

BROADCASTING TELECASTING

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21ST
The Newsweekly
of Radio and
Television.
year



THIS IS BUSTER CRABBE

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

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

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

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

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

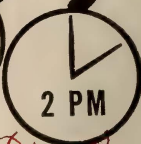
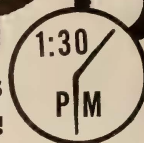
* October, 1951, Telepulse

WOR-tv
channel **9**
high in results . . .
low in cost

PROFITABLE PROGRAMMING
for YOU

"STUMPUS"

.. AVERAGING OVER 9,000 LETTERS
A WEEK FROM ENTHUSIASTIC LISTENERS!



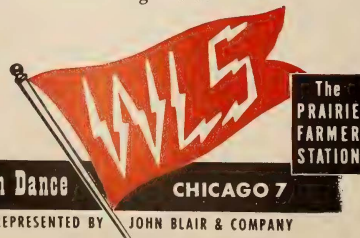
From soft, melodious renditions to gay musical humor, Captain Stubby and the Buccaneers constantly delight Midwest audiences with their STUMPUS comedy and song.

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

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

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

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



CLEAR CHANNEL Home of the NATIONAL Barn Dance

CHICAGO 7

890 KILOCYCLES, 50,000 WATTS, ABC NETWORK—REPRESENTED BY JOHN BLAIR & COMPANY

KSFO

SAN FRANCISCO

ANNOUNCES WITH PRIDE
THE APPOINTMENT OF

HEADLEY-REED COMPANY

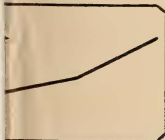
AS

NATIONAL SALES REPRESENTATIVES EFFECTIVE JANUARY 1ST 1952

OFFICES in
NEW YORK
CHICAGO
ATLANTA
SAN FRANCISCO
PHILADELPHIA
DETROIT
NEW ORLEANS
HOLLYWOOD

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

Station A



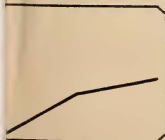
Station B



Station C



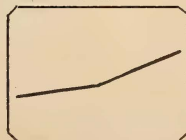
Station D



Station E



Station F



Would you like to see
your sales curve in
this picture? Contact
the HEADLEY-REED
office nearest you.



Delaware Teachers Participate in National Experiment in TV Art Instruction

One hundred Delaware art teachers made state education history and participated in a national experiment when they watched a special program over WDEL-TV on October 26, during the two-day session of the Delaware State Education Association.

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

WDEL-TV facilities are constantly available for educational purposes as well as to all public service agencies.

WDEL-TV

WILMINGTON, DELAWARE



Represented by

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



at deadline

CLOSED CIRCUIT

FCC ON VERGE of full-dress inquiry into broadcasting of horse race results. Procedure to be followed still unsettled, but one course considered possible is "show cause" hearing involving more than dozen stations which have carried or are carrying race results.

SALE OF WINS New York by Crosley to syndicate including Elliott Roosevelt, scheduled for consideration by Crosley-Avco (parent company) board Friday, Dec. 7. Price offered understood to be \$520,000 cash. Liberty (McLendon) also understood to have bid with offer of \$600,000, of which \$100,000 would be cash.

GENERAL MOTORS Corp., Buick Division, Detroit, placing spot announcement campaign in more than 100 markets for three days, Jan. 16 to 19, in addition to network short term buys. Kudner Agency, N. Y., handles account.

WHILE FIGURES aren't disclosed, it's learned that NBC in October enjoyed its biggest month in history from all angles—gross, net before taxes and net after taxes.

TV BUSINESS TIP: Practically all big league clubs are shopping around to find bidders for baseball telecasting rights in 1952 despite off-handed growlings about effect on gate receipts.

WHILE NARTB's television code is strictly matter for TV Board decision this week, there's talk of supporting document with added approval of Radio Board as well. Association has told its TV members that it's likely only minor changes, if any, will be made from Chicago version.

N. W. AYER & SON, N. Y., will run spot announcement radio campaign in Illinois for Illinois Bell Telephone Co., during Christmas season to ask subscribers to cut down on toll calls and will also place spot campaign starting Dec. 15 through March in that state, for Rubin H. Donnelly Corp., publishers of classified telephone directory.

CROSLEY DIV. of Avco Mfg. Corp., N. Y., expected to pick up sponsorship of every other Monday telecasts of *What's My Name?* on NBC-TV, 8:30-9 p.m., alternating with Spiedel Corp. Benton & Bowles, N. Y., is Crosley agency.

PLAGUED BY constantly increasing backlog of broadcast applications, FCC Broadcast Bureau is seeking means of simplifying its so-called "processing lines." Means of eliminating meaningless factors in considering applications being devised and plans shortly will be submitted to FCC for action, it's understood.

CANADIAN ADVERTISERS can look for rate increase on Canadian network programs, following survey made by Canadian Assn. of Broadcasters and presented to top executives of CBC, showing how little Canadian radio

(Continued on page 6)

MAGAZINES NEXT TARGET OF BAB CAMPAIGN

BAB board of directors Friday approved "aggressive" promotion plans for 1952, including national campaign to sell radio in competition with magazines. BAB in past has promoted radio against newspapers on local level [B•T, Nov. 19]. Details of "comprehensive and complicated" promotion schedule will be divulged Dec. 12 at news conference.

All present officers were re-elected: Edgar Kobak, management consultant and owner of WTTA Thomson, Ga., chairman; William B. Quarton, WMT Cedar Rapids, secretary; Allen M. Woodall, WDAK Columbus, Ga., treasurer. William B. Ryan remains as president, director under his five-year contract.

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

GILLETTE BOWL SCHEDULE

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

NBC Stations Reject 'Guarantee' Plan

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

Faced with affiliates' resolution asking for abeyance on new rate plan (early story page 23), NBC President Joseph H. McConnell said he was "quite shocked" and pointed out, though NBC will not close its eyes to new ideas, many months of work have gone into development of basic economic plan and rate formula.

He said NBC will go ahead with "guaranteed advertising attention plan"—under which advertisers are guaranteed to receive 5,300,000 advertising impressions per week at cost of \$2.75 per 1000 [B•T, Nov. 19]—since it lies

BUSINESS BRIEFLY

FORJOE NAMED ● Metropolitan Network, group of six perimeter stations in Washington, D. C., has named Forjoe & Co. as national representative. Network plans rate increase effective Jan. 1.

ROCKWOOD AGENCY ● Rockwood & Co., Brooklyn (chocolate products), names Young & Rubicam, N. Y., to handle advertising.

FOOD PARTICIPATIONS ● Hotel Bar Foods Inc. (butter) today (Dec. 3) starts New York radio campaign using early morning participations. Agency, Al Paul Lefton, N. Y.

RADIO SOLICITATION ● Petroleum Chemical Inc., Kearny, N. J., planning use of radio in nationwide campaign soliciting mail orders for its products.

JOHNSON DRAMA ● S. C. Johnson & Son, Racine, Wis. (wax), to sponsor *Robert Montgomery Presents* on alternate Mondays, 9:30-10:30 p.m., on NBC-TV when program becomes weekly Jan. 7. American Tobacco (Lucky Strikes) to sponsor other Mondays. Agencies, Needham, Lewis & Brorby, Chicago, for Johnson; BBDO, N. Y., for American Tobacco.

BI-SO-DOL TEST ● Whitehall Pharmacal Co., N. Y. (BiSoDol), placing eight-week spot announcement test in four markets starting in mid-December. Agency, Sullivan, Stauffer, Colwell & Bayles, N. Y.

LEVER BUYS BIG TOWN ● Lever Bros. Co., New York (Lifebuoy), on Jan. 2 starts *Big Town* on CBS Radio, Wednesday, 8-8:25 p.m. Network giving program preview broadcasts four preceding Wednesdays while show winds up its current contract on NBC Radio (Tuesday, 10-10:30 p.m.). Agency: Sullivan, Stauffer, Colwell & Bayles, N. Y.

BLOUSES USE TV ● Susquehanna Waist Co., New York (Ship and Shore blouses), to use TV for first time Dec. 18 when it sponsors for one time only 8:15-8:30 p.m. EST segment of CBS Television *Frank Sinatra Show* as pre-Christmas promotion. Agency: Mervin & Jesse Levine, N. Y.

in field of network operations and calls on stations for nothing extra. Affiliates disapproval of "market basket plan" based on assumption they would pay cost of one-minute local cut-ins, and Mr. McConnell said NBC would try to add these cut-ins costs to bills of sponsors of these programs. If sponsors won't pay them, he added, NBC will re-examine plan.

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

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

(Continued on page 6)

for more AT DEADLINE turn page



at deadline

NBC STATIONS

(Continued from page 5)

views expressed at "rump" meeting in Chicago in mid-October [B•T, Oct. 22]—NBC disclosed new streamlined plan which, beginning Jan. 1, anticipates paying TV affiliates within 48 hours after monthly bill is submitted.

To be taken under advisement, officials reported, were requests that, so long as it remains sustaining, one-minute periods of new *Today* show be allotted for local sale at 7:30, 8:00 and 8:30 a.m., in addition to 15-second breaks at 7:15, 7:45, 8:15 and 8:45 a.m., and that 15 minutes of same two-hour show be made available for sale locally.

Affiliates also passed resolution urging RCA, NBC and FCC to "take all necessary steps required to make (RCA's) compatible, all-electronic color (television) available to the public at earliest possible date."

Just as affiliates-network meeting adjourned, R. B. Hanna, of WGY Schenectady, told network officials he wanted it made plain that affiliates' opposition to NBC's basic economic plan was directed against idea of tying radio rates to television. Paul W. Morency, of WTIC Hartford, chairman of All-Industry Affiliates Committee, said BMB data on radio circulation are now three years old and A. C. Neilsen Co. figures employed do not reflect full extent of set ownership within individual homes.

Resolutions adopted by affiliates, aside from one asking more research before executing rate formula, included one commending NBC officials for "leadership and aggressiveness" and re-affirming affiliates' faith in NBC; one praising NBC TV for "outstanding" sports coverage and for scheduling morning and afternoon TV programs; one commending network for progress in integrating hitchhike and cowcatcher commercials into program body, and for expansion of traffic department so that notice of program changes, etc., is communicated more quickly, and one asking for assurance that good taste will be maintained on all TV shows.

On latter suggestion, Mr. McConnell reassured affiliates that NBC is following program of rigid self-discipline. Affiliates also were told that earlier complaint against use of spotlight on performers in TV shows had been satisfactorily resolved, and that NBC officials agree with their view that second or rotating commercial on alternate week shows would be integrated into program.

Affiliates endorsed resolution thanking NBC and others for convention, courtesies, information and "splendid treatment" throughout convention.

Officials said Colorado Springs had been tentatively selected for next year's convention but that large turnout at Boca Raton—more than 450 persons—might make it necessary to seek another site.

Entertainment program included water carnival, program featuring Sid Caesar and Friday night banquet show topped by Dean Martin and Jerry Lewis.

WRITER'S SUIT DISMISSED

SUIT against Milton Berle for \$250,000 by writer who claimed he wrote book bearing Milton Berle's name dismissed Friday in New York Supreme Court by Justice Morris Eder.

In this Issue—

NBC affiliates, at Boca Raton convention, request delay in application of new network rate plan pending further research, but network urges adoption by next July 1. *Page 23.* Other news of NBC convention, *Pages 26, 27.*

"Will TV Code Be Adopted This Week?" Some say yes, others no, according to a BROADCASTING • TELECASTING survey. The code's the biggest item on the agenda of the annual NARTB combined boards meetings. *Page 25.*

Gross time sales in October were \$14,966,436 for four radio networks (*Page 29*) and \$14,469,284 on four TV networks (*Page 73*).

Here's a survey that shows "secondary" radio set listening heretofore unmeasured. See "The Biggest Crowd Isn't in the Parlor." *Page 28.*

The Richards case is closed. Licenses of all three Goodwill stations renewed. *Page 23.*

Footo, Cone & Belding vice president charges networks with responsibility for making Chicago a TV program-origination ghost town. *Page 75.*

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

Christmas is coming, and the Yuletide P.I. offers are already deluging broadcasters. *Page 38.*

Summer shouldn't be vacation time for TV advertisers, and CBS Television has figures to prove it. *Page 92.*

New Jordan survey shows that television didn't hurt the 1951 baseball game. *Page 73.*

FCC Chairman Coy tells Baptists the Commission will carry out plans for a big conference on public service responsibilities of television. *Page 90.*

General Sarnoff gets a patent for an intricate defense warning system. *Page 74.*

Field tests of National Television System Committee's compatible color system begin. *Page 78.*

Two-thirds of the U. S. population are city folks, according to U. S. Census analysis. *Page 32.*

National Assn. of Radio Farm Directors, at annual convention, explores means of serving audience and sponsors. *Page 44.*

Three-day School Broadcast Conference, in Chicago this week, will split sessions between radio and television. *Page 87.*

Upcoming

Dec. 3: Tennessee Assn. of Broadcasters, Andrew Jackson Hotel, Nashville.

Dec. 4-6: School Broadcast Conference, 15th annual meeting, Hotel Sherman, Chicago.

Dec. 5-7: NARTB Board of Directors, Washington.

Dec. 7-9: Television Authority Convention, Park Sheraton Hotel, New York.
(Other Upcomings page 38)

Closed Circuit

(Continued from page 5)

advertising rates have increased since 1946 compared to other media, especially newspapers and magazines.

DANCER-FITZGERALD-SAMPLE, N. Y., has recommended television and radio spot announcement schedule to begin in mid-January in about 18 markets for American Chicle Co., N. Y. (Clorets).

BEST FOODS INC., N. Y. (Nucoa), placing five minute TV show featuring comedian Cliff Norton on film, in 40 markets on a spot basis starting Jan. 1. Benton & Bowles, N. Y., is agency.

LIGGETT & MYERS Tobacco Co., N. Y., has picked up option on half of Thursday 9-10 p.m. hour on NBC-TV dropped by Ford Motor Co., cutting *Ford Festival* to half hour. L & M will preview film of *Dragnet* Sunday, Dec. 16, in the *Sound-Off* time, 7-7:30 p.m. on NBC-TV. If successful, *Dragnet* to be placed in Thursday half hour. Radio version currently heard Thursdays 9-9:30 p.m., NBC radio, advertising L & M's *Fatimas*.

NARTB STARTS PROCEDURE FOR DIRECTORATE VOTING

FORMS for certification of NARTB member station officials authorized to cast ballots in upcoming elections to board of directors were mailed Friday from Washington headquarters, returnable Jan. 1.

Election results to be announced Feb. 22 for directorates in even-numbered districts and one director in each of at-large classifications. Nominating forms to be mailed Jan. 7, returnable Jan. 21. Nominees will be notified Jan. 22 and given chance to withdraw by Jan. 28 or to make choice if individual is nominated for more than one post. Ballots for final elections to be mailed Feb. 1, returnable Feb. 18.

Terms ending with 1952 NARTB convention and coming within balloting procedure include those of William A. Fay, WHAM Rochester, District 2; Harold Essex, WSJS Winston-Salem, N. C., District 4; Harold Wheelahan, WSBM New Orleans, District 6; Richard M. Fairbanks, WIBC Indianapolis, District 8; William B. Quarton, WMT Cedar Rapids, District 10; Jack Todd, KAKE Wichita, District 12; William C. Grove, KFBC Cheyenne, Wyo., District 14; Calvin J. Smith, KFAC Los Angeles, District 16; James D. Shouse, WLW Cincinnati, large stations; A. D. Willard Jr., WGAC Augusta, Ga., medium stations; Patt McDonald, small stations; Michael R. Hanna, WHCU-FM Ithaca, N. Y., FM stations.

Messrs. Quarton, Smith and Shouse have served two consecutive terms and are not eligible to run for re-election, according to NARTB headquarters. Mr. McDonald, elected to board from WHHM Memphis as small-station director-at-large, is now at WNOE New Orleans, in large-station category.

FANS PROTEST 'KUKLA' CUT

STRONG protest over slicing of *Kukla, Fran & Ollie*, NBC-TV feature, from half-hour to 15 minutes received by network's New York and Chicago offices. "Sizable amount" of mail received by NBC but not yet tabulated. Mail mostly critical of change in format, as were couple of hundred phone calls received in New York.

for more AT DEADLINE see page 106

BROADCASTING • Telecasting

*So they don't believe in Hooperatings
as an index on radio listening in the Atlanta market*

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

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

DAYTIME 6:00 AM - 6:00 PM, Monday - Friday inclusive
QUARTER-HOUR MEASUREMENTS

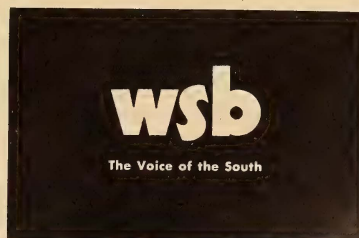
WSB FIRST in 40 periods
Station B. . . . FIRST in 6 periods
Station C. . . . FIRST in 2 periods

EVENING 6:00 PM - 12 Midnight, Monday - Friday inclusive
QUARTER-HOUR MEASUREMENTS

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

The method of measuring radio listening preference makes little difference in Atlanta. The answer remains the same:

In any recognized audience survey of Atlanta radio homes, the *dominant first* is WSB.



50,000 watts • 750 kilocycles
Affiliated with The Atlanta Journal and The Atlanta
Constitution. Represented by Edw. Petry & Co., Inc.

they say it's a
television age, BUT...

WIBC Indiana's first
and only 50 KW
radio station

has increased its share
of nighttime audiences

36.8%

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

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

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

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

Ask your JOHN BLAIR man for particulars on these excellent nighttime availabilities.



WIBC, Inc. • 30 West Washington Street • Indianapolis 6, Indiana
John Blair & Company, National Representatives

BROADCASTING TELECASTING

THE NEWSWEEKLY OF RADIO AND TELEVISION

Published Weekly by Broadcasting Publications, Inc.

Executive, Editorial, Advertising and Circulation Offices:

870 National Press Bldg.

Washington 4, D. C.

Telephone ME 1022

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WASHINGTON HEADQUARTERS

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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 Montagnes.

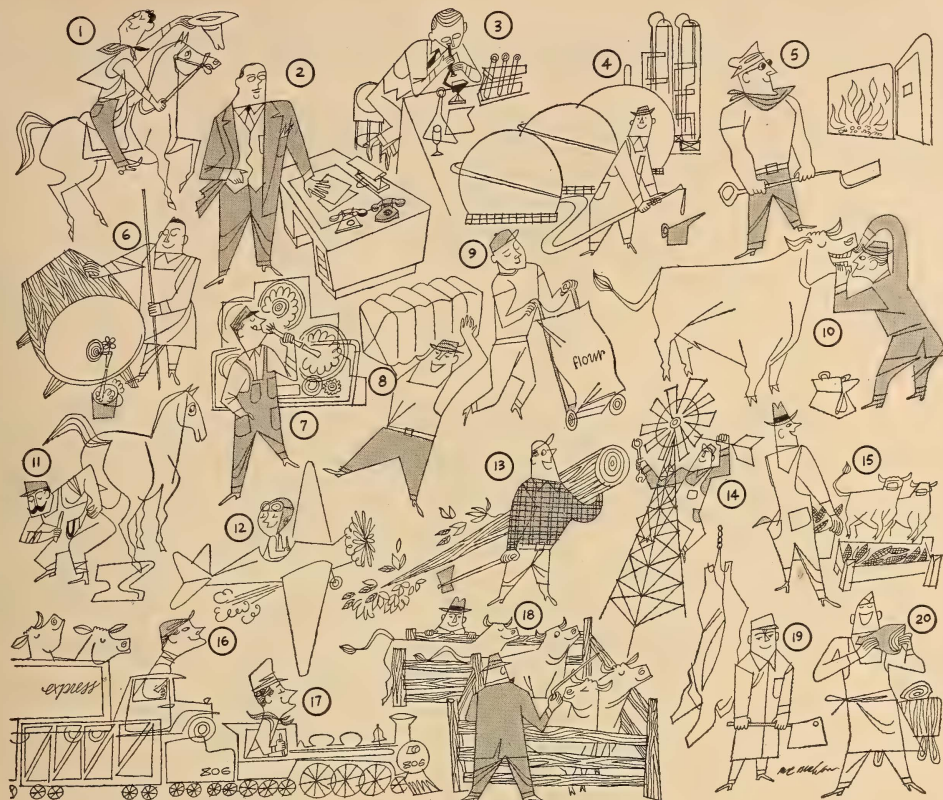
BROADCASTING * Magazine was founded in 1931 by Broadcasting Publications Inc., using the title: BROADCASTING *—The News Magazine of the Film Estate Broadcast Advertising * was acquired in 1932 and Broadcast Reporter in 1933.

* Reg. U. S. Patent Office

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Subscription rates \$7.00 for 52 weekly issues; BROADCASTING or TELECASTING Yearbooks \$2.00 each additional if ordered with subscription. Add \$1.00 per year for Canadian and foreign postage. Single copy 25¢.

BROADCASTING • Telecasting



How many people does it take to produce a steak?

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

We'll make ourselves clear.

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

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

1. The cowboy or range hand who looks after the cattle.
2. The banker who finances land, herd and equipment.
3. The chemist who makes insecticides, serums and fertilizers.
4. The oil refiner who provides the fuel for the power machinery so many ranchers use.
5. The steelmaker who provides a multitude of items, from fencing and branding irons to filing cabinets.
6. The brewer
7. The sugar refiner
8. The cotton ginner
9. The flour miller

who furnish some of the by-products used to make the livestock feeds with which ranchers and feeders supplement grass.

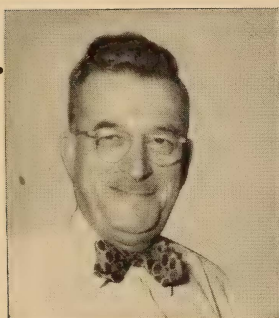
10. The veterinarian who looks after the health of the cattle.

11. The blacksmith who shoes the horses and repairs ranch machinery.
12. The airplane pilot who sprays ranges and fields, destroying pests.
13. The lumberman who provides the wood for corrals and barns and pens.
14. The windmill who makes the machinery that keeps man-made ranch water holes working.
15. The feeder who takes lean range cattle and puts about 25% more beef on them by intensive feeding.
16. The truck driver
17. The railroader
18. The stockyard man who provides "room and board" for the livestock, and the commission man who is sales agent for the producer.
19. The meat packer who processes and distributes the beef.
20. The retailer who is the final link between all these people . . . and you.

American Meat Institute Headquarters, Chicago • Members throughout the U. S.

Gateway to NORRISTOWN . . .

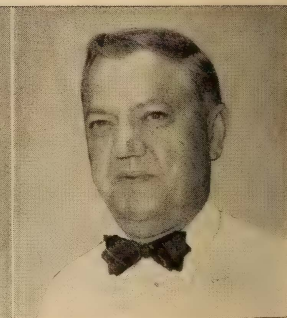
WFIL-



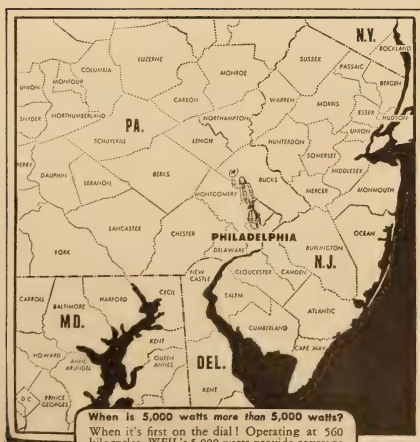
JOHN TAGLIEBER, Grocer—Residents from miles around and Norristown's 38,000 citizens buy \$10,794,000 worth of assorted edibles each year from 152 food stores like Taglieber's Markets.



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



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

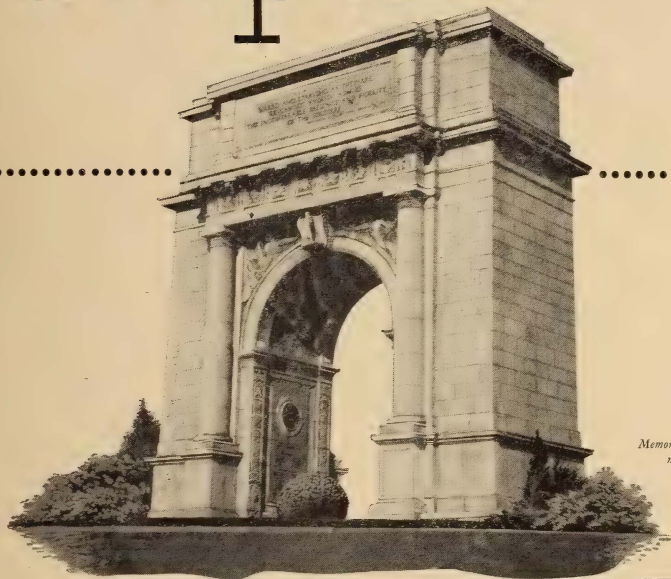


It's Not the Size . . .

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

and ALL of America's 3rd Market

adelphia



*Memorial Arch, a landmark at
nearby Valley Forge.*

It's the Selling Power !

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

WFIL

560 kc.

**The Philadelphia
Inquirer Station**

*An ABC Affiliate
First on the Dial
In America's Third Market*

Represented by THE KATZ AGENCY

E. Christy Erk's

Sphere And Stratosphere

Radio And Video

Radio, conscious of the challenge from television, has lined up Orson Welles in the big battle for listeners. Welles is back on the air early next month in "The Lives of Harry Lime," playing Lime, the "third man." This was Welles' most sensational character you'll recall since he rocked the nation with

his broadcast of H. G. Wells' "War of the Worlds." The programs, mostly written by Welles and directed by him, pick up the story of Harry Lime, international adventurer and a fascinating rogue who is not always conscious of the law. He has the assistance of, of course, Ham Green, the British novelist. Welles will be heard via transcriptions, already on EBC by

Courier-BUFFALO EXPRESS

The Times-Picayune
NEW ORLEANS STATES

The

The

New York Post

TV and Radio

Listen,
Orson--

By Rex Lordner

The Pittsburgh Press

Radio and Television

Orson Welles Gets Set for New Radio Intrigue

Series Britain Hears
Is Coming over Here

By ST STEINHAUSER

"Once upon a time," with nothing to write about, I typed "One of these days, this guy, Orson Welles, will pull something to stand the world on its ear." A couple of nights later he did his world-frightening "Man From Mars" stunt. Radio listeners

Now, however, I have some advance information about Orson and his plans. He writes me from London where he is making his home, that we will be hearing his "Lives of Harry Lime" early in October. As usual, the stories are written, directed and starred in by Orson. He plays Harry Lime, the "Third Man," an arrangement with Graham Greene, British novelist, who created "The Third Man." Lime is an international adventurer and rogue, who somehow, manages to keep on the right side of the law.

Orson writes that "of all countries, and among them, the United States and that mapping is for the series will be here in October more months. As Harry Lime, through the continents, Europe, Rome, H. Tangles, Bula, other centers of easy background. Harry Al... producing... of London...

Chicago Tribune

New Radio Show
By Orson Welles
Moving to U. S.

Radio has been in Orson Welles in the big battle for listeners. Welles will be back on the air early in October in "The Lives of Harry Lime," playing Lime, the "Third Man." This was Welles' most sensational character since he rocked the nation with

Los Angeles Times

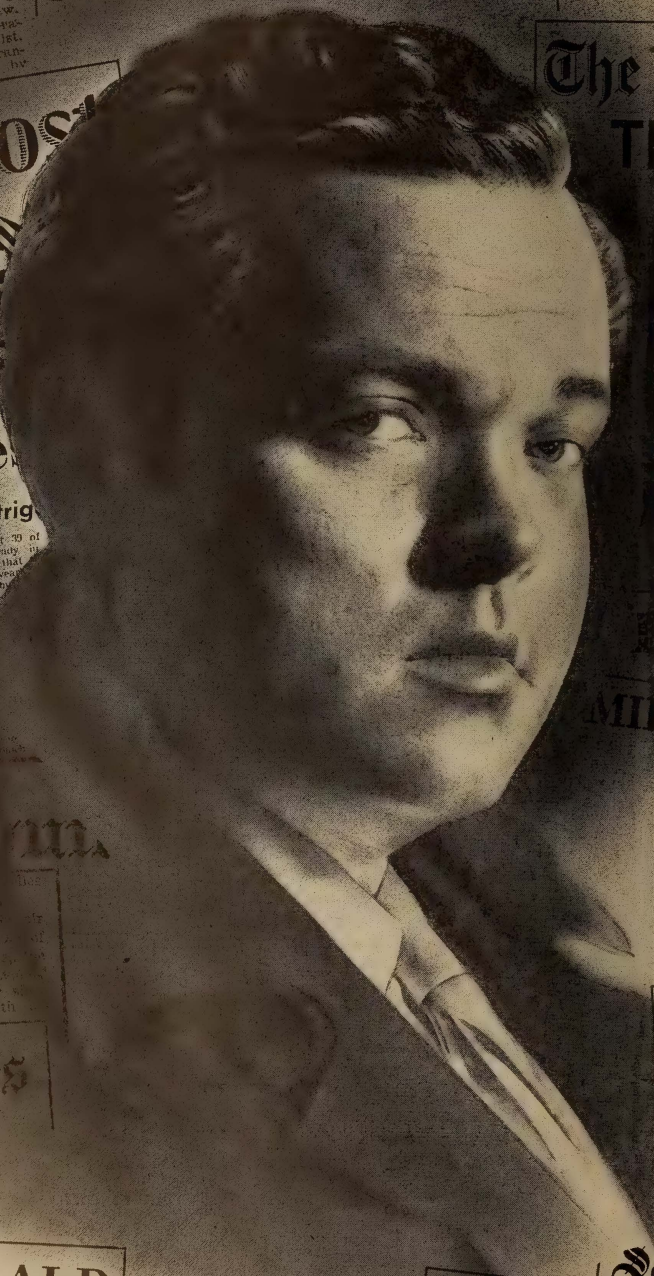
The Seattle Daily Times

THE BOSTON HERALD

CLEVELAND PLAIN

The Miami Herald

The Detroit



Orson Welles Series
by Acceptance

Philadelphia Inquirer
PUBLIC LEADER
dependent newspaper for

Washington Post

Lyons Den - -
By Leonard Lyons

Next The transcribed program
by Harry Alan Towers, the
British scenario writer
be "The Lives of Harry Lime."

turns to radio
lined up Orson Welles
battle for listeners.
back on the air
in "The Lives of
Harry Lime," the
playing Lime, the
This was Welles'
character since
with his
"war
with Graham Greene, the Br
dict, who created "The T
ways this

Dallas Morning News

Denver Post

Waukegan Chronicle

St. Louis Globe-Democrat

Houston Chronicle

Courier-Tribune

DAILY NEWS
Copyright 1943 by News Syndicate Co. Inc. NEW YORK, N.Y.
PICTURE NEWSPAPER

San Francisco Chronicle

Free Press

newspaper

editors

applaud!

Orson Welles' return to American Radio was greeted with loud and prolonged cheers by the Press. Newspapers know that their readers rate Orson Welles as their No. 1 radio attraction and rushed to spread the news that *Orson Welles is Back!*

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

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

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

Produced by
HARRY ALAN TOWERS

LANG-WORTH DISTRIBUTING CORP.

113 West 57th Street, New York 19, N. Y.

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

Canadian Sales Representative
S. W. Caldwell Ltd.
150 Simcoe Street West, Toronto



24 Million Homes

"Out of the Woods"

There's enough timber in Canada's forests to build 24 million homes.

And Canadians are building homes at an unprecedented rate,

Hundreds of thousands completed in the last few years.

Canadian lumber production

is growing with Canada . . .

the world's fastest growing market.

As Canadian Lumber

goes into new Canadian homes,

so do new products.

And THERE'S the point!

If you're looking for

a bustling, expanding market, look to Canada!

Some of these new homes

will have double garages,

more will have pianos,

most will have phones, but . . .

nearly ALL will have radios!

In Canada, over 95% of Canadian homes

are *radio* homes!

Radio is the key salesman in Canada . . .

reaches more Canadians, more often

and more economically

than any other sales medium.

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

A message from the 103 member stations of the

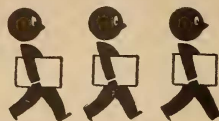
Canadian Association of Broadcasters

whose voices are invited into over 3 million homes every day.

CANADIAN ASSOCIATION OF BROADCASTERS

108 Sparks St.
Ottawa.

37 Bloor St. West,
Toronto.



agency

ALLAN COOPER, Foote, Cone & Belding, N. Y., to Hewitt, Ogilvy, Benson & Mather Inc., same city, as director of market and media planning. **FRANK CHIPPERFIELD** continues as media director for latter agency.

ED FELDMAN named executive supervisor on all Philip Morris & Co. production on West Coast for Biow Co. Inc., L. A. **MARY MORRIS** named supervisor. **CHARLES DAVIES**, program operations NBC Hollywood, to agency, as assistant program supervisor for Philip Morris.

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

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

JOHN KEESHAN, J. Walter Thompson, N. Y., to Kenyon & Eckhardt, N. Y., as Lincoln-Mercury Dealer Assn. regional account executive for eastern region.



on all accounts

WELL AWARE of the advertising worth of television, Roger W. LeGrand, radio-TV director of Cramer-Krasselt Agency, Milwaukee, nevertheless knows the weakness of the medium and the strength of a well-established opponent, radio.

On a recent limited schedule for a C-K client, radio polled a four-times better result than TV "on a virtual dollar-for-dollar basis." And eight "simple" radio spots in one day brought a 400% greater return than a newspaper ad at comparable cost, he stated.

Mr. LeGrand's TV philosophy started to formulate in 1948, when Milwaukee—a one-station market—was a no-station market. He, and 9,999 others there, owned sets in order to receive Chicago programs.

After three years, he concludes TV "has bred a nation of critics, quick to spot a fluff in a program (and generally excuse it) and quicker still to detect a flimsy commercial and lose interest in the product advertised."

Mr. LeGrand believes a "good number" of TV commercials fall shy of the mark because they are too cute, clever or arty, because they place undue emphasis on phony, unrealistic situations, and because they are insincere and unconvincing.

He and his six-man staff adhere to these general rules for TV commercials: (1) Keep it simple. You offend no one by making it easy for all to understand. (2) Show it big. Display the product to best advantage. (3) Demonstrate the product wherever possible. Dramatize its advantages. (4) Sell the viewer on the benefits it will bring.

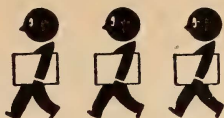
He has a fresh concept of TV's effect on present users. "The purchaser of a product oftentimes views commercials on that product more carefully after he buys. TV spots, loaded with factual information and sell, give him reasons to justify his selection. Factual TV advertising not only makes a salesman out of a present customer, it makes him a repeat purchaser. Since the growth of a business is dependent on holding present customers as well as adding new customers, TV can do more than its share in achieving this goal."

Rog LeGrand, a 35-year-old native of Milwaukee, has worked at Cramer-Krasselt since 1946, serving as director of radio and TV for the past year. The agency, which claims to bill more broadcast business than any other in Milwaukee, has serviced 23 radio-TV clients in the past three years. Mr. LeGrand joined the agency as



Mr. LeGRAND

beat



SEYMOUR MARGULES, Carstairs Div. of Calvert Distillers Corp., N. Y., to Biow Co., same city, as account executive.

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

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

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

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

HAROLD H. WEBBER, vice president in charge of media and research Foote, Cone & Belding, Chicago, named to board of governors of Central Council, American Assn. of Advertising Agencies, filling unexpired

copywriter and account executive. He handled his first video show in 1943 by writing a half-hour live *Salute to Wisconsin* and its famous industries for the Marine National Exchange Bank. Since then, he's created TV and radio shows and spots for such clients as Rolfs Personal Leather Goods, Charmin tissues, ABC-O-Matic washers, Plankinton meat products, Phoenix hosiery, the Wisconsin Telephone Co. and the Milwaukee Gas Light Co.

Cramer-Krasselt has another singular claim to fame. In the city that beer made famous, it has no brewing account.

Mr. LeGrand entered advertising in 1939 as assistant to the publisher of *Church Property Administration* after graduation from the U. of Wisconsin with a degree in journalism and advertising. At school, he worked in the university bakery, as a publicist in the speech school and as paid executive editor of the *Daily Cardinal*. He is a member of Sigma Delta Chi.

He was assistant advertising manager of Weyenberg Shoes before entering the Navy. From 1943 to 1945 he served as a lieutenant on the staff of the commander of Naval forces for Europe in London, surviving 735 air raids.

In 1944, while on leave, he married the former Ruth J. Harrington of Boston. His primary hobby is his children, Roger Jr., 5½; Kathy, 3½; Mark, 1½, and David, 3 months. Next in personal preferences are television, which he watches avidly, and mystery and western novels.

Mr. LeGrand is a member of the Navy League and the Milwaukee Athletic and Milwaukee Advertising Clubs. He is on the board of governors of the latter. During the past several years he has been active in the Community Chest and Red Cross campaigns, the cancer drive and the 32d Division recruiting campaign.

term of **ROLLAND TAYLOR**. Mr. Taylor recently transferred to FC&B's New York office.

J. J. FRANZ Jr., advertising manager Santa Fe Railway Co., Western Div., appointed production director Creamer & Co., Hollywood, Calif.

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

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

THOMAS L. MARCHANT named radio director Walsh Adv. Co. Ltd., Montreal.

SELIG ALKON, William Filene & Sons, Boston, to Rand Adv. Agency, N. Y., as merchandising director. Mrs. **TOMMI REDMAN**, publicity director, Shappe-Wilkes Inc., N. Y., also to staff of Rand Adv.

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

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

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



LACK OF COVERAGE

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

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

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

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



Chicago 11
Illinois
50,000 Watts
720
On Your Dial



Chicago office for Minneapolis-St. Paul, Detroit, Cincinnati and Milwaukee
Eastern Sales Office: 228 E. 42nd Street, New York 17, N. Y. for New York City, Philadelphia and Boston
Geo. F. Hollingsberry Co.
Advertising Solicitors for All Other Cities
Los Angeles—411 W. 5th Street • New York—500 5th Avenue • Atlanta—223 Peach Street
Chicago—307 N. Michigan Avenue • San Francisco—400 Montgomery Street

*Biggest Radio
Advertiser in
Savannah area
Spends 79% of
Budget on . . .
WTOC*



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

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

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

* Largest Independent Bakery in the South

WTOC
SAVANNAH, GEORGIA
5000 W 1290 KC CBS

Represented by
The Katz Agency, Inc.



feature of the week

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

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

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

The three-time winner got its third accolade at the NARFD luncheon meeting that same day. WHO was named one of 14 stations and networks in the country to be honored in the National Safety Council awards (also in NARFD story). This award men-



WHO News Bureau Manager Jack Shelley (r) receives Medill School of Journalism trophy from Baskett Mosse, chairman of NARND's judges, at news directors' meeting.

* * *
tioned the station "for exceptional safety in farm safety," and the safety council added that the station had the "longest record of achievement in farm safety of any station."

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



strictly business



CHARLES ZURHORST

"THE GRAND and glorious mistake made in industrial radio advertising is that most companies try to bludgeon their policies down the public's throat," says Charles Zurhorst, who has been in, around, and with radio for the past 14 years.

The director of special projects for the Oil Industry Information Committee of the American Petroleum Institute has three sugges-

tions for industrial associations producing programs for local sponsors: First, radio should be looked at as a continuous, not a one-shot, effort. Putting a message across, Mr. Zurhorst says, "is a matter of plug, plug, plug—that's why Lucky Strike doesn't have only one show a year."

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

Industrial organizations which cannot participate in radio continuously by themselves might utilize already-established audiences with spot participation in programs regularly sponsored by member companies, he points out. His second suggestion is that after a radio campaign has been drafted by association members, experts within their own industry, actual production—especially, script-writing—should be turned over to professionals who can package the

(Continued on page 96)



Ludlam's Lodge

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

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

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

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

FIRST in WASHINGTON
WRC

5,000 Watts • 980 KC

Represented by NBC SPOT SALES

And in time for Christmas, too!

★ This free offer
may never be repeated!



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

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

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

got? Will you remember where it came from? Will it make you put WMT on your next schedule? Will it get you a raise?

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

Mail the coupon today.

Merry Christmas.

WMT

Cedar Rapids

5000 watts, 600 kc

Basic CBS Radio Network

Represented nationally by The Katz Agency

WMT, Cedar Rapids, Iowa

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

Name

Firm

Street Address.....

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

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

new business



Spot . . .

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

GENERAL MOTORS, Detroit (Buick Div.), currently buying short term contracts for week of Jan. 13-18 for number of network shows. Contract has already been signed with MBS for sponsorship either of *Fulton Lewis jr.* or *Mutual Newsreel* (whichever show can be cleared during that week). Advertiser also is negotiating with NBC for Operation Tandem and CBS Radio for its short-term network shows. Agency: Kudner Agency, N. Y.

ADAM HATS (Canada) Ltd., Long Branch, Ont., starts pre-Christmas spot announcement campaign on six Canadian major market stations. Agency: J. M. Bingham Agency, Toronto.

Network . . .

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

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

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

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

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

Agency Appointments . . .

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

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

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

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

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

NORWICH PHARMACAL Co., Norwich, N. Y. (Pepto-Bismal, Amolin, Norforms & other products), names National Export Adv. Service Inc., N. Y.

Adpeople . . .

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

CENTRAL OHIO HAS A BIG APPETITE FOR FOOD!

and WBNS, Columbus is first with listeners and advertisers

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



CENTRAL OHIO'S ONLY CBS OUTLET

WBNS

PLUS
WELD-FM
Ask John Blair

POWER WBNS 5000 - WELD 53,000 - COLUMBUS, OHIO

HERE'S FOOD FOR THOUGHT: WBNS COVERS THE RICH CENTRAL OHIO MARKET BEST



* Source: 1951 SM Survey of Buying Power

more New Englanders
listen to

WPRO

than any other
Rhode Island station

Hooperatings

The season of MAXIMUM
LISTENING is here . . . and
the Providence station with
MAXIMUM AUDIENCE is WPRO!

The OCTOBER, 1951, Hooper
Radio Audience Index shows

WPRO

IST in **PROVIDENCE**
MORNINGS
AFTERNOONS
and **EVENINGS**

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

- **COVERAGE**—5000 watts (*full time*) on 630 kc, blanketing **NEW ENGLAND'S SECOND LARGEST MARKET**, and also covering the important Fall River-New Bedford, Mass., marketing area with a signal greater than 2 millivolts.
- **AUDIENCE**—an attentive, active audience to which WPRO beams a *balanced* schedule of topflight programs . . . programs designed for **PRIMARY** listening attention. Important because . . . listeners who **LISTEN**, are buyers who **BUY!**

TO REACH THE
MOST BUYERS,

BUY BASIC...



WPRO AM
& FM
PROVIDENCE · 630 KC · 5000 W

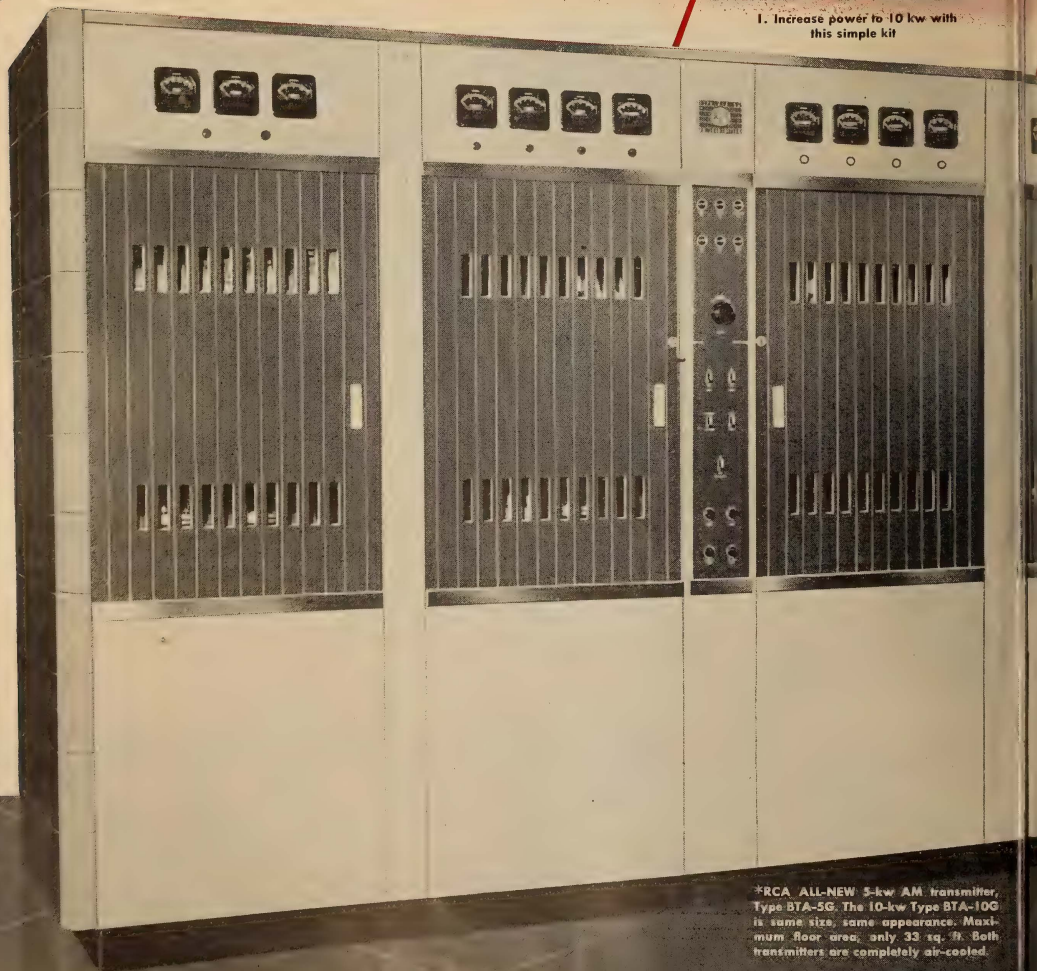
REPRESENTED BY RAYMER

Completely **NEW** 5-kw AM.*

New small size-



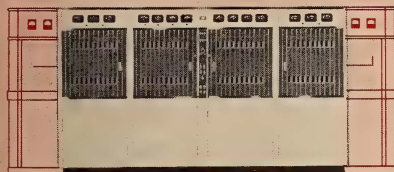
1. Increase power to 10 kw with this simple kit



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

...with a "10-kw" future!

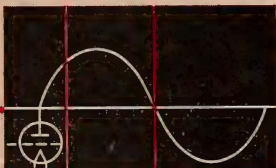
New operating convenience - New operating economy



2. Up to 40% less floor area than previous "5 kw's"



3. Power tube costs reduced



4. 1/60th second arc-back protection



5. Lower power bills



6. Sliding doors—front and rear

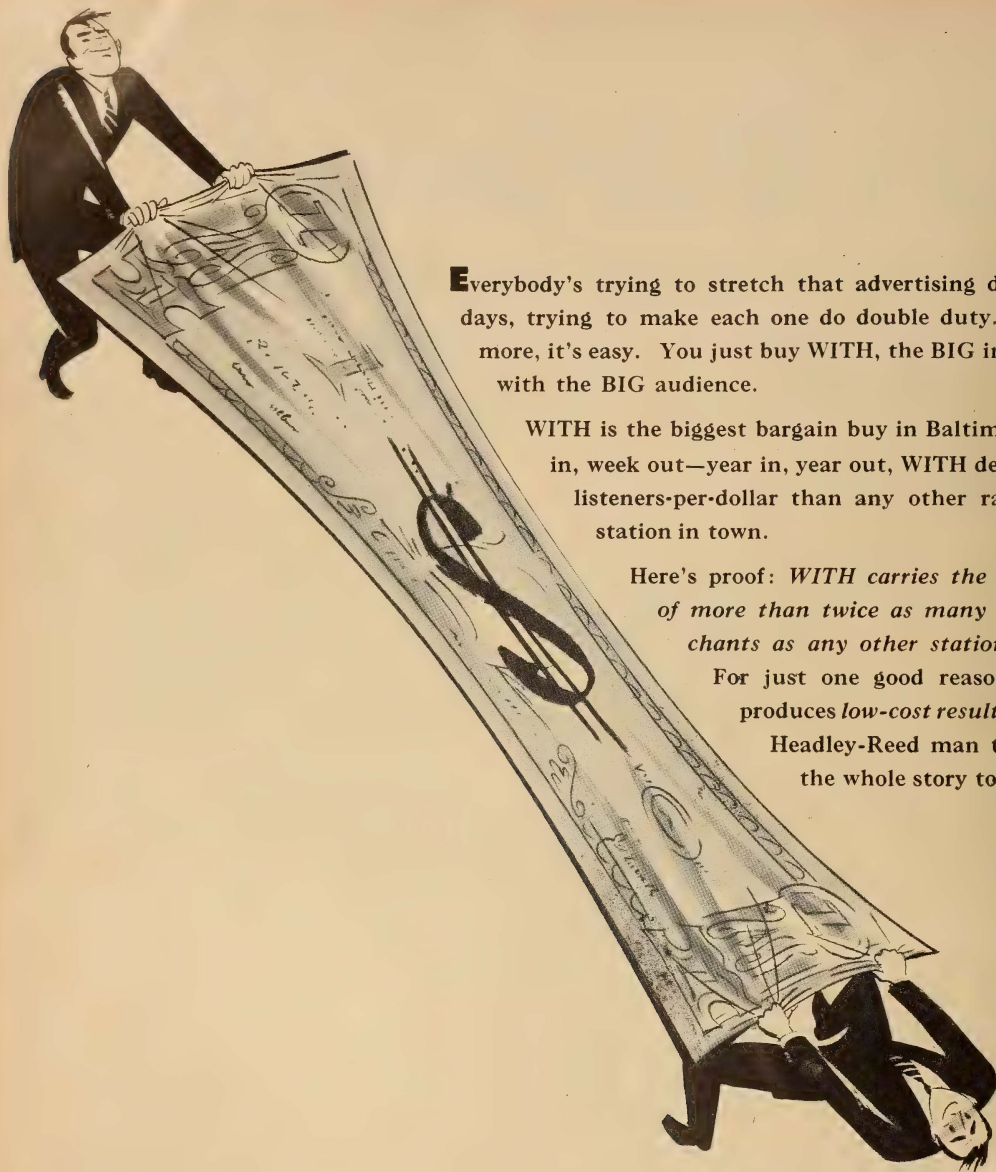
Just read these exclusive features...

- 1 It is a 5-kw AM transmitter you can increase to 10 kw—easily—inexpensively—quickly. No lost air time for conversion. One simple kit makes it easy to increase power overnight. (Yes, you can buy this transmitter ready-built for 10 kw, too).
- 2 It requires less "operating" floor space than other 5 kw's—saves up to 40% floor area. Entire transmitter is only 84" high, 130" wide, 32½" deep.
- 3 It's the ONLY "5 kw" with such low tube costs. Power and modulator stages use the new small size, lightweight RCA-5762—costing less than half that of power types in most "5 kw's".
- 4 It's the ONLY "5 kw" with "split-cycle" overload and voltage protection—using thyatron-controlled rectifiers. Circuits work so fast audiences cannot detect "off-air" breaks.
- 5 It holds power bills to the LOWEST in the "5-kw" field—through smaller power tubes, fewer stages, fewer tubes (only 24 tubes and 8 different types).
- 6 It's the ONLY "5 kw" with horizontally-sliding doors *front and back*. Benefits:
 - ✓ Saves over 60 square feet of floor area
 - ✓ Provides more elbow room for operator
 - ✓ Makes it easier to get at transmitter

For all the facts about this basically new transmitter... newest of nearly three hundred RCA "5-kw's" now on the air... call your RCA Sales Representative.



RADIO CORPORATION of AMERICA
ENGINEERING PRODUCTS DEPARTMENT
CAMDEN, N.J.



Everybody's trying to stretch that advertising dollar these days, trying to make each one do double duty. In Baltimore, it's easy. You just buy WITH, the BIG independent with the BIG audience.

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

Here's proof: *WITH carries the advertising of more than twice as many retail merchants as any other station in town!*

For just one good reason — WITH produces *low-cost results!* Get your Headley-Reed man to give you the whole story today.

THE RESULTS STATION

WITH

BALTIMORE, MARYLAND

TOM TINSLEY, PRESIDENT—REPRESENTED BY HEADLEY-REED



AFFILIATES SEEK DELAY

By RUFUS CRATER

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

The affiliates' action on the only really stormy issue of the network's fifth annual convention came just before noon Friday in overtime deliberations which had started—and, according to NBC's timetable, had been scheduled for completion—Thursday afternoon. The meeting was still in session Friday afternoon (for later developments see AT DEADLINE, page 5).

Despite the affiliates' stand on the economic plan, it was apparent before hand that NBC was prepared to hold the line—or in any event to hold fast to the plan's broad features but perhaps make concessions on subsidiary points. Affiliates in most of the markets which NBC regards as essential, it was learned, already had given their approval.

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

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

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

McConnell Speaks

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

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

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

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

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

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

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

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

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

Herbert, vice president and director of radio sales: "Time, plus talent, plus merchandising equals increased sales."

His "Market Basket" plan of radio advertising—a Tandem type sponsorship series tying in with local merchandising—was detailed

to the affiliates, along with NBC's new Guaranteed Advertising Attention Plan. It was also disclosed that the "Minute Man" programs to be offered to stations on a pay-as-you-sell basis, will be available within two weeks and will consist of *Kate Smith Show*, 12:15-12:45

p.m. daily; *Ralph Edwards Show*, 2-2:30 p.m. daily; *Howdy Doody*, 8:30-9:30 a.m. Saturday; *Bill Stern Show*, 6:30-6:45 p.m.; *H. V. Kaltenborn News*, 6:15-6:30 p.m. Saturday; *Texas Rangers*, 6-6:30 p.m., Sunday, and *Dangerous Assignment*, 10:30-11 p.m. Monday.

Morning Expansion

In television the affiliates were told plans include an expansion of morning programming by 25 hours a week; a new "magazine concept" of advertising; a major station break series of promotion pieces; extensive new research; "flying boxcars" and other versions of airborne TV, and a robot-like remotely controlled camera. Additionally, President McConnell predicted that by 1955 TV will be a billion dollar advertising medium.

Mr. McConnell made clear in his keynote address that NBC plans to go ahead with its basic economic program. And if it succeeds, he said NBC Radio will make money in 1953. NBC's financial sacrifices in establishing its TV network,

(Continued on page 26)

RICHARDS' RENEWALS

FCC Ends Long Case

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

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

The celebrated case—which brought charges of political persecution from some members of Congress and countercharges of attempts to whitewash from other Congressmen—ended with the FCC accepting Hearing Examiner James D. Cunningham's initial decision recommending dismissal of the case on the ground that the death of Mr. Richards last May rendered the issues moot [B•T, June 18].

Decision was made by the entire Commission, with only Comr. Paul

A. Walker dissenting. Chairman Wayne Coy and Comr. Frieda B. Hennock issued a joint concurring opinion.

The Commission's decision referred to Mrs. Richards' responses to its inquiry last September [B•T, Sept. 24] as constituting "a rejection of the alleged practices and policies which led to the institution of the renewal proceedings and a positive representation, upon which we rely, that the alleged practices and policies of the type under inquiry in the renewal proceedings will not occur in the future."

Coy, Hennock Disapprove

Comrs. Coy and Hennock, in their joint concurring opinion, expressed their disapproval of the alleged news slanting and bias and emphasized that they voted to terminate the proceedings "in reliance upon Mrs. Richards' repudiation of the conduct under inquiry . . . and her representation that it would not occur in the operation

of the stations under her control."

Comr. Walker's dissent was based on the ground that the hearing examiner exceeded his authority by recommending dismissal. Comr. Walker felt the examiner should have made findings of facts and conclusions and the Commission should have judged whether Mr. Richards' death eliminated the charges and therefore left no question of his conduct as a licensee to be determined.

Ever since Mr. Richards died and Examiner Cunningham recommended dismissal of the case, FCC General Counsel Benedict P. Cotton and Broadcast Bureau Chief Curtis B. Plummer have fought against ending the case without a finding on the testimony of the 290 witnesses during the 113 days of the hearing. The Commission, apparently, thought otherwise when it accepted as final the examiner's initial decision.

The Richards hearing filled 18-

(Continued on page 104)

B-M NAMES THREE Van Nostrand Appointed

BRISTOL-MYERS Co., products division, New York, last week announced changes in advertising personnel with Richard K. Van Nostrand, advertising department of Borden Co., New York, being named advertising manager on the Vitalis, Vitalis Hair Cream and Sal Hepatica accounts.

Other appointments were: Walter P. Lantz, manager of advertising department, as executive assistant to Robert B. Brown, division president; and Lee H. Bristol Jr. was appointed assistant advertising manager in charge of advertising on Ammens Medicated Powder, Minit-Rub and Trushay accounts.

RCA VICTOR

Regional Shifts Announced

TWO regional appointments were announced last week in Camden, N. J., by RCA Victor. W. L. Rothenberger was named manager of the eastern region. A new region, to be known as the northeastern region, also was delineated with R. M. MacRae as manager.

Mr. Rothenberger succeeds J. R. Little Jr., who resigned to accept the presidency of a West Coast dairy firm. An RCA veteran of



Mr. Rothenberger Mr. MacRae

30 years' continuous service, Mr. Rothenberger has been serving as manager of sales operations for the RCA Tube Dept. Mr. MacRae, prior to his new appointment, had been assistant manager of the eastern region. He joined RCA in 1945 after being detached from the Army.

Town Hall, ABC Renew

TOWN HALL INC., New York, and ABC have signed 52-week renewal contract effective first of the year for *America's Town Meeting of the Air*, heard on the network Tuesday, 9-9:45 p.m. EST. Program—heard on 220 network stations—is offered on co-op basis and sponsored locally on approximately 50 of those stations. Amalgamated Clothing Workers of America, New York, through Ben Sackheim Co., same city, sponsors program over WJZ New York and WMAL Washington.

Sugar Bowl on ABC

GILLETTE Safety Razor Co., Boston, will sponsor broadcast of the New Year's Day Sugar Bowl football game on the ABC Radio network. Agency is Maxon Inc., New York.

HEARST RADIO REVAMP

Top Posts Shifted

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

Leslie H. Peard Jr., assistant to the manager of WBAL-AM-TV, was named manager of the outlets.

Victor F. Campbell was named program director and Arnold Wilkes was appointed public affairs and educational director of Hearst Radio Inc. D. L. (Tony) Provost, vice president of Hearst Radio Inc., said the appointments were designed to "maintain a programming continuity in the public interest for all Hearst Radio properties."

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

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

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



Mr. Peard

WBAL-TV the past year.

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

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

Assist Mr. Provost

Messrs. Wilkes and Campbell will act in a "supervisory and advisory capacity" for WBAL-AM-TV and WISN-AM-FM-TV and their appointments "will in no way interfere with local control of programming." They will both serve as direct assistants to Mr. Provost.

Program control will be retained locally in Baltimore and Milwaukee, with program managers and public affair-educational chiefs working under the direction of local station managers, Mr. Provost said.

Mr. Campbell also will set up a radio-TV syndication service under Hearst Radio Inc., using WBAL-AM-TV programs such as *United States Newsreel* as a nucleus.

Wight Named V. P.

READ HAMILTON WIGHT, director of radio and television, J. M. Mathes Inc., New York, has been elected a vice president of the agency.

NARTB BOARD

Meetings Start Today

FIVE NARTB board committees will start meetings today as the association's combined boards converge on Washington for their annual sessions [B•T, Nov. 26].

Meeting today will be the By-Laws and Finance Committees of the board. The Finance Committee will meet tomorrow morning with the Membership Committee, after which the latter group will hold a separate session. The Legal & Legislative Committee will meet Tuesday afternoon.

A dinner meeting of the board's Convention Committee is scheduled Thursday.

Starting Wednesday morning the radio and television boards will hold separate meetings at NARTB headquarters. They will meet again Thursday morning, continuing in separate sessions. A meeting of the combined boards is scheduled Thursday noon at the Statler Hotel. They are expected to wind up joint sessions by Friday noon, according to NARTB headquarters.

Attention of the TV board will be centered on the proposed TV Code. NARTB's TV organization has stated that only minor changes, if any, will be made in the code inasmuch as the draft of the code is described as having been unanimously approved by the TV membership meeting, held Oct. 19 in Chicago (see Code stories on opposite page).

Harris Elected V. P.

JACK HARRIS, general manager of KPRC - AM-FM-TV Houston,

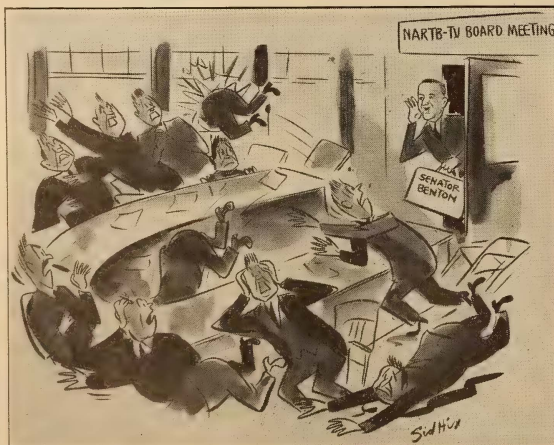
has been elected a vice president of the Houston Post Co., publisher of the *Houston Post* as well as licensee of the KPRC stations. Mr. Harris already was a member of the board of directors of the radio-newspaper company. He also is chairman of NBC's Stations Planning & Advisory Committee.



Mr. Harris

Fiebert Appointed

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



Drawn for BROADCASTING • TELECASTING by Sid Hix

"Boo!"

WILL TV CODE BE ADOPTED THIS WEEK?

Adherents Explain Proposed Procedure

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

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

Although not new in statement or principle, the NARTB Code is television's Declaration of Independence—a declaration which shows the industry's ability to handle its responsibilities to the community—the television audience, Mr. Caddigan said. A member of the subcommittee which drew up programming and pro-

COMBINED boards of the NARTB hold their annual meeting this week in Washington. Membership, finance, by-laws, legislation and other topics of general interest will be treated in detail, but the biggest interest will be focused on the proposed Television Code, up for adoption (and probable revision) by the TV board.

duction sections of the code, Mr. Caddigan said he thought one of the most important facets of the committee's work was that final results combined station and network attitudes and did not represent the single viewpoint of any one interest-group.

Observing that the final document was "not pulled out of the blue," Mr. Caddigan explained that study was made of similar codes established in the motion picture industry, in radio and by networks themselves. "No broadcaster would intentionally telecast a program that would offend the standards of good taste or morals of any segment of his audience," he said, "yet, because of pressures that are increasing in force, we must watch the exception rather than the rule." He explained that the code must nevertheless cover a general situation and could not be broken down to make special allowances for different standards of morals and taste in various areas throughout the country.

Protests against the film indus-

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

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

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

(Continued on page 104)

BOT Poll Reveals Opinions Differ

LESS THAN half of the TV stations contacted in a sample survey by BROADCASTING • TELECASTING favor quick adoption of the proposed NARTB TV code provided necessary changes are made, according to final tabulation of replies [B•T, Nov. 26].

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

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

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

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You Can't Say That

AN EDITORIAL

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

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

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

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

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

And such a job is particularly difficult if done in haste. Notwithstanding the care and energies that the television code committee

spent in preparing the document now under consideration, there is all too much evidence in it that it was prepared in haste. The flaws which came of hasty preparation are mostly in those areas which, we may call, the precise do's and don't's.

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

We suggest that the assignment is too big and too important to be accomplished successfully in so short a time.

Would it not be more practical for the board to ignore the necessarily painstaking job of spelling out the detailed do's and don't's and instead concentrate on writing a relatively brief code that establishes general policies and on designing the apparatus of a Board of Review that will administer the code and reduce its broad policies to day-to-day application?

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

Our suggestion to the NARTB television

board is first to prepare a thoughtful, succinct statement of desirable policies to govern telecasting and let that stand as the code, and, second, to set up a strong administrative system to make the code function. This system might eventually evolve into a Code Authority with a man of recognized stature as its full-time chief, but whatever its form, it should have the power to enforce the code and the good sense and taste to interpret it properly.

As to the explicit do's and don't's now contained in the proposed code, we suggest that the NARTB TV board extract them from the code, if the board insists on taking notice of them, and set them up in an independent document organized and presented as a guide to telecasters and to the Board of Review.

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

It would be a pity if, in their haste to police themselves, the telecasters adopted a short-sighted and constricting set of fixed rules in a code that would discourage the development of the art.

Telecasters have enough to do without attempting to write restrictions to wash the natural language out of a combat platoon leader's mouth.

Affiliates Seek Delay

(Continued from page 23)

he said, already are beginning to pay off.

The closed affiliates sessions, presided over by Jack Harris, KPRC-AM-TV Houston, devoted nearly eight hours to the economic issue alone. Mr. Harris, chairman of the Stations Planning and Advisory Committee, was understood to favor the overall plan. Primary objection was voiced against the use of "television penetration" as the base for the rate adjustments, limited to 20% up or down at this stage.

In the affiliates debate over the economic plan, leaders of the opposition included Paul W. Morency, of WTIC Hartford, who is chairman of the all-industry Affiliates Committee which recently condemned the NBC plan or any like it which may be developed; Clair R. McCollough, Steinman Stations, and G. Richard Shafro, WIS Columbia, S. C., both of whom are also members of Mr. Morency's Affiliates Committee.

The affiliates meeting reached a stalemate late Thursday, after the group had heard—at their own request—NBC Executive Vice President Charles R. Denny explain points which were troubling them. The affiliates also requested and heard details from Station Relations Vice President Carleton D. Smith, Hugh M. Beville, NBC plans and research director, and David Adams, assistant to the executive vice president. Mr. Denny, who heads NBC's radio operations, bore the brunt of the questioning.

All meetings in the Wednesday through Friday convention were closed, but portions of the talks were supplied to newsmen by NBC. President McConnell held a news conference to review developments after the close of the official presentations Thursday. Approximately 450 persons, including affiliates, wives and network officials attended the convention.

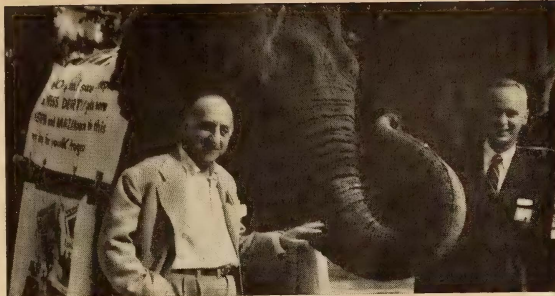
President McConnell also told the affiliates NBC intends to move three ways on the radio front—to sell it harder, to program it better

NBC PLAQUES

Six 25 Yr. Outlets Cited

THE SIX 25-year affiliates of NBC received plaques in honor of this uninterrupted quarter-century of association last Wednesday from NBC Board Chairman Niles Trammell at Boca Raton.

Cited for merit in broadcasting: WWJ Detroit, on whose behalf WWJ-TV General Manager Willard Walbridge accepted the plaque; KSD St. Louis, accepted by General Manager George M. Burbach; WDAF Kansas City, by General Manager Dean Fitzer; WTIC Hartford, by Vice President and General Manager Paul W. Morency; WCHS Portland, Me., by Managing Director William H. Rines; and WJAR Providence, by President George O. Griffith.



CAVORTING with a stunt elephant as the fifth annual NBC affiliates convention got under way at Boca Raton, Fla., are S. S. Fox (l), president and general manager of KDYL-AM-FM-TV Salt Lake City, and Joseph V. Heffernan, NBC financial vice president.

and to merchandise it on an unprecedented scale.

From the radio network standpoint, it was reported, NBC has netted half a million dollars this year but expects to lose one million dollars next year in rebuilding the NBC Radio Network. Even so, Mr. McConnell said NBC has "complete confidence in radio," and he appeared confident that if the network's basic economic plan succeeds then NBC's radio operations will "make money" in 1953.

"I have more optimism and confidence in the future of network radio than I have ever had before," President McConnell said, adding that he thought NBC is "developing patterns that will keep radio strong for the future."

He continued:

"We're finally selling radio on its solid advertising values in moving merchandise, instead of on a show-business basis alone. To do this, we've established dollar-and-cents comparisons, so that the values of NBC Radio can be stacked up against those of the other media."

Mr. McConnell said NBC is en-

larging its news service, bolstering its music schedules and planning to present a talent array comparable to the old days but at reasonable prices.

Turning to the subject of television (also see page 27), President McConnell urged his listeners to take a close look at UHF.

"If there is a prospect for developing a profitable television operation in your market, find out about it and make the right decision," he said. "It will probably be the most important business decision you will ever have to make."

A considerable amount of the convention time was open to UHF observation, with pickups from the luncheon and dinner areas plus kinescope showings of top-ranking NBC-TV programs. The UHF shows, obviously designed to attract broadcasters into this field, were commended highly for their reproduction quality.

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

vertisers so long as it continues to sell audiences.

NBC is determined to keep out bad taste, he continued, noting that the network is following a program of self-discipline in addition to subscribing to the industry code.

The task of sketching broad features of the new economic plan was assigned to Executive Vice President Charles R. Denny, who devoted most of his Wednesday afternoon speech to it.

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

"Realistic" rates, as envisioned in the plan, are essential to effectuating other features of the overall program, he declared.

He made clear, however, that NBC's formula for determining individual stations' network rates should have no effect on an affiliate's local or national spot rate.

These rates are based on local competitive factors and should not depend on the network rate, he explained.

Cites CBS' Option Time

On the subject of network option time, Mr. Denny alluded to CBS having registered higher gross time sales and pointed out that CBS has more option time available than NBC.

NBC, he noted, is seeking an additional hour of morning option time—30 minutes at the first of next year, and another 30 minutes by the following October, when the first half-hour will have been sold.

Reviewing the mechanics and objectives of the economic plan, Mr. Denny declared that "at NBC we have great confidence in network radio both for the present and for the long-range future."

"We are proud that our network has taken the leadership in rolling up its sleeves and tackling these basic problems," he said.

NBC's plan to strengthen its radio network, he said, has seven key points:

- (1) To enlarge the network by 100 to 200 stations, it has been estimated, in order to give advertisers "unequaled" breadth and depth of coverage;
- (2) to get an "adequate amount" of network option time;
- (3) to offer programs "geared to the future," concentrating on that which radio does best and also capitalizing on NBC-TV's top talent;
- (4) "fair and realistic" prices for time and talent;
- (5) sound sales policies to hold present advertisers and attract new ones;
- (6) strong merchandising in support of network advertising;
- (7) developing revenues to extend network radio's value to the public.

Mr. Denny said the new rate formula is based market-by-market on current radio homes circulation, with adjustment for TV where TV is a local factor. While the formula will raise some stations' network rates and lower others, it will result overall in an

(Continued on page 34)

TRUMAN LETTER

Commends NBC Progress

THE GROWTH of radio and television, and of their importance in American life, are reflected in NBC's development during its first quarter-century, President Harry S. Truman said last week in a silver anniversary message.

The Presidential message, addressed to NBC President Joseph H. McConnell and read by him to the network's convention at Boca Raton, asserted:

The 25th anniversary of the National Broadcasting Company naturally brings to mind the truly remarkable progress made by radio in a quarter century. An industry which was still new and on trial with the public 25 years ago, has grown to be one of the most important industries in the country.

When people sometimes bemoan the loss of our geographic frontier areas and say we no longer have great new opportunities, I think they should be reminded of the creation of new wealth in your industry, and many other industries, in recent years. We are an inventive, creative people. Thanks to progress in the atomic, medical, agricultural, industrial and other fields, we are on the threshold of still other wonders which will add

greatly to our well-being.

Radio and television are important not only because they have contributed so much to the growth of our economy and our entertainment, but especially because of what they have done, and are doing, in providing news of direct concern to the people. It is necessary that people have easy access to authentic unbiased information and then draw their own conclusions.

Democracy will flourish and this country will remain vigorous and strong as long as Americans are well-informed and free to speak and vote as we please, as well as worship and work as we please.

We would certainly not be in good shape if we had access only to untruths and slanted, biased news. NBC performs a vitally important public service when it presents facts and different points of view on political, economic and social affairs.

Very sincerely yours,

(Signed) Harry S. Truman.

NBC'S TV FUTURE

PRESENT and future plans for NBC-TV, starting with a 25-hour-a-week expansion of morning programming and extending to such envisioned developments as disaster mobile units and airborne TV, were unveiled for NBC affiliates Thursday morning at the network's Boca Raton convention.

At the same time President Joseph H. McConnell predicted that by 1955 television alone will account for one billion dollars worth of advertising, counting time and talent for network, national spot, and local advertising. At the rate it is progressing today, he continued, radio advertising in 1955 will fall short of that predicted for TV.

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

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

In the field of fact rather than plans, the affiliates were told that advertisers will spend approximately \$30 million on NBC-packaged programs—currently representing two-thirds of sponsored NBC-TV time and 78% of NBC-TV advertisers—during the next 12 months. Where the second network has 19 hours of sponsored programs packaged by the network, according to Ruddick C. Lawrence, network director of TV sales development, NBC-TV has 33 1/4 hours.

Describes 'Magazine Concept'

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

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

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

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

five-second network identification breaks to be used for promotion, with approximately 7,800 chime breaks to be produced in the next 12 months representing a worth of \$2,200 each in network time. These won't be mere slides, he said, but will constitute the shortest full-length feature films ever made.

Edward D. Madden, vice president in charge of television sales and operations, reported in an address to the affiliates that approximately 66% of sponsored radio time is bought by the same advertisers, whereas in TV the same money would buy 33% of the advertising time.

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

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

world and accomplish its mission before this decade is out."

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

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

On Planning Boards

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

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

films back to the studios first.

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

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

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

In the field of programming, the affiliates were told by Robert W. Sarnoff, vice president in charge of unit productions for television,

(Continued on page 38)

NBC MERCHANDISING

NBC'S PLANS for a department of merchandising experts to bolster the radio network's sales operations (see story page 23) were disclosed to the network's affiliates convention at Boca Raton, Fla., last Wednesday by Fred N. Dodge,

who will head the new department.

Mr. Dodge said the department will be "superior to anything in the advertising media field and tops in radio broadcasting."

He will be assisted, he said, by 12 expert merchandisers. Most of

Bows at Boca Raton

these have not yet been selected, nor have Mr. Dodge and his associates completely finished the task of laying out the country into the geographical areas—presumably 12—in which these experts will operate.

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

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

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

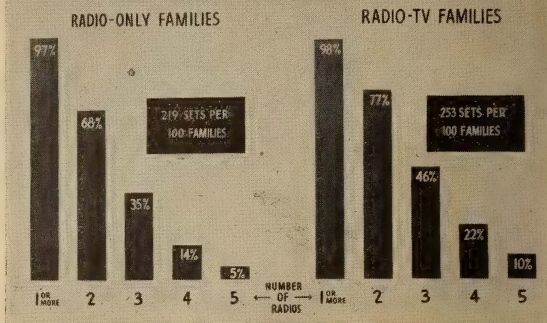
"In return for these services," (Continued on page 105)



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

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

RADIO-TV FAMILIES HAVE MORE RADIOS IN WORKING ORDER THAN RADIO-ONLY FAMILIES HAVE



THE BIGGEST CROWD ISN'T IN THE PARLOR

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

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

Listeners to a morning show, for instance, were found 43% in the kitchen, 39% in the living room, 11% in bedrooms, 2% in the dining room and 5% out of the home. But the living room is not entirely displaced as a listening point. Audience of a Sunday evening musical program was distributed 63% in the living room, 11% in bedrooms, 10% in the kitchen, 2% in the den, 2% in the dining room and 12% away from home. The away-from-home figures in these examples and

in the adjoining tables may be higher in August than they would be in December, when the out-of-doors is not an inviting listening location in much of the country.

The joint NBC-CBS study also revealed that radio-TV homes have more radio receivers on the average than radio-only homes—253 radios in working order in 100 homes with television to 219 in radio-only homes. The nation's video families also include 46% with three or more radios, while only 35% of the radio-only families own three or more sets.

Radios in TV Homes

Radio-only homes have more living room radios than are found in radio-TV homes (85% to 73%), but in all other locations the families with television have more radios: Bedroom (66% for radio-TV homes, 48% for radio-only homes), kitchen (45% to 33%), auto (44% to 36%), portable sets (12% to 8%), others (20% to 15%).

In more than half of the homes

with video as well as radio receivers, the mother was found to use radio the most (52%), with 21% reporting father as the top listener, 13% daughter, 10% son and 4% other. Comparable figures for radio-only homes were not divulged.

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

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

ABC and MBS were invited to participate but did not do so, he

said, in answer to a question.

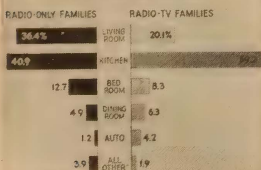
Data were collected by ARB through diaries distributed to 3,600 persons throughout the country, each asked to report on his individual listening by quarter-hours throughout the survey week. A total of 3,120 (87%) were usable for final tabulation, of which 34% represented individuals in radio-TV homes and 66% in radio-only homes.

Multiple Sets

Results, showing 68% of radio-only homes and 77% of radio-TV homes with two or more radios, 35% of radio-only and 46% of radio-TV homes with three or more, 14% and 22% respectively with four or more and 5% and 10% with five or more radios, are in line with other studies of set ownership. They indicate that the Nielsen surveys, based on 2,000 Audimeters in 1,500 homes, may not be doing full justice to secondary set listening, it was pointed out.

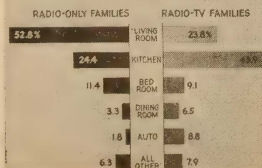
DISTRIBUTION OF RADIO LISTENING BY LOCATION OF SETS

MORNING, 6 AM-12 NOON



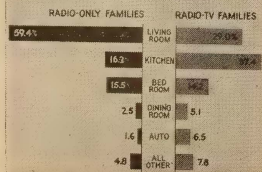
DISTRIBUTION OF RADIO LISTENING BY LOCATION OF SETS

AFTERNOON, 12 NOON-6 PM



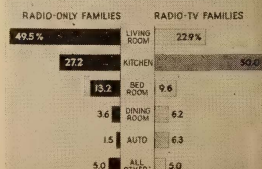
DISTRIBUTION OF RADIO LISTENING BY LOCATION OF SETS

EVENING, 6 PM-12 MIDNIGHT



DISTRIBUTION OF RADIO LISTENING BY LOCATION OF SETS

TOTAL DAY, 6 AM TO MIDNIGHT



BROADCASTERS are still in the dark about their rights and responsibilities under the libel laws as far as political broadcasts are concerned. Only sure thing, radio men now know, following last week's FCC pronouncement in renewing the license of WDSU, New Orleans [CLOSED CIRCUIT, Nov. 26, 19], is that they cannot censor political candidates' speeches.

In fact, the FCC made it clear that even though the political campaign-libel situation still is unsettled, the Commission will no longer be sympathetic to the woes of broadcasters faced with law suits due to defamatory remarks made on the air by political candidates. Previously the Commission had gone lightly on stations charged with censorship of political speeches because of the unsettled state of the law.

In its Nov. 21 memorandum opinion and order (released Nov. 26) the Commission stated: "We, therefore, think there is no longer any reason to defer application of what we believe Section 315 [of the Communications Act] to require in any case of censorship of political broadcasts, and hereafter we will not accept the plea of doubt and uncertainty in the state of the law as a reason for not administering the law as we read it."

Found Censorship

The FCC renewed the license of WDSU even though it found that the station had attempted to censor the broadcast of unsuccessful 1950 Mayorality candidate Alvin A. Cobb. Station asked Mr. Cobb to delete a portion of his speech which it considered libelous. When he refused, the station refused him air time. The license was renewed because, the Commission found, the station "had acted in good faith and on the basis of legal advice" and "it cannot be said that the conduct of the licensee was in deliberate or willful violation of Section 315 . . ."

Disappointed broadcasters, who thought they would have a clearer guide to the looming 1952 campaign, were thus put on notice that candidates' speeches are sacrosanct—no matter what. Some radio legal observers fear that the Commission's latest expression may play into the hands of unscrupulous politicians who will assume they have license to say anything over the air.

Other observers consider the WDSU decision more a censure of Congress than of the station. They point to the 1948 Port Huron decision which held out hope that Congress would enact specific legislation to relieve broadcasters from responsibility for libel uttered over the air by political candidates but which still has not been done [B•T, July 5, 1948].

The Port Huron case involved a 1945 municipal election in Port Huron, Mich., during which WHLS forbade its facilities to all candi-

dates after a non-candidate had made political charges in what was billed as a non-political speech. The Commission renewed the license of WHLS, but propounded the theory that radio stations were immune to libel suits since Section 315 of the Act forbids censorship of candidates' speeches.

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

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

No broadcaster is going to get into serious trouble who operates in the public interest by carrying speeches by the political candidates, and who treats political candidates of all parties fairly and does not try, by one device or another, to use a public facility, a radio frequency, to give advantage to one candidate as against another, or to one party as against another. When a broadcaster using a public facility, a radio frequency, attempts to use that radio frequency to the advantage of a particular candidate or a particular party, he is likely to have very serious trouble.

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

For the time being, at least, until the matter is settled, the honest and conscientious broadcaster who uses ordinary common sense in trying to prevent obscene or slanderous or libelous statements from going over the air need not fear any action?

Mr. Coy replied:

Any capricious action; that is right. I think a broadcaster has an obligation, in a situation of this kind, to take some speculative risk rather than leaning over backward to delete everything

that might appear to him to be libelous in a political campaign. We are all familiar with the kind of political campaigns we have. There is a certain license that political candidates take and that other people take in speaking of political candidates. For the most part, political candidates are not super-sensitive; they know how to take it as well as dish it out; and I do not think we should do anything to curtail a political campaign.

It is this leniency expressed by Chairman Coy in 1948 that last week's FCC ruling retracts.

Best bet for the broadcasting industry, according to most observers, is continued pressure by station owners to get Congress to act or states to enact "limited liability" libel laws. A proposed state law has been worked up by the legal department of NARTB.

State Laws Enacted

As of September 1949 the following states had this kind of law on their statute books, according to an NARTB compilation: Colorado, Florida, Georgia, Iowa, Kansas, Nebraska, North Carolina, Oregon, Virginia and Wyoming. In addition, California relieves stations from responsibility for libel in ad lib remarks and network originations. Washington does the same if the libel is expressed without the knowledge or the fault of the broadcaster. In Montana and Utah, the law requires proof of actual malice on the part of the broadcaster. Earlier this year, Louisiana enacted a limited liability law protecting broadcasters from libel suits due to political candidates' speeches over the year.

Of one thing broadcasters may be sure, according to most lawyers: Although candidates themselves cannot be censored, speeches by

SECTION 315 of the Communications Act reads as follows:

If any licensee shall permit any person who is a legally qualified candidate for any public office to use a broadcasting station, he shall afford equal opportunities to all other such candidates for that office in the use of such broadcasting station, and the Commission shall make rules and regulations to carry this provision into effect: Provided, That such licensee shall have no power of censorship over the material broadcast under the provisions of this section. No obligation is hereby imposed upon any licensee to allow the use of its station by any such candidate.

supporters can be. This was established in the 1949 *Felix v. Westinghouse Radio Stations* case in which the U. S. Court of Appeals ruled that stations can be held responsible for broadcast utterances of non-candidates in a political campaign [B•T, March 20, 1950]. The Supreme Court refused to review the case when it denied a request for a writ of *certiorari* last April [B•T, April 23].

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

(Continued on page 38)

NETWORK GROSS

PIB Issues Oct. Report

COMBINED gross time sales of four nationwide radio networks during October totaled \$14,966,436, a drop of 7.4% below the \$16,169,808 combined gross for the same month of 1950. Publishers Information Bureau reported last week. (ABC, CBS, MBS and NBC are covered by PIB, which does not as yet report on Liberty Broadcasting System.)

Individually, ABC and Mutual show higher gross sales for October of this year than of last, with CBS and NBC showing smaller time sales this October. These comparisons are not completely valid, however, as NBC and CBS on July 1 instituted overall discounts of approximately 10% in their card rates which are reflected in the PIB figures.

ABC and MBS concurrently made similar concessions but did so as added discounts instead of rate cuts. These discounts do not affect gross billings and so do not show up in the PIB tables.

	NETWORK RADIO			
	October 1951	October 1950	Jan. - Oct. 1951	Jan. - Oct. 1950
ABC	\$ 3,180,514	\$ 3,013,938	\$ 27,209,667	\$ 29,431,370
CBS	5,615,074	6,676,037	58,248,614	57,744,701
MBS	1,759,468	1,534,526	14,620,653	13,422,055
NBC	4,411,380	4,945,307	45,662,244	51,293,402
TOTAL	\$14,966,436	\$16,169,808	\$145,741,178	\$151,891,528
* * * *				
	NETWORK RADIO TOTALS TO DATE			
	ABC	CBS	MBS	NBC
January	\$ 3,099,418	\$ 6,833,626*	\$ 1,542,887	\$ 5,215,947
February	2,702,721	6,097,737*	1,426,705	4,731,626
March	2,891,339	6,793,966*	1,648,006	5,085,636
April	2,980,183	6,487,717*	1,539,801	4,897,882
May	2,991,227	6,744,098*	1,510,818	5,329,572
June	2,720,268	6,201,963*	1,191,691	4,739,193
July	2,267,674	4,387,193*	1,347,841	3,728,687
August	2,210,352	4,440,261*	1,329,375	3,808,906
September	2,165,971	4,645,979*	1,324,061	3,713,235
October	3,180,514	5,615,074	1,759,468	4,411,380
TOTAL	\$27,209,667	\$58,247,614	\$15,348,653	\$45,662,244

*Revised as of Nov. 27, 1951.

When you add it all up...

***CBS Radio reaches
more economy than
It delivers advertising
cost-per-thousand-
network radio—lowest***

**more people with
any other network.
at the lowest
homes in all
by 18%.**

**COST-PER-THOUSAND-
HOMES IN 1951**

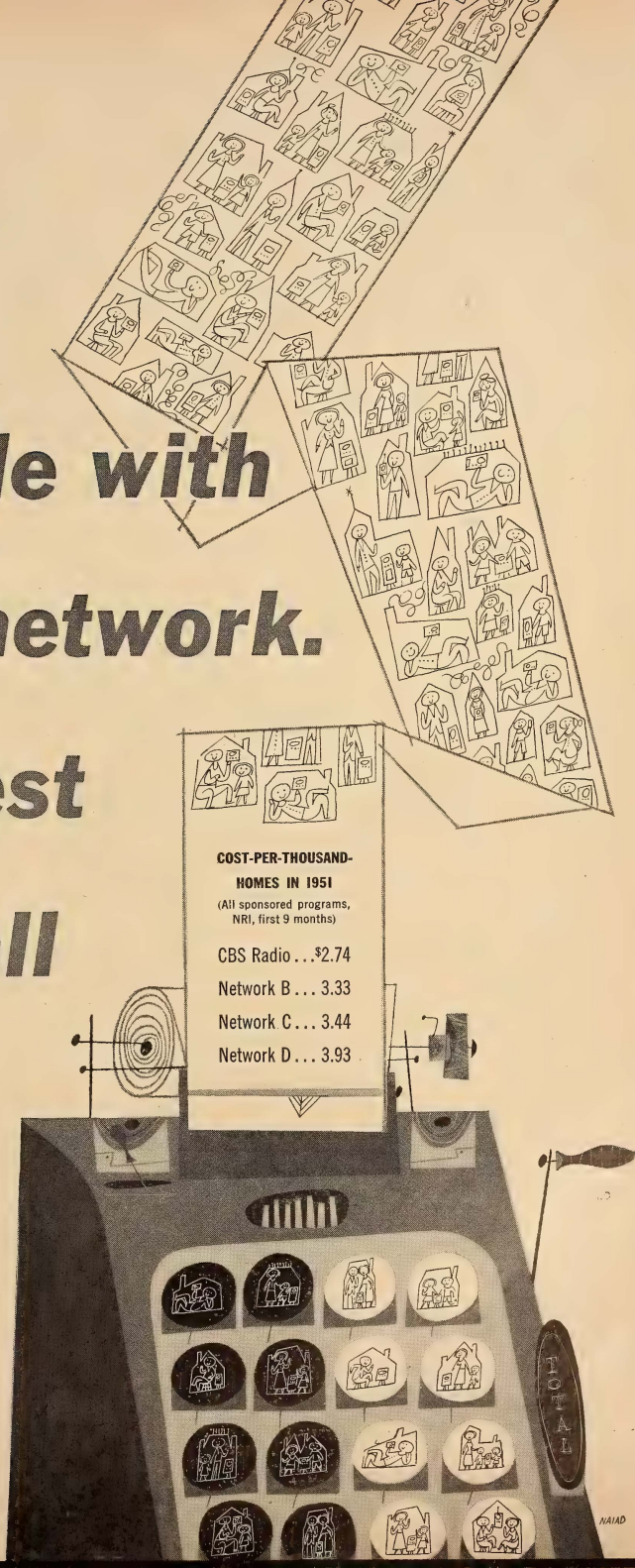
(All sponsored programs,
NRI, first 9 months)

CBS Radio ... \$2.74

Network B ... 3.33

Network C ... 3.44

Network D ... 3.93



CITY DWELLERS

New Census Data Shows 64% in Urban Areas

NEARLY two-thirds (64.0%) of the population of continental United States, 96,467,686 out of 150,697,361, lived in city territory when the 1950 Census was taken, according to an analysis just completed by the U. S. Census Bureau.

Of the urban population, 69,249,148 or 71.8% was concentrated in 157 urbanized areas around central cities of 50,000 or more population. The remaining 27,218,538 (28.2%) lived in other urban places of 2,500 or more located outside these 157 urbanized areas.

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

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

Areas	Number	% of U. S.
Urban, total	96,467,686	64.0
157 urbanized areas	69,249,148	46.0
In central cities	48,377,240	32.1
In urban fringes	20,871,908	13.9
Other urban places	27,218,538	18.0
Rural, total	54,229,675	36.0

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

New Problems

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

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

A standard metropolitan area includes a city with 50,000 inhabitants or more in 1950 and may include more than one city of such size. Conversely, each city of such size is included in a standard metropolitan area. The county in which the city of 50,000 or more is located is by definition included in the standard metropolitan area. Contiguous counties are included if they are an integrated economic unit with a large volume of daily travel and communication between the central city or cities and the outlying parts of the area.

An urbanized area includes at least one city with 50,000 inhab-

itants or more plus the surrounding closely-settled urban fringe. Its boundaries are not political but based on such features as roads, streets, railroads, streams and other clearly defined lines. Maps of many urbanized areas have been prepared by the bureau.

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

RANK OF URBANIZED AREAS

RANK	Urbanized Area	Population
1	New York-Northeastern	12,296,117
2	Chicago, Ill.	4,920,816
3	Los Angeles, Calif.	3,996,946
4	Philadelphia, Pa.	2,922,470
5	Detroit, Mich.	2,659,398
6	Boston, Mass.	2,233,448
7	San Francisco-Oakland, Calif.	2,022,078
8	Pittsburgh, Pa.	1,532,953
9	St. Louis, Mo.	1,400,058
10	Cleveland, Ohio	1,383,599
11	Washington, D. C.	1,287,333
12	Baltimore, Md.	1,161,852
13	Minneapolis-St. Paul, Minn.	985,101
14	Milwaukee, Wis.	829,495
15	Cincinnati, Ohio	813,292
16	Buffalo, N. Y.	798,043
17	Houston, Tex.	700,508
18	Kansas City, Mo.	698,250
19	New Orleans, La.	659,768

RANK	Urbanized Area	Population
20	Seattle, Wash.	621,509
21	Providence, R. I.	583,346
22	Dallas, Tex.	538,924
23	Portland, Ore.	512,643
24	Atlanta, Ga.	507,887
25	Indianapolis, Ind.	502,375
26	Denver, Colo.	498,743
27	Louisville, Ky.	472,736
28	Miami, Fla.	458,647
29	San Antonio, Tex.	449,521
30	Birmingham, Ala.	445,314
31	Columbus, Ohio	437,707
32	San Diego, Calif.	432,974
33	San Jose, Calif.	409,149
34	Memphis, Tenn.	406,034
35	Norfolk-Portsmouth, Va.	385,111
36	Albany, N. Y.	366,813
37	Toledo, Ohio	364,344
38	Springfield-Holyoke, Mass.	356,908
39	Dayton, Ohio	346,864
40	Fort Worth, Tex.	315,578
41	Omaha, Neb.	310,291
42	Hartford, Conn.	300,788
43	Youngstown, Ohio	291,897
44	Albany-Troy, N. Y.	275,091
45	Oklahoma City, Okla.	271,589
46	Wilkes-Barre, Pa.	271,589
47	Syracuse, N. Y.	258,887
48	Nashville, Tenn.	258,887
49	Richmond, Va.	257,995
50	New Haven, Conn.	244,836
51	Indianapolis, Ind.	242,909
52	Bridgeport, Conn.	237,435
53	Scranton, Pa.	236,076
54	Salt Lake City, Utah	227,368
55	Grand Rapids, Mich.	226,817
56	Allentown-Bethlehem, Pa.	225,962
57	Worcester, Mass.	219,330
58	Phoenix, Ariz.	216,323
59	Sacramento, Calif.	211,777
60	Tulsa, Okla.	206,311
61	Des Moines, Iowa	199,934
62	Flint, Mich.	197,631

RANK	Urbanized Area	Population
63	Davenport, Iowa-Rock Island-Moline, Ill.	194,925
64	Wichita, Kans.	194,047
65	Trenton, N. J.	189,321
66	Wilmington, Del.	187,359
67	Macon, Ga.	182,963
68	Tampa, Fla.	179,335
69	San Jose, Calif.	176,473
70	San Bernardino, Ind.	176,004
71	Canton, Ohio	173,917
72	Stamford-Norwalk, Conn.	173,536
73	Harrisburg, Pa.	169,446
74	San Bernardino, Ind.	167,159
75	Chattanooga, Tenn.	167,764
76	Tacoma, Wash.	167,667
77	Huntington, W. Va.	156,288
78	Reading, Pa.	154,931
79	Peoria, Ill.	154,539
80	Little Rock-North Little Rock, Ark.	153,643
81	Erie, Pa.	151,710
82	Shreveport, La.	150,208
83	Knoxville, Tenn.	148,166
84	Binghamton, N. Y.	144,011
85	Duluth, Minn.-Superior, Wis.	143,028
86	Charlotte, N. C.	140,930
87	Fort Wayne, Ind.	140,316
88	Baton-Rouge, La.	138,864
89	Evansville, Ind.	137,753
90	El Paso, Tex.	136,918
91	Austin, Tex.	135,971
92	San Bernardino, Calif.	135,770
93	Lansing, Mich.	134,052
94	Waterbury, Conn.	131,707
95	Fort Worth, Tex.	131,200
96	Fresno, Calif.	130,592
97	Savannah, Ga.	128,196
98	New Bedford, Mass.	125,498
99	Sacramento, N. Y.	123,273
100	New Britain-Bristol, Conn.	123,079
101	Corpus Christi, Tex.	122,956
102	Rockford, Ill.	122,226
103	Columbia, S. C.	120,808
104	Charleston, S. C.	120,289
105	Columbus, Ga.	118,485
106	Fall River, Mass.	118,120
107	Utica, N. Y.	117,424
108	St. Petersburg, Fla.	114,596
109	Portland, Maine	113,499
110	Stockton, Calif.	112,834
111	Lawrence, Mass.	112,309
112	Madison, Wis.	110,111
113	Montgomery, Ala.	109,468
114	Reno, Nev.	106,682
115	Lowell, Mass.	106,661
116	Wheeling, W. Va.	106,650
117	Saginaw, Mich.	106,529
118	Atlantic City, N. J.	105,083
119	Jackson, Miss.	100,261
120	Lincoln, Neb.	99,509
121	Niagara Falls, N. Y.	97,910
122	Springfield, Ill.	97,371

(Continued on page 38)

SALARY POLICY For Over-Scale Group May Be Set Soon

GOVERNMENT policy governing salary increases for over-scale performers in radio, TV and other entertainment fields may be issued shortly, setting the pattern for the broadcasting industry.

A three-man panel of the Salary Stabilization Board last Thursday submitted to the full board a report recommending a flexible formula covering entertainers who do not fall under the jurisdiction of the wage control policies.

The report was based on hearings held by the panel in New York last month when industry, network and union representatives testified on talent salary problems during a three-day closed hearing.

Generally, with minor differences, industry and such labor groups as AFRA, RTDG, SAG and TVA agreed that controls for such talent would be impracticable because of the nature of their work. It also was pointed out that the broadcasting industry is exempt from price controls on rates charged [B•T, Oct. 29].

Contract Renewals

Management has proceeded to continue or renew contracts with individual performers on the basis of an earlier SSB ruling without regard to the 10% increase ceiling imposed on wage-earning employees under the Wage Stabilization Board. These options negotiated by networks, stations, advertisers and production agencies.

Perhaps the most significant straw in the wind on forthcoming policy to be issued by the board is the fact that such controls would not be consistent with the Defense Production Act. Included is a pro-

vision which recommends against controls when they would reverse existing business practice.

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

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

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

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

Problem of setting policy for commission earnings under the wage stabilization program also hangs fire. The WSB has received a report similar to that filed for the talent field. It carries 15 rec-

ommendations to which dissenting opinions were filed last week.

The study covered so-called "outside salesman" and others receiving individual compensation and will have little effect in broadcasting and allied fields, it was felt. Most salesmen in the trade are associated with interests under collective bargaining agreements with unions. Report does not apply to fees.

The wage-price issue drew fire last week on two fronts—from the U. S. Chamber of Commerce and the Committee for Economic Development's Research and Policy unit.

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

CED made a similar proposal, advocating monetary fiscal and savings policies to control inflation. Such controls, the committee held, reduce "the freedom of the market" and "tend to distort production" and may even reduce it.



GO YANKEE

GO HOME-TOWN WITH YANKEE NETWORK NEWS SERVICE

Advertisers who participate in The Yankee Network News Service have one idea in common — they want their broadcasts *inside* each local area . . . from home-town station to home-town audience . . . for maximum local effectiveness. For example:

FIRST NATIONAL STORES ★

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

is one of thirty clients regularly using the Yankee Network News Service to reach the Home-town audience.

*First National Stores participate in the Yankee Network News five days a week, Monday through Friday in the 8:00 A.M. — 1:00 P.M. — 6:00 P.M. editions.

Go Yankee with the Yankee Network News Service

8 A.M. 9 A.M. 1 P.M. 6 P.M. 11 P.M.

A crowning achievement in home town acceptance

THE YANKEE NETWORK

DIVISION OF THOMAS S. LEE ENTERPRISES, INC.

21 BROOKLINE AVE., BOSTON 15, MASS.

Represented Nationally By EDWARD PETRY & CO., INC.

Affiliates Seek Delay

(Continued from page 26)

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

Citing the greater flexibility afforded advertisers by dropping the "must-buy" category of stations and requiring instead that advertisers use enough stations to equal, in expenditure, at least 75% of the full-network rate, he said the new rate formula will result in a slight increase or decrease for advertisers, depending on what particular group of stations they order.

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

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

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

Trammell's Plea

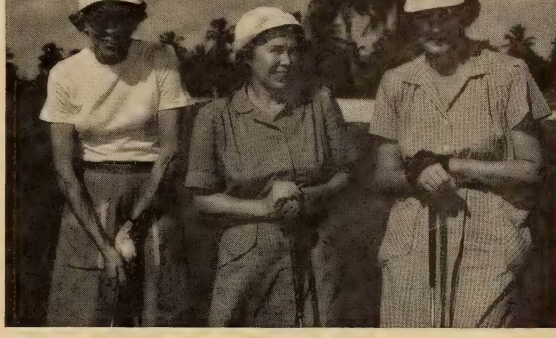
Niles Trammell, NBC board chairman, called upon affiliates for more solid planning, more intelligent study and more self-analysis to insure expansion in both radio and TV.

Apparently, foreseeing possibilities of dissension within the affiliates' ranks, he pointed out that all of NBC's forward moves heretofore had been greeted at the outset by differences of opinion. But in the long run, he added, the changes eventually worked to the benefit of both affiliates and network.

In the field of history, Mr. Trammell cited especially NBC's substitution of written contracts for gentlemen's agreements with its affiliates; the formation of the Stations Planning and Advisory Committee; regional station meetings; the national network convention, and the policy of duplicating AM programs on FM.

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

The features of NBC's new basic



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

economic plan, he said, are in his opinion essential to a sound future for broadcasting and the forerunner of a pattern that will benefit radio.

The "Market Basket Plan" of advertising was outlined by Mr. Herbert, who also explained the "Ad-

vertising Attention Guaranteed Plan" which he had made known 10 days earlier [B•T, Nov. 19].

Mr. Herbert also presented recorded messages by Ben Duffy of BBDO and Stanley Resor of J. Walter Thompson Co. lauding the Advertising Attention-Guaranteed

Registration at Boca Raton

Mr. & Mrs. F. L. Allman, WSVA Harrisonburg, Va.; Mr. & Mrs. Campbell Arnoux, WTAR Norfolk; Ray Baker, KOMO Seattle; Mr. & Mrs. David Baltimore, WSCR, Scranton, Pa.; Louis G. Baltimore, WBBE Wilkes-Barre, Pa.; Tom Barnes, WDAY Fargo, N. D.; Paul R. Bartlett, KERO Bakersfield, Calif.; Mr. & Mrs. Joseph Bandino, Westinghouse Stations; Mr. & Mrs. E. V. Baxter, KOAM Pittsburg, Kans.; Mr. & Mrs. Ernest Black, WBML Macon, Ga.; Mr. & Mrs. Walter Bowry Jr., WMBG Richmond; Mr. & Mrs. Douglas Bradham, WTMA Charleston, S. C.; W. C. Bridges, WBBB Duluth, Minn.; Mr. & Mrs. George Burbach, KSD St. Louis; Mr. & Mrs. Harry C. Butcher, KIST Santa Barbara, Calif.; Mr. & Mrs. Martin B. Campbell, WFAA Dallas.

James Carmine, WPTZ (TV) Philadelphia; Mr. & Mrs. C. C. Clements, KSYM Mankato, Minn.; Mr. & Mrs. George Clinton, WGVK Clarksville, W. Va.; H. Quenton Cox, KGW Portland, Ore.; Dan Crosland, WCRS Greenwood, S. C.; J. Roy Dabadie, WJBO Baton Rouge; Mr. & Mrs. Howard Dall, WKBH Lacrosse, Wis.; Walter Damm, WTMJ Milwaukee; Mr. & Mrs. Harben Daniel, WSAV Savannah; A. W. Dannenbaum, WPTZ Philadelphia; Mr. & Mrs. Aldo DeDominicis, WNHC-TV New Haven; Don DeGroot, WWJ Detroit; Mr. & Mrs. Lyle DeMoss, WOW Omaha; John DeWitt Jr., WSM Nashville, Tenn.;

Mr. & Mrs. Gene DeYoung, KERO Bakersfield, Calif.; Mr. & Mrs. Victor C. Diehm, WAZL Hazleton, Pa.; R. O. Dunning, KZZL Spokane; R. K. Dunville, WLW Cincinnati; T. W. Duvall, KGBX Springfield, Mo.; Mr. & Mrs. W. M. Eikner, KRIS Corpus Christi, Tex.; Mr. & Mrs. Harold Essex, WSJS Winston-Salem, N. C.; Mr. & Mrs. Ralph Evans, WOC Davenport, Iowa; Mr. & Mrs. P. K. Ewing Sr., WGRM Greenwood, Miss.; Mr. & Mrs. S. F. Fardie Jr., KELO Sioux Falls, S. D.; William Fay, WHAM Rochester, N. Y.; Mr. & Mrs. Douglas Featherstone, WCRS Greenwood, S. C.; Robert Fidler, WIOD Miami, Fla.

Mr. & Mrs. Howard Finch, WJIM Lansing, Mich.; O. W. Fisher, KOMO Seattle; Mr. & Mrs. Dean Fitzer, WDAF Kansas City, Mo.; Mr. & Mrs. F. E. Fitzsimonds, KYFR Bismarck, N. D.; Mr. & Mrs. Horace Fitzpatrick, WLSL Roanoke, Va.; Mr. & Mrs. James Fletcher, KFAF Fairbanks, Alaska; Mr. & Mrs. Frank Fogarty, WOW Omaha; Mr. & Mrs. Milton Fox, KSYL Alexandria, La.; Mr. & Mrs. S. S. Fox, ZDYI Salt Lake City; Mr. & Mrs. Harold W. Fulton, WHO Des Moines; Mr. & Mrs. J. B. Fuqua, WBBF Augusta, Ga.; Mr. & Mrs. George P. Gable, WFEG Altoona, Pa.

Mr. & Mrs. G. David Gentling, KROC Rochester, Minn.; Earle G. Gluck, WSOE Charlotte, N. C.; Mr. & Mrs. Paul H. Goldman, KNOE Monroe, La.; Mr. & Mrs. Clarence Graham, WHIZ Zanesville, Ohio; Mr. & Mrs. John Graham, WHIZ Zanesville, Ohio; C. P. Hamann, WBRB Birmingham; Charles F. Hamilton, KFI Los Angeles; Mrs. E. Hanna, WBRB; R. E. Hanna, KCRS Sacramento; Thomas Harker, Fort Industry Co.; Mr. & Mrs. Jack Harris, KPBC Houston; George W. Harvey, WFLA Tampa, Fla.; Mr. & Mrs. Milton Greenbaum, WSAM Providence, R. I.; George O. Grinith, WJAR Providence, R. I.; Mr. & Mrs. Harold Gross, WJIM Lansing, Mich.

Mr. & Mrs. J. Robert Gulick, WCAI Lancaster, Pa.; Allen Hall, WSPD Toledo; Fayton Hall, WOW Omaha; C. P. Hamann, WBRB Birmingham; Charles F. Hamilton, KFI Los Angeles; Mrs. E. Hanna, WBRB; R. E. Hanna, KCRS Sacramento; Thomas Harker, Fort Industry Co.; Mr. & Mrs. Jack Harris, KPBC Houston; George W. Harvey, WFLA Tampa; Mr. & Mrs. Wilbur M. Havens, WMBG Richmond, Va.; Mr. & Mrs. Carl Raymond, Yakima, Wash.; Abe Herman, WBAF Fort Worth; Mr. & Mrs. Eugene D. Hill, WORZ Orlando;

(Continued on page 78)

plan, and by Fairfax Cone of Foote, Cone & Belding supporting the Market Basket Plan.

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

Local Promotion

Under the plan, NBC will program each show for 28 minutes 40 seconds, and in this time each advertiser will have a one-minute commercial a la the "Tandem Plan." Then 60 seconds will be devoted locally, if the plan is accepted, to announcement of the local store which handles the products mentioned on the show, etc.

The local store in these cases, it is envisioned, will be super-markets (which, Mr. Herbert noted, handle 38% of the sale and distribution of package grocery products) in their local announcements. Officials said the local stores will be limited only in that they may not advertise other nationally advertised products that might logically be boosted on a network basis via Market Basket.

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

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

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

Programming was seen by Charles C. Barry, NBC vice president in charge of radio programs, as the key to keeping radio where it is. Radio's future, he said, lies in new talent, wise use of TV talent and properties and employment of star names in low-cost packages.

Cites Radio's Uniqueness

He said:

"There are certain things radio does better than any other medium. It moves faster, it gets there quicker, it tells the story of the news bulletin or flash accurately, quickly, easily. It brings the government's message of information with unparalleled speed and facility. It presents the great music of all time. It uses the eye of imagination in the ancient art of storytelling with felicity and grace."

Mr. Barry felt that radio must learn to share the home with TV, but that "no single medium can ever completely hold the interest of everybody, whether it be TV, bridge, baseball or radio. And radio's future will be secure with the aggressive programming we intend to continue and expand."

Sears Roebuck Spots

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

THE FORT INDUSTRY CO.

announces the appointment of



ROBERT C. WOOD

as Midwest National Sales Manager

MIDWEST NATIONAL SALES HEADQUARTERS:

230 NORTH MICHIGAN

FRANKLIN 2-6498



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

Advertising

Never before has an advertising medium *guaranteed* that *your message* would receive attention . . . until now.

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

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

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

attention guaranteed

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

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

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

The "guaranteed circulation" of the nation's biggest weekly magazine is 5,200,000

and the cost to you for just the "opportunity" to get attention in this magazine is \$3.48 per thousand for a black-and-white page. You pay \$3.48 for 1000 *chances* to have your ad read. Compare this with NBC Radio's \$2.75 *guarantee* that your ad *will be heard*.

• • •

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

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

NBC

radio network

Where people sell better than paper

a service of Radio Corporation of America

Political Time

(Continued from page 29)

315 of the Communications Act forbids political censorship. This view was upheld by the U. S. District Court in Philadelphia, but reversed by the U. S. Court of Appeals.

Several weeks ago the Commission made clear that when Section 315 referred to a "legally qualified candidate for any public office," it meant a candidate who could be voted for [B*T, Nov. 19]. The definition was made in a letter to Arnold Peterson, national secretary of the Socialist Labor Party, who had complained that WHBC Canton, Ohio, refused to permit its candidate on the air in the 1950 election. The Commission said that since the Socialist Labor candidate was not on the ballot and that if his name was written in, the ballot would be invalidated, he was not a "legally qualified candidate."

Generally speaking, the FCC's latest ruling on political broadcasts still leaves the broadcaster in a quandary. If he permits a candidate to speak over his station, he must not only permit all other candidates the same privilege under the same conditions, but he cannot censor any of them. He can, if he wants to, forbid all candidates the use of his station—but he is not sure this is the best means of handling the problem. Just how far to go and still meet his "public service responsibilities" is as much befuddled as it was before. [See "How to Stay Out of Jail," B*T, Nov. 19].

City Dwellers

(Continued from page 32)

RANK	Urbanized Area	Population
123	Beaumont, Tex.	94,169
124	Macon, Ga.	93,499
125	Johnstown, Pa.	93,354
126	Waco, Tex.	92,834
127	Pontiac, Mich.	92,573
128	Winston-Salem, N. C.	92,477
129	Brookton, Mass.	92,116
130	Sioux City, Iowa	90,101
131	Topeka, Kans.	89,104
132	Augusta, Ga.	87,733
133	Altoona, Pa.	86,614
134	Muskogean, Mich.	85,245
135	Manchester, N. H.	84,918
136	Waterloo, Iowa	84,386
137	Greensboro, N. C.	83,412
138	Kalamazoo, Mich.	83,332
139	J. Joseph, Mo.	82,990
140	Springfield, Ohio	82,284
141	Port Arthur, Tex.	82,150
142	York, Pa.	78,796
143	Cedar Rapids, Iowa	78,212
144	Terre Haute, Ind.	78,028
145	Racine, Wis.	76,537
146	Lancaster, Pa.	76,280
147	Springfield, Mo.	75,549
148	Amarillo, Tex.	74,443
149	Decatur, Ill.	73,713
150	Durham, N. C.	73,368
151	Pueblo, Colo.	73,247
152	Orlando, Fla.	73,163
153	Galveston, Tex.	71,527
154	Raleigh, N. C.	68,743
155	Hamilton, Ohio	63,270
156	Asheville, N. C.	58,437
157	Fort Smith, Ark.	56,046

ALL-CHICAGO finals of "I Speak for Democracy" contest were conducted in studios of WLS Chicago, which acted as host to contestants, judges and the sponsor, the Chicago Junior Assn. of Commerce and Industry. The Illinois winner will compete in the national Voice of Democracy contest.

Upcoming



- Dec. 3: Tennessee Assn. of Broadcasters, Andrew Jackson Hotel, Nashville.
- Dec. 4-6: School Broadcast Conference, 15th annual meeting, Hotel Sherman, Chicago.
- Dec. 5-7: NABTE Board of Directors, Washington.
- Dec. 7-9: Television Authority Convention, Park Sheraton Hotel, New York.
- Dec. 10: Columbia Affiliates Advisory Board meeting, Districts 4, 5, and 8, Hotel Roosevelt, New Orleans.
- Dec. 13: Columbia Affiliates Advisory Board meeting, District 7, Muehlebach Hotel, Kansas City.
- Dec. 27-29: American Marketing Assn., winter conference, Hotel Kenmore, Boston.
- 1952
- Jan. 7-10: Retail Dry Goods Assn., 41st annual convention, Hotel Statler, New York.
- Jan. 8: Second session of the 82d Congress of the U.S. begins.
- Jan. 15: FCC-Paramount hearing, Washington.
- Jan. 19-20: National Advertising Agency Network, Western Regional Meeting, Nicollet Hotel, Minneapolis.
- Jan. 21-25: American Institute of Electrical Engineers, winter general meeting, Hotel Statler, New York.

Defense Drill

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

NBC's TV Future

(Continued from page 27)

that NBC-TV plans both to acquire more box-office personalities and to develop new talent as stars of the future.

"NBC-TV from the start has sought the best," he said, noting that this search has extended to new talent and to established name stars.

"In order to attract this vast array of top marquee talent we have done more than just offer money," Mr. Sarnoff declared. "We have developed vehicles and formulae that make it possible for the artists to perform to their best advantage."

Turning to color television, NBC Financial Vice President Joseph V. Heffernan let it be known that the RCA-NBC drive for a compatible system "is by no means over."

Current tests in New York and Washington, he said, have demonstrated the soundness of the compatible system and have elicited favorable comment as to "the high quality of our color" reproduction, the flesh tones, and the quality of outdoor pickups "in all kinds of weather without artificial lighting."

He said that when RCA advertised in New York newspapers asking the public to judge the compatibility of the RCA color system, the response "was striking." He reported that "thousands and thousands of postcards were received saying that the picture the public saw on their own sets from our color signal was as good or better than the pictures they ordi-

narily saw from standard black-and-white transmission."

Mr. Heffernan continued:

"We have had our arduous period of experimentation. But we have had our accomplishments, too. I want to say a . . . word of my pride in these accomplishments. The RCA compatible color television system itself is the outstanding one. And the RCA tri-color tube is its brilliant counterpart. . . . But most of all I am proud of the courage our people have displayed in the color fight."

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

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

He said the new morning schedule will be as follows: Monday through Friday, starting Jan. 7, 10-10:30 a.m., *Mel Martin Show* from WLWT (TV) Cincinnati; 10:30-11:30 a.m., film drama with new male personality as host; 11:30-11:45 a.m., Dave Willock and Cliff Arquette from Hollywood; 11:45-12 noon, Richard Harkness newscast from Washington; 12 noon-12:30 p.m., Ruth Lyons from WLWT, already on the air; 12:30-1 p.m., Ralph Edwards from Hollywood.

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

CHRISTMAS P.I.s

"CHRISTMAS is just around the corner," the Hollywood firm of Peterson, Schafer & Buck Agency Inc., wants a vast number of listeners to know.

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

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

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

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

For lovers of unique offers, Lewin, Williams & Saylor, New York, has a plan that brought

varied reactions from Jerome Sill, general manager of WMIL Milwaukee.

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

Telegift Inc., according to the agency's letter, has authorized it to pay the station 7½% of the retail price of each sale produced by the station.

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

After explaining the Telegift formula, Mr. Weiss then devotes six paragraphs to, "How your station would benefit from a P. I. arrangement."

Mr. Sill found "several things wrong" with the letter.

"In the first place," he wrote, "a radio station is not in the business

Deals Underway Again

of financing clients, which is about what your deal adds up to. In the second place, as far as we are concerned, we do not accept P. I. deals. In the third place, you talk about running these spots in open time. It would have to be a pretty sorry radio station that had open time at this period of the year."

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

NEW subscriber to services of the Broadcast Advertising Bureau is WIRE Indianapolis. All five Indianapolis stations are now members of the group.

**Christmas
gift
subscription
form**



BROADCASTING • TELECASTING

The Newsweekly of Radio and Television

gift subscription rates*

\$7.00 for a one-year subscription
 \$13.00 for two subscriptions
 \$19.00 for three subscriptions
 \$25.00 for four subscriptions
 \$30.00 for five subscriptions
 \$5.00 each for six or more subscriptions

* The 1952 BROADCASTING or TELECASTING Yearbook may be included with each subscription for an additional \$2.00 each. Yearbooks to be mailed upon publication in February.



BROADCASTING • TELECASTING: Please enter the gift subscriptions listed on reverse side and send announcement cards.

\$.....enclosed () Please bill

.....
 Name

.....
 Company

.....
 Address

.....
 City

.....
 Zone

.....
 State

Sign Gift Card

TURN

PAGE FOR GIFT SUBSCRIPTION FORMS

BROADCASTING • TELECASTING GIFT SUBSCRIPTION FORMS

(Special reduced rates not good after December 31, 1951)

NAME

FIRM

ADDRESS

CITY.....ZONE.....STATE.....

☐ BROADCASTING Yearbook

☐ TELECASTING Yearbook

NAME

FIRM

ADDRESS

CITY.....ZONE.....STATE.....

☐ BROADCASTING Yearbook

☐ TELECASTING Yearbook

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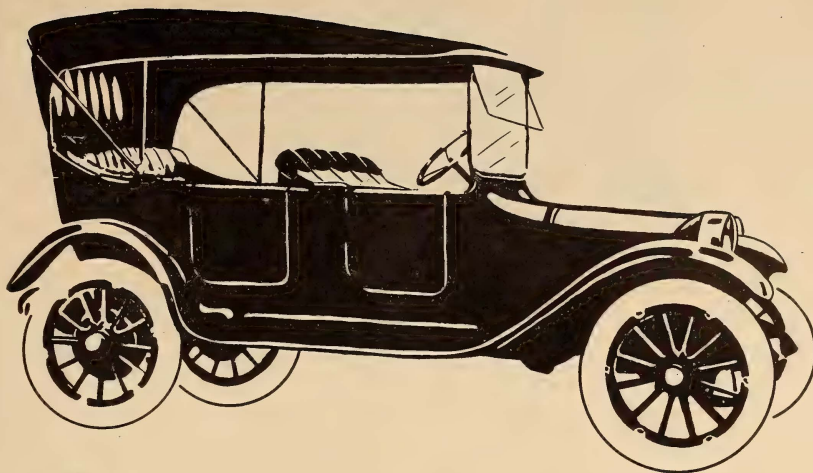
ADDRESS

CITY.....ZONE.....STATE.....

☐ BROADCASTING Yearbook

☐ TELECASTING Yearbook

MAIL TO BROADCASTING • TELECASTING NATIONAL PRESS BUILDING, WASHINGTON 4, D. C.



You're too smart...

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

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

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

	NUMBER	COST PER WEEK	TOT. WEEKLY HOOPER
WEMP	14 100-Word Spots	\$108.00	57.3
Net Station #1	5 100-Word Spots	\$122.50	33.0
Net Station #2	5 100-Word Spots	\$116.20	24.0

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

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

WEMP

1340 ON YOUR DIAL

WEMP-FM

CHANNEL 231

24 HOURS OF MUSIC, NEWS AND SPORTS

Hugh Boice, Gen. Mgr. HEADLEY REED, Nat. Rep.

KSL REVAMPS

Halliday, Murdoch Named

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

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

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

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

Further Promotions

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

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

STEPHAN RAISED

To A & R Partnership

MILTON J. STEPHAN, radio and television director of Allen & Reynolds, Omaha, has been made a partner in the advertising agency upon retirement of Earl H. Allen, it was announced last week.

Mr. Stephan joined A & R in 1948 from KBON Omaha where he was continuity director. In the new partnership, he continues in charge of all of the agency's radio and television.

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

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



Mr. Stephan



← Mr. MURDOCH

Mr. HALLIDAY

Mr. McLATCHY

LEE ESTATE

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

They were filed Nov. 20 in behalf of Hal Craig, who earlier declared that he, along with several other persons, were mentioned as heirs in the missing will.

Mr. Craig was identified as a Honolulu automobile distributor and friend for many years of Thomas Lee and his late father Don Lee, founder of the broadcast and automobile distributing fortune. Mr. Craig made a futile attempt Nov. 16 in Superior Judge Newcomb Condee's court to block distribution of the estate, which was left to R. Dwight Merrill, 82-year-old Seattle lumberman and uncle-by-marriage of Mr. Lee in a 26-word will dated Dec. 6, 1934, "to divide as he sees fit."

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

Asks Investigation

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

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

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

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

Craig Again Files 'New Will' Plea

★ name he couldn't recall, was to benefit by \$10,000. Mr. Craig added the will contained a \$25,000 bequest in his own favor.

Remainder of the estate, after all specific bequests to friends and relatives, was left to the Children's Hospital "on Sunset Blvd," the affidavit further set forth.

The missing will, Mr. Craig concluded, named California Bank's trust department as executor. No mention was made in the 1945 will, Mr. Craig assured the court, of Mr. Merrill or Mrs. Nora Patee, maternal aunt of Mr. Lee.

Legal move to halt distribution of the estate was made by Mr. Craig through his attorney, John E. Prater, who appeared in court for the first time Nov. 16. Mr. Prater said that in event existence of a later will can be shown, petition will be filed for its admission to probate.

When Mr. Craig, through his attorney Nov. 16 requested more time to search for the missing will, Judge Condee held that sufficient time had already been accorded anyone wishing to take such action. He rejected Mr. Craig's "eleventh hour" plea.

DROPS 20-YR. SHOW

'Carnation Contented Hour'

IN A "realignment" of its advertising budget, the Carnation Co., Los Angeles (Carnation Evaporated Milk), last week cancelled its 20-year-old CBS *Carnation Contented Hour*, effective Dec. 30. The Sunday half-hour musical program represented an expenditure of approximately \$15,000 weekly by the firm.

According to a spokesman for the Carnation agency, Erwin, Wasey & Co., Los Angeles, no definite plans have been set for the channelling of these funds, although it is thought that a good portion of it will go into television. The firm currently sponsors the CBS *Burns and Allen* show on alternate weeks on behalf of its evaporated milk.

NEW TEX. GROUP

'TeePee' Stations Formed

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

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

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

TeePee rates will be about 20% lower than the sum of the individual rates of the three stations and all availabilities, contracts, performance affidavits, billing and traffic on spot schedules will be handled through the KFDL office, P. O. Box 955, Floydada, Tex.

Robert S. Keller Inc., New York City, will handle national sales promotion.

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

Trade Rules

TRADE practice rules governing radio and other media representations in the cosmetic and toilet preparations industry were issued by the Federal Trade Commission last Thursday. The proposed rules would make it an "unfair trade practice to use . . . any false, untrue or deceptive statement, representation, guarantee, warranty, testimonial, or endorsement, by way of advertising (through radio or any medium)" which would mislead purchasers.

YULE PROJECT

WRUN Makes Tapes for GIs

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

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

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

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



A MONTHLY REPORT TO EDITORS

Highlighting Significant Facts about Bituminous Coal

36 MILLION TONS THIS YEAR VS. 3 MILLION TONS LAST YEAR.

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

TVA'S NEW ELECTRIC POWER PLANTS TO BURN COAL.

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

STEEL CAPACITY INCREASED 17 MILLION TONS A YEAR.

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

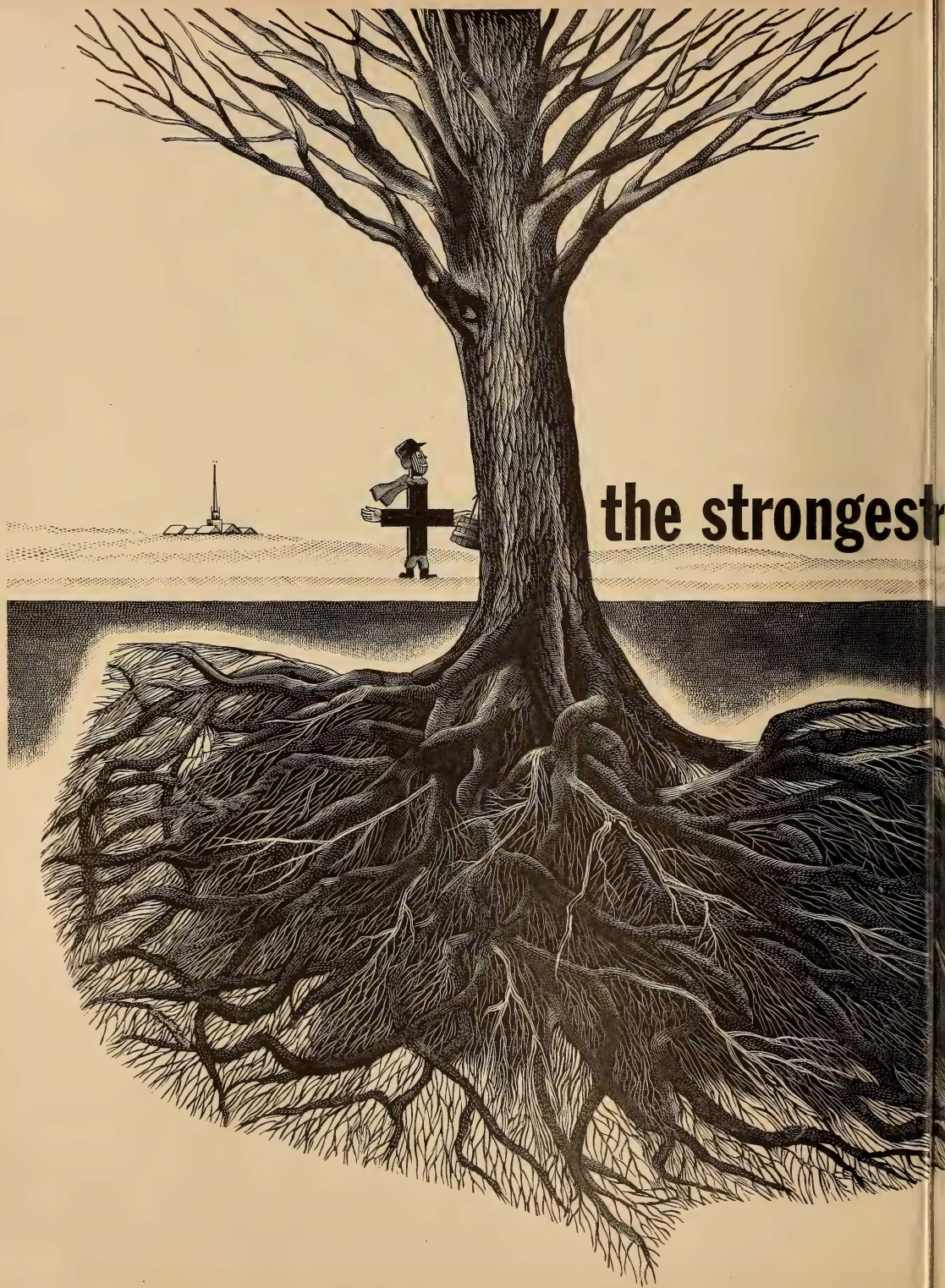
FIRST LIGNITE RESEARCH LABORATORY OPENED.

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

BITUMINOUS COAL INSTITUTE

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

The 1951 edition of the *Bituminous Coal Annual* is just off the press—authoritative, complete, factual—recognized as one of the nation's finest industrial publications. If you haven't yet received your copy, write today.



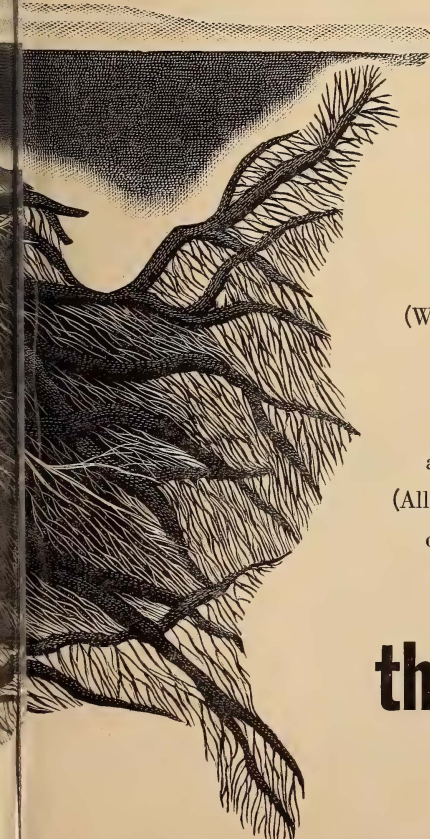
the strongest

It takes *roots of a different kind*, for the youngest tree in the grove to become the largest of all.

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

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

Root-structure in all advertising



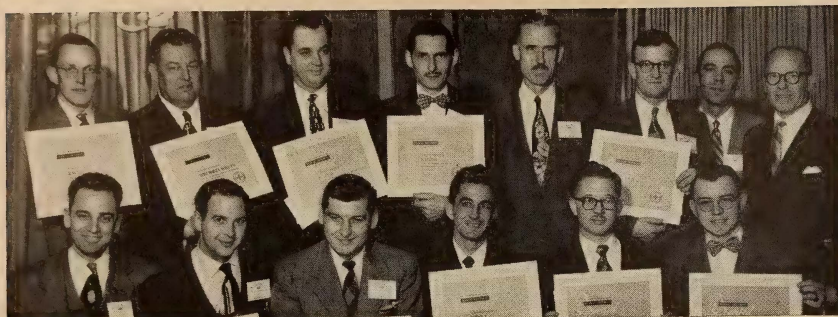
To present and prospective clients, Mutual promises an ever-greater yield from this thriving root-system.

(Already, Nielsen reports more family-listening to sponsored shows on MBS, 1st 8 months of '51 vs. '50.)

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

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

THE 552 AFFILIATED STATIONS OF
the mutual network



RADIO FARM directors winning safety awards from the National Safety Council during their sixth annual convention in Des Moines included (l to r, seated) Herb Plambeck, WHO Des Moines; Pete Peterson, WNAX Yankton; Edwin Slusarczyk, WIBX Utica, N. Y.; Alvin Bauer, KPOJ Portland, Ore.; Dix Harper, WIBC Indianapolis; Bob Nance, WIOU Kokomo, Ind.; (standing, l to r) Lloyd Evans, KWTO Springfield, Mo.; Malcolm McCormack, WBZ-A-

TV Boston; John Chase, WHFB Benton Harbor, Mich.; Raymond Wolf, KUOM Minneapolis; Oscar Cooley, conductor of *Farm Bureau* on WIBC Indianapolis; Harold J. Schmitz, KFQZ St. Joseph, Mo.; Paul Visser, NBC Chicago, and Paul Jones, Council director of public information who presented awards. Twelve of the 14 winners are pictured. Others are KLBK La Grande, Ore., and KELD El Dorado, Ark.

FARM DIRECTORS Study Service Programming

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

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

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

Election of Officers

Sam Schneider of KVOO Tulsa was elected president of the group, in which he was a charter member, succeeding Phil Alampi, WJZ New York. Mr. Schneider has been at KVOO 10 years and in radio 14 years. He operates three ranches and one farm, totalling 11,600 acres, for KVOO near Tulsa. Working with him for a year are Bob Miller of WRFD Worthington, Ohio, vice president, and Mal Hansen, WOW Omaha, secretary-treasurer. Mr. Schneider served as secretary-treasurer during the past year.

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

The sponsor-agency panel was moderated by Larry Haeg, WCCO Minneapolis, who introduced Arthur Meyerhoff, owner of the Chicago agency of the same name; Marshall Smith, director of radio

promotion for Gardner Advertising, St. Louis, and James Gillie, advertising manager, Thurston Chemical Co., Joplin, Mo.

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

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

Radio does its best selling job when the farmer is given information he can use, Mr. Meyerhoff said, adding "it is not easy to get the idea over to the farmer, but it pays off when you do." He recommended constant repetition of a basic idea,

in commercial as well as editorial matter, claiming the best results for either come between six months and a year after the message has been introduced.

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

Selling is a part of the radio farm director's job, in the opinion of Mr. Gillie of Thurston Chemical. Asserting that many station salesmen and advertising agency representatives know little about farming or the product which sponsors a farm show, he suggested the farm directors work closely with the sales staff in the initial sales presentation and report directly to the

client as to what the farm director is doing after the show is on the air.

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

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

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

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

Suggest Selling Job

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

The panels were moderated by Jack Jackson, KCMO Kansas City, and Roy Battles, WLW Cincinnati.

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

(Continued on page 68)



NEW OFFICERS of the National Assn. of Radio Farm Directors for a one-year term are (l to r) Mal Hansen, WOW Omaha, secretary-treasurer, Sam Schneider, KVOO Tulsa, president, and Bob Miller, WRFD Worthington, Ohio, vice president. They were elected at the annual convention in Chicago.

WORLD'S BIGGEST SQUEEZE!

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



You know what they say . . .

"The U.S.A.'s a nation on wheels."

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

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

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

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

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

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

The answer is adequate highways to keep pace with our growth. Highways designed for *today's modern vehicles*. Main roads that let us move the way we want to move—comfortably, at reasonable speeds, in safety. Main roads that give us a reasonable return on our investment. Highways that let us get the most for the billions of dollars we put into our cars, trucks and busses.

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

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

And that's just about *all* of us.

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



THE **AMERICAN TRUCKING** INDUSTRY

AMERICAN TRUCKING ASSOCIATIONS, WASHINGTON 6, D. C.

AGENCY CHANGE

A M & W to Realign

NAME of Aubrey, Moore & Wallace Agency, Chicago, will be changed Jan. 1 to Aubrey, Finlay, Marley & Hodgson Inc., coupled with a change in executives' status.

James T. Aubrey, president of the agency since it was established in 1923, said last week he will become board chairman and chief executive officer, with John Finlay, who has been with the agency since 1925 and a vice president since 1933, serving as president.

Robert C. Marley, H. Earl Hodgson, Leonard Krick, Richard Fecheimer and D. R. Collins, all employed now by the agency, have been named vice presidents. A. E. Ferngren, now secretary, will become treasurer. Mr. Krick will also continue as general manager. Mr. Aubrey said no other changes are planned.

The agency was incorporated by Mr. Aubrey and John C. Moore in 1923, with L. T. Wallace joining them in 1933 when the name became Aubrey, Moore & Wallace. He withdrew in 1943, with Mr. Moore doing the same in 1947, but the name remained the same. Offices are on two floors of the Caribide and Carbon Bldg., 230 N. Michigan Ave.

IKE TO RUN?

Definitely—NBC's Beatty

GENERAL of the Army Dwight D. Eisenhower will leave his European command no later than February "to seek and accept" the Republican nomination for President, according to a report carried on Morgan Beatty's *News of the World* over the NBC radio network at 7:30 p.m. Tuesday.

The information was attributed to NBC's Rome correspondent, Jack Begon who has been in the Italian Capital since the end of the Second World War and who formerly published *The Rome Daily American*. Mr. Begon said the "hard and fast" decision was learned on "good authority" after the general gave the information to intimate military associates. A public announcement is expected in Lisbon at the January meeting of the North Atlantic Treaty Organization, he added.

Another NBC correspondent, John Rich, beat wire services when he reported the Korean cease-fire news in time for 8 a.m. broadcast Wednesday. At 7:30 p.m. the same day, he said the fighting was still in progress, and at 11:55 p.m., the network carried a tape he recorded of an American lieutenant relating the controversial cease-fire order to his troops.

BOARD of Directors of Philco Corp., Philadelphia have declared the regular quarterly dividend of 40 cents per share on company's common stock payable Dec. 12 to holder of record Dec. 1. Board also declared regular quarterly dividend of 93¢ cents per share on company's preferred stock.

1912 Elias J. Godofsky 1951

ELIAS I. GODOFSKY, 39, president and general manager WHLI-AM-FM Hempstead, L. I., died suddenly last Tuesday of a heart attack while driving his car on Sunrise Highway, Lynbrook, Long Island. His brother Paul Godofsky, executive vice president of the station, was with him when he was stricken.



Mr. Godofsky

Mr. Godofsky was instrumental in the founding of WHLI—said to be Long Island's first FM station—in July 1947 and has personally supervised each phase of its operation since then. His interest in community affairs and attempts to better local conditions led to several radio "editorial" campaigns in the form of documentary broadcasts, specifically with regard to appeals for improvement of conditions on the Long Island Railroad.

He first entered radio in 1940 when he became general manager of WCNW, 250 w Brooklyn independent. When the station's call letters and its location were changed to WLBI New York in 1942—power having been increased to 1 kw—Mr. Godofsky was the moving factor behind the change. He remained president and general manager of WLBI until 1944 when he sold his holdings to the *New York Post*. From 1944 until 1945 he remained with the station, although he had relinquished his management titles.

Born in Brooklyn, Mr. Godofsky attended St. John's and New York U.'s. Beginning his career as re-

porter for Standard News Assn., he was successively a reporter for *New York Journal* and *New York Evening Graphic*, then editor and publisher of *King's County Observer-Guide*, Brooklyn community weekly, where he remained until 1940.

Funeral services were held Thursday. Surviving are his wife, Mrs. Miriam Newman Godofsky of Brooklyn; two daughters, Laura and Marilyn; his brother, Paul, and his parents, Mr. and Mrs. Bennie G. Godofsky. Interment was at Wellwood Cemetery, Pine-lawn, L. I.

Wednesday Estelle M. Sternberger, commentator WLBI, broadcast a eulogy to Mr. Godofsky on daily news show. The following day WHLI cancelled its regularly-scheduled shows from 2-3 p.m. to present a memorial broadcast to the station's late president, including biographical material, special music, tributes from local community leaders, and a special eulogy presented by Rabbi Harold I. Saperstein of Temple Beth-El, Lynbrook.

SET OUTPUT

Lower This Year

PRODUCTION of radio receivers in the first 10 months of 1951 totaled 10,953,201 sets, compared to 11,974,300 for the same 1950 period, according to the monthly analysis for the industry by Radio-Television Mfrs. Assn.

Output of TV sets was 4,382,724 compared to 5,872,000 for the same 10 months last year, according to RTMA, whose estimates include both member and non-member companies.

October production of radios totaled 874,723 sets compared to 1,229,900 a year ago, with TV output of 411,867 sets compared to 838,300 a year ago.

Of radio sets produced in October, an estimated 50,065 had FM tuning facilities. Another 17,109 FM tuning circuits were included in the production of TV receivers.

Here are radio-TV production figures for the first 10 months of 1951:

	Television	Home Radios	Portables	Auto Sets
Jan.	645,716	750,289	75,294	346,799
Feb.	679,319	764,679	79,859	437,797
March (5 Weeks)	874,634	988,078	147,037	545,297
April	469,157	619,651	150,494	542,021
May	339,132	581,557	164,171	603,534
June (5 Weeks)	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. (5 Weeks)	337,341	603,055	103,355	393,836
Oct.	411,867	513,609	94,053	267,061
Total	4,382,724	5,646,642	1,191,823	4,114,736

BROADCASTING • Telecasting

NAME AFA JUDGES

For Achievements Awards

JUDGES for the twelfth annual club achievement awards, sponsored by the Advertising Federation of America, were announced Tuesday to be William K. Beard Jr., president of Associated Business Publications; Reginald T. Clough, publisher of *Tide* magazine; Edward N. Mayer Jr., president of James Gray Inc.; George A. Phillips, advertising manager for Cluett, Peabody & Co., and William B. Ryan, Broadcast Advertising Bureau president.

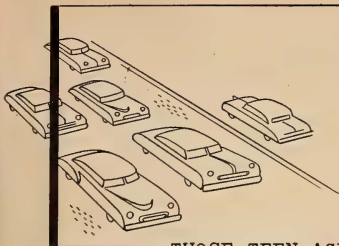
Competition for club achievement in advertising education, public service and public relations for advertising closes May 5, 1952, and awards will be presented at the 48th AFA convention, to be held in New York June 8-11.

Johnson Co. Signs

S. C. JOHNSON Co., Racine, Wis. (wax products), through Needham, Louis & Brorby, Chicago, has purchased *Bright Star*, radio series starring Irene Dunne and Fred MacMurray produced by the Fred-eric W. Ziv Co., for broadcast throughout Canada during the next 52 weeks.

No Name Calling

THERE'S only one Tallulah Bankhead and the star of NBC's *Big Show* and her attorneys are determined to keep it that way. Last week they won the second of what appears to be a continuing series of battles when National Newspaper Service agreed to select another name for the stenographer heroine of an NNS comic strip. Nearly two years ago the intrepid Miss Bankhead squelched a soap company with the temerity to put out a shampoo bearing her first name. Her latest victory was made particularly sweet when she learned that the comic strip gal will henceforth be called "Jezebel," name of a character portrayed in the movies by Tallulah's best hated friend, Bette Davis.



NEWS and VIEWS ON AUTOMOBILES

THOSE TEEN-AGE DRIVERS:

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

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

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

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

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

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

*one of a series from the National Automobile Dealers Association—
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for further information or research material on New Car Dealers write or phone
Director of Public Relations, N.A.D.A. 1026 17th St. N.W. Washington 6, D. C. Republic 6946



CLOSEUP of WJR Detroit's stag football party for over 150 advertisers and clients [B•T, Nov. 26] finds this congenial group. L to r: Seated, Lee Marshall, Continental Baking Co.; Edgar P. Small, Ted Bates & Co.; Leonard V. Colson, Mennen Co.; Frank Coulter Jr., Young & Rubicam; standing, Worth Kramer, vice president and general manager, WJR; Edward Petry, president, Petry & Co.; John F. Patt, president of Goodwill Stations; Gordon Gray, Goodwill's vice president in charge of the eastern sales office. Feted were friends in radio and advertising field developed during station's 25 years in radio.

WMGM-LIBERTY

Affiliation Seen Near

NEGOTIATIONS between Liberty Broadcasting System and WMGM New York aimed at an affiliation of the Metro-Goldwyn-Mayer radio station as the New York outlet of Liberty were in progress last week, with an agreement anticipated before the end of this week.

Neither James Foster, executive vice president of Liberty, who is handling negotiations for the network, nor Bertram Lehar Jr., director of WMGM, who is representing the station, would comment last week on details of the proposed affiliation contract. It was learned, however, that discussions to date have dealt with the networking of certain WMGM programs by Liberty to its other affiliated stations as well as with WMGM's broadcasting of Liberty programs in New York.

Recent contract between Metro-Goldwyn-Mayer and MBS for the broadcast of a block of 10 nighttime programs on that network would have no bearing on the affiliation of the movie company's New York radio station with Liberty or any other network, an MBS executive said. The MBS-MGM deal, he stated, is exclusively concerned with the 10 programs the network has secured from the motion picture company and does not touch on the possible networking of programs on other networks.

One potential stumbling block to WMGM's affiliation with Liberty—a change in classification of the station by the New York Local (802) of the American Federation of Musicians, with a concomitant rise in the rate of pay for the station's 12 staff musicians—was removed when the union agreed to allow WMGM to retain its class B status on condition that its staff musicians be paid the class A rate for any musical commercials programs fed by WMGM to LBS.

AFRA VS. KCBQ

NLRB Probe Continues

LOCAL NLRB investigation into unfair labor practices charges which were filed against KCBQ San Diego by AFRA last week were continuing with no decision yet handed down.

The union filed charges last month [B•T, Nov. 12] asserting that Charles S. Salik, KCBQ president-general manager, told the station program director and only non-AFRA announcer at station not to join the union. This act, the union stated, violated the AFRA union shop contract clause held with the station.

Furthermore, the union charged Mr. Salik told staff announcers at a meeting to insist on May, 1954, as date for the length of the newly-negotiated contract, implying unfavorable consequences might result if his wishes were not complied with.

The union originally had asked for an October 1954 duration date. A Jan. 31, 1954, date was later agreed on by the four San Diego network stations, including KCBQ. This agreement reportedly preceded Mr. Salik's alleged unfair practices.

Union charges were turned over to the local NLRB hearing office for investigation.

CBS Grid Rights

CBS has acquired exclusive radio and television rights to the Senior Bowl football games for three years. First Senior Bowl broadcast will be aired Jan. 5, 1952, from Ladd Memorial Stadium in Mobile, Ala., with lack of video transmission facilities from Mobile preventing a telecast of this game. Players in these annual contests are graduating members of senior classes throughout the country who are no longer eligible for intercollegiate football.

open mike



Ray of Sunshine

EDITOR:

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

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

Stanley G. Boynton

Stanley G. Boynton Adv.
Birmingham, Mich.

* * *

Fellows Has a Friend

EDITOR:

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

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

H. Ellis Saxton

The Saxton Agency
Milwaukee

[EDITOR'S NOTE: Mr. Fellows' fantasy forecast the economic chaos that would result if all advertising in the U. S. were suddenly suspended.]

* * *

Don't Stop Now

EDITOR:

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

Edgar Kobak
New York

* * *

Pity the Announcer

EDITOR:

This letter is in regard to "The Writer's Lament" in your Nov. 12 issue . . . The position of copy writer is by no means the only one in radio with disadvantages in both pay and working conditions. Take a look at the man the public

blames it all on. Regardless of why the copy is bad, the announcer, poor boy, is the sitting duck. The public doesn't say, "His copy writer isn't any good." . . . The public says, "He stinks." . . .

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

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

Bob McFadden

Assistant Program Director
KGAK Gallup, N. M.

* * *

Recommended Reading

EDITOR:

. . . We here in the [FCC] library have depended on BROADCASTING • TELECASTING (lo, these many years) not only for its accuracy but for choice of materials and real sparkle . . .

Ruth Bredekamp
Arlington, Va.

[EDITOR'S NOTE: Miss Bredekamp, legislative assistant in the FCC library, retired Dec. 1 after 17 years with the Commission.]

* * *

Objection Overruled

EDITOR:

In your recent article which appeared in the Nov. 19 issue of BROADCASTING • TELECASTING entitled "How to Stay Out of Jail," you make the following statement, to wit:

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

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

(Continued on page 95)



Jimmy said *two billion prayers*

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

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

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

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

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

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

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

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

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

REPUBLIC STEEL

Republic Building, Cleveland 1, Ohio



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

* * *

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



DALLAS PROPOSAL

AM Grant Recommended

INITIAL DECISION proposing grant of application for an AM outlet in Dallas, Tex., to Lakewood Broadcasting Co. for 1480 kc, 1 kw day, 500 w night, was issued by FCC Hearing Examiner Fannery N. Littvin last week.

Examiner found that benefits to the public outweighed "unsubstantial deviations from the [engineering] standards" with reference to minimum field intensity of 5 to 10 mv/m over all residential sections of the city. The proposed station falls slightly short of FCC standards in this instance, but meets all other requirements, the examiner found.

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

Partners in Lakeland Broadcasting Co. are Eldridge C. Harrell and Delbert Davison, Dallas businessmen.

A. EARL CULLUM SR.

Consulting Engineer Dies

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

He was born in Weatherford, Tex. Mr. Cullum Sr. in 1936 left the Texas highway department to join his son in a consulting engineering company as the business partner.

Mr. Cullum is survived by his wife; a daughter, Mrs. C. E. Reed, and his son. Mr. Cullum Jr. has interest in KBYE Oklahoma City, Okla., KCMC Texarkana, Tex., and KFDM Beaumont, Texas.

MISSOURI Farm Bureau Federation has signed for *Bright Star*, transcribed-syndicated radio series produced by Frederic W. Ziv Co., for broadcast in Clinton, Carthage, Kennett, and Chillicothe, Mo.

BLOOD DONATIONS

TO AID replenishment of blood supplies in Korea, stations have continued their concentrated efforts. In addition to those individual station accounts previously reported [B•T, Nov. 26], still more reports came in last week.

Pledges totaling 1,559 pints of blood for servicemen fighting in Korea were received within 45 minutes after KING Seattle Disc Jockey Gil Henry made a plea for "a gift of life" on his regular afternoon program, *KING's Open House*. In a dramatic episode on a KING-TV show, *March On*, a Marine private who had received blood in Korea after being wounded made a donation. This program was presented over KING-TV by the Armed Forces Public Information Office for the Pacific Northwest Area.

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

city's 43,000 residents.

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

Staff Donors

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

During a WMT Cedar Rapids promotion of the blood campaign, Newsman Bill Roberts played a tape recording of his own donation.

Cleveland stations WEWS (TV) and WKEL (TV) combined services last week to spur donations for the Cleveland Regional Blood Bank drive. The two stations presented a TV project in which "Mr. Average Cleveland" made appeals to fellow citizens. Stations reported that the non-professional appeal was effective. Stations also produced a new series of spots which each outlet aired.

DUPONT DENIED

On Stock Purchase in CHLP

ON GROUNDS that he already owned one broadcasting station in the Montreal area, Arthur Dupont, CJAD Montreal, was denied purchase of 52½ common shares of CHLP Montreal at the Nov. 23 meeting of the board of governors of the Canadian Broadcasting Corp. at Ottawa. The board ruled "that such extension of multiple ownership is not in the interest of broadcasting or the public."

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

WILDROOT REPLY

Denies FTC Complaint

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

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

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

WIBK Operation

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

AFL BOOKLET

Shows Anti-Red Stand

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

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

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

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

Guyer to WMOA

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

Enters Priesthood

DR. MAX JORDAN, former NBC foreign correspondent, will be ordained a Roman Catholic priest on Dec. 8 at the Abbey of Beuron in Wurtemberg, Germany. He will say his first mass the following day. Dr. Jordan joined NBC as a correspondent in 1931, becoming director of religious programs for network in 1943. He accepted appointment as correspondent for the National Catholic Welfare Conference in Switzerland in 1945, and held that post up to the present time. According to an NBC spokesman, Dr. Jordan, in exclusive broadcast from Berne, was first to announce Japanese acceptance of armistice terms which ended World War II on Aug. 14, 1945.

SIX YEARS OF LEADERSHIP IN CINCINNATI

→ See Centerspread This Issue ←

ON THE AIR EVERYWHERE 24 HOURS A DAY

50,000 WATTS
OF
SELLING POWER



It's the **TRUTH** that **HURTS!**



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

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

WINCHARGER

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

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

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

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

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



WINCHARGER

Corporation

TELEPHONE 2-1844 Dept. 3
SIOUX CITY 2, IOWA, U.S.A.

MANSON NAMED

Chosen CBC Gen. Mgr.

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

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

Also appointed was J. Alphonse Oumet, who has been serving as coordinator of television and chief engineer.

Both Messrs. Manson and Oumet have been with CBC since its beginning in



Mr. Manson

1936 and with CBC's predecessor, Canadian Radio Broadcasting Commission. Mr. Oumet started with CRBC in 1934 after two years with an experimental Canadian TV company in Montreal.

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

Oppose CBC Controls

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



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

DUNTON DEFENDS

CBC Freedom of Views

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

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

HITS CBC CONTROL

Chandler Cites Evils

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

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

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

KLRA Little Rock, Ark., was cited by J. L. Wright, chairman of Arkansas' Agricultural Mobilization Committee, as being an outstanding contributor in the publicity campaign of the Farm Scrap Drive. The station has collected over 3,500 tons of scrap metal for the defense effort.

CBC FUTURE

More Funds Requested

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

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

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

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

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

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

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

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

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

"STUMPUS"

... AVERAGING OVER
9,000 LETTERS
A WEEK

(see inside front cover)



CLEAR CHANNEL Home of the NATIONAL Barn Dance

milestones...

► **TODAY** (Dec. 3) **WQXR** New York, Gotham's good music station, enters its 16th year of commercial operation. On Dec. 3, 1936, John V. L. Hogan and Elliott M. Sanger, formed the Interstate Broadcasting Co., to present the people of New York alone "the best in music." The station and its staff are still adhering to its original policy of presenting the best in classical, semi-classical and light music. Its library contains upwards of 25,000 recordings and includes major works by many well known artists. The station, now owned by *The New York Times*, operates 18½ hours daily.

► **NBC** program, *Grand Ole Opry*, sponsored by R. J. Reynolds Tobacco Co., celebrated its 26th anniversary last Saturday with a number of special features on its regular broadcast from Nashville, Tenn. It is aired each week, 9:30-10 p.m.

► **KMO** Tacoma spotlighted its 25th anniversary with outdoor posters in the station's listening area.

► **WGAY** Silver Spring, Md., enters its sixth year of broadcasting Dec. 5. For the event, the suburban Maryland station on the fringe of Washington, D. C., will play host to the Montgomery County Press Assn. with a buffet luncheon at the studios. From Dec. 1 on, the station has been airing greetings from leading citizens of the Silver Spring area. John W. Kluge, **WGAY** president, and Joseph L. Brechner, general manager, signed the station on the air five years ago. Ernie Tannen, **WGAY's** program director, joined station one day after its debut.

► **CAROLINE CABOT**, conductor of *Shopping Service* over **WEEI** Boston, celebrates quarter-century of service at station this week and retires Friday (Dec. 7) from broadcasting activities. Miss Cabot, in private life Genevieve S. Ricketts, went to Boston from Syracuse, N. Y., as sales representative of store window display fixtures. Kennedy's store sold her on doing a radio program which won her the loyalty of listeners and sponsors alike. Pro-

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

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

► **TO MARK** the 50th anniversary of the first radio signal across the Atlantic Ocean on Dec. 12, 1901, the Canadian Broadcasting Corp. is using three talks on the event the first three Sundays in December. The first will be on *Marconi's Kite*, and the early experiments; the second, *Sparks Takes His Place*, deals with Marconi's Cape Breton experiments and development of radio to 1918. The third in the series, *Pounding Brass on Sable*

Island, will deal with the experiences of a radio operator on this Atlantic Ocean radio watchtower.

► **MORE** than a half century of combined service has been rounded out this month by five staff members of **WLAW** Lawrence, ABC's Greater Boston outlet. Names and length of service of each: Chief Announcer Arthur Flynn, 11 years; Engineers James H. Riley, 13 years, Ernest A. Pfeiffer, 11 years, Alden M. Doughty, 11 years, and George P. Jowdy, 5 years.

► **WDAS** Philadelphia Sports-caster Sherry O'Brien begins his 23d year on the air this month.

► **JERRY ELLIS**, manager of **Columbia** Transcriptions in Chicago, last month marked his 25th year in

radio. Mr. Ellis has worked at **Columbia** Transcriptions 14 years.

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

► **WILLIAM SHEEHAN**, **WDRG** Hartford announcer, observed his sixth anniversary with the station during November.

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

WSOK TAKES AIR

Opening Set This Month

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

Station's president is H. Calvin Young, former program director, **WMAK** Nashville. Other executives are Dean W. J. Faulkner, Fisk U., vice president; Larry Dean Faulkner, former assistant program director of **WERD** Atlanta, program director, and Charles H. Webster, of National Baptist Sunday School Publishing Board. Station is interracial and aims for the Negro listening audience. Studios and executive offices are located in the Boray Bldg., 419 4th Ave. North.

The Branham Network

★ SAN FRANCISCO

★ LOS ANGELES

★ CHICAGO

★ ST. LOUIS

★ DALLAS

★ MEMPHIS

★ ATLANTA

★ CHARLOTTE

★ DETROIT

★ NEW YORK

10

Branham offices representing Radio and Television Stations

THE BRANHAM COMPANY

THE LATEST WCKY STORY

After Six Years,

STILL #1 IN CINCINNATI!

THE WCKY DAILY HIT PARADE

The Highest Rated Local Evening Show in Cincinnati

— BEATS ALL COMPETITION —

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

	<u>WCKY</u>	<u>NET STA. A</u>	<u>NET STA. B</u>	<u>NET STA. C</u>	<u>NET STA. D</u>
Rating	6.4	2.9	4.5	3.8	3.5

(* - Pulse Sept. - October 1951)

INVEST YOUR AD DOLLAR

WCKY's - LY

THE DAILY HIT PARADE
Gives You Ratings
HIGHER THAN NETWORK!

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

THESE TOP FLIGHT ADVERTISERS ARE
NOW USING THE DAILY HIT PARADE

MGM PICTURES
STANBACK
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DODGE
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HUDEPOHL
BEER

KROGER GROCERY CO.
GENERAL ELECTRIC
PROCTER & GAMBLE
JOY

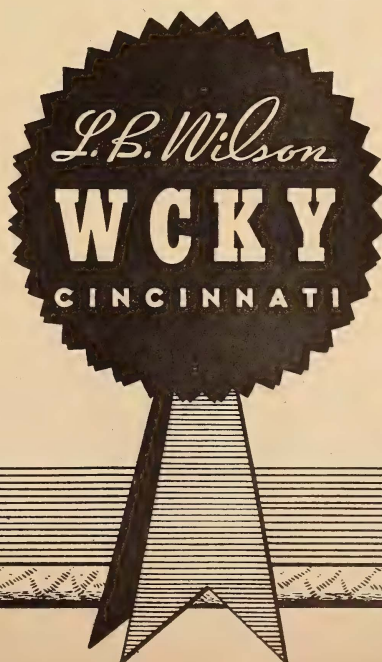
ON THE AIR EVERYWHERE
24 HOURS A DAY
7 DAYS A WEEK

CALL COLLECT:

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

or

C. H. "Top" Topmiller
WCKY Cincinnati
Phone: Cherry 6565
TWX: Cl. 281





False Whiskers

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

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

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

It is timely to recall that last year at least two outfits left stations holding the bag on such deals. In both cases the promoters not only failed to pay some stations for their advertising but also failed to deliver some merchandise that listeners had paid for in advance. Messrs. Cowan and Whitmore, of Los Angeles, the operators of one of these enterprises, are now awaiting federal trial for fraud. So far as we know, the other outfit, which called itself Midland Advertising, New York, but which had no connection whatever with the reputable Midland agency of Cincinnati, is scot free.

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

End of An Era

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

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

In its day—before the breakdown of the Press-Radio Agreement of 1934—Transradio performed yeoman service to radio. It was this service that led primarily to the breakdown of the Agreement. In its founder, Herbert Moore, TR had a brilliant and courageous operator. Perhaps he was too militant. Until he turned over the reins of Transradio to his brother, Robert E. Lee Moore, a few years ago, Herb was fighting his battles on any pitched front.

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

Whatever the reasons, Transradio Press sent its "30" last Saturday. Thus ended an era in radio.

Port Huron Revisited

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

In the order the Commission rebuked WDSU New Orleans for violating Section 315 of the Communications Act by censoring what the station regarded as libelous material from a mayoralty candidate's speech. As far as that part of the order went, the Commission was on clear ground. But the Commission did not stop there. It plunged on into a jungle of its own cultivation by adding that in the future it would not deal so leniently with broadcasters who censor "political broadcasts."

Less than a year ago the U. S. Circuit Court of Appeals ruled that Section 315 was limited to political candidates and had no application whatever to political broadcasts by anybody else. The court held that therefore broadcasters were prohibited from censoring candidates' speeches but were free to censor all other political scripts. The FCC has not always been that explicit, as pointed out by this publication three weeks ago ("How to Stay Out of Jail," B•T, Nov. 19).

FCC's order last week referred to its Port Huron decision of several years ago as the basis of its future review of political censorship. The Port Huron decision unfortunately was hopelessly inarticulate on the question of whether Section 315 applied to candidates only or to all kinds of political broadcasts.

Last week the Commission had the chance to clear up its interpretations of this question. It missed its chance, perhaps out of typically bureaucratic unwillingness to simplify anything, and failed to state explicitly that its order applied exclusively to broadcasts by candidates themselves and not to political broadcasts in general.

Now unless the FCC is beginning to write its own federal statutes, a power which mercifully the Congress has not yet delegated, it can no more make a ruling including all kinds of political broadcasts in its censorship prohibitions than it can pass and enforce a law making it a crime for a broadcaster to vote Republican.

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

At Last

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

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

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

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



our respects to:



WINSLOW PERCY LEIGHTON

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

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

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

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

Mr. Leighton points out through these mailing pieces that in the Schenectady market there are 60,000 radio homes with 120,000 radios, plus 25,000 automobile radios. There are four times as many radio as TV sets, he adds.

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

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

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

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

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

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

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

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

(Continued on page 65)

Top Programing means Top Listening on

WOL

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



(6:30 to 9 a.m.)

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



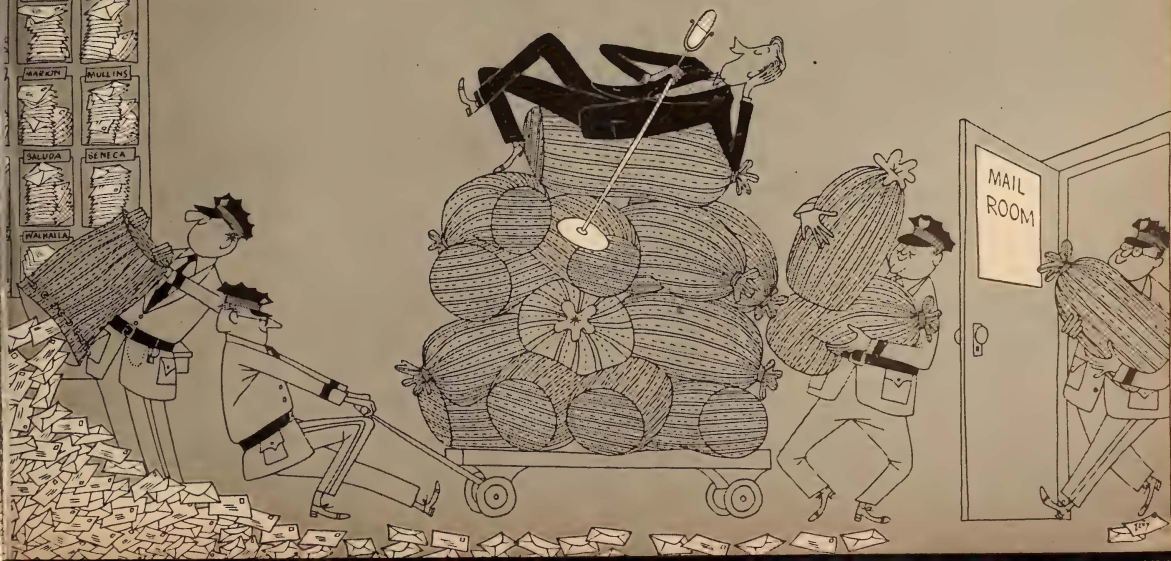
(10 to 12 p.m.)

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



WAPI, Birmingham
WBT, Charlotte
WRVA, Richmond
WEEI, Boston
KCBS, San Francisco
KSL, Salt Lake City
and the Columbia
Pacific Network

RADIO...and for the best in radio, call CBS RADIO SPOT SALES



front office



ARTHUR B. DONEGAN named manager of publicity department ABC, New York. Mr. Donegan entered radio and TV publicity when he joined NBC in 1941. He was named assistant director of publicity for ABC when the then Blue Network was separated from NBC the following year.

RICHARD T. SAMPSON, chief engineer KBIS and KMAR(FM) Bakersfield, Calif., returns to KXO El Centro, Calif., as general manager. He replaces **RILEY GIBSON** who is now manager of KOME Tulsa, Okla.

HAROLD FRANKLIN, program director Institute For Democratic Education Inc., has resigned to join staff of Television Programming Dept. of William Morris Agency, N. Y.

BOB LEE, manager CHUM Toronto, appointed to board of directors of York Broadcasters Ltd. (owners of CHUM).

JOHN C. GILMORE, director of sales for western Pennsylvania, Metro-Goldwyn-Mayer Radio Attractions, appointed sales manager WARD Johnstown, Pa.



IRVING SMITH, production manager WIP Philadelphia, named sales and program director WCMC Wildwood, N. J.

MARK N. FUNK Jr., news director WMGW-AM-FM Meadville, Pa., appointed assistant manager WAKU Latrobe, Pa.

Mr. Gilmore **HARRISON M. DUNHAM**, former manager KTTV (TV) Los Angeles, opens Los Angeles law offices with **MAURICE J. HINDIN** to handle radio, television and motion picture clients. Offices are at 111 West 7th St.

ARTHUR STONE appointed merchandising director and major account executive KXYZ Houston. Mr. Stone, well known in the food wholesale industry, operated a food brokerage firm until his present appointment.

B. M. PRENDERGAST, sales staff KXOK-FM St. Louis, transfers to national sales staff KXPK-AM.

FORJOE & Co., N. Y., appointed national representative for WMIN St. Paul, Minn.

WILLIAM G. RAMBEAU Co., N. Y., appointed national representative for WJON St. Cloud, Minn.

H. M. EDGAR, manager CJKL Kirkland Lakes, Ont., named manager of national advertising sales Thomson Dailies, Toronto, affiliated newspaper chain.

FLY, SHUEBRUK & BLUME law firm, Washington office, moves to new offices in the Wyatt Bldg. Telephone remains METropolitan 6190.

EVERETT-MCKINNEY Inc., N. Y., appointed national representative KSXL Alexandria, La.

Personals . . .

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

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

PUTNAM NAMED

Heads Wage-Price Control

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

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

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

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



Mr. Stone

UNESCO SURVEY

Covers Communication Media

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

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

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

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

SIX YEARS OF LEADERSHIP IN CINCINNATI

→ See Centerspread This Issue ←

ON THE AIR EVERYWHERE 24 HOURS A DAY

50,000 WATTS
OF
SELLING POWER



Hooper to Speak

C. E. HOOPER, audience measurement expert, will present "A Case for Radio Advertising," based on a recent survey, at the Dec. 6 luncheon meeting of the Radio Executives Club of New York at that city's Waldorf-Astoria Hotel.

WGBI Scranton, Pa., awarded \$175 in U. S. Defense Bonds to three top Lackawanna County's Voice of Democracy contest winners.

**BUY CHRISTMAS SEALS
FIGHT TUBERCULOSIS**

PREPAREDNESS LAG

Set Output Questioned

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

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

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

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

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

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

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

On the government side NPA:

- Advised that copper will remain scarce throughout 1952, as will nickel, tungsten, cobalt and selenium. Aluminum shortage may ease, however, by July 1, 1952.

- Told manufacturers should file immediately, if they have not done so, for second quarter quotas.

- Stressed the urgency of returning unused allotments. This will not work to the hardship of manufacturers in obtaining subsequent allocations, which are based on the average use of usage during the base period—first six months of 1950.

- Sought more data looking toward a better balance between tubes and components (in fact, all

parts) and number of sets to be turned out.

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

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

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

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

Exception Noted

Under the government's formal ban, no prohibition would be placed on "the manufacture of color television equipment for use on a closed circuit for industrial purposes, or by hospitals or educational institutions for instructional purposes" [B.T., Nov. 26].

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

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

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

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

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

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

Mr. Fleischmann declared that "if you cut out civilian production completely, it would not increase the production of planes one bit in 1952."

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



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

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

WDBJ FOR ROANOKE AND SOUTHWEST VIRGINIA

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

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

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

For further information:

Write WDBJ or Ask FREE & PETERS!

WDBJ Established 1924
CBS Since 1929

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

SOUTHWEST VIRGINIA'S Pioneer RADIO STATION

CAPEHART PLAN

Hearing Studies Possible Changes

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

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

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

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

Under regulations issued by the Office of Price Stabilization last month, manufacturers may self-authorize price boosts based on GPR 22—the general industry order—as implemented by the Capehart formula. They may compute new ceilings, taking into consideration advertising, selling, research, administration and other “reasonable” costs incurred to July 26, 1951 [B*T, Nov. 12].

GPR 22 becomes mandatorily effective Dec. 19. Producers of multi-product lines also may take advantage of these new allowances, but

Hill before a Joint Defense Production

radio-TV set manufacturers will be exempt pending issuance of tailored regulations [B*T, Nov. 26, 19].

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

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

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

In other developments last week



CITATION of Merit goes to Fred Nahas, vice president and general manager, KXYZ Houston, from the Disabled American Veterans. Bronze plaque was presented during a Saturday at the Shamrock broadcast. L to r: Comdr. Edward Bohner, commander of DAV's 4th Region, on behalf of the national organization; Mr. Nahas, and Frankie Laine, who offers congratulations. Citation marked Mr. Nahas' "outstanding service" to the veterans organization.

OPS took these actions:

(1) Issued a simple pricing method permitting smaller manufacturers (with net sales of \$1 million or less for the last complete fiscal year ended July 31) to adjust ceilings in accordance with the Capehart option. Manufacturers who showed a 15% net sales jump the first half of 1951 over a similar period last year are not eligible.

(2) Reported that manufacturers filing under GPR 22 must apply by Dec. 19 regardless of whether they also filed for adjustment on Form 100 under the Capehart plan. They no longer will be required to wait 15 days before imposing new ceilings.

IBEW STAFF Radio-TV Unit Realigned

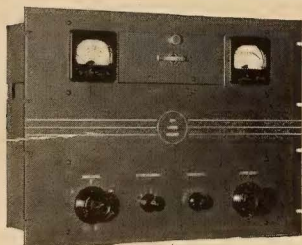
BROADCASTING staff of International Brotherhood of Electrical Workers has been realigned, President D. W. Tracy announced last week.

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

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

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

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



Collins 26W-1 Limiting Amplifier

How to add to your coverage

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

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

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

Write your nearest Collins office for further information.

For broadcast quality, it's . . .

COLLINS RADIO COMPANY
Cedar Rapids, Iowa



11 W. 42nd St.
NEW YORK 18

1937 Irving Blvd.
DALLAS 2

2700 W. Olive Ave.
BURBANK

Dogwood Road
Fountain City
KNOXVILLE

AAAA EXAMS

Set for Feb. 16, 23

SIXTH annual examinations for advertising to be conducted by American Assn. of Advertising Agencies will be held in leading markets throughout the country Feb. 16 and 23, Sydney H. Gielserup of Marschalk & Pratt Inc. and chairman of the AAAA examinations committee, announced Wednesday.

Scheduled so far for 13 cities, the examinations will test aptitude-temperament and practical knowledge of various facets of advertising, with appraisal of scores based on a study of some 4,500 people actually working in advertising. Applications for the tests may be made through AAAA headquarters, 420 Lexington Ave., New York.

WFIL Philadelphia is making available to bar association of Ohio, North Carolina and Tennessee specially-packaged transcriptions of station's prize-winning *What America Means to Me* program series. The lawyers' groups have requested the recorded programs in response to a WFIL offer to furnish the transcriptions at cost to such organizations and to more than 3,000 AM, FM, and TV stations throughout the country.

New ACLU Report

REPORT of American Civil Liberties Union on blacklisting in the radio and television industries will be published early in 1952 by Doubleday & Co. Novelist Merle Miller, an ACLU board member, prepared the report after a year-long study of the problem, with *Red Channels* and its companion newsletter *Counterattack* his major subject of investigation.

GREENVILLE is
SOUTH CAROLINA'S LARGEST
METROPOLITAN AREA

In RETAIL SALES

GREENVILLE \$151,050,000

Columbia 136,965,000

Charleston 125,097,000

Sales Management, 1951

MAKE IT YOURS WITH
WFBC 5000 WATTS

The News-Piedmont Station, Greenville, S. C.

NBC affiliate for the
Greenville-Anderson-
Spartanburg Markets
Represented by Avery-Knodel

PATENT DATA

FCC Would Require Filing

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

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

Comments on the proposal are called for by Jan. 5, 1952.

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

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

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

WCRB TRANSFER BID

Jones and Paine Acquire

UNDER terms of a stock transfer application filed with FCC last week, Theodore Jones and Stephen Paine will purchase WCRB Waltham, Mass., from Richard C. O'Hare and Deuel Richardson. Price is \$40,000.

Mr. Jones, executive manager and one-third owner, will acquire more stock and become president, treasurer and general manager of station. Mr. Paine, who is with the Boston investment brokerage firm of Paine, Webber, Jackson & Curtis, is buying Mr. Richardson's one-third interest for \$20,000, and he and Mr. Jones are each paying \$10,000 for Mr. O'Hare's one-third interest. This was one of the six transfer applications filed with the FCC last week, (see FCC ROUNDUP, page 103).

FCC MONITORS

Heroes in 'SEP' Story

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

Article describes how big "fix" is made from main monitoring stations and how regional and local FCC engineers close in on the il-

legal transmitting site through use of direction finding equipment mounted in automobiles, in suitcases and even in pockets.

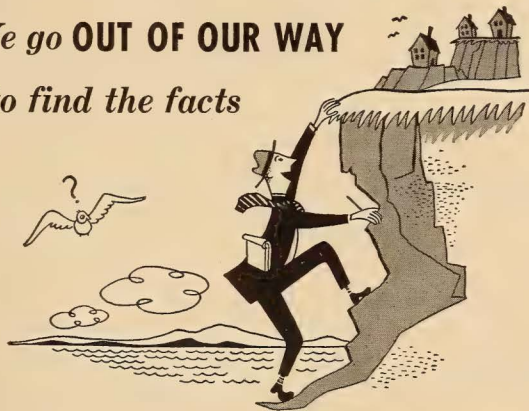
FCC tracks down 150 illegal transmitters a year, the article says. It also states that there are 430,000 transmitters on the air—of which only 4,600 are broadcast stations (AM-FM-TV and auxiliaries). It also describes how extensively radio is used today—by cattlemen, movie directors, doctors, railroads, even cemeteries.

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

Starts Them Young

WTTM, NBC affiliate in Trenton, N. J., believes in breaking them in as soon as possible. Priscilla Mark, for example, is only 5 years old, but made her debut as a radio announcer on WTTM Thanksgiving day when she described the arrival of Santa Claus at a local department store's toyland, climax of a pre-Christmas parade held in Trenton. Miss Mark's commentary was under the direction of her father, S. Carl Mark, station's general manager.

**We go OUT OF OUR WAY
to find the facts**



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

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

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

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

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



THE MUTUAL LIFE

INSURANCE COMPANY of NEW YORK

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

KLIX
IS KLICKIN'



air-casters



ALAN CUMMINGS named promotion manager and morning disc jockey KRSC Seattle. Mr. Cummings was with WDDC Washington and WSCR Scranton, Pa.

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

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

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

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

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

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

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

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

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

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

DON TREMAINE, announcer CHNS Halifax, to CBI Sydney, N. S. **JOHN MACLEWEN**, announcer of CBI Sydney, to CBH Halifax. **NORM MCBAIN**, war correspondent Canadian Broadcasting Corp., in Korea, father of boy. **BILL GILMOUR**, relief announcer CBX Edmonton, to CJCA Edmonton.

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

ROBERT FALLON, Hollywood TV producer, and Marie Wilson, film and stage actress, to be married in Santa Barbara, Calif., Dec. 14.

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

GUY LeBOW signed to one-year contract as emcee of *Six-Gun Playhouse* on WABD (TV) New York (Sat. 6:30 p.m.).

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

JOHN EGAN, program director WGTW Wilson, N. C., to announcing staff WONS Hartford, Conn.

HELEN MORRIS, women's commentator WCXN Middletown, Conn., named women's page editor WONS.

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

News . . .

JOHN McCUTCHEON RALEIGH, noted war correspondent news analyst and author, named *Inside Philadelphia* reporter on KYW Philadelphia. Mr. Raleigh succeeds **JERRY WARREN**, staff announcer who has been reassigned.

GLEN BROUGHMAN, newscaster KWWL Waterloo, Iowa, appointed news director WQUA Moline, Ill.

DICK COOK, news department WLWD (TV) Dayton, to news staff WMCT (TV) Memphis.

ALLEN JEFFRIES, newscaster WIRE Indianapolis, received an "Osa," outstanding safety award, from the Indianapolis Safety Council and Chamber of Commerce "in appreciation of your continuous efforts to curtail the mounting slaughter of our fellow citizens on the streets and highways." The award was a statuette likeness of Mr. Jeffries, complete with microphone.

BOB McVAY, sportscaster KFJI Klamath Falls, Ore., convalescing at home following injuries sustained when he was struck by a skidding automobile.

WILLIAM KENNEALLY, newscaster, CBS-KNX Hollywood, takes over net-

work's Mon. through Sat., 10:15 p.m. newscast, relieving network news analyst **CARROLL ALCOTT**. Mr. Alcott continues preparing and broadcasting six weekly *The World Today* news analysis.

CHET HUNTLEY, newscaster and news analyst ABC, elected to board of Greater Los Angeles Press Club, as radio-television representative.

DAVID ANDERSON, newscaster NBC Hollywood, father of girl, Janet Gail, Nov. 16.

ELEANOR HENSHAW, secretary to **WILL WHITLEY**, director of public affairs, CBS Hollywood, named administrative assistant to Mr. Whitley.

WBUD Double Duty

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

RCA Institutes, one of the country's oldest radio technical training schools, last Tuesday graduated 184 students, including four members of the U. S. Coast Guard, at commencement exercises in the Western Union Bldg. auditorium in New York. Ivan S. Coggeshall, Western Union general traffic manager, delivered the main address on "Radioelectronics — Opportunity with Some Obligations."

COLOSSUS of the CAROLINAS

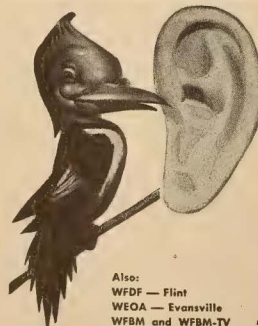
WBT

CHARLOTTE, N. C.

THE BIGGEST SINGLE
ADVERTISING MEDIUM IN
THE TWO CAROLINAS

JEFFERSON STANDARD
BROADCASTING COMPANY

Represented Nationally by
CBS Radio Spot Sales



Also:
WDFD — Flint
WEOA — Evansville
WFBM and WFBM-TV
Indianapolis
KATZ AGENCY

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

WOOD

5000 WATTS • NBC AFFILIATE
AND WOOD-TV
GRAND RAPIDS, MICHIGAN

IERT AWARDS

Set by Radio-TV Institute

INSTITUTE for Education by Radio-Television at Ohio State U. will give awards to networks and stations in 14 radio and six television categories in its 16th annual competition. Director I. Keith Tyler announced last week.

Basis for program evaluation, he said, will be "educational value and significance, production quality and interest and appeal to the audience to which it is directed." The number of entries by any station or network is unlimited.

Nominations will be made between now and Jan. 1 by industry groups and civic and educational organizations, as well as stations and networks. Announcement of the awards will be made April 14, 1952, and prize-winning programs will be available for review at the 22d annual Institute meeting in Columbus April 17-20.

Radio entries will be judged cooperatively throughout the country, but all TV nominations will be evaluated at Columbus, Dr. Tyler said.

KYW 'BUNDLING'

Local Tie-Ins Set

"BUNDLING" has taken on new significance for KYW Philadelphia. "Bundling" is KYW's version of back-to-back programming on the local level. Faced with the necessity of holding local audiences with programs that have little or no relation to each other, the "bundling technique" is aimed at pulling these different types of shows together.

KYW's entire two-hour period from 12 noon to 2 p.m. is named "Two A Day" and features Gene Graves, KYW personality who opens and closes the package, delivers station breaks between shows, and exchanges friendly witicism at the beginning and ending of every show with the personalities involved.

The effect of this presentation, it is felt, will result in "bundling" the shows together so that listeners will be willingly guided from one show to another.

We Pay Our Respects

(Continued from page 56)

policies and launching a sales promotion program.

In 1935, he was appointed New York State sales representative of NBC and in 1936 he founded a radio advertising agency where he continued to write copy and continuity, announce, sell, produce programs and—sweep the floor occasionally.

Mr. Leighton in 1939 organized the Western Gateway Broadcasting Corp. and became its first and only president. The company put WSNY on the air July 15, 1942.

He has been active in the station's management from its inception and now handles the duties of treasurer and general manager in addition to being president.

Outside of his wife and four children, radio is the most important thing in Mr. Leighton's life. But he still finds time and energy to be active in community life, a matter he considers important for all station managers.

He is or has been a member of Rotary, the Schenectady Chamber of Commerce, Better Business Bureau, the Mohawk Club and the Mohawk Golf Club of Schenectady, the YMCA, the Radio Executives Club, the Community Chest, Red Cross and the St. Clare's Hospital Drives; a director of the Schenectady County Committee on Tuberculosis and Public Health and the Retail Merchants Bureau; vice chairman of the Army Advisory Committee for the U. S. Army First Army Headquarters Command.

Television Views

Mr. Leighton frankly admits he was "scared silly" about television competition three years ago but now points to WSNY's gains in both listeners and revenue during the period of TV's greatest growth in Schenectady as proof that competition begets the answers to competition.

He confidently expects that WSNY will continue to be a strong community influence as well as a profitable business 20 years from now.

"WSNY occupies a position in the community and fulfills a definite

need that cannot be matched by any other medium yet devised," he feels, and this is the basis for his optimism.

Shouldering the civic responsibility which any station manager feels, Mr. Leighton sees that his station performs its share of public service.

He believes that one form of public service which all local stations should perform is to campaign and editorialize for the elimination of crime and the exposure of undue political influence, on the local level.

He practices what he preaches.

A WSNY news commentator's "vigorous and fearless attacks on local crime and possible political influence have coincided with a special grand jury investigation which has lasted for many months and is expected to bring in a number of indictments."

"My ambition," says Mr. Leighton, "which is merely the desire to live the necessary years, is to see the complete acceptance of the fact that radio can be a far more powerful media than it ever has been. All media for the communication of ideas have their own special advantages. Television will no more destroy radio than radio destroyed newspapers. I want to see the complete acceptance of this fact. I am encouraged that the means of establishing it are so immediately at hand."

With a smile, he will tell you that in trying to do justice to all his multiple activities, he just doesn't seem to find time—even occasionally—to sweep the floor anymore.

MBS GRID SCHEDULE

Airs East-West, Blue-Gray

TWO YEAR-END football contests—Blue-Gray (North-South) from the Cramton Bowl, Montgomery, Ala., and East-West from Kezar Stadium, San Francisco—will be broadcast exclusively coast-to-coast on MBS Dec. 29.

Play-by-play coverage will begin with the Blue-Gray game scheduled to begin at 2:30 p.m. EST. It will be followed immediately by the East-West contest. Games will be sponsored by Gillette Safety Razor Co., through Maxon Inc., both New York, and Motorola Inc., Chicago, through Ruthrauff & Ryan, New York, respectively. Proceeds from both games will go to charity—an orphanage, and Shriners Hospital for crippled children. MBS has carried the broadcast of the Blue-Gray classic since 1945, and East-West games since 1942.

CFDA Victoriaville, Que., new 1 kw on 1380 kc, is now on the air. Station is represented by Radio & Television Sales Inc., Toronto and Montreal.

Why WFBR is

BIG

in Baltimore

NO. 1 OF A SERIES

CLUB 1300

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

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

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

ABC BASIC NETWORK

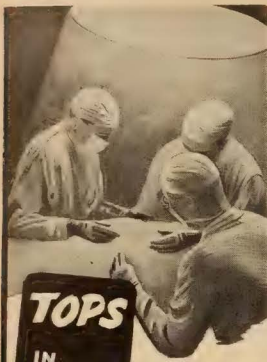
WFBR

5000 WATTS IN BALTIMORE, MD.

FARM STATION?

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

WIBW The Voice of Kansas in TOPEKA



Star disc-jockey Paul Berlin obtained 1,760

donations for the Southwest Blood Bank on his recent broadcast marathon. Starting midnight October 4, Paul was on the air continuously for 18 hours and 16 minutes, emceeing all regularly scheduled broadcasts, spinning records, and urging the public to give blood.

KNUZ, now as in the past, leads in public service promotion in Houston.

TOPS
IN
HOOPER

These programs are now available:

"WEST'S BEST"

Featuring Tall & Thinly Al McKinley 1:15 - 1:30 p.m. Monday through Friday.

*Tied for No. 1 Hooper in Market

"SPINNER SANCTUM"

Featuring Walt (Joe) Colvin 3:30 - 3:45 p.m. Monday through Friday.

*No. 2 Hooper in Market

*August, 1951 Hooper.

For information call
FORJOE
National Representative
or **DAVE MORRIS**
General Manager
at K-Estone 2581

K-NUZ Radio Ranch
P.O. BOX 2135
TWX HO 414
HOUSTON, TEXAS

HOLIDAY FOR ROMANCE

WJOB Couple Marks Anniversary With Award

FIRST anniversary of Mr. and Mrs. Jerry Mitchell, husband-wife team at WJOB Hammond, Ind., was observed by a celebration marking award of a silver cup by the Citizens Committee for the Hoover Report. The cup was presented to the couple Nov. 25 at a breakfast held at the Conrad Hilton Hotel by the Hoover committee.

Mrs. Mitchell is the former Bonnie Bonhiver, who fought partial paralysis following a fall nine years ago. She has progressed since 1942 from bed to wheelchair to crutches to a cane.

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

Three days a week the Mitchells

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

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

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

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

Benjamin Singer

BENJAMIN SINGER, 44, manager of special engineering products for Emerson Radio & Phonograph Corp., New York, died last Wednesday in Memorial Hospital, Brooklyn. Before joining Emerson, Mr. Singer had been chief engineer for Teletone Radio and Air King Radio Corp. (now CBS-Columbia Inc.). He was a member of the Radio Club of America. Surviving are his wife, two sons, his parents, four brothers, and two sisters. Funeral service was held Thursday at Riverside Memorial, New York, and interment was at Cedar Park cemetery.

WHAT is considered largest single quiz contest prize ever won in Canada was awarded to Miss Carmen Gauthier of Three Rivers, Que. Program *Casino de la Chanson* originated at CKAC Montreal, and the prize money totalled \$3,950.

TECHNICAL MEET

Held on Defense Needs

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

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

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

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

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

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

LABOR MARKET

Tobin Gives Area Report

SURVEY of major production centers by the Dept. of Labor revealed last week that roughly one-third—or 66 out of 174—have either a balanced labor supply or labor shortages.

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

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

Most Critical Points

Areas with the greatest shortage—or facing labor scarcity—include Hartford (Conn.), Aiken (S. C.), Augusta (Ga.), Davenport (Iowa), Rock Island and Moline (Ill.), Indianapolis (Ind.), Wichita (Kan.) and San Diego (Calif.).

In addition to these, 60 other areas were cited as having a "balanced labor supply"; 93 as having "moderate labor surplus," and 15 with a "substantial labor surplus."

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

Greystone's Musical

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

"STUMPUS"

... AVERAGING OVER
9,000 LETTERS
A WEEK

(see inside front cover)



CHICAGO 7

CLEAR CHANNEL Home of the NATIONAL Barn Dance

NCAB INQUIRY

'Run Around' Charges Probed

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

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

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

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

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

The Lumberton coach denied making any such agreement and declared, "There was no school plan to squeeze the station out."

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

Reading Bid

INITIAL decision proposing to deny the application of John J. Keel and Lloyd W. Dennis for a new station in Reading, Pa., on 1510 kc with 1 kw fulltime, directional, was issued last week by FCC Hearing Examiner Basil P. Cooper. The examiner, among other things, found the new station would cause interference to WLAC Nashville in an area covering 332,000 sq. mi. with a population of more than 12-million.



ZENITH Radio Corp. marks 25 years service of two veteran members in its organization. L to r: Comdr. E. F. McDonald Jr., Zenith president; John Kuhajek, assistant treasurer who joined the company in 1926 as an office boy; John Prentiss, hearing aid engineer, who once worked on firm's production line and attended technical schools at night; and Hugh Robertson, executive vice president of Zenith, who attended gift presentation. Comdr. McDonald gave each veteran a self-winding gold watch and diamond-studded service pin.

WIP DISCOUNT PLAN

Issued For Saturation Ads

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

The plan offers a dollar volume discount ranging from 15% after frequency discount for expenditures of \$425-\$999 per week, 20% for \$1,000 to \$1,499 per week, and 25% for \$1,500 per week or over. Announcements and programs may be combined to earn this discount, which applies to time charges only. Benedict Gimbel Jr., president and general manager of WIP, in commenting on the new discount structure said: "This new discount on WIP should attract advertisers who wish to spend large amounts of money for short campaigns, using programs, announcements, or both."

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

WINX TRANSFER

IBEW Asks Reconsideration

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

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

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

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

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

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

WSAZ

HUNTINGTON, WEST VIRGINIA

One of the Nation's Oldest Stations



MORE LISTENERS

THAN
ALL STATIONS
COMBINED*

*by C. E. HOOPER.....1951

5000 WATTS—930 KC
ABC PROGRAMS

Represented by
THE BRANHAM COMPANY

WSAZ-TV

Channel 5

EXCLUSIVE

Coverage
OF THE

HUNTINGTON

CHARLESTON

TV MARKET

ABC—CBS—NBC—DTN

Represented by
THE KATZ AGENCY

KGW

carries the weight
in the Oregon Market
DAY or NIGHT

TOTAL BMB FAMILIES
From 1949 BMB Survey

DAYTIME

KGW	350,030
Station B	317,330
Station C	295,470
Station D	192,630

NIGHTTIME

KGW	367,370
Station B	350,820
Station C	307,970
Station D	285,460

KGW

PORTLAND, OREGON
on the efficient 620 frequency
AFFILIATED WITH NBC

REPRESENTED NATIONALLY BY EDWARD PETRY & CO.

Farm Directors

(Continued from page 44)

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

NBC and 13 stations received awards from the National Safety Council at the Sunday luncheon, when Paul Jones, director of public information, cited them for "exceptional service to farm safety."

The winners, with some of the activities for which they were cited, are:

NBC, sponsoring a *National Farm and Home Hour* (Allis-Chalmers) survey in Miami County, Ohio, with a kickoff broadcast during National Farm Safety Week followed by four quarterly reports and a summary network broadcast from Lima, Ohio.

KELD El Dorado, Ark., 120 special farm safety programs and several references on regular shows.

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

KLBM LaGrande, Ore., year-round safety program, and 20 sponsored spots daily during National Farm Safety Week.

KPOJ Portland, Ore., year-round program, sending 15-minute safety show to 23 Oregon stations.

KUOM St. Paul, Minn., servicing tape-recorded interviews to 14 Minnesota stations, sending radio shorts to 45 stations and arranging for safety specialists from the U. of Michigan to appear on 10 shows on

WCCO and KSTP Minneapolis.

KWTO Springfield, Mo., "exceptionally fruitful" contest among Future Farmers of America, reference to safety on 900 regular shows and 50 special farm broadcasts plus 400 spots.

WBZ-AM-FM-TV Boston, all-round coverage on 500 regular broadcasts.

WHFB Benton Harbor, Me., a series of interviews with accident victims, consistent coverage.

WHO Des Moines, Iowa, all-year program, farm safety contest, annual fire prevention contest, plowing contest and a system for broadcasting all available farm accident reports in the state.

WIBC Indianapolis, a farm safety quiz.

WIBX Utica, N. Y., reference to safety on all regular farm broadcasts, 92 special farm safety programs, use of Polish and Italian safety jingles, devoting the entire *Farm and Home Show* two hours daily to safety during National Farm Safety Week.

WIOU Kokomo, Ind., radio-telephone interviews with accident victims, reference to safety on 924 regular programs, 29 farm safety shows and "hundreds" of spots.

WNAX Yankton, S. D., "original" programming idea in *Accidental Jones*, first aid kit campaign, 1,400 spots and 34 special shows.

The annual banquet speaker Sunday was James E. McCarthy, dean of the College of Commerce at Notre Dame. The luncheon speaker Saturday was Tom Swearingin, public relations counsel for

the Water Resources Corp., Denver, while Gene Flack, sales counsel and director of advertising for Sunshine Biscuit Co., Long Island City, gave the address at dinner that night.

Mr. Alampi opened the convention and introduced the following committee chairman:

Paul Visser, NBC Chicago, and Roy Battles, WLW Cincinnati, convention program; Jerry Seaman, Bert S. Gittins Advertising, Milwaukee, convention facilities; Don Huckle, Park & Pollard Feed Co., Buffalo, extension relations; Chuck Worcester, WMT Cedar Rapids, professional guidance; Al Bond, Washington State College, handbook.

Herb Plambeck, WHO Des Moines, historian; Harold Schmitz, KFEQ St. Joseph, Mo., research; Chris Mack, WNAX Yankton, public service; Jack Jackson, KCMO Kansas City, USDA relations; Sam Schneider, KVOO Tulsa, spring meeting; Merl Galusha, WGY Schenectady, television; Mal Hansen, WOW Omaha, Chats; Homer Martz, KDKA Pittsburgh, finance; Frank Atwood, WTIC Hartford, Yearbook; Eric Lund, WLVA Lynchburg, Va., awards; Larry Haeg, WCCO Minneapolis, public relations; Bob Miller, WRFD Worthington, Ohio.

Also reporting were the regional chairmen: Frank Atwood, WTIC Hartford; Homer Martz, KDKA Pittsburgh; Ted Hyman, VPI College of Agriculture, Blacksburg, Va.; Marshall Wells, WJR Detroit; Bill MacDonald, KFAB Lincoln, Neb.; George Roesser, KTRH Spokane, Wash.; Henry Schacht, KNBC San Francisco.

VICTOR BELL DIES

Was Gillham Radio-TV Head

VICTOR VAN DYKE BELL, 40, vice president in charge of radio and television Gillham Advertising Agency, Salt Lake City, died Nov. 20 in a hospital in that city. He was stricken at his office two hours before his death.

Well-known in the radio field in that section of the country, Mr. Bell was program director at KLMP Minot, N. D., in 1936, later at KRMC Jamestown, N. D., and at KUTA Salt Lake City in 1938. In 1939, he was writer-producer and assistant director of sales service at KSL Salt Lake City.

He joined the Gillham Agency in 1941 as an account executive and radio director. He became vice president in charge of radio-TV in 1950. He directed radio-TV placements for some of the section's largest business firms.

Tom Edwards

TOM EDWARDS, 27, chief announcer, KOSA Odessa, Tex., was found shot to death Thanksgiving Day morning at the studio with a pistol lying near the body. John Guffey, station's continuity director, who was tuned to the station, rushed to KOSA to take over the announcing task when Mr. Edwards, only announcer on duty, failed to come on the air. Mr. Edwards' family are all of Los Angeles.

NATIONAL NIELSEN RATINGS

TOP RADIO PROGRAMS

(Total U. S. Area, including Small-Town, Farm and Urban Homes and including Telephone and Non-Telephone Homes)

EXTRA WEEK OCTOBER 14-20, 1951

NIELSEN-RATING*

Current Rank	Program	Homes %
EVENING, ONCE-A-WEEK (Average for All Programs)		
1	Lux Radio Theater (CBS)	14.9
2	Jack Benny (CBS)	14.8
3	Amos 'n' Andy (CBS)	14.1
4	Charlie McCarthy (CBS)	12.8
5	Walter Winchell (ABC)	10.3
6	Mr. & Mrs. North (NBC)	10.3
7	You Bet Your Life (NBC)	10.3
8	Fiber McGee & Molly (NBC)	10.3
9	Gangbusters (CBS)	10.1
10	Bing Crosby Show (CBS)	9.9

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)

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NEW SYLVANIA PLANT

Opens at Shawnee, Okla.

SYLVANIA Electric Products' new radio tube plant in Shawnee, Okla., was officially opened last week, with Nov. 24-30 designated as "Sylvania Week" by the company. During that period, the new tube plant observed open house and conducted plant tours for Oklahoma City, Tulsa and Shawnee Chambers of Commerce, with special tour for dealers and distributors of Sylvania products.

Newly constructed Shawnee plant is brick building with approximately 34,297 sq. ft. of production area and 171,150 sq. ft. of property area. Plant will specialize in manufacture of miniature radio tubes to supplement output of tubes from other Sylvania plants.

W. J. (Tiny) Turner

FUNERAL services were held Nov. 25 for William Jasper (Tiny) Turner, 33, WFRG Reidsville, N. C., announcer and entertainer, who died Nov. 23 after a short illness. In 1944-45 he was with the *Grand Ole Opry* company of WSM Nashville, and one of the first performers to appear before the camera at WPMY-TV Greensboro. He was with WFRG since July 1948. Surviving are his mother, a sister, his widow, and two step-children.

In

Altoona, Pa.,

It's

ROY F. THOMPSON
and

WRTA

A prize radio combination in the rich industrial market of Central Pennsylvania.

Represented by
ROBERT MEERER ASSOCIATES



WKOW

makes holidays happier for you!

Holiday time and any time, here in America's rich dairyland, Bossy's "MOO-LA" moves your product off the counter. WKOW's powerful, concentrated coverage reaches a big, half-million area — the wealthiest farm homes — the largest cities. Here are people who WANT — and can afford — your product!

Represented by Headley-Reed Company

Use
WKOW-CBS
1070 k.c.

WISCONSIN'S
MOST POWERFUL
RADIO STATION

No station in the state gives you greater coverage than WKOW, blanketing the capital and the prosperous counties in central and southern Wisconsin. That's why WKOW-CBS is Wisconsin's biggest advertising buy!

WKOW-CBS MADISON, WISCONSIN

PULSE RATINGS

Issue for Sept.-Oct.

The *Lux Radio Theatre*, Arthur Godfrey and *Theatre of Today*, respectively, lead top 10 radio network programs in evening, Monday-Friday daytime and Saturday-Sunday daytime periods for September and October, according to The Pulse Inc. report issued last week. Listing included:

MULTI-MARKET TOP TEN NETWORK RADIO PROGRAMS

Program	Average Rating	
	Sept. Oct.	July Aug.
Lux Theatre (CBS)	10.5	
Walter Winchell (ABC)	9.1	7.5
Godfrey's Talent Scouts (CBS)	7.9	7.2
Bob Hawk (CBS)	7.5	
Life With Luigi (CBS)	7.5	
FBI In Peace & War (CBS)	7.0	6.6
Hallmark Playhouse (CBS)	6.9	
Suspense (CBS)	6.9	
Big Town (NBC)	6.8	6.7
Dragnet (NBC)	6.8	
Louella Parsons (ABC)	6.5	
Mr. & Mrs. North (CBS)	6.3	

MONDAY-FRIDAY DAYTIME

Program	Average Rating	
	Sept. Oct.	July Aug.
Arthur Godfrey (CBS)	8.5	7.7
Helen Test (CBS)	7.6	7.2
Grand Slam (CBS)	7.5	6.8
Our Gal Sunday (CBS)	7.5	6.8
Big Sister (CBS)	7.2	6.8
Ma Perkins (CBS)	7.2	6.8
Rosemary (CBS)	7.2	6.7
Andy Jenny (CBS)	7.1	6.8
Wendy Warren (CBS)	7.0	7.0
Young Dr. Malone (CBS)	6.7	

SATURDAY & SUNDAY DAYTIME

Program	Average Rating	
	Sept. Oct.	July Aug.
Theatre of Today (CBS)	5.8	5.6
True Detective Mysteries (MBS)	5.1	4.7
Let's Pretend (CBS)	4.9	4.7
The Shadow (MBS)	4.9	4.5
Music With the Girls (Sat.) (CBS)	3.9	3.8
Martin Kane (NBC)	3.5	3.6
The Whisperer (NBC)	3.3	
My Secret Story (NBC)	3.2	
The Saint (NBC)	3.2	
Hollywood Love Story (NBC)	2.9	

* Weighted program averages for 18 regular Pulse markets.

DEFENSE of advertising was carried in a dramatized program on Canadian Broadcasting Corp. network recently, in its weekly *Cross Section* network public affairs program. Story started with uninformed citizens discussing their opinions on advertising, when an agency man came into the conversation and showed what an advertising agency man does and the part played by advertising in the modern economy. The program originated at CBL Toronto.

allied arts



CHARLES ENDE, vice president and general manager American Press Assn., and sales manager of Greater Weeklies, named sales manager and account executive of Fact Finders, Assoc. Inc., N. Y. **LU-CIEN C. RONDOT**, account executive named production manager in charge of internal and field operations and will continue as account executive. **MISS FIDA MASPERO**, director of corporation, elected secretary of corporation. **FRANK R. COUTANT**, company president and treasurer, continues to direct planning as firm's chief consultant.

JAME M. ORCHARD, program director KOTV (TV) Tulsa, appointed sales and account executive Paramount Television Productions Inc., N. Y.

HOWARD BACK named to editorial staff Telenews Production, N. Y. He was with WERC Erie, Pa., and WOHI East Liverpool, Ohio.

ORIN M. JACOBSON, international representative of International Alliance of Theatrical Stage Employees, elected eighth vice president to fill vacancy left by death last May of third international vice president **FLOYD M. BILLINGSLEY**.

IVAN F. BETTS named president of newly-formed Hollywood Religious Film Foundation. Other officers include **OREN W. EVANS**, West Coast director, Broadcasting & Film Commission, National Churches of Christ, USA, vice president in charge of production; **PORTER HALL**, vice-president; **ATTY. PALMER JOHNSON**, secretary; **HERMAN E. WARD**, treasurer.

MINDLIN & LEVY, L. A. law firm appointed counsel for National Society of Television Producers. **VICTOR MINDLIN** and **MAURICE LEVY Jr.** are firm principals.

Equipment . . .

H. BRAINARD FRANCHER, assistant division engineer of commercial products of Commercial and Government Dept. General Electric Co., Syracuse, appointed manager of engineering for department. **CLARE C. LASHER**, assistant superintendent in Commercial and Government Dept., appointed manager of manufacturing for department.

CARL E. SCHOLZ, vice president and chief engineer All American Cables & Radio Inc. and Commercial Cable Co., subsidiaries of American Cable & Radio Corp., N. Y., elected vice president and chief engineer American Cable & Radio Corp.

WARD PRODUCTS Corp., Div. of The Gabriel Co., Cleveland, announces production of two new directional antennas for the 450-470 mc band. Models SPP-161 and SPP-172 are designed for point-to-point communications. Free bulletin can be had by writing the company at 1523 E. 45th St., Cleveland 3, Ohio.

ALTEC LANSING Corp., Beverly Hills, Calif., has introduced new 220A portable mixer, developed to fulfill all requirements of high quality broadcast mixer for field use in AM, FM and TV remote pickup. Company reports it is also ideal for public address systems as it can be quickly moved to various locations.

ANDREW Corp., Chicago, announces starting Dec. 1 all California business will be handled by **ANDREW CALIFORNIA Corp.**, Simi, Calif.

JOHN S. MECK, president of Scott Radio Labs, Chicago, appointed to National Production Authority's television manufacturers' industry advisory committee. Mr. Meck also heads John Meck Industries, Plymouth, Ind., which recently became a division of Scott in a merger.

MILTON R. BENJAMIN, vice president and national sales manager Majestic Radio & Television, Brooklyn, Div. of Wilcox-Gap Corp., Charlotte, Mich., announces his resignation from firm. Mr. Benjamin will reveal his future plans at a later date.

JAMES T. CHATTERTON, vice president in charge of West Coast operations Mackey Radio & Telegraph Co., named regional director of Pacific area. Mr. Chatterton will supervise services at Honolulu, Manila, Tokyo and other points in the Far East for company. He will make his headquarters in San Francisco.

AUDIO DEVICES Inc., N. Y., announces publication of new 50-page handbook on *Fundamentals of Magnetic Recording*. Handbook contains information on recording methods, magnetic relationships, tape characteristics, AC and DC bias, erasure, frequency response, noise level, distortion, machine features and helpful hints on machine selection, operation and maintenance.

JOHN B. TUBERGEN named president Los Angeles chapter, Representatives, Inc., subsidiary of Radio Parts Mfrs. Inc. Other officers include **JOHN J. HILL**, vice president; **GEORGE DAVIS**, secretary-treasurer; **E. V. ROBERTS**, retiring president who becomes chairman of the board of governors. **Dr. RALPH L. POWER**, executive secretary-treasurer, re-appointed.

Technical . . .

GEORGE M. IVES, television maintenance supervisor ABC-TV Chicago, elected president of Brookfield (Ill.) Kiwanis Club.

DORE MALMBERG, transmitter operator CJOC Lethbridge, to CBX Edmonton, in same capacity.

Globe-Democrat Tower Bldg.
Saint Louis

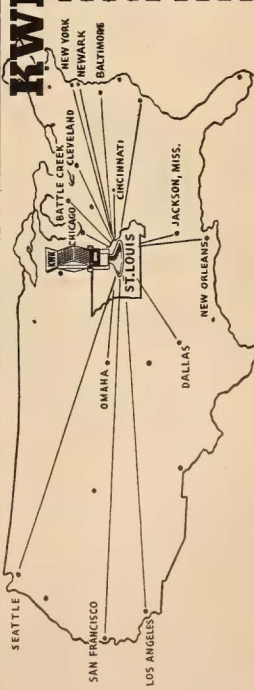


Representative
The KATZ AGENCY

KWK GETS RESULTS

Business men in the St. Louis area have found that KWK DOES sell merchandise for them. Regardless of your plant location, if you sell St. Louis people, KWK can help you!

KWK has been serving both St. Louis and National Advertisers for almost 25 years. It is not a guess when you use KWK. You KNOW you will get RESULTS!



25 YEARS OF LEADERSHIP

COMPLETE YOUR SALES PICTURE

WJDX

NBC AFFILIATE

JACKSON, MISS.

All the radio listening surveys indicate a strong preference in this area for WJDX and its popular programs. With this exceptional listening loyalty, your message is sure to win sales success on WJDX . . . the "Voice of Mississippi".

REPRESENTED NATIONALLY
by the
GEORGE P. HOLLINGBERRY CO.

POLITICAL PLANS

Demos to Select Ad Agency

DEMOCRATIC National Committee within the next fortnight will select an advertising agency to handle its 1952 political commitments in radio, television and other media.

This was indicated after it was learned that National Chairman Frank McKinney had studied a list of three or four agencies as possible choices last week.

Mr. McKinney addressed the third annual Democratic National Committee dinner in New York last Monday evening. His speech was carried as a simulcast by ABC Radio and Television. The national committee is distributing kinescope film recordings to stations unable to carry the telecast live and to party workers throughout the country.

The organization is not expected to swing into broadcasting commitments until after the state primaries early next year and until after President Truman indicates whether he will run for office again.

No such limitations obtain, however, at Republican National Committee headquarters. Chairman Guy Gabrielson has thrown open the organization's complete facilities to avowed or potential GOP candidates for the presidency. The committee promised to aid Sen. Robert Taft (R-Ohio), Gov. Earl

Warren of California, and campaign managers for Gen. Dwight D. Eisenhower and Harold Stassen.

They will be offered assistance in arranging radio and television time and use of mailing lists and research materials, as well as help in setting up headquarters at the Chicago convention next July. Broadcast commitments had not been explored yet.

Still hanging fire is a proposed code or standards of practice to guide the radio-TV industry in handling convention coverage. Network representatives have not yet submitted comments on the revised draft submitted by both national committees [B*T, Nov. 26]. Thomas Velotta, ABC, is coordinating the network presentation.

Ad Film Gift

WOMEN'S Advertising Club of Chicago has given property rights to the film "Do You Belong in Advertising" to the Advertising Federation Of America for exclusive distribution. It will be sold and/or rented to high schools, colleges, advertising agencies, media organizations, and firms with advertising training programs.

MORE than one million American Telephone & Telegraph Co. shareholders were informed last week of the company's 123rd consecutive quarterly dividend at \$2.25 per share, declared by directors Nov. 21. Dividend will be payable Jan. 15 to shareowners of record Dec. 17.



WEIR Weirton, W. Va., boasts two successful politicians on its staff. **Harry Cochran (I),** news editor, just elected clerk of township trustees for Steubenville, Ohio, shakes hands with **Dick Jackson,** sportscaster, who has been named Weirton councilman.

PEARL HARBOR

Anniversary Programs Set

SPECIAL network broadcast marking 10th anniversary of Japanese attack on Pearl Harbor will be carried by MBS Friday, 8:30-8:55 p.m. EST from the Hawaiian naval base.

Webley Edwards, Mutual Honolulu correspondent who broadcast original news of attack on Dec. 7, 1941, will narrate program, conducting listeners on tour of Pearl Harbor. Mr. Edwards—who was chosen by Adm. Chester Nimitz to broadcast surrender ceremonies from U.S.S. Missouri on Sept. 2, 1945—will interview various members of the armed forces who were on the base during the attack, including officers, enlisted men, chaplains, and prisoners of war.

Special a cappella choir arrangement of "America" will be background music for reading of memorial plaque on U.S.S. Arizona.

U. S. invasion by cosmic forces—Pearl Harbor Day of 1962—will be depicted on ABC-TV's *Tales of Tomorrow* for the Dec. 7 broadcast. Producers George Foley and Richard Gordon said last week. Screen Actor Zachary Scott will be starred in the Mel Goldberg script, based on the story, "What Would You Do?" by Russell V. Ritchie.

WBZ Is Host

WBZ-AM-TV Boston was to be host this past weekend to an enlisted Air Force serviceman who had been chosen "Airman of the Month." The honored airman and his wife were to be presented on WBZ-TV's *Tucker Talk* Friday and later the same day on the WBZ *Dick Tucker* radio show.

WQXR-AM-FM New York, AM and FM outlet of *The New York Times*, will include up-to-the-minute driving conditions in the metropolitan area in its 7:28 a.m. and 6:28 p.m. weather broadcasts from now on, to be provided in cooperation with the Automobile Club of New York.

OHIO INQUIRY

Radio Role Is Noted

RADIO has a big part in political contests. Of this both Sen. Robert A. Taft (R-Ohio) and Ohio State Auditor Joseph T. Ferguson are convinced.

However, they differ about which radio commentator is on what side of the fence—that is, assuming that the commentators in question straddled either side of the fence during the Ohio election campaign last year that resulted in the sound defeat of Mr. Ferguson by Sen. Taft.

During a Senate subcommittee hearing on the Ohio election last week, Sen. Taft declared that his opponents failed to report expenses of \$750,000 which were paid to MBS "for the Frank Edwards series of broadcasts which were devoted principally to attacks on me and against my re-election."

As early as last March, BROADCASTING • TELECASTING reported that Sen. Taft's Washington office had set up a policy of not placing any time for the Senator's radio addresses on MBS because of Mr. Edwards' broadcasts. [B*T, March 12].

Green Charges Error

American Federation of Labor President William Green (AFL sponsors Mr. Edwards' broadcasts) countered that the Senator was in error. He reminded the Senator that Mr. Edwards had been on the air for the union not only in 1950 but this year as well.

Again, Mr. Ferguson retorted that Sen. Taft "did not mention that great number of radio newsmen and columnists he had spreading propaganda for him." Mentioned among other columnists was MBS Radio Commentator Fulton Lewis jr.

As testimony continued to mount at the week's end, Chairman Guy Gillette (D-Iowa) of the Subcommittee on Elections and Privileges, surmised that since Sen. Taft reported personal campaign receipts of only \$1,800 and Mr. Ferguson only \$2,270, there was a "farical nature" to the reporting system for political candidates.

Boost for VOA

FOREIGN language radio stations in the U. S. have been requested by the Advertising Council Inc., on behalf of the Dept. of State, to urge their listeners to mention Voice of America radio series when they write to friends and relatives abroad. International Voice broadcasts will have special Christmas programming, it was pointed out, in an effort to increase audiences in foreign countries.



Clebar

the stop watch of
split second accuracy

#650

1/5 second timer for general timing, 7 jewels Clebar quality, non-magnetic, 30 minute register-start, stop and fly-back from crown.

There is a Clebar stop watch for every precision timing purpose. Write for new FREE catalog which illustrates more than a score of models.

CLEBAR WATCH AGENCY

521 FIFTH AVENUE, NEW YORK 17

REACHES
93,217
RADIO
FAMILIES

WEEK

POUGHKEEPSIE

REPRESENTED BY DEVNEY

**Christmas
gift
subscription
form**



BROADCASTING • TELECASTING

The NewswEEKLY of Radio and Television

gift subscription rates*

\$7.00 for a one-year subscription

\$13.00 for two subscriptions

\$19.00 for three subscriptions

\$25.00 for four subscriptions

\$30.00 for five subscriptions

\$5.00 each for six or more subscriptions

* The 1952 BROADCASTING or TELECASTING Yearbook may be included with each subscription for an additional \$2.00 each. Yearbooks to be mailed upon publication in February.

BROADCASTING • TELECASTING: Please enter the gift subscriptions listed on reverse side and send announcement cards.

\$_____ enclosed () Please bill

Name

Company

Address

City

Zone

State

Sign Gift Card _____

TURN

PAGE FOR GIFT SUBSCRIPTION FORMS

BROADCASTING • TELECASTING GIFT SUBSCRIPTION FORMS

(Special reduced rates not good after December 31, 1951)

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FIRM

ADDRESS

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☐ BROADCASTING Yearbook ☐ TELECASTING Yearbook

NAME

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CITY.....ZONE.....STATE.....

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