represented by Hollingbery**

**5000 Watts**

**1470 KC**

# MORANO COMPLAINT

**FCC to Ask  
WMCA Side**

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

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

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

Gist of the complaint was that remarks made by disc jockeys, particularly in the case of Mr. Gray, are not on file and therefore can not be referred to, although aired.

Mr. Yudain was said to have written a column in the *Greenwich* paper attacking government sponsorship of recruiting programs, subsequently subjected to remarks by Mr. Gray.

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

★  
the alleged remarks.

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

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

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

## PEARSON SUIT

**Dismissal Bids Denied**

## DIXIE INVADES N. Y.

**On Southern 'Show Train'**

DELEGATION of some 100 officials, industrialists, beauty queens, and fans of Tallulah Bankhead arrived in New York Oct. 12 on the southern show train to attend NBC-Radio's *The Big Show*.

Upon arrival, the southerners went by motorcade to City Hall to be welcomed by Acting Mayor Joseph T. Sharkey, who proclaimed Sunday as "Southern Show Train Day" in the city. After cocktails and lunch at the Vanderbilt Hotel, they toured New York, Rockefeller Center, and the NBC studios. Saturday night, some attended the *All Star Revue* telecast while others visited *Your Show of Shows*.

The visitors took a two-hour boat trip around Manhattan Sunday and watched a rehearsal of *Theatre Guild on the Air* before attending *The Big Show* broadcast that evening.

NBC was host to the southerners for cocktails and supper Sunday night before they returned to their homes: in Natchez, New Orleans, Columbus, Birmingham, Memphis, and Atlanta.

RCA has announced a new desk-type two-way radio station for fixed-station operation in 30-50 mc frequency range. New desk-type Fleetfone station (Model CSF-60A) combines a 60-watt transmitter-receiver and its power supply in one case.

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

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

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

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

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

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

# NCAB MEET

## Double Billings Condemned; Elections Held

THE PRACTICE of "double billing" and the payment for broadcast rights to high school football games were condemned at the fall convention of the North Carolina Assn. of Broadcasters.

Elections of officers also were held among 138 delegates who gathered in the Battery Park Hotel, Asheville, Oct. 18-19.

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

District directors named were Ward A. Coleman, WENC Whiteville, eastern; James McNeil, WTSB Lumberton, central, and Emond Smith, WIRC Hickory, western.

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

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

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

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

### FM Session Held

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

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

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

Mr. Gramling was followed by

Ken Sparnon, BMI, New York, who spoke on "Young Composers Radio Awards."

Maurice Mitchell, vice president, Associated Program Service, New York, opened activities Oct. 19 with a talk on "Selling Radio to the Advertiser." Mr. Mitchell also served as moderator for a panel which included Jimmy Hagan, WWNC; Harry Shaw, WSJS; Phil Sewell, WRCS Ahsokie; Earl Holder, WWNC Newton; Bob Williamson, Salisbury, and Kenneth Baker, president, Standard Audit and Measurement Services Inc., New York.

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

## WILDROOT CITED

### In FTC Complaint

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

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

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

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

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

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



QUIGG NEWTON  
Mayor of Denver

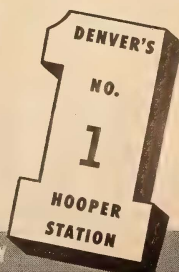
"...a vital contact with  
the people of Denver!"

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

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

# KLZ

5000 WATTS CBS 560 KC



REPRESENTED NATIONALLY BY THE KATZ AGENCY



stores. They use 10 buildings and the yards cover some eight acres of ground.

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

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

With radio advertising continuing to produce satisfactory customer reaction the expansion into

motto with Bailey's, it is the fundamental premise on which the company has been built.

The Bailey management reasoning in choosing radio as its principal medium is revealed in the following letter from Manager H. L. Lawson which was written in reply to inquiries by WQAM and BROADCASTING • TELECASTING about company advertising policy.

#### EDITOR:

Inquiry has been made of us concerning our experience in the use of radio in our sales promotion activities.

For a long period of years we used local daily newspapers exclusively but something like eight years ago we decided to try out radio. We began our radio experiment by using a fifteen

# BLUE CHIPS ON LOCAL RADIO

## Spelled Success for This Miami Lumber Yard

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

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

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

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

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

with a Monday-through-Saturday five-minute newscast at 9 a.m. This year still another station, WGBS Miami, was added, with a similar schedule of newscasts at 5:25 p.m.

The WQAM newscasts, now in their ninth year, are at 7 a.m., Monday through Saturday.

\* \* \*

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

The Big Idea began to pay off at once. Customers flocked to the little yard and growth was immediate. That growth has continued until today Bailey's Lumber Yards have expanded to two big building material department

it as the firm's principal media was nevertheless gradual. Success of the news format was impressive and the firm has continued its use, with occasional spots on stations in the area the only exception. All three of its regular programs at present are news programs, spaced throughout the day so that people in Dade County are accustomed to hearing the familiar Sudden Service slogan and the name of Bailey's Lumber Yards in connection with their news reports.

\* \* \*

SINCE the fall of 1946 the Wyckoff & Parrish agency has handled the preparation of radio commercial copy in addition to advertising in printed media. The agency works closely with Bailey's staff, visiting the yards each week and observing customer reaction. They watch for stories of unusual service given to customers and feature these in their advertising copy. Their goal has always been to make the public aware that "Sudden Service" is more than a

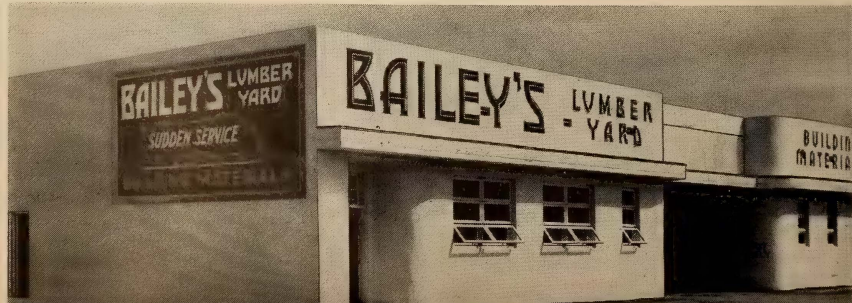
minute newscast three times weekly on WQAM. The results were so satisfactory that about a year later we increased the frequency to six days each week. By this time our budget was being spent in the approximate proportions of 50% each to radio and newspapers.

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

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

H. L. Lawson  
General Manager  
Bailey's Lumber Yards.

Bailey's South Miami Yard at 100 State Highway, today. This is one of the two modern Building Material Department stores which the company now operates. The other is at 1635 N.W. 28th St., Miami.



# The Facts About Radio in California's

## \$660 Million Fresno Market

**KMJ gives you the Most Listeners**

**...lowest cost per thousand**

### IN THE WHOLE 4-COUNTY MARKET . . .

Over 80,000 more daytime listeners (24,290 families) per week than the next best station. And at 18% less cost per thousand families.\*

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

### IN ITS HOME-COUNTY OF FRESNO . . .

Nearly 40,000 more daytime listeners (11,460 families) per week than the next best station. Cost: 16% less per thousand.\*

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

### IN THE CITY OF FRESNO, TOO . . .

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

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

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



Ask your Raymer salesman to show you the very latest study of listening habits in the Fresno market. Special Diary Study just off the press. Nothing like it ever done before in this market. Of particular value to time buyers and radio advertisers.

\*BMB Study No. 2, Spring 1949; U.S. Census, 1950; Standard Rate & Data, Sept. 1951.

### NUMBER ONE STATION IN THE \$660 MILLION FRESNO MARKET

580 KC.

NBC

5,000 WATTS

One of the Bonanza Beeline Stations . . . McClatchy Broadcasting Company  
Paul H. Raymer, National Representative

**KMJ**



AFFILIATED WITH THE FRESNO BEE

## A QUARTER-CENTURY of FARM BROADCASTING

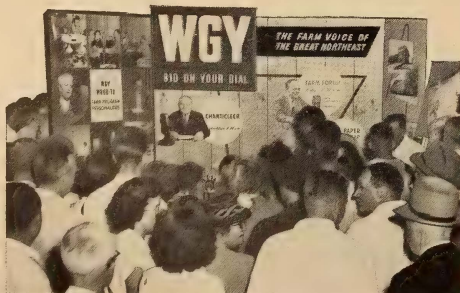
"Listener loyalty" is the phrase most applicable to Pioneer Station WGY's 25 years of farm broadcasting.

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

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

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

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



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

# WGY

THE CAPITAL OF THE 17th STATE

A GENERAL ELECTRIC STATION—Represented Nationally by NBC Spot Sales

## HADACOL

CREDITORS of the LeBlanc Corp., maker of Hadacol which recently filed for reorganization [B\*T, Oct. 8], are estimated at between 60,000 and 70,000 companies or individuals, many of them station owners who carried radio or television ads for the dietary supplement, a representative of the New York Credit Men's Adjustment Bureau said last week.

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

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

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

### Immediate Policy

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

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

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

"If, after a reasonable trial and upon completion of the audit, it should appear that sound reorganization is not feasible, or that the interest of creditors would be bet-

**Creditors Said to Total  
60,000-70,000**

ter served by liquidation, such measures will be considered by the committee and their recommendations made known to the trustee and the court," it was reported.

Members of the committee are Herbert Hailpam, Einson-Free-man Co.; Nelson P. Rabone, Hoffman-LaRoche Inc.; Albert H. Ahlers, Owens Illinois Glass Co.; Frank R. Atwell, Majestic Adv. Co.; Richard P. Prowell, J. T. Baker Chemical Co.; Michael Halperin, William Morris Agency; Joseph Eckhaur, Semca Watch Co.; Morris W. Primoff, Katz Drug Co.

## FOREST FIRES

**KYJC Airls From Fire-Line**

AFTER 112 consecutive rainless days, the rich Southern Oregon timber tracts were a tinderbox. Radio and the press united to help prevent forest fires, but despite media efforts, fires did start.

To impress upon the average listener the cost, danger and hardship brought by forest fires, Jimmy Dunlevy, manager of KYJC Medford, Ore., accompanied "Doc" Simpson, executive secretary, Southern Oregon Conservation and Tree Farm Assn., into the heart of a blazing forest.

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



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

ALLIS-CHALMERS Mfg. Co., Milwaukee, will sponsor telecast of Chicago's International Livestock Exposition this year for third time on NBC-TV. Show will be aired from the International Amphitheatre from 2 to 3 p.m. Nov. 27 during selection of grand champion steer.

# HOW MUCH STEEL IS ENOUGH?

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

Read the surprising facts:



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



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

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



**GUNS AND BUTTER WITHIN:** This year American steel companies will make about 106 million tons of steel. By 1953, they will be able to make about 120 million tons. The re-armament program, as it now stands, calls for less than 11% of 1953 capacity. This means more than 100 million tons will be available for civilian products in 1953. That is more than we have ever used in any year.

# Stradivarius



# *... a name to remember*

● For over two centuries the superior craftsmanship, perfect tone and beauty of a Stradivarius violin has been known to musicians the world over. The maker's name on each violin marks it as the finest. Stradivarius is remembered for the great contribution he made to the art of music.

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



## THE FORT INDUSTRY COMPANY

WSPD, Toledo, O. • WWVA, Wheeling, W. Va. • WMMN, Fairmont, W. Va. • WAGA, Atlanta, Ga.  
WGBS, Miami, Fla. • WJBK, Detroit, Mich. • WSAI, Cincinnati, O.  
WSPD-TV, Toledo, O. • WJBK-TV, Detroit, Mich. • WAGA-TV, Atlanta, Ga. • KEYL-TV, San Antonio, Tex.

NATIONAL SALES HEADQUARTERS:

488 Madison Ave., New York 22, ELdorado 5-2455 • 230 N. Michigan Ave., Chicago 1, FRanklin 2-6498



## 'World' Radio Week

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

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

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

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

It would be well during National Radio and Television Week, we think, to remind the audience what an extraordinary device it has at hand. Today the world is at the listener's fingertips. Without broadcasting it would be as much as 13,000 miles away.

## Bettering Benton

THE AFFIRMATIVE provisions of the new television code, those reminding telecasters of their educational and cultural responsibilities, deserve the closest attention and observance. In our opinion, they outrank in significance the code's prohibitions, which spell out objectionable matters that most telecasters have been avoiding anyway.

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

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

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

Here we would have the spectacle of institutions, many of which are state-owned, placed by the federal government in direct business competition with private broadcasters and indeed in an advantageous competitive position. This would be socialism, pure and simple, no

matter what other tags the Senator cares to tie to it.

Now all these Benton proposals stem from his basic argument that commercial broadcasters have failed to provide adequate programming in the educational and cultural fields and have made no serious effort to do so.

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

## Color Out; What Next?

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

But far more ominous than the color shutdown is what could happen in new construction of black-and-white TV stations after the allocations freeze is lifted by the FCC. True, NPA last week reclassified broadcasting facilities from "commercial" to "construction" regulations, thus tremendously enlarging the quantities of metals they are authorized to use. But in these turbulent days, nothing is certain. By the time the FCC lifts the freeze, the ODM may find metals so short as to crack down on widespread new TV construction as it has on color.

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

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

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

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

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

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



# our respects to:



JOHN HYDE CLEGHORN

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

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

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

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

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

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

In his 22 years of radio experience, Mr. Cleghorn has participated in virtually every phase of station activity. His primary experience has been in programming.

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

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

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

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

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

For part of 1936-37 Mr. Cleghorn worked at

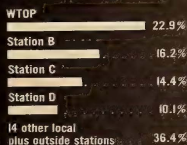
(Continued on page 59)

# In Washington D.C....



**MORE PEOPLE  
LISTEN  
TO WTOP  
than to  
any other radio  
station**

#### SHARE OF RADIO AUDIENCE\*



\* Pulse, July-August 1951; total week

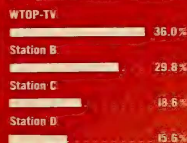
**WTOP**

THE WASHINGTON POST—CBS  
RADIO STATION  
REPRESENTED BY CBS RADIO SPOT SALES



**MORE PEOPLE  
WATCH  
WTOP-TV  
than any other  
television  
station**

#### SHARE OF TELEVISION AUDIENCE\*



\* Telepulse, September 1951; total week

**WTOP-TV**

THE WASHINGTON POST—CBS  
TELEVISION STATION  
REPRESENTED BY CBS TELEVISION SPOT SALES





GENERAL MILLS Inc., for Larro Feeds and PurAsnow Flour, has signed a 52-week schedule for a noon quarter-hour six days weekly over WDCY Minneapolis-St. Paul. Shown examining point-of-sale merchandising piece being used in the strictly rural campaign are (l to r) Harry D. Peck, WDCY vice president and general manager; Phil Archer, account executive for Knox-Reeves Adv. Agency; Fred Phillips, ad manager for Larro Feeds, and Bill Hurley, WDCY account executive.

## PALSEY AID

### Radio, TV Praised

RADIO and television did "a tremendous job" in helping the second annual United Cerebral Palsy Drive reach its total of \$2,100,000, Leonard H. Goldenson, UCP president and head of United Paramount Theatres, said Tuesday at an appreciation luncheon given for leaders in the campaign.

Further help will be enlisted through the radio-TV industry when a marathon telecast is held by WJZ-TV New York from 9 p.m. Dec. 8 until noon Dec. 9. Arranged by ABC President Robert E. Kintner, the 15-hour telethon will seek additional funds to help New York City's 32,000 cerebral palsy victims.

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

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

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

Detroit Theatres, was national campaign chairman.

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

The drive, intended to aid some 6,000 children among the 546,000 people afflicted with cerebral palsy, this year more than doubled its first-year results, he said, and UCP now rates on a par with other national health agencies.

## NEW AVCO PLANT

### For Defense Work

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

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

## NIELSEN RATINGS TOP RADIO PROGRAMS

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

September 9-15 Evening, Once a Week NIELSEN-RATING*		
Current Rank	Program	Homes %
1	Lux Radio Theatre (CBS)	11.3
2	Walter Winchell (ABC)	9.0
3	Big Story (NBC)	8.8
4	Dr. Christian (CBS)	8.7
5	Mr. District Attorney (NBC)	8.3
6	Godfrey's Talent Scouts (CBS)	8.2
7	Dragnet (NBC)	8.1
8	F.B.I. in Peace and War (CBS)	7.6
9	Mr. and Mrs. North (CBS)	7.5
10	Life with Luigi (CBS)	7.5

NOTE: Number of homes is obtained by applying the "NIELSEN-RATING" (%) to 41,903,000—the 1951 estimate of Total United States Radio Homes.

(\* ) Homes reached during all or any part of the program, except for homes listening only 1 to 5 minutes.

Copyright 1951 by A. C. NIELSEN CO.

## front office



**W**ILLIAM MCCLUSKEY, sales manager WLWT (TV) Cincinnati, appointed administrative assistant to JOHN T. MURPHY, vice president in charge of television operations for Crosley Broadcasting Corp. GEORGE P. MOORE succeeds Mr. McCluskey, as sales manager at WLWT. Mr. Moore was with WSAI Cincinnati and Frederic Ziv Inc.

LOWELL JACKSON, radio network sales ABC Chicago, named radio network sales manager for the network's Central Div.

TED WEBER named western sales manager WGN-TV Chicago, succeeded GEORGE W. HARVEY, who has resigned to join WFLA Tampa as general manager. (CLOSED CIRCUIT Oct. 22). Mr. Weber was WGN-TV's first salesman, joining the station in February 1948. Prior to his joining WGN-TV he was program promotion manager for CBS-Radio New York. Mr. Harvey was with WGN Inc. 16 years, during which time he was a salesman and eastern sales manager in New York. He was appointed sales manager of WGN-TV in August 1948.



Mr. Weber



Mr. Harvey

NOEL C. BREAU, sales manager WICH Norwich, Conn., to WHIM Providence, R. I., as account executive.

DANIEL P. WEINIG, WELI New Haven, to radio sales staff of The Katz Agency, N. Y., station representatives, effective today (Monday).

BOYD W. LAWLOR, sales staff WWCA Gary, Ind., appointed commercial-sales promotion manager. JAMES CONNORS and GERALD TUEFF appointed to sales staff.



Mr. Lawlor

LARRY LAWRENCE, personality WAGE Syracuse, N. Y., named to sales staff WSYR Syracuse.

JOSEPH E. MAMS appointed to sales staff WDNE Elkins, W. Va.

JIM FITZPATRICK, program consultant, special events staff and acting commercial manager WLTR Bloomsburg, Pa., named sales representative and announcer WFRL Freeport, Ill.

WILLIAM B. JENNINGS, assistant to sales manager WOR New York, to New York staff McKinsey & Co., management consultants, as assistant of managing partner.

ROBERT FRANKENFIELD to commercial department WSAZ Huntington, W. Va.

LENNY MEYERS, advertising staff WLYN Lynn, Mass., appointed commercial manager.

ROY CHAPMAN, local sales manager CKNW New Westminster, to CKOK Penticton, as manager and part owner.

JOHN H. WHITE, Katz Agency, N. Y., named account executive CBS Television Spot Sales, N. Y. Mr. White succeeds ROY HALL, resigned.

GEOFF STIRLING, appointed president and manager CJON St. John's, Newfoundland.

## Personals . . .

H. P. LASKER, general manager WLWD (TV) Dayton, spoke on "The Inside Story of Television" at Dayton Ad Club luncheon meeting Oct. 24. EINER PETERSEN, account executive WOR-TV New York, father of twin sons.

## UPT STATEMENT

Earnings Up Over 1950

"THERE has been an encouraging improvement in our business and this improvement has been general throughout the industry," Leonard H. Goldenson, president of United Paramount Theatres Inc., said in releasing a financial statement issued by his company.

"Now, more than any time since 1946," Mr. Goldenson said, "there is a widespread feeling of confidence that the industry will be able to meet and surmount the challenge of changing competitive and economic conditions."

Proposed merger of UPT and ABC is before FCC, with hearing set Jan. 15 [B•T, Oct. 15].

Estimated consolidated UPT earnings for the third quarter of this year amounted to \$4,688,000, including \$2,297,000 for capital gains tax, as compared with \$2,528,000, including \$414,000 in taxes, for the same quarter in 1950. Consolidated earnings for the first nine months of 1951, he estimated, were \$9,537,000, including \$3,483,000 for taxes, as contrasted to \$7,963,000 and \$1,465,000 for capital gains for the same 1950 period.

Consolidated earnings this year, Mr. Goldenson explained, included the earnings of several companies which became wholly owned after the third quarter of 1950 through purchase of the 50% interest of certain co-owners. The effect of this, he said, was to increase operating profits and reduce share of undistributed earnings for the 1951 period.

## BARRETT REPLIES

To Attack on VOA

CHARGES by an ex-State Dept. employee that the Voice of America is wasting money, failing to answer Communist propaganda and "spying" on Congress were disputed last week by Edward W. Barrett, Assistant Secretary of State for Public Affairs.

The criticism was leveled by Frank Stout, former employee in the department's International Information Office, in a series of articles in the *Scranton* (Pa.) *Tribune*. Secretary Barrett said he found no evidence to substantiate the charges but promised an inquiry. The nature of the "spying" charge was not immediately known.

Mr. Stout's claim that the Voice is not responding to Soviet propaganda "reveals ignorance of the principles of this program," Mr. Barrett added. He said he had requested Mr. Stout come to Washington and submit his evidence but that Robert J. Arthur, *Tribune* editor, had rejected the invitation to the reporter.

GREATEST FIGHTS of The Century television film series moves to KNNB (TV) Los Angeles from local KTTV (TV). The series is sponsored by the Chesebrough Mfg. Co.

## VOA VS. USSR

U. S. Overcoming Jamming

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

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

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

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

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

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

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

Protection of the USSR service by directional antenna was assured because the European Broadcasting Convention, meeting in Copenhagen in 1948, "failed to make adequate provisions for radio broadcasting in Germany," Mr. Stone stated. The U. S. will continue, however, to maintain "all essential broadcasting for which it is responsible," he added.

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



Advertisement

From where I sit  
by Joe Marsh

## "Talks Turkey" —Long Distance

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

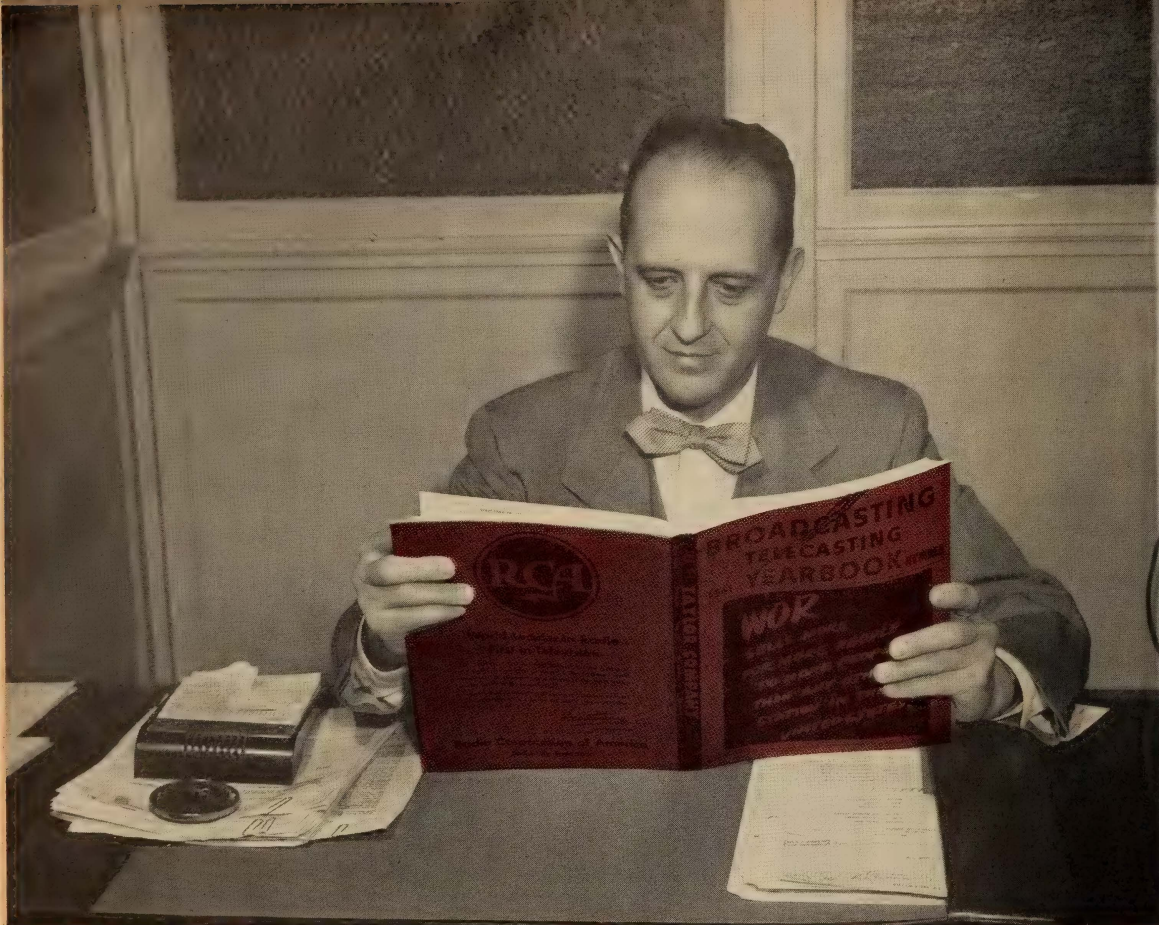
"I sent the recording to a buyer for a super-market chain," Sonny said. "I told them 'My turkeys speak for themselves—listen to this record!' They not only took my birds, but bought the record!"

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

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

Joe Marsh

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## *What's he looking at?*

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

*It could be...*



- latest figures on different categories of 1951 advertising expenditures at which Mary Dunlavey (Harry B. Cohen) is looking.



- significant analyses and program trends during 1951. George Kern (Benton & Bowles) is looking at this feature.



- the new personnel lists at the reorganized networks. Charles Wild (N. W. Ayer) is referring to that listing.



- facts about the economic status of radio despite TV's phenomenal progress. These catch the attention of Beth Black (Joseph Katz).



- figures on how much a competitor spent during the past year. Frank Coulter (Young & Rubicam) checks this important item.

**OR...(you know what?)**

**IT COULD BE YOUR ADVERTISEMENT**

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



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

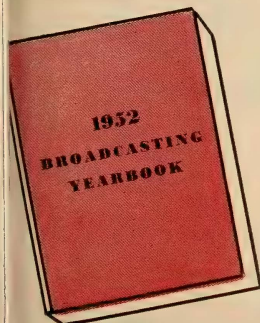
**Don't put it off any longer.** Be sure that you, too, are represented properly in the 18th edition of BROADCASTING Yearbook. There's no time to waste. Clip that coupon . . or write . . or wire . . or phone us collect. **BUT DO IT NOW!**

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

### THE FACTS ARE FEW:

RATES						Mechanical Requirements				
RATES	1 time	7 times	13 times	26 times	52 times	Space	Width	Depth	Width	Dep.
Page	\$395	\$350	\$325	\$285	\$265	Full page	8 1/2"	11"		
						Bleed page	9"	12 1/4"		
						Three-quarters	6 1/4"	11"		
						Half page	4 1/16"	11"	8 1/2"	5 1/2"
1/2	230	215	190	170	150	Quarter page	2"	11"	4 1/16"	5 1/2"
1/4	130	125	120	100	80	Eighth page	2"	5 1/2"	4 1/16"	2 3/4"
1/8	75	70	65	60	50	Double page spread 17 1/2"x11". Bleed 18 1/2"x12 1/4".				
1/16	45	42	40	35	30	Color: \$110 per extra color per page. Bleed \$40 per page. A horizontal half page is minimum space in the station directory.				

The **ONLY** fully authoritative source of facts about radio and radio advertising.



## BROADCASTING TELECASTING

870 National Press Building  
Washington 4, D. C.

CLIP - FILL OUT - MAIL - CLIP - FILL OUT - MAIL - CLIP - FILL OUT

Please reserve the space checked for the 1952 BROADCASTING Yearbook

Firm..... ☐ Double page spread

Address..... ☐ Single page

City..... Zone.....

State..... ☐ One-half page

Per..... ☐ One-quarter page

Agency, if any..... ☐ One-eighth page

# HOW is this for a RECORD?

We Have Been On Only  
Since Sept. 30th As An

**NBC**  
AFFILIATE IN  
**SCRANTON, PA.**

And Already We Carry  
MORE Than 50%  
Of All

NETWORK

Sponsored Shows!  
Which Proves The Tremendous Value of the  
SCRANTON Market!

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

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

**WSCR**

NBC In Scranton  
David M. Baltimore, Pres.

1320 KC  
1000 Watts Daytime  
500 Watts Nighttime

## air-casters



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

**HENRY W. (Hank) LUNDQUIST**, production manager WCOP Boston, appointed program manager. He succeeds **GENE KING**, now director of radio in Europe for ECA.

**HARRIETTE C. ROBB**, traffic manager and continuity director KEYL (TV) San Antonio, appointed director of women's programs.



Mr. Lundquist

**FLOYD TIMBERLAKE** appointed television operations supervisor ABC Chicago.

**RODDY ROGERS**, producer director WFIL-TV Philadelphia, named executive producer.

**JAMES FONDA**, program supervisor CBS Network Production Dept., takes on additional duties of correlating all information on network radio producer and director applicants. **LARRY BERNES**, network producer, named to correlate all information on comedy writers for both radio and TV. **JOHN MESTON**, script editor, performs same duties for radio and TV dramatic writers.

**LARRY ROBERTSON**, radio director ABC, transferred to ABC Television Center, Hollywood, in same capacity. New assignments will include directing of network's *Korla Pandit* show and Wednesday telecasts of *Space Control*.

**MERNA MADDEX**, assistant promotion manager KSFO and KPX (TV) San Francisco, named assistant to **FAYE STEWART**, director of women's shows on both stations. Miss Maddux will be succeeded by **JAYNE BURNS**. **PHYLLIS BLOEMKER**, WGL Fort Wayne, Ind., to KSFO and KPX (TV), in promotion department.

**ROLLAND REICHERT**, radio recording sales department NBC Chicago, named TV operations supervisor. **MICHAEL EISENMENGER**, sound technician, succeeds Mr. Reichert.

**ROBERT F. (Bob) MOREY**, KGFW Kearney, Neb., to WOKZ AM-FM Alton, Ill., as program and sports director.

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

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

**TRENT CHRISTMAN**, stage manager KNBH (TV) Hollywood, and night manager NBC Hollywood, named television director.

**HENRY CLARK**, staff announcer WENT Gloversville, N. Y., to announcing staff WTRY Troy, N. Y.

**MILTON KOMITO**, production coordinator WMAL-TV Washington, father of boy, Bruce Neil.

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

Miss **LIN CHU**, instructor of statistics Fordham U., N. Y., to WNEW New York, as assistant to research director.

**DON JAMIESON**, CBN St. John's, Newfoundland, named production manager CJON St. John's.

**CAROL EWING**, controller KNBH (TV) Hollywood, father of girl, Patti Kay, Oct. 1.

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

**BOB CROSBY** and **GISELE MACKENZIE**, CBS Radio Club 15, named king and queen of Cheese Festival Celebration held last week by American Dairy Assn.

**TONY BOURG**, WEEU Reading, Pa., to announcing staff WIBG Philadelphia.

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

**AUGUST FRAUENFELD** named promotion and publicity director CKPR Fort William, Ont.

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

**AL ROSS**, disc jockey WBAL Baltimore, father of boy, Oct. 22.

**JOSEPHINE WETZLER**, education director WLS Chicago, elected vice president of Illinois chapter, American Women in Radio and Television.

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

**DIK DARLEY**, director ABC-TV Hollywood, father of girl, Carol Malone.

### News . . .

**TED FORMAN**, announcer WSCR Scranton, Pa., to WPPA Williamsport, Pa., as newscaster.

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

**EDWIN GRAHAM**, news editor WPTT Albany, N. Y., father of daughter, Cathleen Marie, Oct. 15.

## UNESCO BOOKLET

Cites Aid of Radio

METHODS of increasing radio broadcasting's educational influence throughout the world have been surveyed by the United Nations Educational, Scientific and Cultural Organization. The results are published by UNESCO in a booklet titled *Low Cost Radio Reception*.

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

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

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

## RECORD PRICES

OPS Allows Adjustment

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

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

OPS said it took this action because six companies, who produce more than 80% of all phonograph records sold in the U. S., announced price increases shortly before the freeze. Five of the companies made the prices effective but the sixth (Metro-Goldwyn-Mayer) did not. The new ruling permits MGM to bring its prices in line with those of the other companies, OPS noted. MGM, OPS said, accounts for about 5% of all records produced.

**WDRG**

HARTFORD 4 CONNECTICUT  
**WDRG-FM**

**3R's = 1st**

The 3 R's . . . Ratings, Rates, Results . . . made WDRG 1st choice in the Hartford Market. Write Wm. Malo, Commercial Mgr., for availabilities. Represented by Raymer



**FOUR EXTRA  
SHOTS FOR  
EXTRA SALES!**

THE RICHARD A. FOLEY ADVERTISING AGENCY, INC.													
SPOT RADIO AND TV AVAILABILITIES													
CITY: LOS ANGELES		NO. REQUEST: 1,012,300											
DATE	SP	STATION	TIME PERIOD	DURATION	SPOTS	TIME	PRODUCING PROGRAM	PRICE	PRODUCTION PROGRAM	PRICE	DATE	EST. COST	
												REMARKS	
5/25		A.B.C.-MEX-TV	10/1	30 sec.	Thurs.	3 PM	Hour of Adventure	8.0	News	8.5	4.0	150.00	
5/25		Feltry TV-TV	10:00	30 sec.	Thurs.	10:00 PM	High "Clash" Theatre	7.0	Film Theatre	7.0	7.0	120	One to purchased as s. a. id., of 30 sec.
5/25		KSB-TV	11:00 PM	1 min.	Thurs.	11:00 PM	Participation with "Al Jarvis" show			4.0	180		
5/25		CHS	12/1	1 min.	Thurs.	12:00 PM	Steve Allen	7	Harry Moore	8.5	7	60	

1 CAR CARDS

2 24-SHEET BILLBOARDS

3 WINDOW DISPLAYS

4 DIRECT MAIL

YOUR MARKET

October 29, 1951 • Page 58A

# LAMB ANSWERS

DISPUTE begun by a Congressman's allegations against Broadcaster Ed Lamb of Toledo [B\*T, Oct. 22] erupted last week with Mr. Lamb labeling the attack as "political" while Rep. Robert Crosser (D-Ohio) revealed he would discuss the accusations with FCC Chairman Wayne Coy.

Rep. Crosser told BROADCASTING • TELECASTING last Thursday he would speak to Mr. Coy "very shortly" about the charges contained in a letter he received a fortnight ago.

Rep. Crosser is chairman of the House Interstate & Foreign Commerce Committee. The letter in question was sent by Rep. Leonard Hall (R-N. Y.) urging his committee to ask FCC to hold back approval for Mr. Lamb's purchase of WHOO-AM-FM Orlando, Fla. [B\*T, Oct. 15].

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

## Lamb Reply

Meanwhile, Mr. Lamb issued a hard-hitting statement, that concluded:

"I dare any of these . . . to appear before any Congressional committee hearing so that we can cross-examine the background of their political attacks. I'll stop their smear-and-run attacks once and for all!"

Rep. Crosser disclosed that he has had a number of letters sent to him from church people from Toledo and also Erie, Pa., where Mr. Lamb publishes the *Erie Dispatch*, crediting Mr. Lamb as a leading church figure. He said the letters were representative of the

Protestant, Catholic and Jewish churches.

"If that is true," Rep. Crosser said, "I can't see how he's much of a communist."

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

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

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

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

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

In his letter, Rep. Hall had cited data concerning alleged affiliations with organizations by Mr. Lamb, saying Congress had been interested in Mr. Lamb's record because within the space of two weeks in 1948 he "received five operating licenses from the FCC. Congress considered it a proper matter to

# Hits 'Political' Attack

inquire into the communist associations of a man who would control the airwaves of five outlets under government license."

## ELECTRONIC PROSPECTS

To Be Discussed Nov. 1

RADIO transmitter manufacturers and government officials will join Thursday in a discussion of the electronics industry prospects for 1952. The one-day meeting of manufacturer members of the RTMA Transmitter Division will meet at the Wardman Park Hotel, Washington.

A dinner will climax the all-day session. Rear Adm. John R. Redman, director of communications-electronics, Joint Chiefs of Staff, will give the principal address. H. F. Hoffman, Machlett Labs., is division chairman and will preside.

A panel discussion on 1952 prospects will include Fred R. Lack, Western Electric Co., for industry; E. T. Morris Jr., director, Electronics Division, National Production Authority, for NPA; Col. C. A. Poutrie, director, Office of Electronics Programs, Munitions Board, for the board; Curtis B. Plummer, chief of Broadcast Bureau, FCC, for the Commission. Moderator will be C. W. Miller, Westinghouse Electric Corp.

## Spero Named

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

# OPERA 'PIRATING'

Charged by Kolodin

PROBLEM of music performance property rights came to the fore again last week. Irving Kolodin, music critic of *The Saturday Review of Literature*, writing Oct. 24, charged that a commercial recording of Verdi's "Un Ballo Maschera" is in fact a "pirated reproduction" of a Metropolitan Opera broadcast on ABC on Nov. 22, 1947.

The *Saturday Review* article said the recording was issued by Classic Editions, Brooklyn, and purportedly was made by Italian opera stars and other talent. Mr. Kolodin, however, contended the acoustical background, audience applause and action spacing, point to the Metropolitan Opera as the origin.

In October 1950 the New York State Supreme Court ruled in favor of an application by the Metropolitan Opera, ABC and Columbia Records for an injunction to restrain reproduction of opera broadcasts by Wagner Nichols Recording Co.

ABC this season enters its 12th consecutive year of airing Metropolitan Opera broadcasts. Telecasts have been aired about three years. Verdi's operas are in public domain.

## GENERAL TIRE

Reports Record Sales

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

Allowances for federal taxes will reduce consolidated earnings to about \$10 a common share, however, as compared to the \$13.88 for last year's sales of \$125,375,000. Earnings will nevertheless be increased by another \$4 or \$5, Mr. O'Neil estimated, from profits of foreign operations and the Yankee Network Inc.

## KDET CONTEST

Winners Are Announced

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

Awards were distributed by Tolbert Foster, KDET president, during a broadcast supervised by John Moosberg, station farm director, who conducted the contest.

Prizes of cash and wrist watches were awarded for outstanding achievements during 1951 in soil conservation, crop production, broiler raising, ranching, dairying, farm management, pasture improvement and kindred efforts.

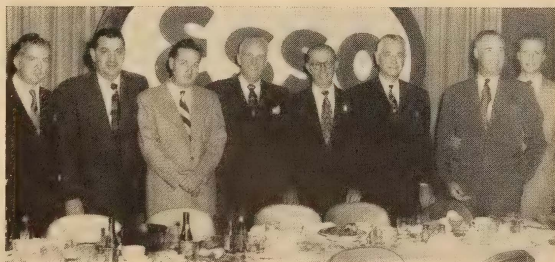
## LONG APPOINTED

RTMA Statistical Director

STATISTICAL activities of Radio-Television Mfrs. Assn. will be centered in the association's Washington headquarters, according to RTMA President Glen McDaniel who announced appointment of William F. E. Long as statistical director. Previously statistics have been compiled by Haskins & Sells, Philadelphia auditors.

Mr. Long formerly was director of the statistical division of National Paint, Varnish & Lacquer Assn. and had been with All-American Airways as well as an economics instructor at George Washington U.

Statistical services will be moved to headquarters when RTMA moves into the new Wyatt Bldg., Washington, now near completion at 14th & H. Washington. All RTMA company statistics are confidential, with individual member's figures not divulged. Industrywide figures are made public, however.



SOME 180 Esso dealers and officials of Esso Standard Oil Co. attended a banquet launching broadcasts of *Esso Reporter* on WDEF Chattanooga, Tenn. Looking forward to a rewarding association are (l to r) Joe F. Timlin, vice president, Branham Co., New York, WDEF representative; Ken Flenniken, WDEF general manager; Carter M. Parham, WDEF president; Curt Peterson, partner, Marshchalk & Pratt Co., New York, Esso agency; Vern Carrier, Esso, New York; Paul J. Ward, division manager, Esso, Memphis; Charles L. Brock, district manager, Esso, Chattanooga; E. D. Kammer, WDEF merchandising manager.

# KANSAS STUDY

Dr. Whan Issues  
1951 Data

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

Based on statewide interviews covering 7,004 families, the study shows that 96.2% of the homes with one radio use their sets on an average day. In the case of two-radio homes, the second set is used on an average day by 53.9% of families, with the first set used by 94.8%.

In three-radio homes, the third set is used by 32.6% of the families on an average day compared to 69.6% for the second set and 96.3% for the first set. The fourth set in four-radio homes is used by 16.7% of families on an average day.

Percentage of all Kansas families owning one or more radios in the home rose from 84.8% in 1940 to 98% in 1951. These figures break down into 71.6% of one-set homes in 1940 compared to 58.9% in 1951; 10.8% of homes with two sets in 1940, 30.5% in 1951; 2.4% of homes with three or more sets in 1940, 10.6% in 1951. Percent of cars with auto radios tripled, rising from 20.8% in 1940 to 62.4% in 1951.

## Multiple Set Use

The average multiple-set Kansas family uses two sets simultaneously 8.41 quarter-hours each day, the survey shows, with greater use of the sets made on Saturday than on weekdays or Sunday.

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

In one-set homes the average adult listens 4.37 hours per week-day, it was found. In two-set homes the adult listens 4.90 hours and in three-or-more-set homes the figure is 5.00 hours.

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

Breaking the day into quarter-hour segments, the survey discovered that for each 100 listening homes, 146 persons (over 4 years of age) are listening to the radio at 5 a. m. on weekdays, rising to 218 persons at 7 a. m. Listening falls somewhat between 9:30-11 a. m., rising to 191 at noon, falling again in mid-afternoon and reaching a peak of 242 persons per 100 homes at 7:30-7:45 p. m., and 248 persons 10:30-10:45 p. m.

Peak listening occurs on Sunday, with 357 persons per 100 listening homes actually listening at 6:30-6:45 a. m. The listening level runs high up to 10:15-10:30 p. m., and then falls off rapidly.

The Kansas home averages 11.20 listening hours per weekday, spread as follows: Women, 5.16 hours; men, 2.59 hours; children 12-18, 2.47 hours; children 4-11, 2.45 hours. These figures are total

hours reported, divided by number living in homes studied.

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

Comparing the prestige of radio and newspapers in Kansas, Dr. Whan found that on farms 26.2% of the women questioned rank radio higher than newspapers, with 13.2% ranking newspapers higher than radio. Others ranked them the same.

Of the men questioned on farms, 25.4% ranked radio higher than newspapers and 15.0% ranked newspapers higher than radio.

In villages, 24.5% of women ranked radio above newspapers and 15.5% ranked newspapers above radio. Of the men, 23.4% ranked radio above newspapers and 15.7% ranked newspapers above radio.

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

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

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

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

## FREEDOM AWARDS

### Jury Panel Selected

FREEDOMS FOUNDATION, Valley Forge, Pa., last week announced appointment of 23 persons to select winners of the foundation's \$100,000 Freedom Awards for 1951.

Awards jury will meet at Valley Forge Dec. 1-5 under Dr. Harold Case, president of Boston U. and judge thousands of sermons, editorials, community programs, unpublished essays, photographs and other materials.

Last year, three West Coast radiomen were honored by the foundation for bringing about a better understanding of the American way of life. Awards were made Feb. 13 at a Hollywood Adv. Club meeting [B\*T, Feb. 20, 1950].

# RCA TUBES

*The standard  
of comparison*



## A Better FM Power Triode\*

Designed particularly for FM broadcast service, this "metal-header" triode features a very efficient plate radiator requiring less than half the air flow previously needed for a tube having the same power-handling capability. With its cooler operating temperature, the RCA-5762 offers substantial operating economy.

This is another example of the way RCA engineering leadership continues to give broadcasters more tube hours of service per dollar!

Your RCA Tube Distributor can handle your order in minimum time. Call him. He's as near as your phone!

\*The RCA-5762 can be used, with FCC approval, as a direct replacement for the older type 7C24 in RCA transmitters BTF-1C, BTF-5B, and BTF-10B (as explained in the June issue of Tube Tips).



**RADIO CORPORATION of AMERICA**  
**ELECTRON TUBES HARRISON, N. J.**

## SCHWIMMER SUIT

Asks \$150,000 Damages

SUIT for \$150,000 damages and a petition for an injunction have been filed in Chicago Superior Court by Walter Schwimmer Productions, radio-TV package firm, against Monitor Productions, same city. The Schwimmer firm accused Monitor and its president, Ken Houston, of plagiarism of a show idea and theft of trade secrets.

Attorneys for Mr. Schwimmer claim Mr. Houston, former sales manager of Walter Schwimmer Productions, left the concern, opened a rival package company and sold *Relay Quiz*, an "infringement" of Walter Schwimmer Productions' *Tello-Test*. The firm also charges Mr. Houston "pirated Schwimmer's ideas and methods," and that *Relay Quiz* "is substantially a plagiarism of *Tello-Test*." The suit asks restraint of further broadcast of the Monitor show.

In addition, the complaint charges Mr. Houston combined the *Tello-Test* format with another program—*Chain Call*—being prepared for syndication by Schwimmer when he worked there. The latter show has never been released because Monitor's *Relay Quiz* exploited the market for it, a Walter Schwimmer Productions spokesman said. Mr. Houston declined comment on the allegations.

Mr. Schwimmer charges that Mr. Houston, during the time he worked at Schwimmer Productions, "became cognizant of the special techniques, methods and confidential information used in the successful programming, merchandising and marketing of *Tello-Test*."

Monitor Productions has until Nov. 19 to file pleadings in answer to the complaint.

## WBAM TO 50 KW

### Datymier Gets FCC Grant

GRANT of 50 kw on 740 kc for daytime-only WBAM Montgomery, Ala., was made by the FCC last week. It is believed to be the first of its kind in the U. S.

Grant specified a directional antenna and stringent engineering conditions when it authorized WBAM to go from 250 w to 50 kw.

According to the application, the station will use two towers for its directional antenna. Cost was estimated at \$53,500, but this did not include building construction. Station will lease building and land. It is also using a second-hand transmitter.

Frequency is a Canadian clear channel, with CBL Toronto the dominant station.

AS DIRECT result of special programs and appeals for donations to build a USO lounge, broadcast exclusively over WHLI-AM-FM Hempstead, L. I., USO Committee for Nassau and Suffolk Counties announced Oct. 24 negotiations have begun for setting up servicemen's lounge in mid-island area.

## DISTRICT 6

TV MEMBERS of NARTB pay their own way in the association, President Harold E. Fellows told the NARTB District 6 meeting at its opening session Thursday. Meeting at the St. Charles Hotel, New Orleans, the district's first day was marked by close attention to association affairs.

Harold Wheelahan, WSMB New Orleans, opened the two-day meeting Thursday morning with well over a hundred delegates present. Mr. Wheelahan turned over the gavel to F. C. Sowell, WLAC Nashville. Others who presided Thursday and Friday included Henry B. Clay, KWKH Shreveport, and George H. Thomas, KVOL Lafayette, newly elected president of the Louisiana State Assn. of Broadcasters.

At the question-answer session President Fellows was asked by Charles Planchard, KWCJ Alexandria, La., where NARTB was getting the money to pay for services to its TV members. Mr. Fellows explained that 70 TV stations pay \$135,000 in dues though actual cost of direct TV-only operations is only \$40,000. Other funds go to rent and participation in general association activities. The 1,000 aural station members pay \$500,000 to the association, he added, with TV self-supporting.

Answering a question from J. Roy Dabadie, WJBO Baton Rouge, La., Mr. Fellows said the association had acquired 154 new members in recent months due mainly to the personal-contact efforts of Jack Hardesty, station relations director, and his assistant, William K. Treynor.

A television panel included Henry V. Slavick, WMCT (TV) Memphis; Robert D. Swezey, WDSU-TV, New Orleans, and Irving Waugh, WSM-TV Nashville. Mr. Swezey, a member of the NARTB TV board of directors, told delegates, "You'll all be in TV soon."

He said someone else "will beat you to the punch if you aren't," adding that present TV station operators had broken ground and the medium now is well accepted by public, agencies and advertisers.

Answering a question by Julian F. Haas, KARK Little Rock, Mr. Waugh said WSM-TV had one rate now but might add a retail rate when competition develops. Revenue comes one-half from local

## THOMAS ELECTED

### New LSAB President

GEORGE H. THOMAS, KVOL Lafayette, was elected president of the Louisiana State Assn. of Broadcasters at a meeting held Wednesday in New Orleans. J. C. Linder, KMLB Monroe, was elected vice president, and B. Hillman Bailey Jr., KSIG Crowley, secretary-treasurer.

President Thomas will name a committee to draw up a statement of the association's views on station audience measurement. NARTB President Harold E. Fellows addressed the delegates Wednesday (see story page 85).

## NARTB Finances, Status Of TV Explained

★ and a quarter each from spot and network, he added.

Mr. Slavick said WMCT (TV) has national, regional and local rates.

Mr. Clay asked what size city can support a TV outlet. Richard P. Doherty, NARTB employee-employer relations director, cited research data on operations in different cities.

Oliver Gramling, AP assistant general manager for radio, spoke on the revenue potential of radio news.

Named to the Resolutions Committee were Granville Walters, WAML Laurel, Miss.; Mr. Dabadie, and Hoyt Woeten, WREC Memphis.

William B. Ryan, president of Broadcast Advertising Bureau, conducted a Friday sales clinic. Participants were Mr. Sowell, chairman; Earl Moreland, WMC Memphis; Mr. Haas; Ed Wilkerson, WSLI Jackson, Miss.; Maurice Thompson, WDXJ Jackson, and B. G. Robertson, KWKH Shreveport.

Carl Haverlin, BMI president, addressed the meeting Friday morning. Mr. Doherty conducted his management session and review of employee relations problems.

## NAACP REQUEST

### For ABC Time Rejected

ABC President Robert E. Kintner last week rejected a request of the National Assn. for the Advancement of Colored People for time in which to reply to Commentator Walter Winchell with respect to a purported incident involving entertainer Josephine Baker at New York's Stork Club.

Mr. Winchell, in his broadcast of Oct. 21 on ABC, reported that Miss Baker, a Negro star, had complained to authorities that she had been discriminated against in an effort to obtain service at the Stork Club and that she had told that Mr. Winchell was in the place at that time. Mr. Winchell denied in his broadcast that he was present when the incident occurred, and said that he was "appalled" that Miss Baker had been embarrassed, but that in view of his record on behalf of minorities he was also disturbed that it seemed necessary for him to reiterate his position against discrimination.

When NAACP officials asked for time to reply, Mr. Kintner sent a telegram quoting Mr. Winchell's broadcast, which had included the reading of a letter from Walter White, NAACP head and one of those seeking reply time, saying Mr. White had learned since the incident that Mr. Winchell was unaware of it at the time it occurred.

## MICROWAVE RELAY

New NBS Technique

A METHOD for alleviating one difficulty in line-of-sight microwave communications—service interruptions resulting from ground-reflection effects—has been devised by National Bureau of Standards through application of optical methods and theories to microwave techniques. A method based on the classical Huygens-Fresnel diffraction theory has been developed by H. E. Bussey of NBS for the suppression of the ground-reflected waves which are present in microwave radio and TV relay link operations.

Interruptions in line-of-sight microwave communications may occur when the direct wave from the transmitter and the ground-reflected wave destructively interfere with each other at the receiver. In the NBS method, reflected-wave suppression is achieved by setting a small screen of the proper size on the ground at the "reflection point" in the path. The reflected wave at the receiver is then substantially diminished, to an extent depending on the smoothness of the ground plane. The screen blocks only a small part of the re-radiation from the ground to the receiver, the remainder of the reflected radiation adding up to zero at the receiver. The direct wave undergoes little or no modification.

## NLRB ELECTIONS

### California Issues Pend

AT NLRB elections last week in San Diego, NABET was named bargaining representative for engineers and technicians at KFMB-AM-TV, KCBQ and KSDO. IBEW won jurisdiction at KGB. Only one ballot was cast at KSON out of four eligible votes with the result that the vote was impounded pending NLRB decision as to whether a further election should be held.

Meanwhile, informal hearing was held by NLRB in Los Angeles on petitions filed by unions for men at KHJ-AM-TV Los Angeles. Date for formal hearings is expected to be set soon. Also awaited is the NLRB decision in petitions filed by NABET, IBEW and IATSE for employees at KTTV (TV) Los Angeles and CBS Television.

## American Chicle Buys

AMERICAN Chicle Co., N. Y. (Dentyne & Chiclets), through Sullivan, Stauffer, Colwell & Bayles, same city, starts sponsorship of new *Will Rogers* program series over ABC Radio, Tuesday, 5:55-6 p.m., effective tomorrow (Tuesday). Contract for series, featuring taped excerpts from philosopher-comedian's broadcasts, has been ordered for approximately 200 network stations for nine weeks.

## Respects

(Continued from page 52)

MARK Little Rock, Ark., as program manager. While there, the station was awarded the annual Variety Show Management Award for stations of its class. Mr. Cleghorn returned to WMC in 1937 as program manager.

In December 1943 he joined the Navy and for two years served as a tactical radar officer, taking part aboard an attack transport in the battles of Iwo Jima and Okinawa.

After returning from the war, he rejoined WMC. He remained at that station until August 1947, when he left to open WRBC Jackson, Miss. He managed WRBC two years, returning to Memphis in September, 1949, to take over as general manager of WHBQ.

Active in civic affairs, he is a member of Kappa Sigma fraternity, a first vice president of the Memphis Kiwanis Club and is regular teacher of the men's Bible class of the Second Presbyterian Church. He comes by his religious leaning naturally—his grandfather was a Presbyterian minister.

His hobbies are tennis, to keep his body trim; music, because his life would not be complete without music, and gardening because he finds working in the soil refreshing to both mind and body.

In the course of his gyrations back and forth from Iowa, he acquired a farm which absorbs much of his interest.

Mr. Cleghorn married the former Rosa Parker. They have two children, Judith, 17, and Elizabeth, 7. Like their father, both daughters are musically inclined.

If realization of ambition makes a rich man, then Mr. Cleghorn may be considered wealthy. His ambition simply is to become a good radio station manager.

## David McMillan

DAVID McMILLAN, 67, president, Grand Advertising of Canada Ltd., Toronto, died on Oct. 16 of a cerebral hemorrhage. Born in Scotland, he went to Canada as a young man. He was connected with Grant Adv. of Canada since its inception.

# SPORTS RIGHTS

SPORTS OBSERVERS see a big court battle shaping up over the Justice Dept.'s civil suit against professional football charging restraint of broadcasts and telecasts in violation of anti-trust laws [B•T, Oct. 15].

The suit also served to squash further Capitol Hill deliberations on both football and baseball problems involving the media.

Justice Dept. officials, BROADCASTING • TELECASTING learned, have had under consideration the filing of a simultaneous suit. However, no decision was made, with the consensus now directed at watching the progress of the suit filed in Philadelphia.

That suit names all 12 National Football League clubs, and the league itself, as defendants.

It charges them with engaging since January 1951 "in combination and conspiracy in the unreasonable restraint of trade and commerce" in the broadcasting and telecasting of professional football games.

With this suit, the Justice Dept. hopes to clarify radio-TV rights in relation to the sports world. The House Monopoly Subcommittee, which has been holding hearings on the baseball reserve clause, immediately ordered a blackout on its study of radio-TV rights in hope the courts will come up with some answers.

### Bearing on Decision

Also affecting this decision by the Congressional group was the baseball ruling, announced a fortnight ago, that the major leagues will drop "territorial" rules and revert radio-TV rights negotiations back to the individual clubs rather than to the leagues [B•T, Oct. 15].

The football suit was filed in the Eastern District of Pennsylvania since the league headquarters in Philadelphia. A bill of complaint was served Oct. 18 on the Detroit Lions.

Indication that the suit will be argued extensively was seen in a statement by Edwin J. Anderson, president of the Lions. He said the club will contest the suit and will "take it to the highest court in the land if necessary."

The club's business manager, W. Nicholas Kerbawy, revealed

## Justice Dept. Case Widely Observed

that Federal Bureau of Investigation agents had seized the football club's radio and TV files last month as part of the government investigation.

A staff member of the House Monopoly Subcommittee told BROADCASTING • TELECASTING its group decided to shelve its radio-TV study because it now appeared that media restrictions involve all sports, thus making any probe necessarily all-encompassing. The subcommittee, the spokesman said, is confining its hearings to baseball only.

He said the main reason for the decision by the Congressmen was that no one could determine at this time what effect the new baseball rule will have in relationship to the reserve clause.

Prior to the new developments, the subcommittee was interested in the manner in which the leagues handled radio-TV rights because the reserve clause possibly could be declared unlawful under anti-trust laws if baseball were adjudged to be engaged in interstate commerce.

If legislation were passed, such as that introduced in the Senate (S 1526) by Sen. Ed C. Johnson (D-Col.) and similarly in the House, the reserve clause would be protected by act of Congress. Hearings held previously by the subcommittee stirred some discussion on the radio-TV aspect [B•T, Aug. 13].

### Maintains Previous Policy

During renewed hearings on the reserve clause, the Senate subcommittee, following its policy of steering clear of radio-TV, brushed off a suggestion that it approve TV restrictions of major league ball games in minor league territory.

Proposal was made by Leslie M. O'Connor, Pacific Coast League counsel, who said TV threatened the life of minor league baseball. He asked for remedial legislation. However, he agreed with House members, that chances for getting such legislation were "dubious."

Justice Dept. officials deferred judgment on the National Collegiate Athletic Assn.'s controlled football telecast plan. That will have to go by the board because of (1) the suit filed against pro-football and (2) the short period in which collegiate football is on the scene. Rather, the government is inclined to wait until next season when perhaps the suit against pro-football may be settled.

INTERNATIONAL Alliance of Theatrical Stage Employees & Moving Picture Machine Operators of the U. S. and Canada has moved to new offices at 1270 Sixth Avenue, suite 1900, New York 20.

**\$14 MILLION**

**GAIN\***

IN

**WISL**

**Primary Area**

**RETAIL SALES**

**TOTAL**

**RETAIL SALES**

**\$161,194,000**

**FOOD**

**\$42,984,000**

**GEN'L. MDSE.**

**\$15,628,000**

**APPAREL**

**\$12,611,000**

**DRUG**

**\$4,085,000**

*Serving the Largest*

*Concentrated Market*

*area between*

*Harrisburg and*

*Wilkes-Barre, Penna.*

**WISL**

**Shamokin, Pa.**

**1000 WATTS—FULL TIME**

**A Mutual Affiliate**

\*Source: Standard Rate and Data Service

# KGW

**carries the weight in the Oregon Market DAY or NIGHT**

**TOTAL BMB FAMILIES**  
From 1949 BMB Survey

**DAYTIME**

KGW . . . . .	350,030
Station B . . . . .	337,330
Station C . . . . .	295,470
Station D . . . . .	192,630

**NIGHTTIME**

KGW . . . . .	367,370
Station B . . . . .	350,520
Station C . . . . .	307,970
Station D . . . . .	205,440

**KGW PORTLAND, OREGON**  
on the efficient 620 frequency  
**AFFILIATED WITH NBC**  
REPRESENTED NATIONALLY BY EDWARD PETRY & CO.

## SWEENEY TO BAB

### Takes Promotion Post

APPOINTMENT of Kevin B. Sweeney, sales manager of Don Lee Television in Hollywood, to the post of director of national promotion for Broadcast Advertising Bureau, was announced last week by BAB President William B. Ryan.

His concentration on national promotion will include development of a field staff for personal contact work with national advertisers and agencies as well as with broadcasters.

Before setting up offices at BAB's New York headquarters, Mr. Sweeney will report for duty today (Monday) at Houston, where he will join Mr. Ryan at the NARTB District 13 meeting. In cooperation with Lee Hart, BAB sales and advertising specialist, Mr. Sweeney will take over the conduct of BAB sessions at several of the remaining NARTB district meetings, freeing Mr. Ryan to return to New York to supervise reorganization work there.

Mr. Sweeney has been in radio sales and promotion activities for 14 years, starting with CBS Holly-

wood. He later became sales promotion manager of ABC's Western Division, rising to Western Division vice president. He also is a former manager of the Housewives Protective League programs. From 1948 until he joined Don Lee a short time ago he was with KFI-AM-TV Los Angeles, where he served first as a promotion consultant and later as general sales manager. Mr. Ryan was general manager of the station then.



Mr. Sweeney

## TAX AID GRANTS

### Electronic Firms Gain

TAX writeoff certificates have been issued by the Defense Production Administration for new or expanded plant facilities included a number of applications filed by electronics firms. Breakdown by firm, product and percentage of requested amount allowed follows:

Raytheon Mfg. Co., Newton, Mass., electronic tubes, 75%; Raytheon, Waltham, Mass., magnetron tubes, 75%; Emerson Radio & Phonograph Corp., Jersey City, N. J., fuses, 75% (\$1,960-160); Blaw-Knox Co., Pittsburgh, iron rolls, 60%; RCA, Lancaster, Pa., electronic tubes, 75%; Jeffers Electronics, DuBois, Pa., capacitors, coal chokes, 75%; Westinghouse Electric Corp., East Pittsburgh and Lester, Pa., steam turbine electric generators, 60% each; Sylvania Electric Products, Warren, Pa., electrical products, 75%; Corning Glass Works, Danville, Ky., lead glass tubing and rod for electronic tubes, 50% (\$2,225,450); and glass bulbs for tubes, 50% (\$3,605,750); Hughes Tool Co., Culver City, Calif., electronic equipment, 75%; Motorola Inc., Phoenix, Ariz., research, 75%; Hycon Mfg. Co., Pasadena, electronic equipment, 75%.

## allied arts



**TOMMY GREENHOW**, Famous Artists Corp., Beverly Hills, Calif., to Frederic W. Ziv Co., Hollywood, handling talent and new program development for West Coast office.

**JOE C. DONOHUE**, program consultant and packager, appointed director of radio and TV departments Famous Artists Corp., Beverly Hills, Calif. Mr. Donohue was with CBS and William Esty Co.



Mr. Donohue

**REG EVANS**, vice president General Screen Adv., N. Y., named vice president of newly formed Ad-Film Distributors, N. Y.

**AL SHULMAN**, Columbia Transcriptions, N. Y., appointed manager of sales service.

**ROBERT J. ASHERMAN**, director, script-writer and publicist, to Visual Media Inc., N. Y., as production manager.

**WALTER KINLEY**, Ziv Television Programs Inc., transferred to the company's Hollywood office.

**JAMES M. STACEY** appointed account executive Audio-Video Recording Co., N. Y.

**NATIONAL RESEARCH BUREAU** Inc., Chicago, announces purchase of all script shows owned by H. R. von DORSTER, Radio Writers' Laboratory, Lancaster, Pa.

**MIKE JABLONS**, Gainsborough Assoc., N. Y. (public relations), appointed director of radio and TV exploitation for *Herald Tribune* Fresh Air Fund.

**ROBERT KRONENBERGER**, president Manhattan Films Int. Inc., film representative, named sales agent, Snader Telescription Sales, Beverly Hills.

**FOLADARE, GREER & BOCK**, Hollywood, publicity and public relations firm, moves to new offices in Security Building, 6831 Hollywood Blvd. Telephone is Hollywood 9-8135.

**HARRY TIMMINS Jr.**, research director KTTV (TV) Los Angeles, resigns to form with **JAMES C. BALL**, advertising copywriter, new printing firm, Ball-Timmings, L. A. Mr. Timmings will be sales manager of new firm which starts operations Nov. 1.

**ALEXANDER SEMMLER**, composer-conductor, who recorded series of 26 programs of American music for Voice of America earlier this year, appointed by the office of U. S. High Commissioner for Germany (HICOG) to help reorganize musical schedules of American radio stations in Berlin and Vienna as part of psychological warfare campaign.

**BOB DRESSLER**, Paramount Pictures Corp., N. Y., appointed director of research and development Chromatic Television Laboratories, N. Y.

**DR. KENNETH HARWOOD**, director of graduate study and research in

Dept. of Radio at U. of Alabama, named associate professor of radio and acting head of Dept. of Radio.

## Equipment . . .

**DR. LOUIS N. RIDENOUR**, chief scientist U. S. Air Force, appointed director of engineering International Telemeter Corp., L. A.

**MARVIN E. NULSEN Co.**, Indianapolis, Ind., manufacturers' representative, named sales representative for cathode-ray tube division Allen B. DuMont Labs, Passaic, N. J.

**WILLIAM CORNELL**, Universal Broadcasting School, L. A., resigns to form Cornell Radio System.

**MERIT TRANSFORMER Corp.**, Chicago, now shipping jobbers new No. 1000 TV Kit which contains three major components for conversion, replacement and improvement of set reception. Kit also contains helpful information sheets—technical data on components—and other interesting information.

**TELDISCO Inc.**, East Orange, N. J., appointed wholesale distributor for Zenith Radio Corp.'s radio and TV receivers.

## Technical . . .

**EDWARD UECKE**, chief electronics engineer Capitol Records Inc., L. A. named chief engineer, electronics and recording division of firm. Mr. Uecke continues supervision of engineering departments of Home Office quality control, recording development, equipment installation and maintenance, in addition assuming executive supervision of all Capitol recording operations.

**DICK LOEB**, cameraman KECA-TV Los Angeles, father of twins, Judy and Nancy.

**TOM BAIRD SUMNER**, engineer KECA-TV Hollywood, father of boy, Thomas Barrett, Oct. 19.

**PHILIP G. CALDWELL**, engineering director ABC Western Div., elected secretary-treasurer of Pacific Coast section, Society of Motion Picture and Television Engineers.

**ROGER ROBERTS** named engineering supervisor KJBS San Francisco. He succeeds **WAYNE BERTHOLD**, who resigned to join Voice of America.

**G. WILLIAM LANG**, assistant director of engineering WGN Chicago, elected board member and president of Midwest region, National Model Railroad Assn.

In This Two TV Station Market Served by Four TV Networks

BETTENDORF  
DAVENPORT  
IN IOWA

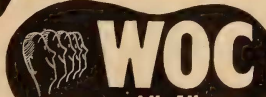
ROCK ISLAND  
MOLINE  
AND EAST MOLINE  
IN ILLINOIS



**24.2%** more local advertisers bought time on Radio Station WOC, July 1, 1950-June 30, 1951, than in any previous 12-month period . . .

. . . local advertisers spent more money for time on WOC during this period, **11.4%** than in any similar 12-months . . .

Men who buy advertising at the local level . . . the cash register level . . . know what piles up those black-ink figures on their sales reports. Take your cue from the 215 local advertisers who use WOC. Buy at their cash register level—you'll buy WOC and you'll find your Quint-City sales skyrocketing.



DAVENPORT, IOWA

Basic NBC Affiliate  
5000 W—1420 Kc

Col. B. J. Palmer, president  
Ernest C. Sanders, manager

National Representatives  
Free & Peters, Inc.

REACHES  
93,217  
RADIO  
FAMILIES

**WEOK**  
POUGHKEEPSIE

REPRESENTED BY DEVNEY